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We pay our respect to the Elders both past and present 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.

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Advertising and Marketing Communications

The Effect Of Regret Appeal On Cultured Meat Acceptance: The Moderating Role Of Age

Felix Septianto, Univeristy of Queensland
Billy Sung, Curtin University
Van Chien Duong, Curtin University

Abstract:
Cultured meat offers promising potential to ensure global food security and reduce the negative impact of the traditional livestock sector. However, there is limited research delineating factors, especially affective factors, that influence consumer acceptance of this new meat. The current study attempts to examine how consumers' anticipated regret, loss aversion, and age affect consumer willingness to try cultured meat. The study utilises a between-subjects experimental design and conducted two studies to examine (1) the interactive effect between regret and age on willingness to try cultured meat; and (2) the mediating effect of loss aversion on the relationship between regret and willingness to try cultured meat. Our study supports the importance of anticipated regret on consumer behaviours (i.e., willingness to try new products). We also show that this effect could be explained by the increased loss aversion, which is amplified by an increase in age.

Keywords: Cultured meat; regret; age; loss aversion

A Balance Theory Perspective Of Brand Familiarity Effects

Ser Zian Tan, Sunway University
Fandy Tjiptono, Victoria University of Wellington,
Lin Yang, University of Tasmania
Motoki Watabe, Sunway University

Abstract:
This paper explores whether and how brand familiarity influences visual attention, external search behaviour, and attitude towards ad. Drawing on balance theory, this study addresses the triadic relationship between the brand familiarity, the brand information they obtained through external search, and consumers' attitude towards ads. Two eye-tracking experiments were conducted by varying the familiarity of brands featured in ads. Findings from these experiments revealed that: (1) brand familiarity can influence attention toward external search cues, and (2) consumers align their attitudes towards the advertisement with the searched brand information and this process is driven by the degree of brand familiarity.

Keywords: brand familiarity, balance theory, eye-tracking experiment

Reward-based Advertisement In Online Games: A Win For Advertisers, Developers, And Gamers

Shavneet Sharma, The University of the South Pacific
Gurmeet Singh, The University of the South Pacific

Abstract:
This study examines factors affecting gamers' attitude towards reward-based advertisements (RBA) in online games. A conceptual model is developed based on the Ducoffe's web advertising model and tested using a quantitative design through data collected from 532 online gamers in Fiji. Covariance-based structural equation modelling (CB-SEM) was employed to perform the analysis. Results reveal that informativeness, credibility, entertainment, and incentive positively influence advertisement value. Advertisement value was found to positively influences attitude towards RBA. The moderating factors of perceived competitiveness and gamer envy were found to strengthen the positive association between perceived advertisement value and attitude towards RBA. This study is novel is it is the first exploration of RBA in online gaming. In so doing, this study contributes to both marketing and gaming literature and provides valuable insight for marketers and game developers to influence customers to be more receptive to advertisements in online games.

Keywords: Reward-based advertisement; Ducoffe's web advertising model; Social comparison theory

Lights, Camera, Action: Exploring Nespresso's Celebrity Cameo Endorsement Success

Stacey Brennan, University of Sydney Business School
Amanda Kennedy, University of Sydney
Jasmina Ilicic, Monash University

Abstract:
This research introduces celebrity cameo endorsement as an effective creative advertising strategy. Celebrity cameo endorsements feature a long-standing celebrity in a lead role alongside a short guest appearance in the advertisement by another celebrity who is publicly known and instantly recognisable. This research adopts a mixed method approach to explore *Nespresso*'s celebrity cameo endorsement strategy. Two exploratory studies and two experimental studies provide evidence that celebrity cameo endorsements increase brand success in terms of share price, brand popularity, brand attitude, and purchase intention. Celebrity cameo endorsements are an effective advertising strategy as they enhance feelings of surprise, due to their unexpectedness. This study has important implications for advertisers in the development of their celebrity endorsement strategy.

Keywords: celebrity endorsement, cameo, creative advertising.

Social Sustainability And Brand Wellbeing Messaging On Instagram

Sarah Dodds, Massey University
Nitha Palakshappa, Massey University
Sandy Bulmer, Massey University

Introduction and Research Aim

The three pillars of sustainability – economic, environmental, and social – are viewed as vehicles for facilitating solutions to some of the most pressing problems of our time. Whilst there has been considerable focus on the environmental and economic pillars, social sustainability remains somewhat understudied. We see increasing calls for organisations to promote and engage with solutions to social challenges such as poverty, health, and wellbeing, in a more meaningful way. Marketing, in particular advertising and social media marketing, has the potential to forge transformational shifts towards sustainability (Lim, 2016; White et al., 2019) and enhance wellbeing for individuals and society (Dodds et al., 2021). However, research exploring the role that messaging on social media platforms can play in promoting social sustainability to enhance consumer and societal wellbeing remains sparse. The overall purpose of this research is to understand what constitutes effective social sustainability messaging around wellbeing on official brand posts on Instagram and how consumers respond to such messaging, leading to our research questions:

RQ1: What are the main message elements that a brand committed to social sustainability and wellbeing communicates on social media (Instagram)?

RQ2: How do consumers respond to brand posts regarding social sustainability and wellbeing?

Theoretical Background

We adopt a positive psychology approach as our theoretical lens to study social sustainability messaging that focusses on wellbeing. Positive psychology centres on human flourishing and promoting wellbeing through various pathways including advocating the savouring of pleasurable experiences, engaging in skilful activities, practising kindness and forgiveness, finding flow, enhancing connections, promoting meaning and purpose, setting valued goals, being grateful, gaining grit and developing an optimistic outlook (Carr et al., 2021; Snyder et al., 2016). Positive psychology in a consumption context places the emphasis on ensuring consumer wellbeing through pleasurable and meaningful consumption experiences (Schmitt et al., 2015). Marketing researchers and practitioners have started to recognise that consumer wellbeing is not only critical to being socially responsible (Minton et al., 2022) but that consumers are seeking meaningful consumption experiences that enhance their personal wellbeing and have societal wellbeing benefits (Del Castillo, 2021). We utilise the Dodds et al. (2021) conceptual advertising wellbeing framework as the basis for our analysis.

Methodology

We adopted a qualitative case study approach to investigate how fashion brand Lululemon (LLL) communicates with its consumers on Instagram regarding social sustainability and wellbeing. Lululemon, known for its commitment to individual and community wellbeing, provides fertile ground to investigate social sustainability messaging related to wellbeing. Instagram was chosen because it is the most popular 'visual' social media platform and important to fashion brands (Bonilla et al., 2019). Our research was executed in three phases. *Phase one* involved an in-depth case analysis of LLL using secondary sources of data. *Phase two* utilised a semi-structured auto-driving interviewing technique for collecting data with ten self-confessed LLL fans. Participants were recruited through snowball sampling and purposively selected to ensure that they followed the brand on Instagram. Four sample LLL posts related to social sustainability and wellbeing were used as auto-drivers for the study (Rokka & Canniford, 2016; Rose, 2016). *Phase three* involved analysing all the brand generated content (BGC) on LLL Instagram account over a 6-month period, from 7 July 2021 to 31 December 2021. Data collection involved logging every post over six months in an excel spreadsheet (with date of post, description of imagery, copy of the post's text) and exporting all associated comments. Data analysis of phase two and three involved three key steps – thematic analysis of the ten interviews, content analysis of all posts and thematic analysis of the consumer comments.

Findings

Our findings revealed that advertising and brand messages around social sustainability and wellbeing can be a powerful conduit for not only consumer wellbeing, but societal wellbeing too. Specifically, we found that Instagram posts on social sustainability related to wellbeing have four key message elements that consumers respond positively to with regards enhancing wellbeing: 1) *Meaning and purpose* – concerns the search for deeper meaning about life and how we live. We uncovered that Instagram was used as a personal "inspiration board" and as a vehicle of purposeful "escape". Interacting on the platform provided a pathway to dream and think about future goals. For some, Instagram messages around social issues such as diversity and inclusion provided an avenue for inspiring meaning and purpose related to supporting communities, "thank you for the support [LLL]. Let's help create a social impact on the community"; 2) *Connection* – focussed on a sense of sharing and belongingness. Creating connection at a product, individual and societal level is an important aspect of the LLL brand. This sentiment is reiterated "…they have always been in tune to being involved with the community…not just about their brand…but also your inner self and making you feel good". They promote a sense of "…belonging and community [among] people with similar life goals and aspirations". The brand is about "…collectivism, acceptance, teamwork, community…"; 3) *Transcendence* – relates to messaging that induces a deeper exploration of the inner self and evokes a sense of peace and joy. Following LLL on Instagram helped many find their "inner soul" and "inner self" by evoking a "sense of inner strength, peace, calm, meditation and being okay alone". For many there is a "sense of peace [and] a sense of joy" emanating from the posts that leads to consumers "feeling good"; 4) *Transformation* – focussed on messages that empower people to realise the self and reach their potential "it's more than setting goals and breaking records: it's about transformation". LLL are also cognisant of the broader environment within which they function. Messages from LLL helped individuals by "keep[ing] us motivated and connected" during times of extreme crisis such as those experienced over the pandemic. Transformation was also viewed as a shared experience, not just for the individual but also for the collective.

Implications for Theory and Practice

Our research contributes to marketing and sustainability literature in two important ways. First, we establish that Instagram posts are a powerful platform for messages pertaining to social sustainability and wellbeing, particularly from brands that are committed to social issues. In doing so, we extend Dodds et al.'s (2021) conceptual work around advertising and wellbeing to include social sustainability. Second, by applying a positive psychology lens we provide evidence of the importance of ensuring consumer wellbeing through meaningful engagement (Schmitt et al., 2015) that not only enhances consumer wellbeing but also has broader societal wellbeing implications (Del Castillo, 2021). We also provide evidence that being socially responsible and engaging in social sustainability messaging is linked to consumer wellbeing (Minton et al., 2022). Practically, brands that are genuinely committed to social sustainability and related social issues can consider using the four message elements to communicate with their consumers to connect them to the brand and brand vision, and ultimately forge change and impact positively on consumer and societal wellbeing. Further research studying a broader range of brands and social media platforms is needed to more fully theorise and conceptualise messaging around consumer and societal wellbeing.

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Understanding How Virtual Reality Interweaves With Online Review: Impacts On Consumer Hotel Evaluation And Selection

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Abstract:
While consumers rely heavily on online reviews to make hotel booking decisions, virtual room tour has also been increasingly used to engage consumers, especially Gen Z consumers. Current studies investigated the impacts of online reviews on and the role of virtual room tour in facilitating consumer patronage intention. However, little to no research has attempted to explore how online reviews and virtual room tour jointly impact consumer decision making. This study investigates the interactive impacts of virtual room tour and online reviews on hotel booking decision-making processes of Gen Z consumers. This study proposes that in comparison with static pictures, virtual room tour plays a more significant role in reducing consumer perceived uncertainty, boosting perceived hotel quality, and facilitating patronage intention. Moreover, when online reviews are less informative, VR amplifies the impacts of positive online reviews and attenuates which of negative ones more dramatically than pictures. However, when online reviews are detailed, the impacts of VR and pictures are undifferentiated, regardless of online review valence. This study devises a between-subjects experimental design and employs the SPSS PROCESS macro for data analysis. This paper is one of the first studies exploring the interactive effects of the two influential and decisive marketing communication practices that Gen Z consumers would rely on to make hotel booking decisions. This study would demonstrate how the impacts of virtual room tour might be influenced by online reviews with different valences and levels of informativeness, thereby making strong theoretical implications on the dual coding theory. Additionally, this study provides great practical insights into hotel managers and practitioners strategically implementing virtual room tour alongside online reviews to attract young customers and achieve business success.

Keywords: Virtual room tour, Online review, Perceived uncertainty, Perceived quality, Patronage intention, Gen Z consumer.

Creative Performance In Professional Advertising Development: the Role Of Ideation Templates, Consumer Insight, And Intrinsic Motivation

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John Parker, Macquarie University
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Abstract:
To develop more creative advertising, some have suggested professional creatives should use the Templates creative thinking technique. Templates are high-level abstract patterns seen in award-winning, highly creative advertising. Examples include Unification, Metaphor and Extreme consequence. Professional creatives are advised to follow these patterns when developing creative ads. However, this method has never been assessed using professional creatives. We test Templates on two groups of 96 and 60 professional creatives. We show Templates work by increasing the originality of advertising but have no influence on how strategic the advertising is. In Study 1, professional creatives directed to use specific Templates did more original work. In Study 2, professional creatives who merely had knowledge of Templates did more original work as well. We also compared Templates to two other approaches of improving creative work, for example, using consumer insight or enhancing one's intrinsic motivation. Templates are superior to both alternatives.

Keywords: Advertising development; Creativity; Templates.

Big Girls, You Are Beautiful: The Positive Consumer Response Towards Inclusive Sizing

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Romain Sohier, EM Normandie
Caroline Lancelot-Miltgen, Audencia
Béatrice Parguel, University of Paris-Dauphine

Abstract:
In this research, we investigate the effectiveness of plus-size models in advertising among young adults, who are most likely to be affected by the display of unrealistically thin bodies. Controlling more strictly the experimental setting than previous research, two successive experiments show that plus-size models enhance young adults' attitude towards the ad, this influence being sequentially mediated by the ad perceived inclusiveness, the model's trustworthiness and both positive and negative emotions. As such, we improve the understanding of the full mediation mechanism at play in inclusive sizing. As an addition, we show that inclusive sizing effectiveness is moderated by gender, such that it only exists among women. In sum, our findings justify the use of more diverse and realistic representations of the female body in advertising, including the use of plus-size models, beyond a mere deontological ethical perspective.

Keywords: models body shape size, perceived inclusiveness, gender effect

The Effect Of Graphic Design Elements On The Effectiveness Of Functional Versus Experiential Advertisements

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Paul Harrigan, The University of Western Australia
Kristof Coussement, IÉSEG School of Management
Tina Tessitore, IÉSEG School of Management

Abstract:
The functional/experiential typology is prevalent in advertising. Extant research focuses nearly exclusively on content schemes, but they ignore the critical consideration of the graphic design, which can be strategically leveraged to affect the processing and reception of an advertising message. Previous research offers little guidance on how the effectiveness of functional and experiential advertisements might be enhanced through graphic design elements, specifically colour and design complexity, which act as important executional cues in marketing communication. Four mixed-design experiments will be conducted to examine the effects of different colours (in terms of the types of evoked emotions) and design complexity on advertising effectiveness. Our findings will enrich current research on functional/experiential advertising and advertisement congruency, by investigating how graphic design elements (colour, design complexity) and advertisement types (functional/experiential) should align to improve effectiveness. This research will offer valuable practical guidance to advertising practitioners, such as what colours should be used more or less in functional/experiential advertisement design.

Keywords: Functional advertisements; Experiential advertisements; Graphic design

What Capabilities Are Required To Acquire Creative Skills? A Study In A Marketing Context

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Yogesh Mungra, MICA
Anupama Ambika, MICA
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Abstract:
The marketing professional in today's dynamic and challenging business environment ought to be highly creative to stay competitive. However, there is a paucity of knowledge about the capabilities required to develop creative abilities. This study focuses on meta-skills, the higher-order abilities needed to acquire new skills. Based on the theoretical foundations of flow theory and the SOR model, we develop a novel construct, creative meta-skills comprising creative growth mindset, diligence, and openness to feedback. The conceptual model connecting creative meta-skills to creative performance through two mediators (viz. creative personal identity and creative self-efficacy) was empirically tested and established basis data collected from 358 participants. The key insights from the study contribute to the theoretical domain of creativity and meta-skills for marketers. Further, firms can leverage the study's findings to enhance the creative performance of their marketing professionals and for better selection of candidates for creative roles.

Keywords: Creativity, Learning, Meta-skills.

Advertising Appeals And Low-Fit Brand Extension Evaluations

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Abstract:
Low-fit brand extensions offer profitable opportunities for brands. Yet, the success of low-fit extensions is very challenging. Despite this, the success drivers of low-fit extensions are not well-understood. Building on construal level theory, this research examines the differential effect of abstract and concrete ad appeals on low-fit extension evaluations. Two experiments are conducted based on US consumer samples. Study 1 shows that an abstract ad appeal is more effective in low-fit extension evaluations than the concrete ad appeal. It also indicates that the perceived fit is the underlying mechanism driving this effect. Study 2 further demonstrates that the superior effect of abstract ad appeal on low-fit extension evaluations holds when consumers are in high-power rather than low-power state. This research extends limited body of literature on the effectiveness ad appeals in brand extension evaluations. Marketers could enhance low-fit extension evaluations by using abstract ad appeals.

Keywords: Brand extension, Advertising appeal, Construal level theory

Why Do Advertisers Target?

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Byron Sharp, University of South Australia

Abstract:
Advances in media technology and access to more consumer data give advertisers more opportunities to target their advertising to a specific audience. Yet surprisingly little is known about advertisers' targeting strategies, and how targeting decisions are evaluated. 144 marketers involved with the creative advertising of brands and 136 with the media placement of brands completed an online survey to answer this key question. Two independent researchers coded the qualitative responses to create a framework of 12 key reasons and five themes for targeting advertising. Brand equity and brand growth were the most mentioned themes, inferring that the effectiveness of targeted advertising should be measured based on these key objectives.

Keywords: Targeted advertising, marketing decision making, advertising effectiveness

Examining Temporal Distance Effects Of Corporate Giving: The Role Of Donation Type

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Ravi Pappu, University of Queensland
Rakesh Kumar Ranjan, EDHEC Business School
Saeed Akhlaghpour, University of Queensland

Abstract:
Purpose – This research examines how the temporal distance of a firm's donation affects consumer evaluations (company attitude, charitable credit, and word of mouth). The mediating effect of perceived altruism and warm-glow feelings and the moderating effect of donation type (intangible donation vs. tangible donation) are also examined.

Methodology – Two experiments using between-subjects designs (Study 1: 2 [temporal distance: near vs. distant] × 2 [donation type: time vs. product] and Study 2: 2 [temporal distance: near vs distant] × 2 [donation type: time vs. cash]) were employed.

Findings – The negative impact of temporal distance on consumer evaluations of the donor firm, via perceived altruism and warm-glow feelings, is stronger for intangible (compared to tangible) donations.

Implications – If firms want to donate intangible resources such as time, they would be better off doing it sooner than later.

Originality/value – This study is the first to examine how the effect of temporal distance on consumer evaluations varies by the type of donation. It suggests the best donation type for temporally-oriented campaigns.

Keywords: corporate giving, donation type, temporal distance

Is Portfolio Co-advertising Too Close For Comfort?

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Cathy Nguyen, University of South Australia
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Abstract:
Co-advertising of two brands in a single advertisement should be mutually beneficial to both. This study uses ad recognition and correct brand recall to measure the memory of co-advertising within a brand portfolio context. The portfolio co-advertising tested in this research is where two brands linked by the same parent brand, such as a core brand and variant, share an advertising space. This paper conducts a between-subjects study comparing advertising and brand memory metrics for co-advertised and single-brand treatments. Results find that co-advertised treatments have similar ad recognition scores to single-brand treatments which suggests no advantage or detriment when adding a second portfolio member. Surprisingly, given the bigger branding footprint, advertising a variant with the core brand does not improve variant correct brand recall. The findings will help understand the benefits that realistically can be achieved by portfolio co-advertising.

Keywords: co-advertising, advertising effectiveness, brand portfolio.

Industry's Marketing Exposure And Smoking Intention Correlations (the Case Of Young Smokers In Vietnam)

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Acknowledgement:
This paper is extracted from my PhD thesis at Charles Darwin University. I would like to thank Prof. Steven Greenland, Dr Muhammad A. Saleem, and Dr Ninh Nguyen for their patient supervision, encouragement, and advice for my research, especially for the Anzmac Conference 022 paper. I was extremely lucky to have a supervisory team that genuinely cared about my job and responded to my concerns and questions in a timely manner.

Introduction and Research Aims

Despite various strict bans on tobacco industry marketing, Vietnam still belonged to the top fifteen countries with the highest smoking rate globally in 2020. In contrast with the current trend of other brands, tobacco manufacturers have their own ways to break the laws by utilizing traditional marketing activities to promote their products, which leads to the volume of cigarettes consumed by and the revenues from tobacco manufacturers increasing annually (Euromonitor, 2021). Smokers recognise the detrimental effects of smoking; still, it becomes a part of their living (Maslow & Lewis, 1987) not only due to nicotine but also other motivations. Kovač and Rise (2011) and Zhao et al. (2019) successfully explained smoking motivations by applying the TBP model, whereas Premananto et al. (2020) used the ABC model to prove that exposure to images is appropriate to explain attitude and quitting intention. However, no study has employed the ABC-TPB integration model to explain smoking intention in Vietnam. To that extent, two questions proposed to clarify the research objectives are:

> **RQ1:** How do exposure to tobacco marketing and internal factors affect smoking intention among young smokers in Vietnam?
>
> **RQ2:** How does Maslow's motivation impact smoking intention among Vietnamese young smokers?

Background and Conceptual Model

The ABC-TPB integration model

Developed from the attitude-behaviour-context (ABC) model (Guagnano et al., 1995) and the theory of planned behaviour (TPB) (Ajzen, 1991), the ABC-TPB model has been applied to evaluate the impact of both internal (subjective norms, perceived behavioural control, attitude) and external contexts (advertising, government regulations) on behavioural intention (Stern, 2000). Qin and Song (2022) successfully used this integration model to study factors influencing sustainable consumption behaviour. However, the authors suggested more profound studies on other real-life perspectives to prove the application of the ABC-TPB model rather than sustainable consumption (Qin & Song, 2022). Despite limited marketing, smokers considered cigarettes unique products, aware of cigarette brands through CSR activities from manufacturers and traditional marketing channels such as WOM, brochures, and promotional staff. Consequently, we would like to primarily explore how exposure to CSR and marketing activities (Context – C) affects attitude toward smoking (Attitude – A) and smoking intention (Behaviour – B). Furthermore , three elements from the TPB were combined to well-explain internal factors, which was accepted via the studies of Kovač and Rise (2011) and Zhao et al. (2020). Thus, we believed that the ABC-TPB model would be feasible to interpret smoking intention.

Maslow's hierarchy of needs

Several studies have mentioned different perspectives of Maslow's hierarchy to explore smoking motivation (Haddad & Malak, 2002; Lin & Chang, 2021; McClure et al., 2013). Nevertheless, no study integrates five sets of basic needs from Maslow's hierarchy of needs called physiological, safety, love, esteem, and self-actualization (Maslow & Lewis, 1987). Synthesizing from prior studies, we primarily adapted and obtained a new scale for smoking motivation that involves five items, matching five criteria in Maslow's model: (1) smoking is one of the smoker's basic needs, (2) smoking makes smokers feel comfortable, (3) smoking is good for social networking, (4) smokers look cool and fashionable, and (5) smoking is a part of smokers' personality in this research study.

Methodology

This quantitative research used primary data collected by convenience sampling method from young smokers aged 18 to 34 in the south of Vietnam, which is a crucial market segment for the tobacco industry. Respondents will be asked two screening questions before being presented with the informed consent statement, which are "Are you from 18 to 34?" and "Have you smoked in the past two weeks?". Consequently, 440 valid answers were recorded for this research. The demographic statistics were mostly comprised of male smokers (82.7%), followed by those that preferred not to disclose gender (12.7%) and female smokers (4.6%). While these demographics were similar to national statistics on Vietnamese smokers, there were more female smokers in this study (4.5% vs 0.9%) (Euromonitor International, 2021). However, this result matches the realistic situation as the female smoking rate is increasing in 2022, according to the Vietnamese government report.

Furthermore, to explore the relationship between determinants and smoking intention, the data were then processed by SmartPLS 3.3.9 software. To ensure the fitness of the data, we follow the theoretical framework of EFA (Hair Jr et al., 2021), the Cronbach's Alpha is high ranging from 0.8 to 0.9, which is higher than 0.7 as reliability value criteria (DeVellis, 2016). Thus, the model's reliability and validity should be adequate to test research hypotheses (Hair et al., 2014; Kline, 2011) – See appendix 3.

Results, Discussion and Contributions

Results (see Appendix 1) proved that the ABC-TPB integration model and Maslow's hierarchy of needs applied were appropriate to explain smoking intention. Regarding the ABC model, external context, exposure to CSR activities and marketing channels from the tobacco industry, was positively associated with attitude toward smoking and then smoking intention. This means that if smokers often hear or see CSR activities from tobacco manufacturers and regularly approach tobacco-related messages on media such as the Internet (social media communities), retail stores, events, WOM, and promotional staffs (PG and PB at café), their attitudes towards smoking would be positively changed, which results in an increase in smoking intention. This evidence proved that despite strict government bans, the tobacco industry always tries to approach smokers. Therefore, tobacco industry legislators in Vietnam need to consider how to better control such unrestricted marketing activities. Considered the TPB model, the significant association between the three constructs and smoking intention was in accordance with the results of Kovač and Rise (2011) and Zhao et al. (2019), in which perceived behavioural control is the most significant determinant, which means that when smokers wanted to smoke, or they were confident in smoking, their intention of smoking would be increased.

To the best of our knowledge, this study first successfully applies Maslow's hierarchy of needs to explain smoking intention. The results indicated that smokers' five-basic-need motivations adapted from Maslow significantly stimulated smoking intention. Smoking is not only a basic need of additive smokers due to nicotine, but smoking is a way to express themselves or show their personalities.

Implications for Theory and Practice

Smoking is harmful as it has brought numerous chronic obstructive pulmonary diseases for both smokers and second-hand smokers. To understand why smokers keep smoking, policymakers could conversely regulate policies to reduce smoking. For instance,

- Tobacco manufacturers utilise traditional marketing activities to promote their brands; to this point, policymakers should strictly control those traditional channels, especially WOM, via promotional staff.
- Important people to smokers, e.g. family members and close friends, should encourage and support them to quit smoking.

- Anti-smoking images and communications should be widely spread to awake smokers' love and self-actualisation, for example, the "Because of your families' health" slogan.

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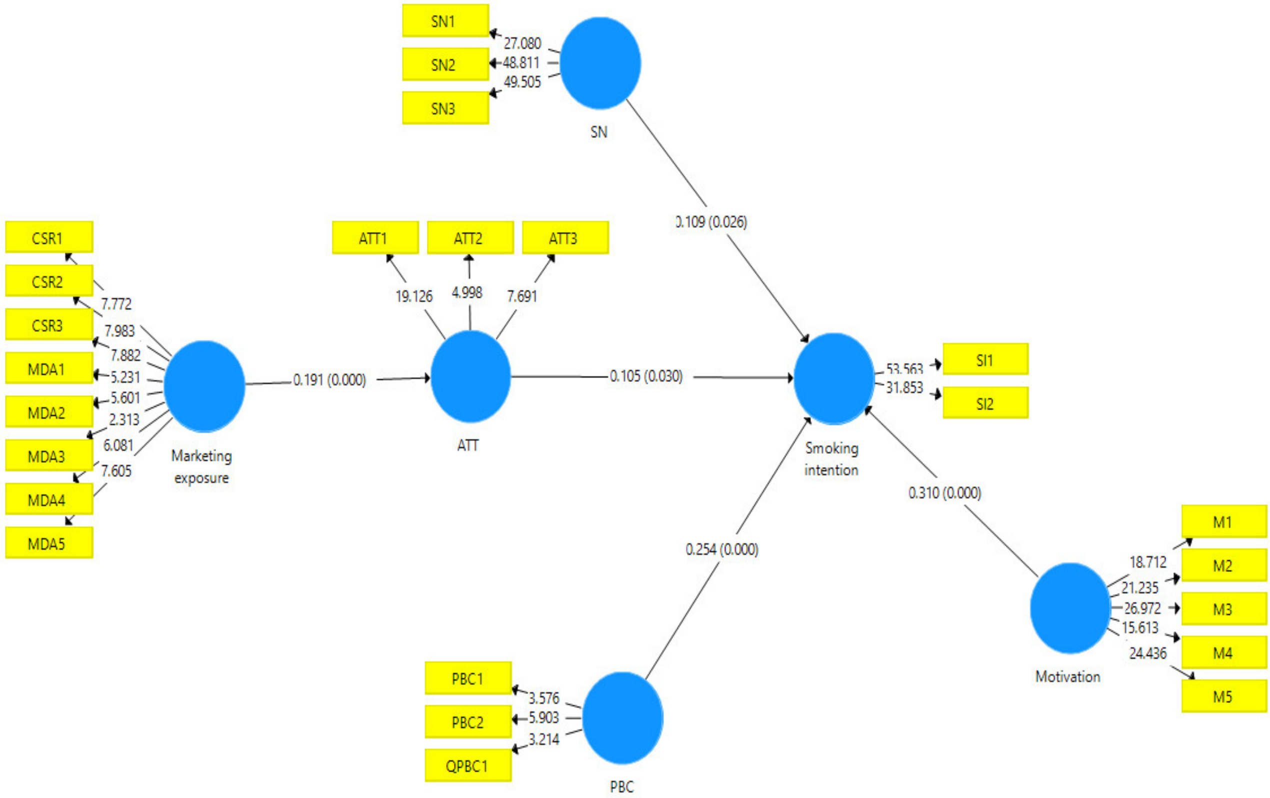
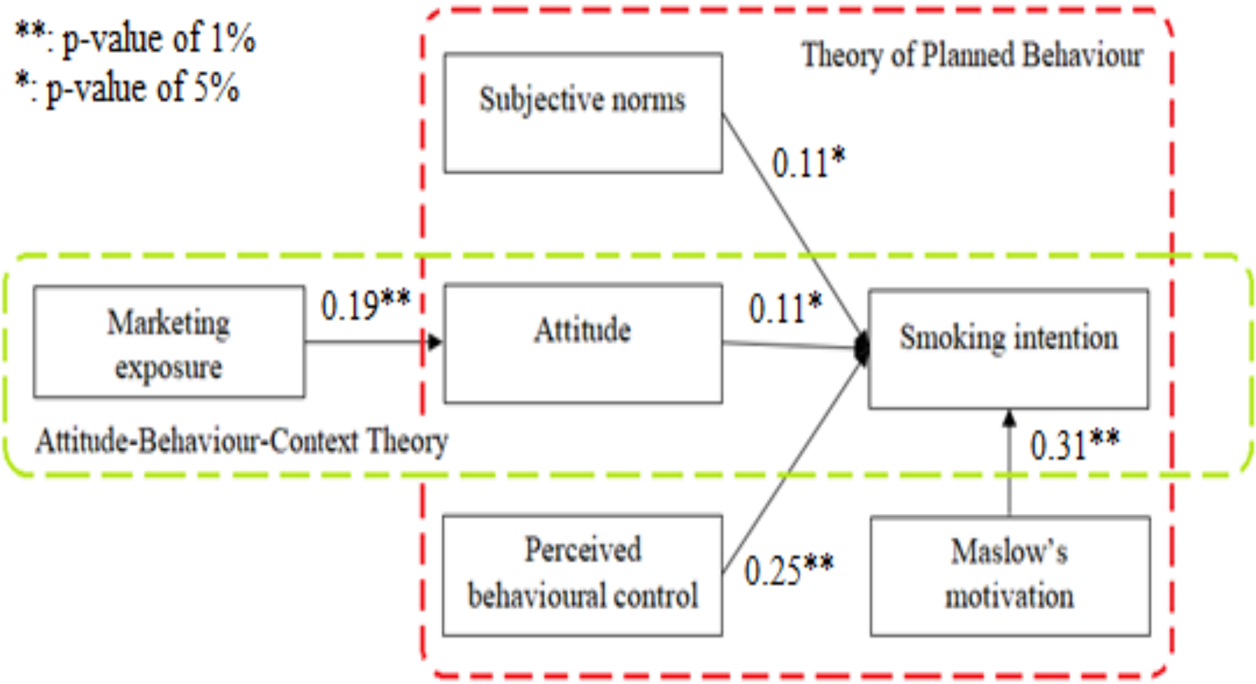
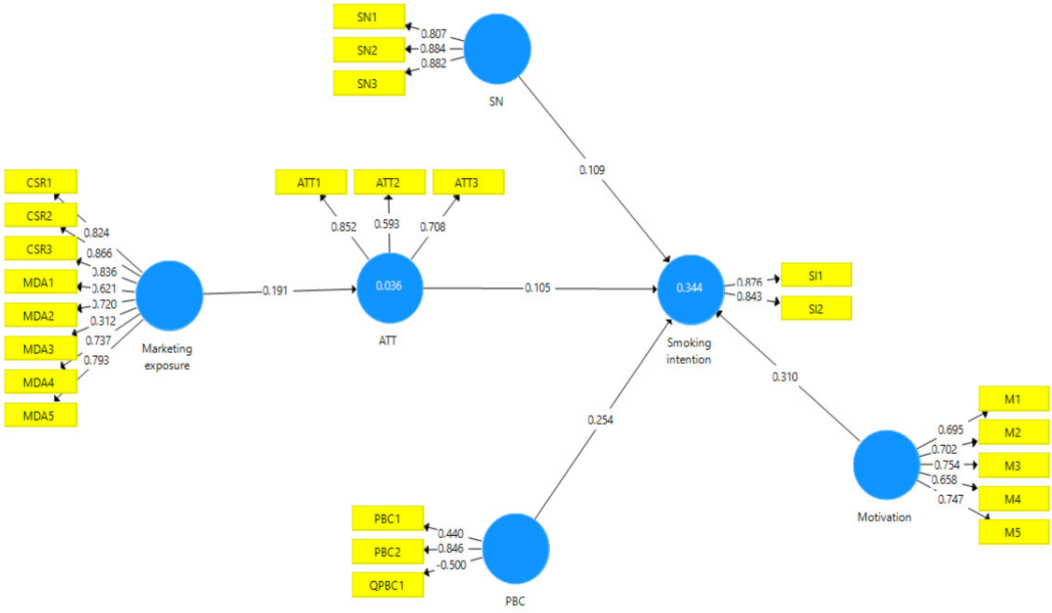




Appendix 1. PLS Path Coefficients (with outer weight)
and initial results by applying TPB-ABC model and Maslow's hierarchy of needs to explain smoking intention

(*Source: authors, SEM-PLS results, 2022)*



Appendix 2. PLS Algorithm Results (with R-square and T value)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0.901	0.905	0.938	0.834
Marketing Exposure	0.884	0.893	0.928	0.810
Motivation	0.884	0.901	0.912	0.635
PBC	0.896	0.896	0.928	0.762
SN	0.808	0.809	0.867	0.567
Smoking intention	0.894	0.895	0.926	0.759

Appendix 3. Path Coefficients

Measuring Advertising's Effect On Mental Availability

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Kelly Vaughan, University of South Australia
Rachel Kennedy, University of South Australia

Abstract:
Measuring the effect of advertising on memory remains an important topic within industry and academia (Vaughan, 2016; Vaughan et al., 2020). This study draws on the concept of mental availability - *the propensity for a brand to be thought of in buying situations* (Romaniuk, 2021; Romaniuk & Sharp, 2004) and tests the ability of Romaniuk's (2013) Mental Availability (MA) metrics to measure advertising's effect on consumer memory. This study replicates and extends Vaughan's study (Vaughan et al., 2020), addressing the methodological flaws by providing individual level longitudinal study with confirmed ad exposure. Data were collected in Australia from 806 financial products category users over two waves. Findings support Vaughan (Vaughan et al., 2020), showing MA metrics are sensitive to advertising exposure with brand non-users, who were aware of the advertising, having a greater increase in MA metrics than other groups.

Keywords: Advertising, Mental Availability, Replication

How Does Sponsorship Authenticity Affect Consumer Prosocial Behaviour?

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Pi-Hsuan Monica Chien, University of Queensland
Ravi Pappu, University of Queensland

Abstract:
Sponsorship authenticity is considered a multi-dimensional construct encompassing continuity, credibility, integrity, and symbolism as the dimensions. Empirical evidence for the exact nature of the construct however is lacking. Extant research on sponsorship provides limited guidance regarding how sponsorship authenticity might influence consumer attitudes and behaviours toward a sponsored nonprofit property. This research extends knowledge by providing empirical evidence for the hierarchical nature of the sponsorship authenticity construct. Moreover, it extends research on nonprofit sponsorship by showing that perceived authenticity of a sponsorship positively affects consumer attitudes toward the sponsored nonprofit property directly, and intentions to support and donate to the sponsored nonprofit property indirectly via perceived sponsorship fit. Results of an experiment employing a between-subjects design using a consumer sample provide support for the two hypotheses. The results have implications for nonprofit managers considering corporate sponsorships.

Keywords: sponsorship authenticity, sponsorship fit, nonprofit.

Using Social Media For Public Health Emergency

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Nenagh Kemp, University of Tasmania
Anne Hogden, University of Tasmania
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Abstract:
This study aims to (i) investigate the characteristics of health messages from public health agencies via their social media channels during pandemics, and (ii) identify the factors influencing how recipients engage with and respond to these messages. We reviewed 85 journal articles after screening seven academic databases with relevant keywords up to March 2022. These articles are empirical studies using data from seven social media platforms, covering four pandemics. This review shows that the articles studied six core areas to assess health messages and customer engagement: mask wearing, vaccine trial, misinformation fact-checking, routine mass asymptomatic testing, physical distancing, and stay-at-home order. Five factors characterised health messages and influenced engagement namely – source, content, subject, richness, and tone. Supply often fell short of demand, thereby weakening engagement. These preliminary findings indicate the need for more proactiveness from public health agencies to nurture and sustain customer engagement in their social media health messages.

Keywords: Social media, public health emergency, customer engagement

Influencing Factors Shaping Generation Y Beauty Product Users' Purchases

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Abstract:
With the beauty product industry being one with a substantial global market value, marketers must effectively target spendthrift consumers. Generation Y consumers deem their appearance important and therefore spend a significant amount of their disposable income on products that will assist them in looking their best. These consumers engage in pre-purchase information searches to justify their purchase decisions. This pre-purchase information search is influenced by various factors, including media, celebrities, salespeople, or social groups. This study gathered data from Generation Y consumers through a self-administered, six-point Likert-type scale questionnaire, of which 610 viable questionnaires were returned. Reliability analysis and a one-sample t-test were conducted, after which the means of the factors were ranked from most to least important. This study showed that these consumers are influenced in descending order by salespeople, media, friends (group influence), and lastly celebrities. This provides marketers with valuable information regarding the influencing factors of Generation Y consumers' beauty product purchasing decisions.

Keywords: Beauty products, Generation Y, Influencing factors.

Exploring Unintended Effects Of Drug Prevention Campaigns

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Lucy Simmonds, Flinders University

Abstract:
Public health drug prevention campaigns typically aim to reduce the use of illicit drugs. Yet the research shows that the campaigns could also have unintended harmful effects, e.g., normalisation and acceptability of drug use, decreased perception of danger, and stigmatisation of drug users preventing them from seeking help in fear of being judged. Little is known about whether the possibility of such unintended effects is considered during campaign design, or any possible mitigation strategies. This research aims to shed light on this issue from the perspective of practitioners – the designers and creators of the campaigns, government and charitable sector managers commissioning the campaigns, and care and support services workers who offer user support. Semi-structured interviews will be conducted to capture and synthesise practitioners' perspectives to fill this important knowledge gap and to inform policy around the development of future drug prevention public health campaigns to avoid unintended harms.

Keywords: Public health campaign, illicit drug prevention, unintended effects.

Emotions And Actions: Can Sentiment Drive Vaccination Uptake?

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Timo Dietrich, Griffith University
Sharyn Rundle-Thiele, Griffith University

Abstract:
Lack of trust in vaccines is a major contributor to vaccine hesitancy. To help overcome vaccine hesitancy, the Australian government launched multiple public health campaigns aiming to encourage COVID-19 vaccine uptake. This study examined the effects of these public health campaigns on public sentiment and vaccine uptake using machine learning methods. More than 137,000 publicly available English tweets published in Australia containing COVID-19 vaccination related keywords were collected and analysed from February to October 2021. Sentiment and topics within tweets and the relationship between public vaccination sentiment and vaccine uptake were examined and analysed. Findings show negative sentiment was more prevalent on Twitter during the Australian vaccination rollout, but vaccine uptake remained high. Timing of public health campaigns along the availability of the vaccine are crucial for successful vaccination rollouts. The findings can be used to inform government communication planning and improve spending of taxpayers' money.

Evolving Marketing With Web 3.0_ A Practice Approach To Web3 Marketing

Kevin Tan, Singapore Management University
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Abstract:
While the concept of Web 3.0 marketing started around 2010 as a model which would replace Web 2.0 marketing with intelligent information and evolved browsing habits and methods (Tasner, 2010), "web3" only took off in October 2021 together with search terms like "NFT" (non-fungible tokens) and "metaverse" following Facebook's rebranding to meta (Solis, 2022). Still relatively new with the evolving technologies and use cases of blockchain and NFTs, web3 marketing is a rapidly growing area of practice. This paper identifies key milestones in the development of web3 marketing to date, focusing on NFT creators, and shares findings from original research examining practitioner commentary about it. The paper is valuable in understanding the major ways in which web3 marketing could potentially create a new wave of rethinking among marketers, and establishing a set of first steps needed to provide more research about this dynamically expanding area.

Keywords: web3 marketing, B2B marketing, digital marketing

The Mediation Role Of Social Media Influencers' Perceived Authenticity In The Relationship Between Social Responsibilities And Customer's Behaviors: A Conceptual Paper.

Mai Quynh Nguyen, RMIT University
Long Nguyen Van Thang, RMIT University
Thuan Nguyen Hoang, RMIT University.

Theoretical foundations and the conceptual model

The theoretical foundation is Social Cognitive Theory (SCT) (Bandura, 1986), which is overarching theory for all relationships. SCT posited that individuals will form the perception toward particular practice, people according to dynamic and triadic reciprocal interactions between them and the environments. Environment elements (social norms, social value) provide some cues for individuals to develop their personal attributes (internal cognitive and affective states) and subsequent behaviors toward the practice/issues. Adapting in the SMI marketing context, social responsibility has been considered as a social norm and value (Dean, 1999), included in social environment factors (Casper, 2001). They will review social responsibility activities that the SMIs involve that shows high moral and ethical values of well-know people (Sichtmann, 2007), which makes customers to be personally connected and discover their actual selves from SMI (Baghi & Antonetti, 2021). The cognitive processing of these two social cues can help customers to perceive the authenticity of the SMIs. Accordingly, customers will follow the endorsements of SMIs to become highly engaged with a brand, and have positive eWOM communication (J. y. Kim & Hwang, 2021). SMIPA, which is necessary to completely achieve the effects of SMI's social responsibilities, is especially appropriate for complementing SMI's social responsibilities. SMIs should join more to their social responsibilities to create influencer-self connectedness of customers (Baghi & Antonetti, 2021), helping customer perceive that SMIs are sincere, honest and can reveal social activities to public, given that SMIPA leads to brand engagement and eWOM. This causal effect is the rationale to propose that SMIPA will mediate the role of perceived social responsibilities and self-connectedness, and it plays a vital part in gaining engagement and eWOM toward. Further, customers perceive authenticity differently according to SMIs types (meso vs. macro influencer) (Figure 1).

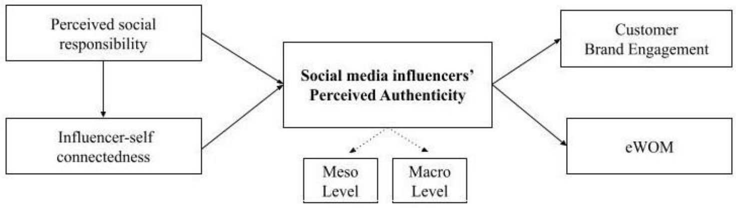

Figure 1: Conceptual Framework

Method and Data Analysis

A 2 (high vs low perceived social responsibility) x 2 (high vs low influencer-self connectedness) x 2 (meso vs macro influencer) experimental study will be conducted to examine a mediating role of SMIPA in the relationship between SMI's social responsibility, SMI-self connectedness and customers' brand engagement and eWOM, simultaneously, these different effects of SMIPA between meso-influencers and macro-influencers. Data will be collected from participants frequently accessing to social media, age from 18 to 49 (Statista, 2019), using the Qualtrics survey. Participants will see a simulated short video using real SMIs, in their native language with the random choice of social responsibility, self-connectedness and SMI types of conditions. All measurements will be all adapted from previously developed scales. SMIPA is multidimensional measurement, remaining constructs are unidimensional measurement (Dean, 1999; Dwivedi, 2015; W. G. Kim & Cha, 2002; Lee & Eastin, 2021; Park, Eisingerich, & Park, 2013). To test the relationships, Structural Equation Modeling (SEM) using AMOS will be performed.

Discussion, Contributions and Implications for Theory and Practice

This paper will contribute to the literature by highlighting the vital mediating effects of SMIPA in the relationship between SMI's social responsibility, SMI-self connectedness, customers' brand engagement and eWOM, simultaneously, comparing these effects between meso-and macro-influencers.

SMIPA is necessary to completely achieve the effects of SMI's social responsibilities. Another new contribution is that this study will apply the social cognitive theory in the SMI context to illustrate these two cues (personal and environment factors) can help enhance SMIPA. Accordingly, customers will become highly engaged with a brand, and have positive eWOM. In these prior studies, SCT was used widely in an e-government system, tourism sustainability, intentions to use computer systems (Font, Garay, & Jones, 2016). However, it is still limited in social media context, especially for influencer marketing. From a practitioner perspective, marketers can focus more on SMIs' social responsibilities to enhance SMIPA. This cause-and-effect relationship will support brand managers to understand the roles of various SMI types to develop their marketing campaigns.

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Business to Business, Distribution and Sales Management

Service Exchange Governance Through Service-dominant Contracts

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Introduction and Research Aim

Governance, as the ability of one actor to ensure the actions of another comply with a set of standards, is of central importance to value creation and value realization. An absence of appropriate governance mechanisms reduces the likelihood that one actor can trust another actor, thus jeopardising the basis for economic exchange (Lumineau, 2017; MacDuffie, 2011; McFarland et al., 2008). SD-Logic currently provides little detail as the relationship between governance, actor-to-actor service exchange, and resource integration. This is problematic since it reduces the ability and likelihood of SD-Logic becoming a pervasive theory of economic exchange.

This paper presents a conceptual framework of 'service-dominant contracts', which attempts to explain the governance mechanisms that are implicit in SD-Logic. Actor-to-actor contracts are particularly important in business market contexts, where economic exchange involves multiple actors, lengthy engagements, and significant impacts. Developing service-dominant contracts could help provide a missing link between the SD-Logic literature and the relationship management literature. As such, the paper's primary contribution is in the articulation of service-dominant contract dimensions and proposing a series of effects on resource integration elements.

Background

SD-Logic invokes the idea of 'institutional logics' as means to explain the underpinning rules that govern actor-to-actor service exchange (Edvardsson et al., 2014; Gonçalves et al., 2019). Institutional logics operate at the service ecosystem level and act as a set of commonly held beliefs that underpin actors' expectations and behaviours. While institutional logics are useful as means to explain why actors conduct themselves in certain ways, they do not address a series of core questions in terms of i) how actors form service exchange expectations, ii) how actors police service exchange, iii) how actors deal with tensions in service exchange, and iv) how actors behave during service exchange.

There has been some progress in answering these questions from the business marketing literature. When considering complex service exchange, there is a greater opportunity to observe actor behaviours during service exchange. Colm et al. (2020) observe such a case and conclude that actors must balance formal and relational contracting throughout a complex service exchange while also adapting this mix as the service exchange unfolds. So, this helps to illustrate the idea that a service dominant contract needs to accommodate a dynamic set of actor-to-actor interactions as they emerge.

Some key criticisms of SD-Logic persist. The adoption of broad language to describe the parties to economic exchange (i.e., 'actors') and the activities they engage in (i.e., 'resource integration') raises questions about these focal units of analysis (Grönroos, 2008, 2011; Grönroos & Ravald, 2011). These problems have implication for governance (Prior, 2016) in that it is unclear how and who creates value, why they do so, and how this relates to resource integration behaviour, as these relate to SD-Logic.

A Conceptual Framework of Service-Dominant Governance

This study suggests that a service-dominant contract is a potentially useful concept that could help explain actor-to-actor service exchange governance. Service-dominant contracts are the set of expectations that actors hold regarding the resource integration behaviours of other actors in actor-to-actor service exchange and the means available to police these behaviours. This is particularly relevant to situations where actors are individual people operant in a service exchange. Given the focus on services, it is likely that service-dominant contracts have the following dimensions:

- Psychological. Actors form expectations as to the behaviours of their counterparts and evaluate their performance accordingly (Mir et al., 2017; Zhao et al., 2019).

- Emotional. Actors adopt emotional states (whether intentional or not) which shape the service exchange (Jiang et al., 2014).
- Exchange-based (relational and formal). Actors, agree and act based on explicit contract terms and/ or based on relational agreements (Colm et al., 2020).
- Contextual (service ecosystem). Actors are subject to the norms held in common by members of a service ecosystem (Akaka & Vargo, 2015; Beirão et al., 2017).

SD-Logic holds that resource integration is the means for actors to create and realise value (Bocconcelli et al., 2020; Vafeas & Hughes, 2020; van Tonder et al., 2020). As the basis for value co-creation, actors combine and recombine resources to achieve valuable outcomes. Current studies suggest that resource integration is idiosyncratic (Bruce et al., 2019; Hughes et al., 2018). While this may be so, there are a series of observable, common resource types that emerge during actor-to-actor service exchange. The reason for this may be due to the service dominant contract properties that underpin the exchange. This paper suggests that service dominant contract properties inform resource integration by determining i) resource integration responsibility, ii) actor expectations and perceptions, and iii) by incentivizing actor compliance.

SD-contract dimension	**Resource integration effects**		
	Responsibility	***Perceptions/ expectations***	***Incentivizing***
Psychological	Who should act	Standard-setting	Performance evaluations
Emotional	How they should act	Mood	Negative emotions
Exchange-based	Why they should act	Feedback loops	Formal penalties
Contextual	Norms that encourage one form of action over another	Compliance with social norms	Norms violations leading to ostracism

Conclusion
This paper proposes the idea of 'service-dominant contracts' and describes some key dimensions. The study also suggests some ways that they link to resource integration-related phenomena. Service-dominant contracts could explain why actor resource behaviours emerge the way they do by unpacking the constraints that emerge through the psychological, emotional, exchange-based, and contextual dimensions of actor-to-actor service exchange.

Service-dominant contracts could be useful to explain complex actor-to-actor service exchange of the type more common in business markets. The current business-to-business marketing literature tends to treat contracts and SD-Logic as separate domains. With more B2B scholars now interested in SD-Logic, service dominant contracts may be a way to bridge the gap between transaction cost economics-based contracting theory and SD-Logic (Colm et al., 2020; Prior, 2016).

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Digitalization In B2b Manufacturing Business Enabling The Circular Economy – A Systematic Literature Review, Conceptual Model And Research Agenda

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Abstract:
Many B2B companies are challenged turn their operations into more environmentally sustainable and circular. Implementation of circular economy principles often triggers changes in companies' business models, strategies, value chains and supply chains, and in their competences. Recent studies have suggested that particularly digitalization can support B2B companies to redesign their businesses and B2B operations. Therefore, this study aims to contribute by developing a comprehensive view on how digitalization enables B2B companies' circular business, particularly in manufacturing sector, that is one of the critical industry sectors. We conduct a systematic literature review for over 500 research articles, of which we structurally analyse over 120 papers, to examine how digitalization enables B2B manufacturing companies to turn more circular. Our findings uncover what are the main digital technologies that catalyse manufacturing companies' circular development, what kind of circulation (recycling, reuse, reduce) they enable, and what this means to their business models, value creation, and chains/relationships. These findings contribute particularly to the increasing research on B2B circular economy business. Our paper also develops a research agenda and provides pragmatic guidance for B2B managers.

Keywords: Digitalization, Circular Economy, Manufacturing business

Australian Small Business Owner And Provider Perspectives In The b2b Digital Marketing Services Relationship

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Abstract:
Digital marketing has become a necessity for many Australian small businesses, exacerbated by the unpredictability of the pandemic. Previous studies have focused on the B2B service relationship in the Australian advertising industry, yet none have explored the relationship between small business owners and digital marketing service providers. Our study investigates the findings from the first stage of a mixed-methods research project involving a series of semi-structured interviews (15) with Australian small business owners and digital marketing service providers. Preliminary results suggest challenges arise in the B2B relationship when parties are "not a good fit", do not understand the needs of the small business, and the services provided, or when expectations surrounding ROI are not managed transparently. This research provides new knowledge to this scholarship area in Australia with the aim of better informing small business owners and digital marketing service providers to enhance their B2B service relationship and its outcomes.

Keywords: B2B, small business, digital marketing

Marketing Within Co-operative And Mutual Enterprises A Systematic Literature Review

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Abstract:
This study examines how, and to what extent co-operative and mutual enterprises (CMEs) have been presented within the marketing research literature. The marketing of CMEs is not widely researched within the academic literature. A systematic literature review (SLR) method was used to examine a large corpus of sources, which were reviewed to extract those addressing marketing within CMEs. Analysis was undertaken using SPSS and Leximancer software. The findings highlight the evolution of the literature from 1970 to 2022, the areas of focus, the epistemological orientation of the studies, and the gaps in the extant literature. The study highlights the need for more application of marketing theory and practice within the CME research domain, and in its use by managers within these organisations.

Keywords: Co-operative and Mutual Enterprises

A Private Blockchain Ecosystem: A Stakeholder Capitalism Perspective

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Abstract:
Digitalization of the buyer-seller relationship is considered one of the most important topics in business-to-business marketing research. This trend toward big data analytics, artificial intelligence, and 5G is growing, nonetheless, limited attention is given to private blockchain although it enhances efficiency and removes the friction shared by ecosystem partners. This article marks the first attempt to apply stakeholder capitalism to study the linkage between stakeholder well-being and stakeholder engagement mechanisms in the marketing context. Our data consisted of semi-structured interviews with 15 European and Asian blockchain specialists. The current research extends the notion of transformative marketing by providing a more balanced view of well-being outcomes, including the negative valence of engagement regarding well-being. The research is vital for service marketing as it provides guidelines for managing unfaltering relationships among stakeholders in a decentralized ecosystem.

Keywords: stakeholder capitalism; digitalization; institutional logics

Business-to-business Customer Experience: A Systematic Literature Review

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Abstract:
Customer experience (CX) has been identified by the Marketing Science Institute as a significant research priority for over 10 years (MSI, 2020). To date, literature primarily focuses on investigating Business-to-Consumer (B2C) relationships, resulting in underrepresented and fragmented literature in the Business-to-Business (B2B) CX context. This study aims to explore how the literature conceptualises CX examined in B2B relationships through a Systematic Literature Review (n=25). Using descriptive and thematic analysis, the findings of the review reveal B2B CX literature relies heavily upon B2C conceptualisations. Further, the systematic review identifies a fragmentation in the number and types of CX dimensions explored in the B2B literature, and a lack of investigation into how these dimensions exist or vary according to stages of customer journey or touchpoint types. From identifying these gaps in the B2B literature, this research identifies important future research priorities for the B2B CX literature which require exploration to further this field of study and practice.

Keywords: Customer experience, Business-to-Business, Systematic Literature Review

Success Factors Of Sustainable Value Co-creation In Business-to-business-partnerships

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Abstract:
Sustainability co-creation partnerships can be entered into to achieve sustainable value as a macro-level goal more effectively and efficiently by building and maintaining relationship quality at the meso-level of the partnership while at the same time better targeting micro-level individual goals. Limited evidence exists on how conforming to the macro levels of sustainability effect micro and meso-levels of business-to-business partnership. Hitherto, co-creation processes are predominantly researched separately from CSR, relationship marketing and sponsorships and sustainability. Based on a systematic literature review integrating CSR-, relationship marketing and sponsorship research this study aims to uncover success factors of sustainable value-co-creation through business-to-business partnerships. Various success factors at the macro-, meso- and micro-level are identified useful for evaluating, managing and controlling activities in sustainable value co-creation partnerships. A conceptual framework is proposed, reflecting the relationships between the factors identified. Based on this, avenues for further research are derived.

Keywords: Sustainable value, co-creation, business-to-business partnership

Effects Of Sport Celebrity Transgressions On Sponsor Partnerships

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Abstract:
Sport sponsorship spending as marketing communication medium increased during the pandemic. This increase in sponsorship spending and the increased trust that consumers attribute to sponsorships justified this study. Limited evidence exists on how types of sport celebrity transgressions effect the sport celebrity brand image and associated sponsor partners. Hitherto, effects were predominantly researched separately from type of transgressions and the specific brand attributes and benefits of the sport celebrity. Six focus groups and social media mining of 16 sport celebrity transgression scenarios were conducted. Findings indicated the relationship between sport celebrity transgressions and sport celebrity brand image may depend on the brand attributes and benefits of the sport celebrity; and the type of transgression (recreational drug use and adultery; spontaneous on-field transgressions; sexual misbehaviour and doping). This study contribute to theory on communications and branding by analysing the transgression types and the specific set of brand associations following a transgression.

Keywords: Sport celebrity transgressions, sport celebrity brand image, sponsor partnerships

Understanding Sme B2b Business Model In A Post-covid Era

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Abstract:
In a post-covid world, it is important to understand how business-to-business (B2B) small-to- medium (SMEs) will need to adapt their structures and delivery models, following changes in consumption patterns and channel preferences. A BM perspective based on the Stimulus Organism Response (SOR) viewpoint is adopted to fully capture the impact that major external forces could have on their retention models. Looking at co-creation, trust and gratification sought as key variables that would influence channel preference across the purchase-journey, this paper aims to establish if an "online-dominance" now exists for touch points previously with an "offline dominance". A self-administered survey using panel data targeting B2B SME customers will test a proposed conceptual model aimed at examining the drivers of building robust relationships with B2B network customers. This novel approach aims to extend the understanding of how SMEs can sustainably structure themselves, following a crisis, while also helping smaller firms identify clearly where their limited resources would be best allocated.

Keywords: Omni-channel marketing, SMEs, Customer Retention

Marketing Research Agencies, Creative Agencies And Client Relationships: a Study Of Relationship Tensions

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Abstract:
This research explores different tensions experienced in the market research agency (MRA), creative agency (CA) and client relationships when clients commission market research agencies to test advertisements developed by creative agencies. Motivated by the Australian Market and Social Research Society 2018 panel, this research sought to examine structural, emotional and behavioural relationship tensions experienced in this triad. This research utilizes the tension categories proposed by Tóth et al. (2018) and Pressey and Vanharanta (2006) to examine processes influencing tensions. We analysed 25 in-depth interviews using NVivo 12 to conduct a thematic analysis. Six second-order codes identified processes that exacerbated or minimised each of the three tensions experienced. This work offers important theoretical and managerial contributions for the MRA-CA-client relationship and provides suggestions to mitigate or minimise the tensions experienced in this context or similar triadic relationships.

Keywords: Tensions; Agency-client relationships; Triadic relationships

Sense Making Within Humanitarian Aid Networks For Building Network Resilience

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Abstract:
Exploring how aid networks build resilience is vital to understanding how they survive in the face of protracted crises. Sensemaking processes became central in resilience building to perceive and interpret the changing environment, guiding actions and strategies for business networks. Yet, our understanding of sensemaking in relation to resilience lacks detail as to the specific sensemaking frames and their implications in specific contexts. This research explores network resilience in a humanitarian setting, by focusing the sensemaking frames influencing resilience building and how these frames shift to shape resilience strategies and actions. The proposed research is built on a single, cross-sectional, Jordanian case study. This work in progress will provide important theoretical contribution to current literature on strategizing for resilience building in a networked setting.

Keywords: Resilience, sensemaking, humanitarian aid networks.

Why Don't Small Business Owners Take Professional Advice?

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Abstract:
Despite evidence that taking professional advice reduces risk and facilitates growth, small business owners routinely fail to take it. Contemporary marketing literature provides only limited insights to this problem, so the aim of this research was to explore reasons why professional advice is not taken by small business owners. Applying an inductive, grounded theory methodology, 30 interviews were conducted and 150 client-adviser relationships explored. Producing an empirically grounded framework, findings show that reasons for not taking professional advice are categorically owner-related, adviser-related and relationship-related. Factors relating to the prioritisation of emotion, beliefs and time; expectations about advice suitability and adviser credibility; and being flexibly accommodated by unique determinations about importance, trust, and engagement emerged. Contributing new knowledge to B2B and services marketing literature, findings extend what is currently known about advice rejection, provide a more holistic understanding of client-adviser relationships and deepen managerial insights of reasons for not taking advice.

Keywords: Small business owners; professional advice; client-adviser relationships

Adoption Of Ai-based Lead Management System

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Introduction and Research Aim

An AI-LMS can analyze raw customer data and provide insights, shorten sales cycles, provide a better and customized sales experience to the customer, and boost the workforce productivity of the dealership (Capgemini Research Institute, 2019). Passenger car dealerships are legacy-based brick-and-mortar setups for car sales, where the lead management system is also legacy based. An AI-based system can reimagine and reconnect this legacy system to a much higher competitive level. However, the adoption of AI-LMS depends upon certain challenges. The main hindrance to Artificial Intelligence adoption is the employee's reluctance to adopt technological offerings (Venkatesh, 2022). Integration of AI with a legacy system will be successful only if the organization's employees find such systems useful to enhance their work and not treat them as a threat (Chatterjee & Bhattacharjee, 2020; Roy et al., 2018; Venkatesh, 2022). Thus, to enhance the likelihood of acceptance, we need to understand what factors influence this acceptance (Venkatesh, 2022) at the sales-team level of passenger car dealerships.

The aims of this study are:

To examine how the latent UTAUT2 constructs, including Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, and Habit, affect the Behavioral Intention of adopting the AI-LMS, and

To examine the interrelations amongst the UTAUT2 latent constructs in the context of this study.

We address two research questions in line with these aims:

RQ1: What are the prominent influencers of behavioral intention to adopt an AI-LMS?

RQ2: How do the influencing factors interact and impact each other?

Background and Conceptual Model

In this study, the UTAUT2 model is applied to understand the acceptance of AI-LMS. It assumes that "Behavioral Intention to adopt and use a particular technology is influenced by "Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit." These are moderated by Age, Gender, and Experience (Venkatesh et al., 2012). Since AI-LMS is currently not implemented at any dealership considered in this study, Behavioural Intention is considered as a proxy to use behavior. Experience of the system is also not considered in our model as users do not have prior experience with the system. Similarly, Price Value has not been considered as respondents do not have to pay to use the system (Nordhoff et al., 2020). Tamilmani et al. (2019) opine that Habit is not considered in studies where the technology has not yet been implemented. We have included it as Habit is a person's tendency to automatically replicate a behavior due to learning (Limayem et al. 2007). This is consistent with the "Theory of Planned Behavior" (Ajzen & Fishbein, 1977; Gansser & Reich, 2021). As triggers can activate repetitive behavior (Ajzen & Fishbein, 1977), we propose that the Habit of using the technology may induce AI-LMS acceptance.

Method

A questionnaire was administered to the sales advisors of 27 dealerships of nine major passenger car manufacturers in the Indian state of West Bengal. The data was collected from 22 districts of West Bengal from cities, towns, and rural outlets where the manufacturers had their presence from December 2021 through March 2022. One district was avoided due to political unrest at the time of data collection. The questionnaire was administered after a short presentation about AI was made to the sales advisors to help them understand the subject. Then the questionnaire details were explained to the respondents. The questionnaire was divided into two parts. One focused on the respondents' socio-demographic profile and occupation. The second part measured the latent constructs based on UTAUT2 with 25 items.

The data was analyzed in 2-stages. The measurement model was analyzed in the first stage, and the second stage was the structural path analysis using SmartPLS Version 3.3 software package.

Results, Discussion, and Contributions

The most significant influencer of Behavioral Intention to adopt the AI-LMS was Habit. As per Tamilmani et al. (2019), Habit is a construct that is rarely considered when unimplemented technology is studied. Our study establishes Habit as the most predominant factor of AI-LMS adoption, implying that the sales advisors who habitually use technology would be more likely to adopt an AI-LMS and its recommendations. The next most significant influencer of Behavioural Intention is Hedonic Motivation. Sales advisors are more likely to adopt AI-LMS if they find it interesting, entertaining, and fun to use. Behavioral Intention was found to be significantly influenced by Effort Expectancy. This implies that if the effort required to use an AI-LMS is low, then the likelihood of using the system would increase. Effort Expectancy significantly impacted performance expectancy. This suggests that sales advisors who perceive that the system would be easy to use will also perceive that using the system will enhance their performance. Hedonic Motivation significantly influenced Effort Expectancy. This implied that those sales advisors who believed using the AI-LMS would be interesting, enjoyable, and fun thought the system would be easy to use. Facilitating conditions significantly impacted effort efficiency. This implied that sales advisors who perceived to have received proper training and equipment to use AI-LMS also perceived that the system would be easy to use. Social Influence significantly impacts Performance expectancy. This implies that sales advisors who perceive that their seniors and peers expect them to use the AI-LMS also perceive their performance would improve upon using the system.

Implications for Theory and Practice

This paper presents a holistic view of the adoption criteria of an AI-LMS by the sales advisors of passenger car dealerships. Our study has four theoretical contributions. First, the paper highlights the application of UTAUT2 on a single sub-process like sales initiation (lead management), where the acceptability of AI technology is tested. This differentiates the study from a product-centric or system-based technology adoption study, indicating the versatility of UTAUT2. We find that technology adoption and acceptability of a complete system or a sub-process (such as AI-LMS) can be equally and successfully determined by using UTAUT2. Second, as per Tamilmani et al. (2018), Habit is a construct that is seldom considered and mostly unobserved when the technology that is not yet implemented is under study. However, our study finds Habit to have the most significant impact on Behavioural Intention. Third, this paper reports the inter-relationships of the UTAUT2 latent constructs and how they impact each other. This enhances the understanding of UTAUT2 as a technology adoption model. Finally, UTAUT2 was designed to investigate how consumers adopt a technology. This study applied UTUAT2 in an organizational setting and received successful results, thereby establishing the versatility, robustness, and generalizability of UTAUT2 as a technology adoption study model. On the practical side, based on the results of this study, we infer that for AI-LMS to be implemented, the dealerships have to (a) hire tech-savvy sales advisors, (b) implement the system with a vibrant and enjoyable user interface that is easy to use, (c) equip the dealership with required gadgets and introduce them to the sales advisors, (d) have training facilities and support staff for the sales advisors, and (e) encourage the sales advisors to use the system by their senior manager.

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The Impact Of Macro-level Politics On Defence-related B2g Solutions Implementations

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Introduction and Research Aim

B2G solutions involve long-term engagements between supplier firms and their government customers (typically government departments or government-backed organisations) through a series of relational process to implement large-scale, complex, and customised product/ service bundles (Töllner et al., 2011; Tuli et al., 2007). In the Defence context, this includes military platforms (such as warships, aircraft, and land-based platforms) and infrastructure to help support the Defence organisation (such as buildings, and IT systems). The scale of Defence procurement is vast. In Australia, Defence spending is about $40 billion per year, for example.

B2G solutions are subject to more constraints than those that occur in commercial settings. A major difference is that B2G solutions are more susceptible to politicization, which we define as the point at which decision-making processes no longer focuses on the optimization of a set of objective criteria and instead invokes a dogmatic, values-based perspective (Neuhold et al., 2013). This can have major influences on B2G solutions, which are unclear in the current marketing literature.

In this study, we develop a framework as an initial attempt to explain how political decisions at crucial stages of B2G solutions implementations affect outcomes. By examining this phenomenon, the study contributes to the B2B solutions literature by introducing political decision-making as an important consideration and by illustrating its effects. This is also important for supplier firms who seek to attract Defence contracts as a forewarning of what to expect.

Background

Dealing with government buyers, particularly in the sales and implementation of B2G solutions is challenging for supplier firms. Current studies show that the sales process involves grappling with context-specific bureaucratic, political and social constraints (Josephson et al., 2019). Similar issues characterize implementation, with supplier firms also having to adapt B2G governance structures and management approaches to align with each stage (Colm et al., 2020).

In the marketing literature, we tend to focus on the effects of politics (as a macro-level phenomenon) on consumer behaviour, which has led to some concerns that this topic receives little attention in business market contexts (Henneberg & O'Shaughnessy, 2009). For those studies that do, the primary concern is with the nature of political groupings (e.g., clusters or cliques) that emerge through complex buyer-supplier engagements, with this leading to tensions and conflict between relationship partners (Brattström & Faems, 2020; Corvellec & Hultman, 2014; Henneberg & O'Shaughnessy, 2009; Sethi et al., 2012).

We examine the interaction between macro-level politics and B2G solutions implementations. It is our premise that B2G solutions involve a series of relational processes bundles (Töllner et al., 2011; Tuli et al., 2007) whose character changes depending on the degree of politicisation that affects the B2G solutions implementation process. Understanding this nature of these effects is crucial for supplier firms that seek to enter or navigate B2G solutions market opportunities.

Methods

Our study draws on a large-scale case study of the Australian Defence sector, conducted between 2011 and 2019. The authors conducted semi-structured interviews with representatives of the supplier firm, the buyer organization and third parties (such as representatives from industry bodies) across seven B2G solutions implementations, which resulted in 85 interviews in total. We also conducted 24 meeting observations in total. Meeting observations were normally project planning meetings (where the focus was on planning for upcoming events) or project monitoring meetings (where the focus was on ascertaining project progress and on problem-solving). We also conducted document analyses on approximately 2,030 pages of email correspondence, project planning documents, project output documents, as well as documents relevant to the Australian Defence sector such as the Defence White Paper 2016 and the Defence Industry Policy Statement 2017.

Results

We present a snapshot of the results using Tuli et al. (2007) business solutions framework as a series of key implementation dimensions (i.e., important aspects of each stage) and how politicisation impacts these.

B2G solution stage	**Key implementation dimension**	**Politicisation influences**
Requirements definition	• Needs identification • Involvement of decision-makers • Acknowledgement of stakeholders	• *Needs divergence between stakeholders* • *Stakeholder favouritism based on political allegiance* • *Less reliance on objective information*
Customization and integration	• Needs prioritisation • Resource allocation	• *Priorities reflect political allegiance* • *Key roles often political appointments*
Customized and integrated goods and services	• Form • Function • process	• *Customisation reflects political considerations (e.g., local content rules)* • *Customisation often not the best option*
Deployment	• Resource utilization • Transparency • Problem-solving • Coordination	• *Sudden changes reflect political developments*
Post deployment support	• Accountability • Contract adherence	• *Excessive reporting* • *Conservatism – no incentive to 'innovate'*

Conclusion

This paper presents a framework that illustrates how macro-level politics affects B2G solutions implementations. Our findings suggest that politicisation tends to reduce the efficiency of B2G solutions implementations by altering the bases for decision-making, information access and assessment, and outcomes evaluations. Politicisation can increase the accountability of B2G solutions implementations while also aligning B2G solutions implementations with a political agenda that is consistent with the one presented by the elected representatives of the population.

Marketing-related research that considers macro-level politics and their effects on complex B2B relationships currently focuses on the sales process and on the governance arrangements applicable to each implementations stage (Colm et al., 2020; Josephson et al., 2019). The present study augments this research by considering key implementation dimensions (which reflect decision-making processes) at each stage and by uncovering how political affiliations affect these.

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Conflict Management Decision And Channel Member Performance

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Abstract:
The issue of conflict management is a key concern for business success, and a top research priority in marketing distribution channels. This study provides an insight into and a solution for the conflict management of marketing channel members from the perspectives of members' network performance and managers' choice of management styles. Using a questionnaire survey, data were collected from a Chinese electrical company's channel members and analysed using different analytical techniques. This study found that the choice of conflict management style is imperative to channel member network performance, especially for achieving specific conflict management goals. It also found the moderating effects of conflict management styles. The findings benefit researchers and business managers who are interested in understanding channel member attitude and behaviour in the conflict and improving the effectiveness of retail networks to properly reconnect the channel member and reimagine the role of channel member in managers' conflict management decision.

Keywords: Conflict management, Marketing distribution channel, Channel member.

Salesperson Solution Involvement And Microenterprise Financial Wellbeing

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Abstract:
In business-to-business (B2B) markets, salespeople are pivotal in their firm's effort to provide solutions that address customer needs. However, current research on solution provision has primarily focused on the benefits firms derive from salesperson solution selling activities without focusing on customer benefits. This study addresses this gap, and presents an empirical framework based on role theory, and examines how salesperson solution involvement impacts microenterprise financial wellbeing through advice adherence. The study utilises triadic matched data in which microenterprises are nested within salespeople, who are in turn nested within branch managers. The findings show that salesperson solution involvement improves microenterprise financial wellbeing through mediating role of microenterprise advice adherence. The results also show that microenterprise financial literacy enhances the effect of salesperson solution involvement on advice adherence. However, social ties with microenterprise's network of peers and fear of failure negatively moderate the relationship between salesperson solution involvement and advice adherence.

Keywords: Salesperson, Advice adherence, Financial wellbeing,

The Role Of Entrepreneurial Orientation And Network Patterns On Sme International Performance

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Abstract:
By drawing on the network perspective from international marketing (IM) and international entrepreneurship (IE) literature, the study explores the network configurations that help small and medium-sized enterprises (SMEs) to succeed in international markets. It performs a three-step multivariate cluster analysis on a sample of 71 SMEs operating in a specific industry to recognize SMEs' network patterns and entrepreneurial attributes promoting international performance.

We discover that strategic resources and network size are insufficient to explain internationalization performance. Instead, successful internationalization combines specific domestic and international network patterns and entrepreneurial proactiveness. Successful firms have established insidership positions domestically and internationally, providing a platform to explore and exploit international market opportunities. Several theoretical and practical implications are provided. First, we enhance understanding of networks' role in SME internationalization. Second, we provide empirical evidence of the network configurations that promote international performance. Third, we identify firm-specific attributes that allow SMEs to internationalize through networks.

Keywords: Entrepreneurial Orientation, Network Patterns, International Performance

Overshaping - Too Many Shapers Spoil The Market

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Abstract:
To date, market-shaping strategies have been mainly investigated from the lens of a focal market actor. Consequently, most insights have been about the activities and outcomes of the examined market-shaping strategy. However, research has indicated that situations in which multiple market actors have attempted to shape a market can result in the overshaping of a market. When a market is overshaped, it can be detrimental to the firm performance of all market participants. However, research into the notion of overshaping is limited. By employing a historical case study of the video game market in the 1980s, we investigate a market in which many firms attempted to shape the market to their benefit. We examine the effect of overshaping on a market and identify dynamics that resulted in the extreme case of overshaping. We contribute to the market-shaping literature by further cementing the concept of overshaping and prompt firms and policymakers to engage in market-shaping collaboratively.

Keywords: market-shaping, market strategy, overshaping

International B2b Transforms Into Digitally Enabled Cbm

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Introduction and Research Aim

The circular economy (CE) is the way to achieve sustainability in all three pillars of economic, social, and environmental (Lewandowski, 2017, Reim et al., 2021); thus, more and more organizations from different parts of the globe strive to transform their linear business models into circular business models (CBMs). The pandemic and war in Europe emphasized clearly how various nations are connected and in some cases dependent on each other to supply materials. Both Covid-19 and the war accelerated digitalization; however, decreased the priority of sustainability.

Even though the CE has been introduced in the 1970s (Ellen MacArthur, 2018), it took scholars in business administration several decades to provide an academic definition for CE. The CE is a "strategy that emerges to oppose the traditional open-ended system, aiming to face the challenge of resource scarcity and waste disposal in a win-win approach with an economic and value perspective" (Homrich et al., 2018, p.534). A key precursor to the shift to CE is business modeling (Henry et al., 2020). The circular business model (CBM) is defined as "the rationale of how an organization creates, delivers, and captures value with and within closed material loops" (Mentink, 2014, p.24).

In 2016 Lewandowski investigated designing the CBM, thereafter in 2018, Oghazi and Mostaghel empirically studied the challenges of CBM, and in 2019 the roadmap toward the CBM was presented by Frishammar and Parida. Clearly, the academic literature on CBM is growing in parallel with industry attempts. Nevertheless, CMBs have not been implemented widely in industrial settings (Reim et al., 2021). Each organization needs to assess the sustainability opportunities for CBM based on the specific product types, capabilities, ecosystem alignment, and value-capture viability (Reim et al., 2021).

The pandemic and war demonstrated the vulnerabilities of the international supply chain and made firms change strategies. However, there are many challenges in the alternative options. To address these environmental changes the aim of this study is threefold. First, this study aims to investigate the current situation of international B2B firms shifting to CBM. Second, the study investigates the role of digitalization in the transformation into CBM. Third, the final aim is to identify avenues for future research on international B2B firms transforming into CBM.

In line with the purpose of this study, we address three research questions:
RQ1: How do international B2B firms transform their business model into a circular business model?
RQ2: What is the role of digitalization in the circular business model transformation of international B2B firms?
RQ3: What are the avenues for future research in international B2B firms adopting a circular business model?

Background and Conceptual Model

To address climate change and limited resources on the planet earth many firms have made sustainability their top priority (Ritala et al., 2018) and pursue sustainability opportunities (SOs). For instance, Scania and Volvo are working on innovative sustainable solutions jointly with their ecosystem partners to optimize efficient logistic routes, and safe transportation (Scania 2021; Volvo 2021).
Averina et al., (2022) define SO as "an idea or a concept that enables (the) pursuit of environmental, social, and economic ends." They also present a Sustainability Opportunity Assessment framework (SOA) that includes capability assessment (internal competence fit and partner competence readiness), ecosystem alignment (partner incentives and early customer buy-in), and value-capture viability (market inducement and green premium potential).

We used the SOA framework in this study. Since it not only considers internal competencies but also partners' competence readiness.

Methodology
In order to understand how international digitally-enabled B2B firms transform their BM into a CBM, this study employed an abductive case study design for the following reasons: (1) the decision-making criteria for CBM were expected to be contextually grounded. Case studies are appropriate for investigating contextually embedded phenomena (Yin, 2018). (2) The transformation into CBM requires assumptions and interpretations of the decision-makers. A case study is a suitable approach to studying these assumptions (Gioia et al., 2013). (3) In order to theorize phenomena case studies are proper (Edmondson & Mcmanus, 2007). There are limited prior theoretical explanations on international firms transforming their BM into a CBM; thus, we adopted a case study design.

The case was selected very carefully to ensure its theoretical relevance (cf. Gioia, 2021). The chosen international B2B firm had clear goals to transform into a CBM and successfully achieved it. In 2022, this plastic manufacturer, with 24 employees, received the prestigious prize of Environmental Award from the local municipality.

Data collection was through an in-depth individual interview with the CEO of the firm and another interview with a member of the European Parliament to add a political view of the international collaborations within and outside of Europe. For validation purposes, secondary data was gathered from the annual report, sustainability report, and the firm's website.

Results
The results of the case study mapped the current situation of international B2B firms transforming their business models into CBM. The SOA framework was applied to the case and highlighted the specific challenges and strengths of the firm in the study. The major strength was internal competencies, and the major challenge was partner competence readiness.

In addition, the findings emphasized the crucial role of digitalization in transforming into a CBM. Finally, one of the major avenues for future studies, identified here, is supply chain management in a crisis so that international B2B firms can continue to pursue their sustainability opportunities.

Implications for Theory and Practice
This study adds to the body of literature on international B2B firms transforming into a CBM by (1) conducting a systematic literature review, (2) empirically testing the SOA framework, and (3) identifying the avenues for future research.

There are several managerial implications. First, partner competence readiness is crucial for a successful CBM implementation. Second, several partners with similar functionalities should be included in the ecosystem in case of crisis to be able to continue business as usual.

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Key Brand Loyalty Patterns That Unite B2b And B2c: Shocking Revelations About Buying The Biggest Ships In The World

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Abstract:
This paper demonstrates empirical similarities between organisational buying behaviour (OBB) (e.g., shipping companies buying massive container ships) and buying behaviour for consumer goods (i.e., customers buying instant coffee) as a step to uniting underlying buying behaviour theory. Examining over a decade of global purchases from 100 Group owners from over ten Ship-builders, we establish brand performance measures in a heavy industrial category and identify double jeopardy and the negative binomial distribution. The findings demonstrate that despite intricate multi-faceted relationships between shipping companies and manufacturers, ship purchasing appears to be probabilistic, as demonstrated by the well-established empirical patterns. The approach helps advance knowledge of industrial buying behaviour and provides an empirical bridge (and challenge) to OBB theory by building on existing knowledge of buying behaviour in competitive markets. The results provide guidelines for marketing planning and benchmarks for evaluating the outcomes of marketing interventions.

Keywords: B2B, buyer behaviour, empirical generalisations

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Adjusting Supply Chain Bases For Politician Turnover

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Abstract:
Although the business-to-business literature has discussed the influence of the political environment on global supply chain decisions, the role of political leaders has been overlooked. To fill this research void, we predict and show that the turnover of a country's top political leader (hereafter, "politician turnover") increases policy uncertainty in the country, which drives multinational corporations (MNCs) to adjust their supply chain bases there. In an analysis of politician turnover events from 2003 to 2018 and the global supplier-customer relationships of US-incorporated MNCs, we find that politician turnover causes MNCs to reduce supply chain bases. The negative effect of politician turnover on supply chain bases is exacerbated by corruption in the turnover country, mitigated when the successor has a long political career, and exacerbated when the successor is less market-friendly than the incumbent; the effect becomes positive when the successor is more market-friendly than the incumbent.

Ex Ante Contracts And Ex Post Governances Under Different Stages Of Franchise Relationships

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Abstract:
Based on agency theory, this study examines how franchisors' *ex ante* contract characteristics, especially the concept of contract ambiguity, influence *ex post* monitoring and how *ex post* monitoring drive channel behavioral outcomes. We uncover the moderating effect of relationship stage. A match or mismatch between franchisees' needs and governance mechanisms determine the level of channel behavioral outcomes. Also, the differential effects of timing and kind of extracontractual incentive on *ex post* monitoring have been examined.

Using survey data of 222 franchisees representing ten hotel brands, we find that contract ambiguity of franchisor obligations appears to result in higher levels of *ex post* monitoring which facilitates communication between franchisor and franchisees. Multi-unit-based incentive, when broadly distributed to the franchisees, is associated with reduces in *ex post* monitoring. Further, we find that relationship stage moderates contract ambiguity—monitoring efforts and behavior monitoring—franchisee behaviors relationships, significantly. It closes with a discussion of implications for academics and practitioners.

Keywords: Franchising, Contracts, Agency Theory

Effective Franchise Contracts: The Role Of Contractual Relational Norms

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Abstract:
Franchise system viability depends on franchisor's ability to design contracts that facilitate the governance of the franchisor-franchisee relationship. However, research on the impact of contract design on franchisor performance is limited. We integrate research on contracts, transaction cost analysis, and relational governance to examine how contract dimensions influence franchisors' performance. We study the extent to which contract dimensions – contingency adaptability and franchisees' roles and responsibilities – are codified in a contract. Further, we examine the embedding of relational governance in the contract, i.e., contractual relational governance. We examine the moderating effect of the extent to which relational norms – information exchange and flexibility – are embedded in formal contracts. This study provides a comprehensive investigation of the influence of contract dimensions and contractual relational governance on franchisors' performance. State-of-the-art machine learning algorithm (Bidirectional Encoder Representations from Transformers - BERT) is used to code over 200K contract clauses from 334 franchise contracts. Our findings have implications for both theory and practice.

Keywords: Contracts, Relational Governance, Franchising.

What Drives Performance In Saas Providers?

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Abstract:
The growth of cloud computing has led to the development of new business models such as Platform as a Service (PaaS), Infrastructure as a Service (IaaS) and Software as a Service (SaaS). Out of the three, the SaaS commands the largest public cloud market segment, with more than half of organisations worldwide expected to use multiple SaaS solutions by 2026. B2B SaaS is a web-based software delivery model in which software is licensed on a subscription basis and available to B2B customers over the Internet. Whilst extensive research has been undertaken on the performance of traditional online firms, limited attention has been paid to investigating the drivers of SaaS performance. Using Dynamic Capability Theory (DCT), this study investigates the mediating role of website interactivity on the performance of SaaS providers. Global survey data from 395 SaaS organisations suggest two dimensions of website interactivity, synchronicity and social interaction, mediate the relationship between adaptive marketing capabilities and SaaS performance.

Keywords: SaaS providers, adaptive marketing capabilities, website interactivity

Organizing For Digitally-Enabled Servitization: A Technology Affordance Perspective

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Abstract:
"Digitally-enabled servitization" means that the manufacturing company uses digital technology to manage new interactions, reshape the traditional business strategy, and restructure customer relationships. There is scarce research examining the role of digitally-enabled servitization in manufacturing companies and how it influences business performance. This study uses a mixed-method approach to explore digitally-enabled servitization in manufacturing companies from a technology affordance perspective. Specifically, qualitative research from five manufacturing companies identified that digitally-enabled service has two dimensions: front-end and back-end digitalization. The quantitative study of 283 manufacturing companies confirmed that digitally-enabled services allow the manufacturing companies to gain positive business performance. The findings from this study contribute to the technology affordance theory by showing that a company with different business objectives can manage digitall y-enabled services differently. In addition, the present research can guide manufacturing companies to revamp their strategy management processes by utilizing digital technologies to enhance service business development.

Keywords: Digitally-enabled servitization, technology affordance theory, business-to-business marketing

Impact Of Ai On Intra And Inter-firm Collaboration For The Adoption Of Sustainable Business Practices: A Path To Business Sustainability, Society 5.0 And Sustainable Development

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Introduction and Research Aim

Since the publishing of the Brundtland Commission in 1987, sustainable development has emerged as one of the world's most important challenges. In 2015, sustainable development gained an increased hype when United Nations framed 17 Sustainable Development Goals (SDGs) for sustainable development as 2030 agenda. Despite decades of emphasis on the importance of sustainability and sustainable development, the alteration of businesses' value chain processes into sustainable business practices remains a challenge at the intersection of triple-bottom line (Barbosa-Póvoa, da Silva, & Carvalho, 2018; Rajeev, Pati, Padhi, & Govindan, 2017). The growing issues of sustainability are accelerating at an alarming rate such as overuse of natural resources, waste generation, catastrophic environmental contamination and degradation caused by industrial activities have raised the concerns of diverse stakeholders (Meixell & Luoma, 2015). Firms are now held accountable as one of the major contributors for sustainability issues and are under increased pressure to address environmental and social issues while being profitable (Fearne, Martinez, & Dent, 2012; Seuring & Müller, 2008)). On similar issues, the concept of society 5.0 introduced by Japan Government at the G7 Summit emphasizes on the creation of human-centred society through the use of industry 4.0 advance technologies (Fukuyama, 2018).

Although information technologies are required but insufficient for firms to attain desired levels of sustainability performance due to the volatile nature of supply chain (SC). The exchange of meaningful and useful information within organization and between firms and suppliers under fuzzy environments increase the complexity of collaboration between them with long-term trust-based relationships for sustainability. In epoch of time-based competition and uncertainty, AI is viewed as a revolutionary factor of Industry 4.0 with its potential intelligent capabilities to revolutionize the industrial operations, inter and intra-organizational collaboration for sustainability (Nishant, Kennedy, & Corbett, 2020; Paschen, Kietzmann, & Kietzmann, 2019). Despite extensive evidence that the rising paradigm of AI is shaping future of industrial landscape for sustainable development, however, a profound understanding of effect of AI on business sustainability, society 5.0 and sustainable development is still in its infancy stage (Fukuyama, 2018; Goralski & Tan, 2020; Jayden, Birgit, Jari, Antti, & Wenlu, 2018) as the impact of business operation goes beyond the particular customers including wider society and economy. In this regard, the interplay between AI and sustainability opens up exciting opportunities and deep investigation is required to understand its relationship with AI and then their impact for the achievement of society 5.0 and sustainable development.

The aims of this research study are: (1) to understand the effect of AI on internal and external collaboration between firms and suppliers for the adoption of sustainable business practices, and (2) to demonstrate their impact on business sustainability, society 5.0 and sustainable development.

Two research questions are postulated.
RQ1: What is the role of AI for internal collaboration and bridging firm-supplier collaboration for the adoption of sustainable business practices?
RQ2: What is the role of AI for business sustainability, society 5.0 and sustainable development?

Background

The convergence of mega trends AI intelligent technologies and sustainability imperatives have been recognized worldwide. As the environment continues to deteriorate, it has become one of the foremost issues globally. However, the lack of integration of intelligent automation in business practices makes difficult for the firms to adopt sustainable initiatives and the transition to effective sustainable business necessitates the integration of industry 4.0 technologies such as AI (Jayden et al., 2018; Kamble, Gunasekaran, & Gawankar, 2018).

Moreover, the existing structures of businesses are complex especially when firms need to spread sustainability across supply chains and trust is a critical determinant of collaboration binding business relationships (Civelek, Uca, Çemberci, & Yılmaz, 2017). Besides, the complex and uncertain business environmental challenges involve factors such as lack of clear and accurate information, poor communication, ineffective production scheduling, delays, lack of accountability, waste of scarce resources, increased transportation costs, demand uncertainty and untimely capacity planning and many more not only adversely impact the collaboration between firms and suppliers but also supply chain visibility, agility and sustainability (Allaoui, Guo, & Sarkis, 2019; Seyedghorban, Tahernejad, Meriton, & Graham, 2020; Somapa, Cools, & Dullaert, 2018; Zhukov, Silvanskiy, Mukhin, & Domnina, 2019). Furthermore, the dissemination of useful, timely and up-to-date information within firm and with the suppliers are important in a turbulent environment (Flynn, Koufteros, & Lu, 2016). To adequately counter such challenges and achieve business sustainability at the intersection of the triple bottom-line, evidence suggests that the digitalization of supply chain with industry 4.0 technologies such as AI have potentials to transform the way firms and suppliers operate and interact to ensure customers' demands in a timely manner and reconfigure the business operations for sustainability (Bughin et al., 2017; Nishant et al., 2020).

In order to gain competitive advantage, it is necessary for firms to operate with the utmost efficiency if proactive approach need to be established. AI can identify complex patterns, extract meaningful information and provide accurate predictions that could lead to proactive production planning, minimizing operational cost and improve profitability (Bughin et al., 2017; Wu, Yue, Jin, & Yen, 2016). This enables them to optimize intra and inter-firm collaboration for better production, distribution, waste reduction and resource management (Kamble et al., 2018; Bughin et al., 2017; Makridakis, 2017). Consequently, this could enable firms to be responsible businesses contributing to society 5.0 and sustainable development (Jayden et al., 2018; Zengin, Naktiyok, Kaygın, Kavak, & Topçuoğlu, 2021).

Methodology

A qualitative research design and a scientific realism paradigm with a constructivist perspective are used in this study. Data were collected from manufacturing companies through 36 in-depth semi structured interviews and documentation. Data were coded with NVivo 12 Plus software and themes were identified. No unknown phenomenon of business relationships or behaviours are found.

Results

Data shows that visibility of supply chain depends on the organization's capacity to integrate and coordinate useful information in operations necessary for better and faster planning, supplying, scheduling and delivering to customers in the era of high demand uncertainty and competitive markets. Nevertheless, the idea of SC visibility goes beyond merely having access to information. It considers other aspects of the information such as the degree of accuracy, reliability, trustworthiness and timeliness. Data reveals that the cognitive features of AI (competence, accuracy, reliability, transparency, predictability) not only positively increase visibility of SC activities in internal operations, but also enable firms and suppliers to become proactive and collaborate for mutual benefits to adopt SBPs in the form of waste reduction (solid wastes to landfills and reduction in greenhouse gas emissions) and efficient resource management (reduce consumption of raw materials, water, energy, reduce production and inventory costs) to make better informed decisions. Also, such cognitive features of AI significantly contribute to firm-supplier trust-based relationships.

Moreover, data identifies visibility of SC activities as a significant factor that influence SC agility when high level of accurate, reliable and timely information is shared between firms and suppliers at faster rates. Firms and suppliers gain economic and environmental sustainability due to data-driven machine-learning algorithmic capabilities of AI that makes them more trustworthy than other former technologies. In turn, these all positively impact on the achievement of society 5.0 and sustainable development in terms of SDG#12 (responsible consumption and production) and SDG#13 (climate action) of United Nations as 2030 agenda.

Contributions

This study will contribute to a theoretical understanding of the role of AI in effective sustainable supply chain management in industrial marketing settings. The study will offer insights towards the realization of society 5.0 (e.g., resource economy, clean environment) and thus the achievement of SDGs of United Nations as 2030 agenda because the concept of society 5.0 is at its infancy stage in relation to the roles of AI. This study will contribute to industrial relationship marketing, sustainable marketing, practice of management and information science. The study will help firms to understand the impact of AI on the supply chain operations through the adoption of sustainable business practices. From an economic perspective of sustainability, AI could enable firms and suppliers to reduce their operational costs through efficient resource consumption and improve profitability. This could also enable firms to reach markets faster contributing to SC agility and competitive advantage. From an environmental perspective of sustainability, AI could help firms to reduce solid wastes to landfills and greenhouse gas emissions to atmosphere. Thus, these have positive impacts on the diffusion of society 5.0 where consumers and the general public would have clean and healthy environments to live in along with the availability of timely products, paving the path to achieve SDG#12 (responsible consumption and production) and SDG#13 (climate action).

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How Institutions Shape Collaboration In Circular Economy Ecosystems?

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Abstract:
To advance large-scale circular economy (CE) objectives, such as material circulation, companies often have to join forces and collaborate in CE ecosystems. The institutional environment influences the B2B collaboration for CE because institutions, e.g., the rules, laws, norms, roles or beliefs can boost the efficiency of the collaboration within the CE ecosystem. Previous understanding on CE ecosystems is mainly conceptual, and institutions in CE settings have been examined mostly on individual or company level. To create empirical understanding about CE ecosystems and the institutions shaping the collaboration for CE, we conducted a qualitative multiple-case study exploring two extensive CE ecosystems enabling beverage container recycling in Finland and in the state of South Australia. The findings indicate that, in addition to regulation, normative and cultural-cognitive elements influence the efficiency of collaboration in CE ecosystems focused on material circulation. Our findings contribute to CE and institutional theory research, while offering practitioners advice on CE ecosystem orchestration.

Keywords: Circular Economy, Ecosystem, Institutional theory

Dyadic Solution Orientation And B2b Firm Performance

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Abstract:
B2B researchers have explored characteristics of solution providers and customers that enhance solution quality and profitability growth. In this research, findings from two surveys show that 'dyadic solution orientation', which is the degree to which a solution provider–customer dyad aspires to work with each other on a customer solution, is positively associated with solution effectiveness *and* solution provider's profitability. Importantly, 'discrepancy in solution orientation', which is the difference in orientation of the two firms in a dyad, negatively affects provider profits. These findings highlight the critical role of solution orientation in creating value for each firm in a dyad. Evidence of the positive effect of *solution orientation*, and detrimental effect of *discrepancy in solution orientation* on provider firms' profitability will guide managers to focus on working with customers who possess the right attitude to co-create customer solutions.

Keywords: customer solutions, discrepancy in solution orientation, dyadic solution orientation

Behind Enterprise Transformation And Upgrading: Network Resources

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Abstract:
How to navigate enterprise successfully in the course of transformation and upgrading remains largely unknown. In this research, enterprise transformation and upgrading are thought to be the competition not only on capability development but also network resources acquisition. These efforts on capability development and network resources acquisition are further moderated by the institutional and market environment. A structural model is proposed and tested using a sample of 181 furniture manufacturers in mainland China. Results showed that both network resources and capability development predict enterprise transformation and upgrading. Besides, part of the total effects from network resources on enterprise transformation and upgrading is mediated by capability development. The moderating role of institutional and market environment is non-negligible. Implications to the theory and practice are discussed.

Keywords: enterprise transformation and upgrading, network resources, capability development

Consumer Behaviour

Three Routes For Sustainable Consumer Behaviours

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Introduction and Research Aim

As societies become aware of environmental issues, a large portion of consumers are adopting more sustainable lifestyles and refraining from buying certain products (EIB, 2021), with environmental motives predicted to be the top choice criteria for as much as 55% of consumers in the next five years (betterRetailing.com, 2021). An area of particular dispute in literature is between adopting self-oriented (*e.g., related with improving our social/self-identity)* or altruistic (*e.g., environmental-related*) motives for explaining sustainable consumer behaviors (SCBs). In particular, social norms (SN) and environmental concerns (EC) are the two most frequently assessed predictors of SCBs according to our exploratory literature review, yet with contradictory findings.

The aim of this study is *to examine whether consumers, confronted with choosing between environmentally sustainable and non-sustainable products, show higher consideration for social self-enhancement, or environmental motives, and observe to what extent does that influence differs across green categories*. We address the following research questions:

RQ1: Which green product categories are spontaneously mentioned by consumers?
RQ2: To what extent did social and/or environmental factors influenced their choices?
RQ3: What other motivations and barriers may affect SCBs?

Background

The main theoretical perspectives of sustainable consumer behaviors (SCB) from literature employ three major terms interchangeably. *Firstly*, the concept of *environmentally significant behaviors* - coined by P. Stern in the 1990's - was defined by the impact of one's actions, but later, as environmental protection gained relevance, became focused on the purpose instead (Stern, 2000), acknowledging the multidimensionality of SCB. *Secondly*, the *sustainable consumption* concept gained relevance in the academic debate, more dedicated to organizational topics, such as corporate social responsibility, and the Triple Bottom-Line approach (Norman and MacDonald, 2004; Robèrt, 2000). With the rise of environmental psychology (Vlek, 2000), a more consumer-oriented perspective of sustainability became noticeable, linked into consumer ethics (Chowdhury, 2017), which emphasizes the decrease of negative impacts across the products' lifecycle (White et al., 2019). *Thirdly*, *pro-environmental behaviors* caught the attention of the research community, grounded on the definition of environmental impacts, *e.g., actions that contribute to sustainable use of natural resources* (Peattie, 2004), and the environmental consciousness driving consumer actions (Kollmuss and Agyeman, 2002). Fundamentally, three common elements are captured in these concepts: (i) intention to alter the environmental dynamics; (ii) seeking to minimize negative environmental impacts; (iii) contribute towards the sustainable use of resources (Dong et al., 2020; Hosta and Zabkar, 2021; López-Mosquera et al., 2015; Paswan et al., 2017). Prevalent theories are Azjen's Theory of Planned Behavior (TPB), Stern's Value-Beliefs-Norms (VBN), and Schwartz's Norm Activation Model (NAM), with the debate between those which argue that self-interested acts (e.g., TPB) - such as buying decisions - are guided by a *rational evaluation of outcomes*, depending jointly on ability and intention, which acts as immediate antecedents of behavior (Ahmad et al., 2020; Ajzen, 1991; Yadav et al., 2019), and others (e.g., VBN, NAM) assuming that green buying falls into the pro-social field (Choi et al., 2015; Han et al., 2015; Schwartz, 1977; Stern, 2000), triggered by a *moral sense of obligation to act*, determined by problem awareness, ascription of responsibility, and personal values. While retrieving and assessing 153 empirical studies, we found evidence of 37 variables successfully tested as determinants of SCBs, in four or more occasions[1]. SN and EC are the most popular constructs among authors.

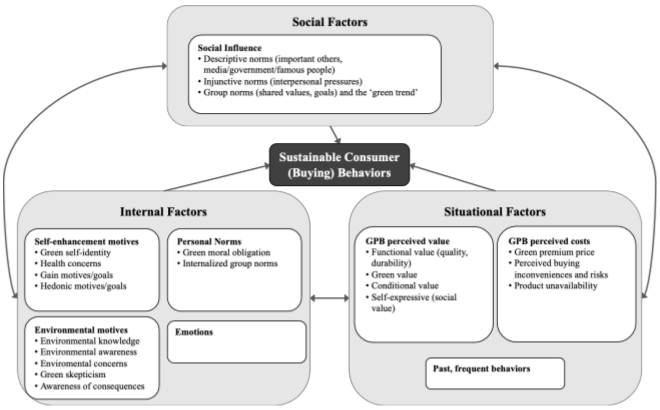
[1] Synthesis to be shared in ANZMAC'22.

Methodology

In order to extend the understanding on SCBs, and challenge (or confirm) findings from literature, we employed a qualitative design, revealing a richer vein of contextualized data about the interacting puzzle of consumer motivations (Davies and Gutsche, 2016; Gruber and Schlegelmilch, 2014; Johnstone and Hooper, 2016). Four focus group sessions were conducted and videotaped with participants' explicit consent, giving the moderator flexibility to guide conversations, and allowing for ideas to be sorted as discussion progresses (Carrigan and Attalla, 2001), which is required to untap the role of SN and EC by addressing episodes from participants' own personal experience. In particular, the small and fairly homogeneous group compositions allowed meaningful and more relaxed peer-to-peer interactions, beyond that of independent contributions, while still allowing for individual contributions to be explored, as suggested by (Tynan and Drayton, 1988). The critical incident technique is a systematic procedure for obtaining qualitative information about significant incidents from observers with first-hand experience (Flanagan, 1954), and was applied in a semi-structured protocol. The recruited participants are, at least, moderately aware of environmental issues. They were asked to recall episodes of when they considered a more sustainable choice. The participants are originated from diverse nationalities, including European, American, and Asian origins, with age and gender balance.

Results and Contributions

Four product categories spontaneously emerged from the discussions: electric cars, green foods, sustainable fashion, and reusable packaging/plastic items. The impact of both EC and social influences were observed, but with regards to SN, a more varied set of sources and effects were identified beyond the scope of TPB, such as self-defining relationships and group membership. Green moral obligations are internalized at a personal level, either before (driven by environmental concerns) or during social processes. Furthermore, anticipated and moral emotions are also experienced, regarding the achievement (or not) of goals related with SCB outcomes, although with manifestation of greenwashing concerns and skepticism. The green premium price is often present as a barrier. Based on first and second-order themes, the aggregated dimensions were categorized and integrated in our new conceptual framework.



Implications for Theory and Practice

By uncovering the multiple intervening factors, this study will assist practioners and academics to move forward on understanding how to motivate SCBs. A set of open questions for the future will be presented. Evidence points towards the activation of personal norms through two different routes: social/self-enhancement ("the green trend") and environmental attitudes. The third route to SCBs is concerned with the utilitarian/hedonic evaluation of the product (e.g., not guided by neither environmental or social motives). Possible moderator effects were also uncovered which also warrant future empirical investigations.

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Do You Feel Rich? Development And Validation Of A Subjective Wealth Scale

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Abstract:
A new body of research in consumer psychology has concerned itself with "subjective wealth", but without a standardised, valid, and reliable measurement scale, and with a degree of ambiguity regarding the nature of the concept itself. We examine how this recent literature has operationalised subjective wealth and compare this to an emerging study of subjective wealth's constituent dimensions, which include financial well-being, scarcity, slack, constraints, deprivation, satisfaction, and socio-economic status. Our findings suggests that current operationalisations have been inconsistent with broad disparities in items used and often drawn from a variety of sub-dimensions without including all of them. We address this problem by using an online sample testing 48 items drawn from this same prior literature and refine these into a Subjective Wealth (SW) scale of 6-items. Across two studies, we provide evidence of construct, convergent, discriminant, and nomological validity and internal consistency and test-retest reliability of the SW scale.

Keywords: Construct Measurement; Scale Development; Subjective Wealth.

The Effect Of Scapegoats On Consumer Response

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Abstract:
Corporate wrongdoing causes harm to consumers and violates moral norms that threaten the social order. Prior research shows that punishing the wrongdoers is perceived as an effective way to maintain social order. However, in cases of widespread wrongdoing within an industry, a few focal wrongdoers (scapegoats) might be caught up and punished before the others. Drawing from moral psychology, this research examines how the punishment of a focal wrongdoer affects consumers' responses toward other wrongdoers who committed similar wrongdoing. The results of four experiments reveal that the punishment of a focal wrongdoer serves as an information cue in consumers' moral judgments and decisions toward other wrongdoers, and demonstrate the underlying mechanisms and moderating conditions of these judgments. The findings make theoretical contributions to the literature on moral judgments and decision-making and have practice implications for managing industry wrongdoing.

Keywords: consumer moral decision, punitive intent, industry wrongdoing

Reward "both": The Role Of Referral Reward Distribution Pattern On Referral Behavior

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Abstract:
Many firms try to capitalize on the existing customer base by encouraging them to generate a referral. Referral reward programs (RRP) are a way of incentivizing current customers to bring in new customers. This paper predominantly focuses on the 'Reward-Both' referral reward scheme and how the distribution pattern across both recommenders and recipients can impact the referral likelihood. Three studies show that when both recommenders and recipients are rewarded, referral likelihood is highest when the recommender gets higher rewards than the recipients. This effect attenuates in one-sided programs and cases where concerns of altruism (vs. fairness) are salient. We use the experimental method as a primary mode of investigation to establish this relationship.

Keywords: Referral reward programs, Fairness, Altruism

Residential Battery Storage – Disruptive Technology, Disjuncture Between Policy And Reality

Breda McCarthy

Abstract:
The aim of this study is to examine the factors influencing consumer acceptance of battery storage. An online survey was conducted with 609 homeowners in Australia. Partial least squares structural equation modeling (PLS-SEM) was used to test the hypotheses. An environmental self-identity, positive attitudes towards electricity conservation and the need for thermal comfort are associated with consumer acceptance of battery storage. Respondents are hesitant about acting as "prosumers" and are "slightly likely" to share and trade excess electricity that would support the grid. An estimated 24% of the sample are interested in leasing batteries, where a third-party maintains the battery and exports solar to the grid. Recommendations to increase the uptake of battery storage are made.

Keywords: battery storage, consumer acceptance, decarbonisation.

The Effect Of Subjective Wealth On Consumption Mode

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Abstract:
A burgeoning field of research is examining consumers' preferences towards either liquid (access-based; e.g., Netflix subscription) or solid (physical, e.g., a Blu-Ray disc) consumption and the potential drivers of such preferences that can be influenced by marketers or policymakers. We contribute to this literature by investigating whether higher perceived subjective wealth increases preferences for liquid consumption as mediated by minimalism. In line with countersignalling theory, we argue that consumers who perceive themselves as wealthier are less likely to feel a need to signal their status through material or "solid" goods and instead opt for their "liquid" counterparts because they are more minimalistic. Findings from a cross-sectional survey on a representative sample of U.S. individuals (N = 297) provides support for our hypothesis. Overall, we identify a novel explanation for consumers' preferences between liquid and solid consumption and provide an actionable lever for marketers and policymakers to influence such preferences.

Keywords: ownership; minimalism; subjective wealth.

A Typology Of Consumers' Actions Toward Empowerment

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Abstract:
While consumer empowerment has been a buzzword in scholarly and managerial circles, the marketing domain lacks a synthesis of consumers' actions to realize, actuate, and enhance their power. Adopting the *gain of power* perspective propounded by Bachouche & Sabri (2019) as a starting point, this study develops a typology of consumer actions that, intentionally or otherwise, lead to their empowerment at the individual and collective levels. Toward this end, it systematically identifies and reviews 224 research articles published in diverse disciplines. It then structures these consumer actions into four conceptual frames based on *relationship, information*, *participation*, and *aggregation* (Denegri-Knott, 2006). This study adds to theory by providing a first effort at integrating and classifying the body of knowledge relevant to consumers' proactive pursuit of power. Managers and policymakers stand to gain from the current work by understanding the volitional and structural determinants as well as the nature of such acts.

Keywords: Consumer empowerment; Consumer power; Consumer activism

Cryptic Marketing: Impacts On Brand Attitude In A Friendly And Unfriendly Market

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Abstract:
Cryptic marketing is a discreet communication strategy using crypted subculture symbols to avoid negative responses from other consumers. This has been used since marketing towards stigmatized subculture groups is challenging as there is a risk of losing consumers from the majority. Nevertheless, studies about the impact of cryptic marketing on prominent marketing variables are still scant. Thus, this study aims to determine the impact of cryptic marketing on brand attitude between LGBT group and heterosexual group in an unfriendly market (Indonesia) and a friendly market (the Netherlands). Using experiments, we tested the impact of three cryptic ads (low, medium, and high) which differ in the explicitness of LGBT symbols. The results revealed that the LGBT group (i.e., gays) in both markets have a more positive brand attitude towards the high cryptic ad. There were no differences in the brand attitude of heterosexuals, except for the gay-friendly participants in a friendly market which showed a preference for the low cryptic ad. This study contributes to the literature on covert marketing strategy as cryptic marketing is rarely discussed.

Keywords: Cryptic marketing, implicit advertisement, covert marketing, LGBT, brand attitude.

In-group Framing And Self-comparison In Sustainable Consumption

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Abstract:
Encouraging consumers to behave in a sustainable manner by increasing the number of sustainable actions, remains a challenge for social marketers to date. This study examines the effects of in-group framing and self-comparison salience on intention to increase the number of sustainable actions. The results of a 3-factorial between-subjects experiment show that with positive in-group framed messages, consumer's intention to increase the number of sustainable behaviours was significantly higher among participants making upward comparison, versus participants exposed to negative in-group framed messages. However, when downward self-comparison is made, neither positive nor negative in-group framed messages had any effect on consumer's sustainable behavioral intentions. The results highlight conditions under which communicating information about the behaviors of relevant in-group members can be used to spur consumer engagement in sustainable actions. The study extends social comparison theory by demonstrating that comparisons occurring in positive framing conditions have implications for future behavioral intentions.

Keywords: in-group framing, sustainable behavior, self-comparison

Ultra-light Buyer's Sales Contribution On Occasions, Volume, And Value

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Abstract:
This research examines the proportion of ultra-light buyers and their sales contribution based on occasions, volume, and value. These contributions will assist in understanding the significance of ultra-light buyers for increasing brand sales (occasion and volume) and revenue (value). A five-year panel of continuous United Kingdom (UK) reporters buying almost 90 brands from six consumer goods categories covering food and personal and household care has been used to conduct the analysis. The finding reveals that consumers who purchase a brand on average once per year or less often contribute more than one-third of brand sales (by occasion, volume, and value) over five years, ranging from 18% to 57%. These findings will generate a new Pareto share benchmark considering ultra-light buyers' five-year sales contribution. The variation in the contribution range reveals the importance of further research on the effects of brand and category to understand how the contribution of ultra-light buyers varies across conditions. These findings contribute to expanding the knowledge of buyer behaviour and assist in designing an efficient brand management strategy.

Keywords: Ultra-light buyers, Volume, Value

Sustainable Consumption In Affluent Societies: Conceptual Typology And Research Agenda

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Abstract:
In the light of the current sustainability crisis, academics, marketers, and policy makers aim to mitigate affluent overconsumption and promote more sustainable forms of consumption. However, their efforts may not reach their full potential because the concept of sustainable consumption represents various types of consumption and is therefore vague in its scope. Thus, this paper aims to provide a coherent yet holistic conceptualization of sustainable consumption. Specifically, this paper contributes to research on sustainable consumption by developing a typology, which synthesizes existing research on sustainable consumption on the level of individual consumers and in the context of affluent societies. Furthermore, an agenda for future research on sustainable consumption is developed. The typology and research agenda are intended to open new frontiers of intellectual dialogue and theoretical progress on sustainable consumption, and to inspire a reimagination of the role of marketing and consumer research in advancing sustainable development.

Keywords: Sustainable consumption; affluent societies; typology

Understanding Brand Grief – Conceptualization And Definition

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Abstract:
The importance of consumer emotions and responses towards brands has already been established. However, the existing literature is still unclear about the construct of brand grief. This study scientifically explores the causation and nature of the construct grounded on theories of consumer-brand relationship and interpersonal grief. Applying a set of well-established guidelines for the conceptual definition process, potential attributes of brand grief are identified through a literature review of areas such as psychology, sociology, and marketing. Brand grief is defined as a negative emotional response experienced by consumers entailing cognitive, affective, and behavioural reactions elicited by the loss of an intense or enduring consumer-brand relationship ascribable to discretionary or imposed actions imperilling the future of consumption. This research lays the foundation of an important yet largely ignored emotional response in the consumer behaviour literature. It is a pioneering study conceptualizing, establishing and developing a definition of brand grief.

Keywords: Brand grief, Negative consumer emotion, Consumer brand relationship, Conceptualization

A Foraging Examination Of Pub Choice Behaviour

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Abstract:
This study examines consumer behaviour and choice patterns relating to public house "pub" choice in the UK. The study examines this behaviour using Foraging Theory to study the interactions between patch (pub), prey (brand/product) choices and social and temporal issues. Three primary data sources, in a mixed methodological approach are used: a quantitative survey, app data collection and in-depth interviews. Initial analysis shows that Foraging Theory explains consumers pub choice behaviour well and further analysis is under way.

Keywords: Public House (Pub), Consumer Behaviour, Foraging Theory

Consumer Motivations In Buying Second-hand Goods

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Abstract:
Charities play a crucial role in society, and many charities raise funds from operating second-hand goods stores. However, little is known about what motivates consumers to shop in charity stores relative to shopping via the increasing non-charity sources of second-hand goods. Comparing the motivations to shop in charity-operated stores with non-charity options will assist charities to develop improved promotional campaigns to attract greater customer traffic. This study thus explores the consumer behaviour motivations of second-hand goods shoppers via a comparison of charity versus non-charity shoppers. An Australia-wide survey was conducted using a representative sample of 540 respondents. The research contributes by providing increased insight into the current motivations of second-hand goods shoppers, is the first to directly compare charity versus non-charity shoppers – and identifies the relatively low ranking of sustainability as a current motivation. Suggestions on how charities can influence greater second-hand goods shopper participation are provided.

Keywords: Motivation, charity, consumer behaviour

Describing Rose: Preferences For Hedonic Experiences

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Hannah Chang, Singapore Management University

Abstract:
We present a novel approach for measuring consumer preferences for products that are typically presented to consumers in prose (natural language). In our proposed approach, anticipated experiences are presented to study participants in written (unstructured) prose (natural language), akin to the real-life marketplace (e.g., wine tasting notes). We uncover the semantic representations of hedonic experiences and decompose consumer preferences for experiences into product attributes shaping these experiences. To illustrate, we present four studies including a comprehensive wine dataset and three choice experiments for wine consumers in Australia, New Zealand, and the US.

Keywords: Hedonic experiences, consumer preferences, natural language processing

Using Personalized Nudges To Encourage Sustainable Diets

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Ben Newell, University of New South Wales
John Roberts, University of New South Wales

Abstract:
Encouraging consumers to eat more plant-based meals is better for their health and better for the environment. We know that subtle interventions can be used to “nudge” consumers to purchase meals with lower carbon footprints. However, the existing research in meal choices has largely ignored consumer heterogeneity. Moreover, the existing research has almost entirely ignored the dynamic impact of nudges; that is, how behaviour changes over time in response to multiple exposures to the same, as well as different, nudges. In this project, we test the efficacy of personalized nudges whereby different kinds of nudges are strategically applied, based on the consumer’s personal traits in light of known relations between different traits and different nudges. We also examine how this efficacy changes over repeated nudge exposures. The findings better equip those attempting to influence behaviour, particularly those that have repeated opportunities to nudge.

Keywords: nudge, choice architecture, personalisation.

How Do Pro-social Behaviour And Social Networks Reference Group Boost Organic Foods Buying Behaviour?

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Marie Augustine Lafontaine, Sunway University
Rashad Yazdanifard, Sunway University

Introduction and Research Aim

The aim of this study is:

> *To use norm activation model as the underlying theory to explore the mediating role of personal norms between pro-social behaviour and social networks (reference group) along with sustainable organic foods buying behaviour. Furthermore, this research is also focusing on the intention behaviour gap that many studies have underlined.*

We address two research questions in line with this aim:

RQ1: Does pro-social behaviour awareness of consequences (AC), ascription of responsibility (AR), perceived consumer effectiveness (PCE) have a relation with sustainable organic foods buying behaviour?

RQ2: Does pro-social behaviour (AC, AR, PCE) have a relation with personal norms?

RQ3: Do personal norms have a relation with sustainable organic foods buying behaviour?

RQ4: Do social networks (Reference group) have a relation with sustainable organic foods buying behaviour?

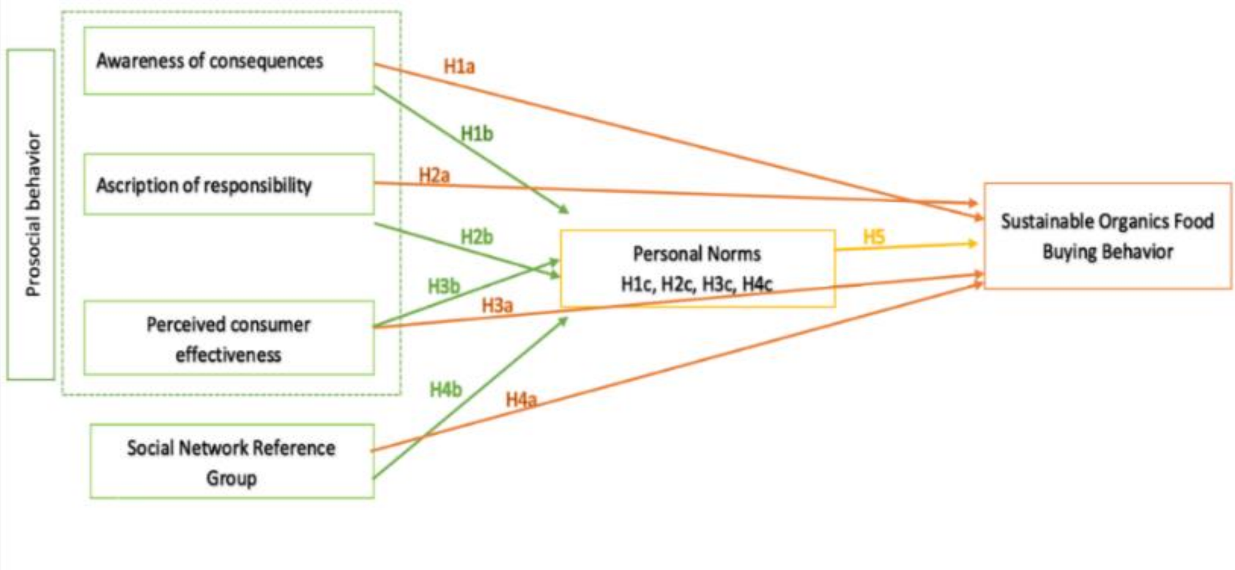
RQ5: Do social networks (Reference group) have a relation with personal norms?

RQ6: Do personal norms mediate the relationship between pro-social behaviour (AC, AR, PCE) and sustainable organic foods buying behaviour?

RQ7: Do personal norms mediate the relationship between social networks (Reference group) and sustainable organic foods buying behaviour?

This research will help to provide a contrast via the social network reference group as personal norms activator and predictor of sustainable organic food buying behaviour. Additionally, the perceived consumer effectiveness construct added in this research will aid in the understanding of how far customers believe that their action will make a difference for their own health and the environment which will eventually encourage them to engage in pro-environmental and prosocial behaviour. Therefore, it is beneficial to understand the personal norms activators and sustainable organic food buying behaviour of the consumer as this will both in the creation of better plan to help the government achieve its aims but also help the grocery store customers and their family be healthy by reducing the impact on the environment and supporting local farmers. As a result, the government, marketers, farmers, and the grocery store customers in Malaysia will benefit from this research outcome.

Conceptual Model [2]



Methodology

In this research the paradigm is the post positivism perspective. It is based on the quantitative deductive correlation approach (Tehseen et al., 2017) based on the norm activation model. This research has used a survey strategy to collect primary information from the different respondents through online questionnaires which were distributed through social media platforms such as WhatsApp, Facebook, Instagram and LinkedIn. A standardised questionnaire was adopted. The pre-test and pilot test (39 respondents) were conducted to check the feasibility of the questionnaire. The information was collected from grocery store customers (Malaysia based) with purposive sampling method (Saunders et al., 2009). The closed-ended questionnaire that has been provided with responses measured on a Likert-scale of 1 to 5 (Fowler, 2014). For the measurement of the necessary sample size (177 respondents), G*power software is applied (Hair et al. 2017). Aimed at the descriptive analyses, SPSS and for the inferential analyses the SMART-PLS SEM has been used.

Results and/or Discussion and Contributions

This research shows that, the ascription of responsibility, perceived consumer effectiveness, and social network reference group has a positive significant impact on sustainable organic food buying behaviour. Besides, confirmed awareness of consequences and ascription of responsibility as a good activator of personal norms in the context of organic food. Furthermore, the two new variables added in this study has also been seen to be a supported activator of personal norms and predictors. Hence, this means that perceived consumer effectiveness and social network (reference group) increase the moral obligation among grocery store customers. Furthermore, the personal norms are not an acceptable mediator between the independent variables and sustainable organic food buying behaviour.

Implications for Theory and Practice

The proposed model can be helpful in predicting sustainable organic food buying behaviour. Based on the results, having appropriate information that are oriented towards ascription of responsibility, perceived consumer effectiveness and social network reference group can help in increasing the demand for organic food products. Adding to the information based on the three variable it is important that the

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[2] *Based on the literature review such as Birch et al. (2018), Qasim et al. (2019), He & Zhan (2018), Choe et al. (2021) and supported theoretical models namely Fu et al. (2021), Gao et al. (2017), Shi et al. (2021), Kastner et al. (2021) the conceptual model is proposed.*

question of availability, trust and extrinsic and intrinsic motivators are not forgone in the marketing campaign to boost demand and decrease farmers scepticism.
Hence, to conclude, this research has provided useful insights to allow the food industry runners to better shape the Agro-Food campaigns and for marketers to better shape the marketing campaigns to encourage customers of non-organic food to shift to sustainable organic food purchase.

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The "proximal Depiction Effect" Of Indulgent Foods

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Abstract:
Pictures of proximally depicted appetizing foods can spontaneously evoke our tastiness perception, purchase/ online ordering intentions, and expectations of enjoyment. Across four studies, we demonstrate that proximal (than distant) food depictions can spontaneously increase consumer responses – specifically, for indulgent (than non-indulgent) foods and for display formats that lead to brief (than multiple) exposures to such pictorial cues. This effect is driven by implicit associations relating "*proximal depictions with tastiness*" and higher perceived tastiness for the up-and-close depiction of indulgent foods. We find replicating evidence for the "*proximal depiction effect*" using different food stimuli and consummatory contexts. This paper highlights the multi-faceted effect of proximal depictions and contributes to the prior research on visuospatial processing, consumer lay beliefs and intuitions, and satiation. Furthermore, these findings have direct implications for the advertising and online ordering business and, more importantly, for the phenomenon of food over-consumption (related to SDG 3.4.1, United Nations, 2017).

Keywords: Proximal Food Depictions, Food Advertising, Over-consumption

Customer Switching Through Reputation And Electronic Word-of-mouth

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Abstract:
Using the Stimulus-Organism-Response (S-O-R) paradigm to understand behaviour change, this paper attempts to understand the role of psychological factors – customer-based reputation, electronic word-of-mouth, and consumer inertia to understand customer switching in the energy markets. A conceptual framework using the S-O-R model and these factors was developed and tested using partial least squares structural equation modeling. The findings revealed that customer-based reputation and electronic word-of-mouth significantly influence customers' attitude toward switching and consumer inertia moderates the relationship between electronic word-of-mouth and attitude towards switching. Our findings have practical implications for energy retailers, policy makers and energy regulators.

Keywords: non-price factors, customer switching, energy markets

Regulatory Mode And Acceptance Of Online Recommendations

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Introduction

In an online shopping environment, marketers often facilitate customers' product purchases by providing product recommendations (e.g., 'recommended,' 'you may also like,' 'staff pick,' 'we recommend') (Zhang et al., 2018). Despite the prevalence of online product recommendations, findings regarding their effectiveness are disputed and at times contradictory. There is a need for additional research to identify when and for whom product recommendations are appropriate. We demonstrate that the effectiveness of product recommendations is critically dependent upon individual differences in regulatory mode orientation (i.e., how individuals approach goal pursuit).

Conceptual Background

Product recommendations can have positive effects. For example, recommendations can increase choice quality under information overload (Aljukhadar et al., 2014), reduce the cognitive effort in decision-making (Zhang et al., 2011), and reduce uncertainty surrounding a decision (Aljukhadar et al., 2014). However, some retailers are afraid that product recommendations generate reactance among customers, resulting in a *backfire* effect (Aljukhadar et al., 2017). This reactance is the result of a perceived threat to a consumer's sense of freedom and autonomy. Indeed, research has shown that recommendations can induce reactivity, leading to choice avoidance (Lee & Lee, 2009) or reactive behavior, such as choosing a non-recommended product (Fitzsimons & Lehmann, 2004). Thus, identification of the factors which increase, decrease or moderate the effectiveness of recommendations is warranted.

We propose that individual differences in regulatory mode orientation affect responses to online product recommendations. Regulatory mode theory suggests that consumers differ in two distinct motivations for goal pursuit: locomotion and assessment orientation (Kruglanski et al., 2000). Locomotors are focused on getting things done; assessors like to compare and analyse options. Because locomotors (vs. assessors) are more motivated to complete tasks quickly and thus less likely to evaluate alternatives (Webb et al., 2017) and they consider fewer alternatives (Kruglanski et al., 2000), the relative salience of a retailer's recommendation may be stronger. Thus, we propose H_1: locomotion (vs. assessment) orientated consumers are more likely to accept online product recommendations. Furthermore, people experience regulatory fit when the environment in which they pursue a goal sustains (vs. disrupts) their regulatory mode orientation (Higgins, 2000, 2006). Thus, we propose H_2: perceived usefulness mediates the relationship between locomotion and acceptance of an online product recommendation.

Study 1

Study 1 tests whether the relationship between a product recommendation and the selection of that product is stronger among locomotors (vs. assessors). Participants ($N = 280$, 72.6% female, $M_{age} = 28.18$, $SD = 9.05$) were randomly assigned to one of two (regulatory mode: locomotion vs. assessment) x 2 (recommendation: present vs. absent) between-subjects conditions. Regulatory mode was manipulated in accordance with commonly used procedures (Avnet & Higgins, 2003). Next, participants were shown 3 images of similar, non-gendered shoes. The products had different prices. The product recommendation was randomly shown alongside 1 of the 3 product options. Participants then indicated their intention to purchase either Product A, B, C or none. Selection of the recommended product was used as the dependent measure.

Results: Process Model 1 (Hayes 2017) was used to test for an interaction between recommendation and regulatory mode upon recommendation acceptance. The main effects of both regulatory mode ($b = -.26$, $SE = .40$, $p = .513$) and product recommendation ($b = -.02$, $SE = .39$, $p = .954$) were not significant.

However, the interaction effect was significant (b = 1.08, SE = .55, p = .049). When a product recommendation was present, participants in the locomotion condition (44.6%) were more likely to accept product recommendations than those in the assessment condition (26.2%, b = .82, SE = .37, p = .029). However, when a product recommendation was absent, there was no difference in the choice of target product (21.9 % vs. 26.7%, b = -.26, SE = .40, p = .513). These results support hypotheses 1.

Study 2
Study 2 was designed to replicate and extend upon Study 1. We used a trait-based measure of regulatory mode, while examining perceived usefulness of the recommendation as a theoretical account for the effect. Participants (N = 210, 43.8% female, M_{age} = 39.77, SD = 12.86) were randomly assigned to one of two conditions: with recommendations either present vs. absent. We provided three product alternatives from 2 product categories (headphones and vitamin C). Regulatory mode was measured rather than manipulated (Kruglanski et al., 2000). As in Study 1, the recommendation was randomly shown alongside one of the three product options and selection of the recommended product was used as the dependent measure.

Results: Headphones: In the recommendation condition, regression showed that locomotors were more likely to accept the recommended headphones (b = .50, SE = .25, z = 2.04, p = .041), while no relationship was found between assessment orientation and recommendation acceptance (p = .810). Vitamin C: The same pattern was observed for the vitamin C products. Locomotion orientation (including covariates) increased acceptance of the recommended vitamin C (b = .51, SE = .25, z = 2.01, p = .044), while there was no relationship between assessment orientation and product recommendation acceptance (p = .927). In the no-recommendation conditions (N = 106), neither locomotion or assessment orientations were associated with recommendation compliance. H_1 was supported. To test perceived usefulness as a processing mechanism for the effect, a mediation model (Process Model 4, Hayes, 2017) was run for the headphones and vitamin C categories. In the headphones task, the indirect effect was significant (indirect = .24, 95% CI = [.053, .660], 5,000 resamples). In the vitamin C task, the indirect effect was significant (indirect = .21, 95% CI = [.018, .623], 5,000 resamples). Thus, both product categories supported the perceived usefulness mediation hypothesis (H_2).

Implications for Theory & Practice:
Findings regarding the effectiveness of product recommendations are inconclusive. Studies suggest that recommendations increase sales and revisit intent (Zhang & Bockstedt, 2020). Meanwhile, an alternative perspective proposes recommendations increase psychological reactance and are therefore counter-productive (e.g., Aljukhadar et al., 2017; Lee et al., 2010; Lee & Lee, 2009). We show that an individuals' regulatory mode orientation plays an important role in the acceptance of online recommendations. We demonstrate that compliance significantly varies depending on individual differences in regulatory mode orientation. Across multiple product categories and price points, the findings suggest that locomotion leads to greater acceptance of online recommendations (i.e., choosing to purchase the recommended products). Compliance with recommendations is important, given retailers may recommend higher profit margin products or overstocked products. We also demonstrate the underlying mechanism. Locomotors find product recommendations to be more useful. This perceived usefulness predicts recommendation acceptance. This effect was not observed for assessors.

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Emerging Trends In Ethical Consumption Topic Research: A Bibliometrics Approach

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Abstract:
Every time you spend money, you're casting a vote for the kind of world you want (Lappé, 2003). This quote illustrates the universal concern about, especially in light of daily threats to human life. Therefore, ethical consumerism is seen as a topic that attracts top attention as the globe works towards the objective of sustainable development, assuring a safe and green existence. This research aims to synthesize a comprehensive depiction of ethical consumerism using Bibliometric analysis. A total of 2162 articles were found, retrieved from the Web of Science (WoS) using the term "ethical consumption*," and then decrypted by VOSviewer software. Co-citation analysis was used to explore the structure of the research topic while bibliographic coupling analysis was used to identify emerging research topics. The research findings will help scholars engaged in research on ethical consumption have a holistic understanding of the topic, which will help guide future research.

Keywords: ethical consumption, Bibliometrics, emerging trends in ethic research.

Exploring Used Products Consumption

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Abstract:
This research explores how product type influences consumers' preferences for second-hand products and the underlying mechanism. Across three studies, we demonstrate that consumers are more likely to buy a second-hand (vs. new) version when purchasing utilitarian products (vs. hedonic products). And the proposed effect of product type on consumers' preferences for second-hand version of the product is driven by consumers' perceptions of the previous owner's attachment to the product. Theoretical and managerial implications of these findings are discussed.

Keywords: product type, second-hand product, product attachment

The Swiping Feels Fluent/disfluent? The Impact Of Swiping Movements On Consumption Behaviors

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Abstract:
Nearly all consumers purchase products on mobile phones, but limited research examines how the design of interfaces influences consumption behaviors. This work explores whether vertical swiping affects the consumption behaviors on the mobile phone comparing to horizontal swiping. Building on the processing fluency literature, this research predicts that vertical swiping (vs. horizontal swiping) leads to greater consumption behaviors, and the positive impact of vertical swiping is reversed when people have a lower consumption impulse. With a field experiment and a lab experiment, the authors test the proposed effect with external validity and explore the underlying mechanism. This work contributes to mobile research by identifying a novel consequence of different interfaces design and to the motor dis/fluency literature by showing a positive impact of experiencing a moderate level of motor disfluency.

Keywords: Human-Mobile Interfaces, Motor Disfluency/Fluency, Consumption Behaviors

Meta-analyses Of Ten Motives For Charitable Giving

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Lucas Dixon, University of Queensland
Matthew Hornsey, University of Queensland

Abstract:
Consumers can be motivated to donate money to charity for various reasons, making it difficult for nonprofit marketers to know which factors to prioritise in their campaigns. To identify which are more strongly associated with giving, meta-analyses were conducted for 10 motivating factors: audience, efficacy, emotion, empathy, identification, neediness, norms, solicitation, trust, and warm glow. Meta-analyses aggregated data from 366 independent samples involving 354,950 people in 39 countries. All motives except audience were significantly and positively associated with giving. Overall, effects were strongest for motives relating to characteristics of, or relationships with, fundraisers and beneficiaries. Weaker relationships were observed for motives related to the characteristics of donors. These findings are consistent with Charitable Triad Theory. Meta-regressions also identified moderators and boundary conditions: stronger effects were generally found for self-reports than behaviour, for likelihood of giving than value of giving, in online (vs offline) studies, and for surveys rather than experiments.

Keywords: charitable giving, consumer behaviour, meta-analysis

Network Analysis Of Donations Reveals Localised Prosociality

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Winnifred Louis, University of Queensland
Barbara Masser, University of Queensland
Matthew Hornsey, University of Queensland
Chiara Broccatelli, University of Queensland

Abstract:
Millions of charities compete for donations, yet no empirical study has examined patterns of giving behaviour across the nonprofit sector (i.e., the combination of charities that donors support). To understand patterns of charity preferences, we conducted a social network analysis using behavioural data from 1,504,848 donors to 52 large charities in Australia. Three hypotheses were tested, which considered how patterns of support may be determined by charity sub-type (e.g., health, social services, religious), type of beneficiaries (i.e., humans, animals, the environment), or geography (i.e., international, national, regional). Overall, results indicate that patterns of giving are strongly shaped by geography: some people give primarily to international charities, while others give primarily within their local region. Some—albeit inconsistent—evidence also emerged to support the notion that sub-type may be an organising principle for donors, but little support was found that beneficiaries influence donor preference patterns.

Keywords: charitable giving, fundraising, consumer behaviour

The Persuasiveness Of Power: How Cultural Mindsets Influence The Effectiveness Of Marketing Messages

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Abstract:
Five studies show that chronic as well as situationally induced cultural mindsets influence the effectiveness of marketing messages posted by companies. Specifically, those with a collectivist mindset are more likely to be persuaded by a marketing message when the source of the message is the CEO of the company (as opposed to the company itself). Those with an individualist mindset, however, are unlikely to show such differences based on the message source. These differences in level of persuasiveness also spill over to behaviour intentions and behaviors, such that those with a collectivist mindset are more likely to donate to a cause when the plea is made by the CEO/leader of the organization (as opposed to the organization directly). However, those with an individualist mindset are less likely to exhibit such tendencies. These findings have substantive implications for marketers as well as policy makers interested in making consumption more socially responsible.

Keywords: Cultural-mindsets, Persuasion, Donations

Packaging Waste Reduction Strategies And Consumer Choice

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Andre Bonfrer, Deakin University

Abstract:
This study investigates the impact of packaging waste reduction strategies on consumers' product choices to determine those with the greatest potential to encourage sustainable consumption. Informed by the literature on waste aversion, packaging design, and multi-attribute decision-making, the authors examine consumers' perceptions of and aversion to packaging waste, accounting for additional packaging and product attributes influential in consumers' decision-making. Across two stated preference studies, consumers' preferences for packaging waste reduction strategies differed across two product contexts: fast-moving consumer goods (FMCG) and durables. For FMCG, eliminating packaging had the greatest potential to encourage sustainable consumption by decreasing perceived wastefulness and increasing consumers' product preference; however, reducing and recycling packaging did not increase preference. For durables, where the product attributes played a greater role in driving consumer preferences, packaging waste reduction strategies did not increase product preference; however, they effectively decreased perceptions of wastefulness. Implications for theory and practice are discussed.

Keywords: Packaging waste reduction strategies; Perceived wastefulness; Consumers' product preferences.

The Concept Of Fashion Brand Collaboration

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Min Teah, Curtin University

Introduction and Research Aim

The fashion industry is experiencing extensive changes as a direct result of technological advancement. Brands must adapt to the impact this has on consumer behaviour. As a result, strategies and innovations in their product design, production, and supply chain processes have been implemented to improve their standings. And it appeared that brand collaboration in terms of its promotion and distribution strategies is a response to this challenge faced by fashion brands. Almost all product launches (or drops) are done exclusively online rather than mainstream retail marketing channels. Consequently, brand collaboration between fashion brands has gone from a nascent idea to an established strategy that has been undertaken by practically all fashion as well as non-fashion brands in order to stay competitive. While collaboration between brands is not something new and can be traced back to the 1960s (Rollet et al. 2013), it has started to gain prominence in the fashion landscape in recent years. The collaboration between Supreme and Louis Vuitton appeared to have revitalised the collaboration trend in the fashion industry (Gosselin, 2021). With a reported revenue of $23 billion (Gosselin, 2021), the success of the collaboration is a testament to the undeniable appeal of fashion brand collaboration. Despite extensive research on brand collaboration in the extant literature, existing studies are largely focussed on inter-industry collaboration (Alexander & Contreras 2016; Simonin & Ruth 1998), with the exception of very few (Oeppen & Jamal 2014; Rollet et al. 2013) that pivot around fashion brand collaborations (i.e., fashion brands with fashion brands). Furthermore, there is also a lack of studies in examining consumer-related factors simultaneously in brand collaboration within a fashion domain. Due to the relatively different and experiential nature of fashion brand collaborations, consumer perceived authenticity and perceived novelty are highly interactive and the effect of one factor cannot be evaluated without considering the other. Other consumer-related factors such as perceived luxury, and perceived symbolic value hold equal weight with respect to the impact on consumer evaluation.

Therefore, the aim of this study is:

> *To investigate the factors that influence consumer’s willingness to pay more for fashion brand collaborations.*

As a result, we address two research questions in line with this aim:

> **RQ1:** Does perceived brand image fit influence consumer perception of luxury, symbolic value, authenticity, and novelty towards fashion brand collaboration?
> **RQ2:** To what extent does product evaluation of fashion brand collaboration affect the likelihood of consumer’s willingness to pay more?

Background and/or Conceptual Model

Brand collaboration or collaborative branding is an important strategic alliance between two or more brands for curating unique and specific product or service with the intention to attain a competitive advantage in the marketplace (Mrad at al. 2019). In the fashion industry, brand to brand partnerships have been a way to explore new design and aesthetics as well as bringing together various customer bases (Rollet et al. 2013). However, in an oversaturated industry, brand collaborations can be a ‘mixed bag’ such as the collaboration between different genres of fashion brands and with non-fashion brands and businesses. Fashion brand collaborations (e.g., Supreme x Louis Vuitton, Gucci x Balenciaga, Yeezy x Gap, Off-White x Nike) appeared to have become the blueprint for differentiation and profiting in the oversaturated fashion market (Gosselin, 2021). Modern consumers are savvier and can recognize when products are fabricated for marketing purposes without any real or genuine connection behind it (Shannon, 2017). As such, consumer perception is more than ever the prime driver in their purchase decision. The impact of brand image fit on consumer evaluation of brand collaboration is evident in the literature (Simonin & Ruth, 1998; Bouten et al. 2011). For instance, Bouten, Snelders and Hultink (2011) found that consumers favour congruity between collaborating brands. Other studies have indicated that positive spillover effect is often observed in high fit brand collaborations leading to favourable consumer evaluations (Simonin & Ruth, 1998). However, recent studies have also indicated that high fit might not be the best option, and moderate fit is the 'go-to' as it offers the most value and result in better evaluation than low and high fit brand collaboration, thus deviating from original brand congruence literature (Raufeisen et al. 2019). Furthermore, while past studies have associated perceived fit and consumer perception of luxury (Aaker & Keller, 1990), symbolic value (Mazodier & Merunka, 2014), authenticity (Spiggle et al. 2012), and novelty (Yim & Kim, 2021), none have simultaneously examined the impact of these constructs within a brand collaboration framework that assesses consumers' perceptions towards fashion brand collaborations. Therefore, this study aims to fill this gap in the literature and examines how perceived fit alters consumers' perceived luxury, perceived symbolic value, perceived authenticity, and perceived novelty towards brand collaborations within the fashion industry.

Methodology

This study uses a mixed method design consisting of two phases. Phase 1 is a qualitative study that explores additional variables for Phase 2 of this research study. The data collection method for Phase 1 is 2 focus groups (N=20) recruited through purposive sampling. These focus group discussions ensure in-depth insights of participants' experiences as well as identification of all the most prevalent themes of the study (Guest et al. 2016). Further on to Phase 1, the finding will be used to inform Phase 2. Phase 2A is stimulus development consisting of 2 pre-tests: Pre-test 1 (N=20) and Pre-test 2 (N=40). Phase 2B (N=800) empirically tests the research hypotheses across two conditions – high fit and low fit. A heterogenous sample of Singapore consumers aged between 18 to 56 years old (Gen X, Y, and Z) will be used. Singapore consumers are chosen because they are relatively fashion savvy and more receptive to fashion brand collaboration (Statista, 2021). Singapore fashion market is also reported to have an annual growth of 9.11% which is greater than that of Australia (Statista, 2021). Respondents will be recruited by simple random sampling through relevant online fashion community groups. The sample size meets the minimum requirement for ANOVA and regression analysis (VanVoorhis & Morgan, 2007). Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) will be conducted to assess the reliability and validity of the scale and model (Suhr, 2006). An online self-administered questionnaire will be designed and developed using the refined model and scales and distributed via Qualtrics.

Implications for Theory and Practice

The potential contributions of this research are: (1) theoretical implications in utilising relevant theories such as Congruity Theory, Signalling Theory, and Spillover Effect to explain for underlying causes and influences of observed phenomena, it extends these theories into brand collaboration literature within a fashion domain (2) managerial implications for new collaborative partnerships where brands and companies are able to identify potential collaborating partners and gain not only economically but also in terms of brand identity and values, (3) strategic implications with regard to branding and pricing strategies for brand collaboration products for brands and companies who engage in collaborative partnerships, (4) new insights into consumer-related factors that have implications on the performance of a brand collaboration (Decker & Baade, 2016), (5) revealing new market entry opportunities for brands and companies outside of their own industries and, (6) maximising the returns on consumer product evaluation of fashion brand collaborations.

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The Effect Of Consumer Involvement And Consumer Familiarity On Product Cue Utilization: A Case Study Of Chinese Dairy Products

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Abstract:
This paper examines the impact of consumer involvement on product cue utilization with product familiarity as the moderate variable. The analysis is conducted on survey data from a sample of 1073 dairy consumers in Shanghai. With the exploratory fact analysis, dairy product cues are gathered into extrinsic, intrinsic, and nutritional cues. Results from structural equation modeling find that pleasure value and sign value (two sub-dimensional variables of consumer involvement) are the main determinants of cue utilization. The test of the moderating effect of product familiarity has been realized by multi-group analysis. This study contributes to the literature by using a multi-dimensional approach to measure the impact of consumer involvement and familiarity on the utilization of choice cues for the first time. From an industry viewpoint, several packing strategies could be generated to improve consumer acceptance and reduce Chinese consumers' perceived risk of dairy products according to their level of familiarity.

Keywords: Cue utilization, Consumer involvement, Consumer familiarity

Effect Of Construal On Communication Of Naturalness

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Abstract:
Food naturalness is a key attribute that positively influences consumer food preference and choice. Much effort from academics and marketing practitioners has been directed at understanding the importance of naturalness in food choice; however, there is limited knowledge to optimally communicate naturalness, especially on different shopping channels (online vs. offline). This study attempts to examine how naturalness framing (abstract vs. concrete) affects consumers differently on online vs. offline shopping channels. Using a between-subjects experimental design, Study 1 demonstrates that concrete framing of naturalness reduced perceived abstractness and in turn, enhanced product attitude in offline shopping situations. Study 2 attempts to establish the effect of tactile sensation on mental representation and in turn, affect consumer preference for abstract vs. concrete framing of naturalness.

Keywords: construal level; message framing; shopping channels.

Giving Justice To The Growing University Choice Factors: Application Of Dooyeweerd's Philosophy

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Abstract:
Purpose: This paper aims to provide a deeper understanding of the diversity and overlaps between the factor's students consider important in their decision-making related to choice of university.

Method: The analysis is based on 45 choice factors collected by Hemsley-Brown and Oplatka (2014). To make sense of each factor in its entirety and uniqueness Dooyeweerd's aspects was employed as the conceptual tool.

Findings and Discussion: Dooyeweerd's philosophy is useful in helping to affirm the choice factors identified in higher education literature and the philosophy helps us to accommodate this diversity in a unique way, therefore enhancing our understanding of approaches in the area.

Conclusion: By employing the lens of Dooyeweerd's aspects, the study enhances the understanding of diversity in higher education choice and could potentially provide a new system for the classification of diversity within other related consumer decision-making disciplines.

Keywords: Higher Education Choice, Choice Factors, Dooyeweerd's Aspects

Donors' Self- And Other-oriented Motives For Selecting Different Charitable Causes

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Abstract:
With millions of charities competing for charitable donations, why people give to particular charities and philanthropic causes remains a largely unexplored area of research. By analysing a donor survey (N=987) conducted with an industry partner, we try to investigate empirically whether self- and other-oriented motivations inform charity selection. The research provides evidence that associations vary significantly across charity targets. For example, people who prefer health and medical research were more likely to identify self-oriented motives underlying their charity selections. In contrast, people who prefer charities related to social services, emergency & relief, and development & housing were more likely to identify other-oriented motives underlying their charity selections. Findings highlight the interpersonal and intergroup nature of charity selection. The current research also provides critical guidelines for fundraising design in a competitive market.

Keywords: social identity, charity selection, consumer motives.

Scent With A Mission: Does The Effect Of Scent On Sales Differ Over Temporal Factors?

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Nino Ruusunen, University of Eastern Finland
Heli Hallikainen, University of Eastern Finland
Tommi Laukkanen, University of Eastern Finland

Abstract:
Given the simplicity and low cost of scent marketing, we examine whether scent primes have an impact on product sales using field experiment and actual sales data. The findings imply boundary conditions to consider rather than assuming that scent primes always have a direct effect on sales. We suggest that changes in the effect of scent prime on product sales relate to product category but may also relate to temporal milestones like the New Year. Following the New Year, scent primes decrease the sales of treats that can be considered harmful to health-related goals. In contrast, the scent primes increase sales of snacks that are more neutral in terms of health-related goals. We conclude that consumers' motivation to abstain from unhealthy foods as part of their New Year's resolutions may be the root of these discrepancies and call for further studies on the topic.

Keywords: Sensory marketing, scent marketing, scent primes.

The Role Of Perceived Domestic Alternatives On Animosity Study: The China-australia Political Crisis

Han Yin, University of Liverpool

Abstract:
This study examines the impact of consumer animosity on product attitude (cognitive and affective) and purchase intention with the moderating effect of perceived domestic alternatives through the theory of planned behaviour. It focuses on the current bilateral frictions between China and Australia in terms of Australian milk products. The paper utilizes a quantitative approach based on structural equation modelling. Total 497 valid questionnaires have been collected in Beijing and Shanghai. The results indicate that both product attitude and purchase intention are negatively associated with animosity, and the perceived domestic alternatives weakens the negative relationship between consumer animosity and affective attitude. It contributes by better unravelling the effects of consumer animosities on product attitude, especially for cognitive attitude, and introducing the perceived domestic alternative into animosity study for the first time. The results will help the Australian milk enterprises to alleviate the feeling of animosity in China and develop business strategies.

Keywords: Consumer animosity, Perceived domestic alternatives, Theory of planned behaviour

Supporting Ukraine: Understanding How The Uk Reacted To A Crisis

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Abstract:
The Russian invasion of Ukraine created an unprecedented crisis throughout Europe. The people of the UK responded to this crisis with an outpouring of support. This included people donating money and goods, responding on social media, opening up their homes and boycotting Russian products. Drawing on data collected from 1,106 UK respondents who support charities, two research questions were examined. RQ1: Does the profile of supporters differ for each support option? No, supporter profiles are very similar for each forms of support. RQ2: What support options are complementary or attract new supporters? The results show that the Duplication of Purchase Law applies and can guide creation of support portfolios. Giving of money and goods are the most popular forms of support and are complementary. They both share fewer supporters with the other support options. The study also provides new knowledge on the use of product boycotts as a support activity.

Keywords: Consumer Behaviour, Charity support, Duplication-of-Purchase.

Promoting Sustainable Food Consumption Through Digital Product Recommendation: Exploring Preferences And Segments

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Nils Magne Larsen, UiT The Arctic University of Norway
Asle Fagerstrøm, Kristiania University College

Abstract:
The current study demonstrates the importance of digital product recommendations in consumer decision making in fresh fish purchasing situations in online retail settings. We conducted a choice-based conjoint analysis to analyse the importance of digital product recommendations compared to traditional product attributes (e.g., place of origin). The analysis of 1,411 global consumers revealed that product rating was among the most important factors when purchasing fresh salmon fillets online. Latent class analysis revealed four segments. The largest segment was 'value for money,' where product rating and pricing were most important. The 'environmentally friendly' segment showed the procurement method and place of origin as the most important; the 'want it now' segment with delivery being the most important factor; and the 'quality-conscious' segment relied on origin, delivery, and product rating. The study provides a better understanding of the impact of socially mediated stimuli that would help the food industry and online grocery retailers to promote healthy products in online settings.

Keywords: digital product recommendations, social proof, sustainable consumption

Can Identity Duels Improve Consumers' Brand Attitudes?

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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. Utilizing three studies, 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. The first study shows that sets of brands and identity-relevant groups that are conducive to the experimental design also exist in commercial contexts. The second study confirms that providing duels in brand advertising impacts a consumer's brand attitude. The third study will extend these findings from national to internationally known brands.

Keywords: social identity, self-expression, brand attitude

Mobile Banking Behavioural Usage Intention: A Gendered View

Marko van Deventer, North-West University

Abstract:
Mobile banking adoption in South Africa remains low despite various benefits associated with its use. As such, it is important to determine the factors that influence consumers' intentions to use mobile banking. Therefore, the aim of this paper was to check whether Generation Y males and females differed in their behavioural intention to use mobile banking in South Africa. A descriptive research design was adopted, and a self-administered questionnaire was developed. A total of 140 and 194 Generation Y males and females voluntarily completed the questionnaire, respectively. The results indicate that subjective norms, perceived self-efficacy and compatibility influence both Generation Y male and female consumers' behavioural intention to use mobile banking. However, differences were observed for ease of use, subjective norms and attitude towards mobile banking. Retail banks can use the study's findings to ensure that their mobile banking offering appeals to both Generation Y male and female consumers.

Keywords: mobile banking, behavioural intention, gender

Gender Differences In Mobile Banking Trust

Marko van Deventer, North-West University

Abstract:
Males and females have different mobile banking needs and trust behaviours. Understanding these differences is essential to ensure a personalised mobile banking service offering in accordance with the expectations of the target market. As such, this study's purpose was to compare South African Generation Y male and female consumers' perceived trust in mobile banking. Following a descriptive research design, self-administered surveys were distributed to a total of 334 mobile banking Generation Y males and females for completion voluntarily. The study found that structural assurances influence both Generation Y male and female consumers' trust in mobile banking, while trust propensity only influences Generation Y male consumers' trust in mobile banking, and perceived integrity of the mobile bank only influences Generation Y females' trust in mobile banking. Retail banks can use the study's findings to foster improved trust in their mobile channels among both Generation Y male and female consumers.

Keywords: trust, mobile banking, gender

The Psychology Of Attraction To Multi-level Marketing

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Nicole Hartley, University of Queensland
Cassandra Chapman, University of Queensland
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Abstract:
Despite being a risky and controversial business model, little research has investigated personal characteristics that increase attraction to multi-level marketing business opportunities like Amway and Herbalife. A two-wave survey (N_{total} = 1503) revealed that attraction to multi-level marketing opportunities was associated with stronger extrinsic life goals (for becoming rich, famous, and attractive), belief systems related to spirituality and thought-action fusion (i.e., the belief that thoughts alone create reality), and a cognitive decision making style that emphasizes intuitive over rational thinking. Intrinsic psychological needs (e.g., for control and meaning) showed the least consistent associations. Based on these findings and others, we provide guidance for consumer advocates and policy makers to consider individual psychological factors in education campaigns to improve decision making and participant wellbeing.

Keywords: network marketing, consumer protection, judgement and decision making

Factors Influencing Consumers' Adoption Of Shared Consumption

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Abstract:
Increasing consumer disposition towards non-ownership modes of consumption can be observed. Emphasizing use-value, consumers are drifting away from solid acquisition-based consumption toward flexible liquid consumption. Facilitated by technological advancement, sharing economy is unfolding itself as a potential alternative consumption. Using a total of 251 responses and employing self-determination theory and theory of planned behaviour as a guiding framework, this study employed partial least squares structural equation modelling (PLS-SEM) to examine various influencing factors that impact consumers' intention to use shared consumption. Economic incentives, ownership hassles, and environmental concerns have the most significant impact on shaping consumers' attitudes toward shared consumption.

Keywords: shared consumption; ownership hassles; liquid consumption

Gender Stereotyping And Cognitive Biases In Digital Voice Assistant Shopping

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Introduction and Research Aim

The aim of the study is to use a multidisciplinary approach to understand consumers' decision-making in voice shopping i.e., using digital voice assistants for product purchasing. Our multidisciplinary approach combines a scenario-based survey with a neuroscientific approach. The study hypothesizes that consumers perceive female and male voices of digital voice assistants differently, potentially leading to gender stereotypes. Furthermore, the study analyzes this effect on cognitive biases, specifically examining the heuristics of social proof and the power of now.

Following this aim, we address the following research questions:

> **RQ1**: Whether digital voice assistants (male vs female) lead to gender stereotypes during voice shopping
> **RQ2**: Whether digital voice assistants (male vs female) prevail over the heuristics of social proof and the power of now.

Background

Virtual digital voice assistants are becoming increasingly popular among consumers (Kunz et al., 2019; Fernandes et al., 2021). In addition to answering questions and organizing daily life via voice commands, digital assistants are also an intermediary that enables online shopping (De Keyser et al., 2019). Because digital voice assistants are primarily controlled by voice, consumers may perceive these vocal cues in light of their experiences, which could lead to gender stereotyping (Nass et al., 1997). Additionally, consumers' decision-making is unconsciously influenced by several cognitive biases that use heuristic routes in the decision process (Kahneman et al.1982). In an online purchasing context, the social proof and the power of now are the most relevant heuristics (Google, 2020). In the context of digital voice assistants, research is particularly scarce, and there is a need to understand consumer behavioral responses related to the vocal gender of digital voice assistants and the use of heuristics by virtual digital assistants.

Methodology

We developed an online survey following a 2 x 2 experimental design with a total of 235 respondents to understand consumers' perception of female and male voices in voice shopping that is using digital voice assistants for product purchases. Based on the participants' self-selection of gender (gender: female and male), the participants were randomly assigned to either the female or male voice (female- and male-voiced digital assistant) group. In a second study, we then applied a neuroscientific experimental approach including the Implicit Association Test, automatic emotional facial expressions, heart rate, and galvanic skin response. We analyzed 200 online purchase simulations in a laboratory setting (100 with male voice digital assistant, 100 with female voice digital assistant) with each participant completing 2 purchase simulations. These purchase situations included the heuristics of the social proof and the power of now. Gender stereotypes were identified before and after the purchase situation using the Implicit Association Test (Mauri et al., 2021), removing outliers with response latencies below 300 ms and above 3000 ms (Greenwald et al., 1998). Emotional responses were measured through facial reactions and biometric data (heart rate and galvanic skin response) with Shimmer devices and combined with iMotions software (Porges and Raskin, 1969; Cacioppo et al., 2007; Mauss and Robinson, 2009). A linear model then provided statistical results.

Results and Discussion

For the 2x2 survey, we performed binary group analyses of the structural equation model results. In the male voiced digital assistant scenario, external variables, such as previous experience, are more important for women than for men (p = .029, $b_m = 0.230$, $b_w = 0.594$). In the case of the female voice, the perceived usefulness has a greater impact on the behavioral intention of men than women (p = .004, $b_m = 0.797$, $b_w = 0.432$). In contrast, women's attitudes are more relevant to behavioral intention than men's attitudes (p = .010, $b_m = 0.148$, $b_w = 0.456$). Furthermore, the T-test conducted on the Implicit Association Test data revealed significant differences between the pre- and post- test. The female-voice digital assistant elicits the highest number of short-term associations (10 out of 15 attributes) for the following attributes: technical, influential, informative, convincing, warm, helpful, sympathetic, pleasant, trustworthy, credible with attributes previously attributed to the male voice, showing a clear customer preference for the female voice during purchase. In regard to the male voice, the dataset reveals a fewer short-term associations with the male voice (4 out of 15 attributes) for the following attributes: authoritative, technical, informative, credible with attributes associated with gender stereotypes. However, the male-voice digital assistant appears to be prone to short-term changes for both female and male participants. Finally, the results show that the presence of digital voice assistants can influence customer purchase decisions by outweighing the heuristics of social proof and the power of now.

Additional results related to emotional responses (facial reactions and biometric data) will be presented during the conference.

Implications for Theory and Practice

Our study builds on previous studies of artificial intelligence and extends previous research by using a multidisciplinary approach that combines neuro-tools (Implicit Association Test, automatic emotional facial expressions analysis, psychophysiological measures) with surveys. This study is a response to the call for research on the social experience of online shopping with digital voice assistants, particularly in relation to gender relations during purchase. To our knowledge, it is also the first study that provides a combination of consumer gender and digital voice assistant voice behavioral economics. Further, unlike previous research that has relied primarily on qualitative or survey-based methods, in our study we apply a neuroscience methodology to analyze participants' responses to female and male digital voice assistants. The results are relevant for developers and companies that provide voice systems and/or use them as intermediaries for shopping. In addition, the results are relevant to government agencies and policymakers because consumers assign gender stereotypes based on vocal cues that may reinforce undesirable perceptions.

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Political Ideology And Fair-trade Consumption: A Social Dominance Orientation Perspective

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Introduction and Rsearch Aim

Consumers' political ideology is not simply a matter of preference over different policy positions; instead, political ideology reflects on people's personality traits, cognitive styles, and psychological needs and could inform their behavior and attitudes outside the realm of politics (Jost et al. 2003). Therefore, political ideology and its impact on consumers' choices and decision-making processes have been recognized by marketing scholars in recent years (Chan and Ilicic 2019; Farmer et al. 2020a; Irmak et al. 2020). This recognition is becoming more important given political beliefs are going to be more polarized in societies across the world (McConnell et al., 2018; Mitchell et al., 2014), leading consumers to make more diverge decisions in consumption behaviors. More importantly, consumers involve more ethical or political motives in their decision-making. They tend to boycott or support products or brands that do not fit their political ideology (Rössel & Schenk, 2018). In this regard, a recent discussion in the marketing context has emphasized exploring the role of political ideology in consumers' judgments, decision-making, and choices due to its urgency and a wide range of managerial implications (Jost et al., 2009; Shavitt 2017).

The aim of this study is to investigate the relationship between political ideology and consumer purchase intentions for fair-trade products.

We address research questions in line with calls for the research on fairtrade products:
RQ1: Is there any difference between conservatist and liberals in terms of fairtrade product consumption? If yes, why, and how?

Background and/or Conceptual Model

Prior research shows the impact of political ideology on a wide range of consumer behaviors such as hedonic consumption (Farmer et al., 2020b), green consumption (Kidwell et al., 2013), prosocial behavior (Chan and Ilicic 2019; Farmer et al. 2020b), brand attachment (Chan and Ilicic 2019; Northey and Chan 2020), financial decision-making (Han et al., 2019), and educational planning (Jung and Mittal 2021) among others. Despite this growing body of literature, the role of political ideology on many other aspects of consumer behavior remains unexplored. Notably, most previous studies examine the relationship between political ideology and consumers' behavior for products or services that are not politically sensitive (e.g., airline industry, financial services, local foods, etc.). However, fair-trade products are viewed as an ethical movement and a political movement to fight against poverty across the world (Jaffee, 2012).

Fair-trade products seem to be prominent to study as they tend to be politically framed to fight against poverty and social inequality (Yamoah et al., 2016). Fair-trade products encourage consumers in high-income countries (HIC) to pay more for certain products to provide equal opportunities in life to low-and middle-income countries (Usslepp et al., 2021; Wempe, 2005). Although consumption of fair-trade products benefits HIC in various ways (e.g., preventing illegal immigration issues), these products have only 0.35% global retail market share (Statista, 2019). Therefore, targeting new markets for fair-trade products seems to be crucial for marketers and policymakers. Some reports indicate that the consumption of fair-trade products is tinged with political activism (Burns & Ibrahim, 2020), highlighting the importance of investigating the effect of political ideology on the consumption of fair-trade products.

Therefore, in this paper, we hypothesize that politically conservative (vs. liberal) consumers might be less interested in purchasing fair-trade products. This is because conservative consumers have a greater orientation for social dominance in the society, classify groups on a superiority–inferiority dimension, and accept inequality across groups (Han et al., 2019; Pratto et al., 1994). We show that Social Dominance Orientation plays an important role in conservative consumers' fair-trade consumption compared to affective factors (i.e., empathic concerns and empathic sympathy). This is also in line with the purpose of fair-trade that "addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers" (Usslepp et al., 2021)

Methodology

Study 1 is an initial examination of the effect of political ideology on consumers' preference for fair-trade products. We predict that conservative consumers choose less fair-trade products than liberal consumers. Following Oyserman and Schwartz (2017), which asserted political ideology as a situated identity, we manipulated political ideology to understand better the situational effects of political ideology on consumers' choices. We recruited 258 MTurkers. We manipulated political ideology through a writing task that asked participants to choose one of the seven topics (i.e., capital punishment, anti-abortion movements (pro-life movements), gun freedom, private healthcare system, anti-immigration policies, conservative governments, and increasing military spending) adopted from (Kidwell et al., 2013). In the conservative (liberal) condition, we asked participants to give us three reasons why they support (against) the topics they selected. All nonsense (n = 23) and duplicated responses (n = 4) were removed, leaving a final sample of 231 (M_{age} = 39.97, SD = 12.79, 123 female, $n_{conservative}$ = 110, $n_{liberal}$ = 121). We then asked them to answer a single political identity item that served as a manipulation check (1 = very liberal, 9 = very conservative). Next, participants were asked to choose between two pairs of rings for their wedding ceremony: fair-trade golden rings and premium quality golden rings. Finally, participants answered some basic demographic questions and their political party orientations at the end of the survey. The manipulation check worked as intended. Participants in the conservative condition (M = 4.50, SD = 2.26) reported higher score in the conservativism than those in the liberal condition (M = 3.78, SD = 2.31; F(1, 229) = 5.63, $p < 0.05$). A result of binary regression indicated that participants in the conservative condition (41.80%) were less likely to select fair-trade rings compared to those in the liberal condition (58.7%; β = 0.68, SE = 0.27, Wald = 6.49, p < 0.05). Conversely, liberals chose less premium quality golden rings (41.30%) compared to conservatives (58.20%).

Study 2 aimed to test whether choosing fair-trade products by political conservatives is because of their affection, specifically empathic concerns, and empathy sentiments, or it is due to cognitive factors, particularly SDO. To show the robustness of our findings, we used a self-report political ideology measure as well as the political party that participants support to test our predictions. 307 Americans from MTurk participated in this study in exchange for a small monetary compensation. Sixty-two participants reported that they supported other political parties, and therefore they were excluded from the sample, leaving us with 245 usable samples (Republican = 116, Democrat = 129, M_{age} = 38.57, SD = 12.14, female = 114). Participants began the study by being asked to choose between three pairs of products: chocolate, jeans, and coffee. Specifically, participants saw two pictures of identical chocolate, jeans, and coffee for each choice task, differing only in their label (fair-trade vs. premium quality). Next, we asked participants to answer seven items of empathic concerns (Davis, 1980), three items for empathic sentiments (Hasson et al., 2018), three items of desire for quality (Ordabayeva & Fernandes, 2018), and fifteen items of SDO (Pratto et al., 1994). All items were measured on a nine-point Likert scale. Finally, in the demographic section, participants reported their political ideology (1 = very liberal, 9 = very conservative) and the political party supported (0 = Democrat, 1 = Republican, 2 = Others) as well as their basic demographics. We summed three products to make an index where the lower score showed a preference for fair-trade and the higher score referred to premium quality products. Results of ANCOVA by controlling for desire for quality indicated a main effect of the political party support on fair-trade products (F(1.242) = 12.07, $p <$ 0.001) such that Democrats (M = 1.40, SD = 1.32) chose more fair-trade (vs. premium quality) than Republicans (M = 0.86, SD = 1.14). In a similar vein, linear regression results showed a significant effect of measured political ideology on product choice (b = -0.11, SE = 0.03, t = -3.68, $p < 0.001$), indicating that more conservativism is related to less choice of fair-trade products. We averaged items for empathic concern (α = 0.78), empathy sentiment (α = 0.87) and SDO (α = 0.91) to make an index. Results showed that Democrats scored higher (M = 6.62, SD = 1.43) on empathic concern than Republicans (M = 5.80, SD = 1.31, F(1.243) = 22.42, $p < 0.001$). Conversely, Republicans scored higher in social dominance orientation (M = 4.30, SD = 1.32) than Democrats (M = 3.03, SD = 1.45, F(1.243) = 51.24, $p < 0.001$). However, both parties reported relatively equal score for empathic sentiment ($M_{Republican}$ = 6.72, SD = 1.70, $M_{Democrat}$ = 6.88, SD = 1.54, F(1.243) = 0.62, $p = 0.43$), and therefore, we drop it from further analysis. We also conducted a parallel mediation analysis (Model 4; Hayes, 2017; 10,000 bootstrapped) to examine if political ideology predicts consumers' fair-trade purchases via empathic concern and/or SDO. We included political party support (0 = Democrat, 1 = Republican) as our independent variable, product choices as our dependent variable, desire for quality as the covariate and empathic concern and social dominance orientation as mediators. The indirect effect was significant only for SDO (ab = -0.33, SE = 0.09, 95% CI: -0.53 to -0.16) but not for empathic concerns (ab = -0.08, SE = 0.02, 95% CI: -0.21 to 0.02), meaning that conservatives prefer less fair-trade products due to their belief in higher social dominance in society. We tested the same model with measured political ideology (1 = very liberal, 9 = very conservative), and we achieved the same effect for SDO (ab = -0.08 SE = 0.02, 95% CI: -0.14 to -0.04) and empathic concerns (ab = -0.02, SE = 0.01, 95% CI: -0.05 to 0.01), indicating the robustness of our results[3].

In study 3, we aim to provide a way to increase conservative consumers' preference for fair-trade products. This has a significant contribution in the consumers behavior literature and offers implications for marketers who aim to encourage conservative consumers to buy fair-trade products. In doing so, we manipulated SDO using an advertisement and hypothesized that conservative consumers' preference for fair-trade products would increase when participants find that consuming fair-trade products makes them superior to others (high SDO). This is in line with the previous study that showed conservative consumers purchase more fair-trade products when their SDO is low. Therefore, we would argue that framing fair-trade products as a superior product would compensate for the differences between preference for fair-trade products in the low and high SDO for conservative consumers. We recruited 290 American MTurkers to take part in this study in exchange for a monetary compensation. We used the quota system on Qualtrics to recruit people who identified themselves as either Republicans or Democrats similar to previous research (Cakanlar et al., 2020). We also pre-screened participants who did not support either of the political parties at the beginning of the survey. Participants who failed in the attention check (n = 10) and had duplicate IDs (n = 10) were excluded from the study, leaving us 270 usable responses (Republican = 128, Democrat = 142, M_{age} = 39.58, SD = 11.81, female = 126). We randomly assigned participants in one of the SDO conditions (low vs. high). In both conditions, we showed participants a bottle of wine's advertisement that had a fair-trade logo and the price ($19.99). We manipulated SDO using the slogan written in the advertisement. In the high SDO condition, participants read, "Be superior to others by drinking wine of distinction!". In the low SDO conditions, they read, "Give an equal chance in life to all people across the world! They deserve it!". Next, we asked participants to indicate their purchase intention using three items ("How likely/ inclined/ willing would you be to purchase the wine you saw in the advertisement?" 1 = not at all, 9 = very much). We also asked them to answer three items of the SDO scale adopted from Pratto (1994; 1 = strongly disagree/ 9 = strongly agree), which served as our manipulation check. Finally, participants were asked to give us their basic demographics and political party orientation (0 = Democrat / 1 = Republican). Participants in the high SDO condition (M = 4.16, SD = 1.87) reported higher score on the SDO scale (α = 0.76) than those in the low SDO condition (M = 3.59, SD = 1.86, F(1, 266) = 6.12, $p < 0.05$), showing we successfully manipulated SDO. We averaged items of purchase intention (α = 0.96) to make an index. Results of an ANOVA revealed a significant main effect of political orientation such that Republicans ($M_{Republican}$ = 6.38, SD = 2.07) showed higher purchase intentions than Democrats ($M_{Democrat}$ = 5.17, SD = 2.29; F(1, 266) = 10.12, $p = 0.002$). However, there was not a main effect of SDO on purchase intentions (M_{Low} = 5.61, SD = 2.18, M_{High} =

[3] The effect did not change even when we included empathy sentiment to the model.

5.58, SD = 2.18; F(1, 266) = 0.01, p = 0.92). More importantly, we found an interaction effect of political ideology and SDO on fair-trade wine purchase intention (F(1, 266) = 7.15, p = 0.008). Not surprisingly, Democrats in the low SDO condition reported higher scores for purchase intentions (M = 6.38 SD = 2.11) than those in the high SDO condition (M = 5.65, SD = 2.52; F(1, 266) = 4.07, p = 0.04). In line with our prediction, Republicans, who primed with the idea that consumption of fair-trade wine make them superior to other, which was our high SDO condition (M = 5.51, SD = 1.83) reported higher purchase intentions than those in the low SDO condition who primed with the idea that consumption of fair-trade wine would give people equal change in their life (M = 4.83, SD = 2.14). The difference was marginally significant (F(1,266) = 3.15, p = 0.08). SDO can shift conservative consumers' preferences toward fair-trade products.

Results and/or Discussion and Contributions

We found that conservatives prefer less fair-trade products due to their belief in higher social dominance in society. Specifically, we found that when conservatives were primed with the idea of being superior to others, they were more likely to purchase fair-trade products. More importantly, our findings showed higher intention to be part of a specific group (i.e., fair-trade product buyers) when they found that this makes them feel more superior. Our research contributes to the previous literature on political ideology and consumer decision-making.

Implications for Theory and Practice

Fair-trade products market has been growing over the last decade so that in 2018 the Fair-trade international's global retail sales reached 9.8 billion euros (Statista, 2019). Big companies such as Nike and Amazon also engaged in different business models (e.g., on-demand-production model) to support ethical production attributes, including underpaid labor, and boost sales of their fair-trade products (Paharia, 2020). Briefly, increasing the sales of fair-trade products is of interest to marketers and retailers. The positive effects of this growth on poverty, equality, and the environment are of interest to policy makers. In our paper, we focus on consumer political ideology and examine its effects on fair-trade product consumption. The motivation behind this is because societies are becoming more segregated by political ideology and therefore a better understanding of the role of political ideology in fair-trade products consumption would help marketers to boost the sales of such products in different politically different marketplaces.

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The Silver Lining Of Sadness

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Abstract:
People sometimes make consumption choices that they know will make them feel sad which seems paradoxical, given that much consumption is thought to be driven primarily by the pursuit of pleasure or the avoidance of pain. This paper argues, however, that there is a 'silver lining to sadness' and across five experiments demonstrates that rather than motivating hedonic self-focused consumption, sadness motivates a greater desire to affiliate subsequently improving wellbeing. Study 1 shows that sadness leads to other-focused consumption subsequently improving well-being. Studies 2 and 3 reveal that this is due to a heightened desire to affiliate with others, ruling out alternative explanations related to mood and empathy. The final two studies demonstrate that compared to other negative emotions like fear, anger or disgust, experiencing sadness is unique in which it motivates a desire to affiliate and increases other-oriented consumption (study 4) which subsequently leads to greater well-being (study 5).

Keywords: sadness, affiliation, well-being

Warmth And Competence Stereotypes In Marketing: A Meta-analytical Investigation

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Abstract:
The Stereotype Content Model has been widely and increasingly applied in marketing; yet, it is unclear under what conditions warmth and competence are more effective for consumer outcomes. We address this by testing four moderator categories (*stereotype object, delivery, context*, and *consumer outcome type*) in two large-scale meta-regressions (*k*=1,166). We meta-analytically demonstrate that both warmth and competence generally have a favorable medium-sized effect, but more importantly, we show that some notable differences are observed in our moderators. Namely, warmth is more effective in changing attitudes than behaviors, whilst the impact of competence is higher in driving behaviors than attitudes. Warmth seems to be particularly effective with regards to luxury products, experience attributes, political or prosocial contexts, whereas competence shows stronger effects where the industry is one of low tangibility, for foreign country-of-origin contexts, and for contexts related to service failure/brand crisis. Implications for both Scholars and Practitioners are discussed.

Keywords: Stereotype Content Model, Warmth, Competence

Negative Feedback And Word Of Mouth Recommendations

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Sarah Moore, University of Alberta

Abstract:
This research examines how consumers respond when they receive (negative) feedback on their word of mouth (WOM) recommendations. We predict and find across 5 studies that the likelihood of continuing to recommend an experience after receiving negative feedback on that recommendation is determined by whether a recommender is self- or other-focused when they make their initial recommendation. In particular, when consumers make other-focused recommendations with the recipient's preferences in mind, negative feedback causes recommenders to dissociate from the recommended experience, decreasing their subsequent likelihood of recommending it (compared to positive, neutral, and no feedback). Conversely, when consumers make self-focused recommendations with their own preferences in mind, they continue to recommend an experience to others even when an initial recipient has disliked it. This is because self-focus buffers recommenders against the feedback of others, with implications for research on WOM and on egocentrism.

Keywords: word of mouth, social influence, feedback

What Causes Conflict In The Family Food-related Decision-making Process? An Interpretive Study Of New Zealand Family Consumers During Lockdown Level 3

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Abstract:
Few studies have examined family conflict in-depth or the precise causes of disagreements when parents and children participate in food decision-making together. This study uses a novel approach to explore conflicts between parents and children. Assumptions were investigated in an interpretive study of New Zealand families with children during Alert Level 3 lockdown. The key findings indicate that there are two stages to conflict: conscious and consideration. In the conscious stage, family participants realise that conflict often occurs in food selection issues. However, the study delved deeper into the consideration stage and found that food selection was not the primary issue but a combination of quantity (how much?) and timing of consumption (how often?). The findings provide new insights and propose a model that explains how conflict arises in family consumer decision-making.

Keywords: conflict, family, food

Product-harm Crisis Role Of Brand Community

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Abstract:
When a brand's product is found to be defective and can cause serious harm (i.e., a product-harm crisis), consumers seek information from others and share opinions in online brand communities. The role of a brand community in shaping consumer responses following a product-harm crisis nevertheless remains under-researched. With increased frequency of product-harm crises impacting brand performance, this study addresses a call for further research to explore complex, multi-faceted consumer responses following a product-harm crisis. Drawing from attribution theory this research examines consumer behaviour in online brand communities and recognises social influence during a product-harm crisis. This interpretive epistemological study adopts a processual methodology examining the evolution of consumer attribution. The results show that members engage with others in brand communities, seeking and verifying information and forming opinions. The findings make theoretical contributions to the literature on attribution and help firms make informed decisions on intervention strategies during a product-harm crisis.

Keywords: Brand boycotts, online brand community, product-harm crisis

Can Product Recommendation Language Confuse Price Signals?

Scott Murray, Queensland University of Technology

Abstract:
Recent research suggests that the language used in online product recommendations can influence the perception of product quality, and attitudes towards the product. This research however looked at recommendation language without any price information present. Price information has long been known to be a significant product signal, able to change the perception of product quality and features. I seek to identify how product evaluations and attitudes change when recommendations are made with price information also present. Through an initial study, I found that assertive recommendation language changes the degree to which a product is perceived if it was associated with a higher price. However, if the product had a lower price, recommendation language seemed to have no effect on how the product was perceived. These initial findings suggest that the traditional view of price being a key product signal could be challenged within the context of online product recommendations.

Keywords: Product recommendations, language, price

Control Or Out Of Control: Consumer Acceptance Of New Agri-food Technologies

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Denise Conroy

Abstract:
The sense of control is important in human behaviours yet has been largely ignored in the context of consumer acceptance (or rejection) of new agri-food technologies. Applying the theory of compensatory control this study explores how new agri-food technologies are perceived in relation to consumers' sense of control over their food and life, and how attitudes towards and acceptance of technologies may be impacted by such perceptions. In total 48 focus groups were conducted across New Zealand and Australia using Controlled Environment Agriculture (CEA) as the context for discussion. Findings reveal that CEA was perceived as both a means of compensatory control and the source of reduced control. Strong regulations on CEA research and implementation were sought after, while the belief in Mother Nature was also taken as the ultimate compensatory control. Findings highlight the importance of measures to compensate for consumers' sense of reduced control when promoting new technologies.

Keywords: Novel agri-food technologies, compensatory control, consumer acceptance

To Choose Or Be Chosen: Political Identity And Preference For Child Sponsorship Programs

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Abstract:
Two alternative approaches to child sponsorship exist. The "Choose" approach is characterised by donor sponsors choosing a specific child beneficiary to be paired up. The "Be Chosen" approaches features inviting child beneficiaries to choose their sponsors. This research aims to understand whether and how sponsors' political identity shape preference between these alternative approaches. Two studies, using different operationalisations of political identity, demonstrate that compared to conservatives, liberals have a greater preference for and likelihood to participant in "Be Chosen" (vs. "Choose") child sponsorship programs. Differences in the desire for dominance is identified as a mediator. This research extends the existing research on political identity and consumer charitable behaviour by showing how alternative approaches to engage in child sponsorship might appeal to different donor bases in terms of their political identity.

Keywords: child sponsorship programs, dominance, political identity .

Exploring Causes Of Ambiguity In Online Reviews

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Abstract:
Large number of online reviews are available on different digital platforms today. This study investigates the role of these reviews in the consumer decision making context. Specifically, we investigate the ambiguity causing elements in the review and try to investigate four sources of ambiguity in online reviews. Using 48,192 reviews this study identifies the impact of such ambiguity on review helpfulness. Results indicate that ambiguity has a differential impact on the helpfulness of the reviews, based on the product type. These findings become a novel lens to understand the role of ambiguity causing factors in online reviews.

Keywords: Up to three key words can be provided here.

The Impact Of Buy-now-pay-later On Word-of-mouth

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Yi Li, Macquarie University
Rico Piehler, Macquarie University

Abstract:
Marketers and researchers continue to seek new ways to encourage Word-of-Mouth (WOM) to leverage the estimated $6 trillion in consumer spending per annum driven by WOM. This research examines the effect of a previously unexplored influence on WOM generation, the payment mode. A series of experiments demonstrate that buy-now-pay-later, an emerging interest-free and fee-free payment mode facilitating repayment by instalments over 6 to 8 weeks after purchase, increases consumers' intent to generate WOM after purchase. The effect of buy-now-pay-later to increase WOM is explained by transaction utility theory, where perceived value is obtained from buy-now-pay-later improving the terms of the purchase, and impression management, which motivates consumers to share value to appear smart and helpful. Results support that transaction utility mediates the effect of the payment mode on WOM. This research has important implications for marketing managers who can increase WOM to drive sales by encouraging consumers' use of buy-now-pay-later.

Keywords: payment methods, transaction utility, experiments

Prefer Linear Or Crooked? A Visual Representation Perspective.

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Sanjeev Tripathi, Indian Institute of Management Indore
Sudipta Mandal, Indian Institute of Management Indore

Abstract:
Does the visual representation of a path impact a person's expectation about the destination and the nature of consumption at the destination? We draw from the literature in diverse domains and theorize that linear paths are associated with serenity, while crooked paths are associated with adventurousness and demonstrate it empirically across six studies. We show that the effect is stronger for visualizers (vs. verbalizers). We demonstrate that the relationship between the path crookedness and the expected benefit derived from the destination is mediated by the fit between the path and the destination.

Keywords: visual representation, spatial perception, visit likelihood

Counting To A Round Number Precisely: Effect Of Symmetric Chunking On Ease Of The Process And Counting Confidence

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Sanjeev Tripathi, Indian Institute of Management Indore
Sudipta Mandal, Indian Institute of Management Indore

Abstract:
Marketing contexts often require counting and verifying previously counted quantities. Prior research indicates that the usage of precise (non-round) numbers is associated with confidence in information; however, we demonstrate that people are less confident of counting non-round number of objects. We show that confidence from the usage of non-round numbers does not transfer to the process of counting to verify them. We demonstrate the mechanism behind this effect by showing that this happens as individuals like to make small chunks while counting. We provide evidence that while counting round (vs. non-round) numbers, the process of chunking is perceived to be easier, which positively impacts an individual's confidence in counting correctly. We also demonstrate a marketing implication: in situations where individuals need to count money, they may buy a product marked at a high, round (vs. low, non-round) price. Six experiments examine this proposal using different numbers, objects, and contexts.

Keywords: round numbers, confidence of counting, chunking.

Feelings Of Personal Relative Deprivation Inhibit Sustainable Consumption

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Liem Ngo, University of New South Wales, Sydney
Tania Bucic, University of New South Wales, Sydney
Harmen Oppewal, Monash University

Abstract:
Substantial efforts have been made by governments, policymakers, and businesses to encourage responsible consumption behaviours but many consumers continue to select unsustainable product options. Extending the theory of relative deprivation, we propose that feelings of deprivation that occur when individuals compare themselves with better off counterparts reduce a consumer's desire to select sustainable products. Using a multi-method design, our survey findings show that a person's feeling of relative deprivation has a negative relationship with sustainable consumption while two experiments reveal that when consumers have a greater prosocial (vs proself) orientation, those who feel more personally deprived are also less willing to purchase sustainable products. The negative effect of personal relative deprivation on product preference is shown to not extend to traditional products.

Keywords: Personal relative deprivation, prosocial orientation, sustainable consumption

Checkmate To The Competition In The Metaverse: Nfts As Innovative Tools To Win Brand Engagement Through Phygital Luxury Brand Experiences

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Chiara Piancatelli, SDA Bocconi
Anna Claudia Pellicelli, University of Turin
Jose Rojas-Méndez, Carleton University

Abstract:
Luxury fashion companies used to create a certain distance from consumers to position their products as exclusive and elitist. However, the advent of digital technology and social media has completely changed the way consumers interact with luxury brands, increasingly empowering them and making them active co-creators of value. This paper investigates the role of NFTs - digital assets based on blockchain technology, aimed at identifying the ownership of a digital object in a unique, irreplaceable and non-replicable way – in influencing consumer engagement with luxury fashion brands. Results show that the characteristics of NFTs (interactivity, vividness and novelty) have a significant positive effect on brand engagement and that NFT-based brand engagement in turn increases consumer perceptions of empowerment and likelihood of purchase. Consumer attitude toward innovativeness was also found to moderate the relationship between brand engagement and likelihood of purchase.

Keywords: NFTs, Phygital Experiences, Brand Engagement, Metaverse.

Consumer Attitudes Towards Plastic-free Food Shopping

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Sam K. White, Lincoln University

Abstract:
Single-use plastic packaging contributes to high standards of food quality and safety whilst facilitating the ease of which marketers are able to communicate product information to consumers. However, plastics contribute to issues regarding human health and marine ecosystems. Therefore, a more nuanced understanding of plastics is required to enable a transition towards more sustainable packaging. This study aims to understand consumer motivations, barriers, and enablers toward plastic reduction in the food system. Semi-structured in-depth interviews were conducted with consumers who self-identified as plastic reducers. Findings indicate that consumers are motivated to reduce their use of plastic food packaging due to concerns about environmental pollution and lack of recycling options. However, behaviour change was often inhibited by time and accessibility constraints, and structural issues in the food retailing sector such as limited package-free purchasing options in major supermarkets as well as availability and access issues for refillery and bulk-food stores.

Keywords: plastic reduction, packaging, sustainability

You Are What You Eat: Novel Insights Into Organic Food Consumption

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Shahid Hussain, Edith Cowan University
Sanjeewa Wijayaratne, RMIT University

Introduction and Research Aim

The demand for organic food has increased significantly in recent years. In 2019, the retail value of the Australian organic market was estimated to be at least AUD 2.6 billion, including 1.9 billion in domestic sales and 6.9 billion in exports. Australia has seen a compound annual growth rate of 13% since 2012 (Australian Organic, 2021), with the largest global share of certified organic land spread over 35.7 million hectares (Willer & Sahota, 2020). The growing popularity of organic food is mainly due to its perceived health and environmental benefits over conventional food. However, despite the awareness, positive attitude, and investment by many organizations, the overall market share of organic food, is estimated to be around 1% globally and 3% in Australia (Australian Organic, 2021). The research on organic food has focused on identifying motives and barriers mainly using the Theory of Planned Behavior (TPB), the Theory of Reasoned Action, and the Expectancy-Value Theory (Rana & Paul, 2017), with little attention to an underlying psychological factor involving conscious or unconscious cognitive mediating processes. Drawing on the behavioral psychology school of thought on consumer decision-making, Scarpa and Thiene (2011) suggest that food choices by individuals are conditioned by the processes of cognitive perception, calling for deeper investigation into psychological factors. The extant literature on organic food has disproportionately focused on the benefits of organic farming as a motive and cost as a barrier (Rana & Paul, 2017). This research stream, however, has been criticized for paying insufficient attention to buyers' adaptive capacity to conceptualize consumers' buying behavior in the organic food (Lee & Yun, 2015; Scarpa & Thiene, 2011). There is a lack of understanding of the health impacts of organic food consumption (Rana & Paul, 2020). To successfully respond to growing organic food market demands, marketers and policymakers should understand consumers' psychological and ethical preferences for organic food over conventional food and adjust marketing strategies accordingly (Hwang, 2016; Lee & Yun, 2015). Thus, the present study attempts to fill this gap by focusing on negative perceptions of conventional food as a motive to facilitate organic food buying behavior. Specifically, we consider the fear of negative health and environmental impacts from consuming conventional food as the key driver of organic food consumption, which is a relatively understudied area.

The aim of this study is:

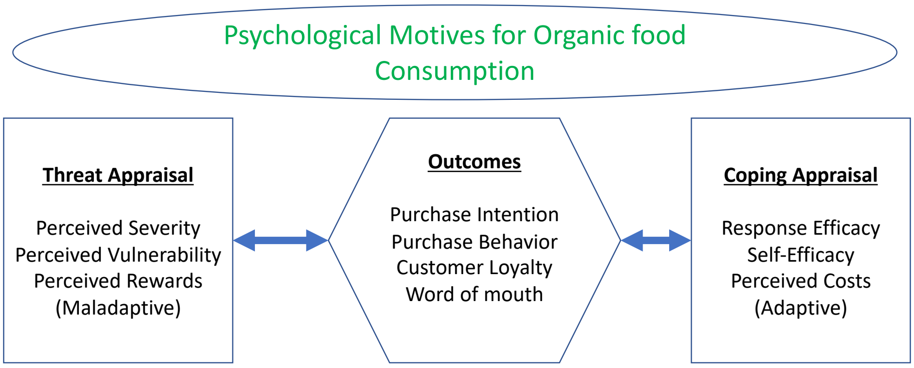
> *To examine whether perception towards conventional food using Protection Motivation Theory can explain organic food buying behavior (adaptive behavior) that is believed to reduce slow onset health-related and environmental risks.*

We address two research questions:

> **RQ1:-** How do the perceived risks of consuming conventional food contribute to the preference for organic food?

Background and/or Conceptual Model

The present study addresses the key limitations of the past research by employing the PMT (Rogers, 1975), which facilitates an understanding of consumers' perceptions of fear as motivation to avoid negative health and environmental effects from conventional food, and their perceptions of how well individuals may be able to make sustainable and ethical food choices. The main assertion of the PMT is that people engage in protective behavior when faced with health and environmental risks through perceived severity and vulnerability. To mitigate these risks, people engage in adaptive actions through cognitive processes involving response efficacy and self-efficacy. In particular, PMT suggests the assumption that people consider cost-benefit analysis of current and protective behavior when making healthy and pro-environmental choices. This enables the PMT to identify both motives and barriers to the adoption of protective behavior. PMT has been applied to investigate the adoption of electric vehicles (Bockarjova & Steg, 2014), sustainable behavior (Zhao et al., 2016), climate change (Grothmann & Patt, 2005), and green products (Ibrahim & Al-Ajlouni, 2018). While the PMT finds broad applicability, to our knowledge, it has not been applied as a theoretical framework to understand organic food consumption. Consequently, we argue that it provides valuable insights as to why people buy or do not buy organic food and how to facilitate healthy and sustainable food choices. Figure 1 shows the



conceptual framework of this study based on Protection Motivation Theory.

Figure 1: Protection Motivation Theory

Methodology

Following the study objectives, we selected netnography as a research method that uses the features of the online environment to explore the consumer insights (Kozinets et al., 2010). This study used user-generated communication about food choices on a well-known social media platform, Facebook which is ubiquitous, with 2.9 billion active users as of June 2021 (Marino et al., 2022). The Facebook page of "Food Matters" met the study criteria. With offices in Australia and the USA, Food Matters is a private health and wellness organization established in 2008, with over 2.3 million followers who actively participate in food-related discussions, covering broad areas such as health, lifestyle, environment, chronic diseases, and alternative medicines. In total, 159,772 posts and comments posted over 12 years were downloaded for analysis. A manual screening was performed where the context of each post and comment was examined to ascertain its relevance. As a result, 2,352 posts and comments relevant to organic food were selected for further analysis.

Results and/or Discussion and Contributions

Netnographic priori codes and their corresponding "portion of text" was organized and reorganized using NVivo 12. The threat appraisal was operationalized through perceived severity, vulnerability, and rewards, while the coping appraisal was operationalized through response efficacy, self-efficacy, and perceived costs as recommended in the PMT model. Of 2,352 data points (posts and comments) analyzed, only 1,214 points fall within the specific themes which are further categorized in sub-themes and codes. Out of these 1,214 data points, 612 are associated with the threat appraisal (243 for perceived severity, 212 for perceived vulnerability, and 157 for rewards), and 602 with the coping appraisal (269 for perceived response efficacy, 213 for self-efficacy, and 120 for costs). The remaining 1,029 are either generic in nature, such as "#Organic", "#EatHealthy", "Organic only" or generally focus on other organic food-related matters such as various organic products (like organic herbal tea) and brands (comparing one brand with another).

Implications for Theory and Practice

This study offers critical theoretical and practical implications. From a theoretical perspective, this study extends the organic food literature by using the Protection Motivation Theory which further insights into the underlying cognitive mediating processes of food preference. This study identifies the fear of getting harmful effects from the consumption of non-organic food as the main driver of organic food consumption. Regarding the managerial implications, it is suggested that to encourage organic food consumption, the negative impacts of conventional food need to be highlighted. For example, emphasizing the increase of chronic health diseases caused by consumption of non-organic food such as obesity and diabetes, and explaining how organic food is beneficial in overcoming or avoiding such illnesses, will likely increase organic food consumption. The study also found barriers to organic food consumption to include both monetary and non-monetary factors such as higher prices and lack of availability. This suggests the need for agricultural, government, and business sectors to develop programs and initiatives to reduce organic food product prices and improve product availability to bolster the growth of organic food.

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Biometrics, Benefits And Privacy Invasion Setting The Price

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Abstract:
This paper explores how emerging biometric pricing technology (BPT) will affect the consumer experience with online shopping. In particular, when a price is adjusted live in front of the customer based on their face being scanned. This research measures a consumer’s acceptance and resistance of such embedded technology, the engagement with such a participatory pricing process, and ultimately a consumer’s willingness to purchase. Across three studies, different impacting context and mediating/moderating factors, such as different types of privacy and self-efficacy, as well as a new dependent measure of privacy, are defined. This research concludes with how a consumer’s global self-efficacy over a technology focused self-efficacy ultimately affects a consumer's privacy concerns to such a technology’s utilization.

Keywords: Biometric Pricing Technology, Privacy, Self-Efficacy

Investigating Effects Of Pro-environmental Practices In Clothing Repair Behaviour

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Introduction and Research Aim

Consumers of fashion continue to buy in increasing volume and show little regard for the nature of the fashion they are selecting (Gorowek et al., 2012). Further, there remains a noticeable gap between consumer perceptions of the useful life of fashion garments and that of the technical service life of those garments (Zamani et al., 2017), with high-volume purchasers of fashion exhibiting intentions to dispose of garments in increasingly fast cycles (Cox et al., 2013). Garment life-extension practice requires consumers to desire longevity from fashion products, which is intrinsically bound to consumer perceptions of the ultimate value of the garments they select, regarding their fashion identity (Armstrong et al., 2015). The fashion system, based on an ephemeral notion of style, encourages consumers to value the new and to pursue changes in personal style via the discard of useable garments in favour of the latest fashion (Laitala, 2014). There is, however, evidence that fashion-sensitive consumers are open to undertaking garment life extension actions when they perceive garments to hold a value that endures beyond the usual fashion lifecycle, such as garments produced by brands that support a consumer's style identity or those that have a high price tag (McNeill et al., 2020).

In this research, we address two research questions (RQs):

> **RQ1: Does the mediating role of the pro-environmental practices of fashion-sensitive consumers impact their choice to repair garments?**
>
> **RQ2: Does the moderating role of demographic and socio-economic factors of fashion-sensitive consumers impact their choice to repair garments?**

Background and Conceptual Model

Fashion-sensitive consumers are known to consume more fashion, and dispose of more fashion, than those who are emotionally connected to the acquisition and wear of garments (McNeill et al., 2020). However, there is evidence that fashion sensitivity may be misunderstood in the context of sustainability, with the assumption that the fashion-sensitive consumer is the least ethical in their fashion consumption actions, challenged in recent research. The fashion-sensitive consumer, to fulfil emotional needs related to apparel, behaves in ways framed in the norms of the marketplace (Bhardwaj & Fairhurst, 2010). Hence, where a fashion-sensitive consumer is exposed to increasing social pressure to consume responsibly, they may indeed be more open to garment longevity actions such as repair, particularly in respect of garments with which they hold a strong emotional connection.

Further, men may be more trend-resistant than female consumers, and men may be more likely than women to seek the repair of garments by others. The rationale behind this effect may rest not with the propensity of males versus females toward pro-environmental practice generally, but with the relative effect of fashion sensitivity on the volume of garments purchased. Therefore, it is interesting to investigate the moderating role of gender in the present context. Also, older fashion consumers are said to have a stronger predisposition toward more sustainable garment disposal behaviours (Bianchi & Birtwistle, 2012) and are generally less 'throwaway' (Joung, 2014) than young consumers considering their age and personal life experiences. Therefore, it is interesting to investigate the moderating role of age in the present context. Finally, environmentally positive consumption is known to be significantly influenced by the education level of consumers (Wang et al, 2021). Recent studies of sustainability-positive behaviours show that consumers with higher levels of education are more easily able to deal with the proliferation of sustainability information in a market than a consumer with lower education (Wang et al, 2021). However, considering the scarcity of literature on how fashion-sensitive consumers who know more about sustainability concerns in a consumption space link those concerns to actions suited to their own lifestyles, we assess the moderating role of education in the present context.

Methodology
An online survey methodology, consistent with extant fashion consumption studies (e.g., Kumar, Garg, & Singh, 2022) was utilized to carry out the present research. The survey was hosted on Qualtrics®^{XM}. Dissemination of the surveys was approved by the Research Ethics Review and Approval Committees of the relevant universities of the authors from Australia, Canada, and New Zealand. Australian and New Zealand participants were sought via CINT, a professional market research company operating in both Australia and New Zealand. Canadian and USA participants were sought via Amazon's Mechanical Turk (MTurk), an online platform allowing researchers to access potential survey participants.

Results and/or Discussion and Contributions
Results of this study suggest that the effects of high reactivity to fashion trends (Niinimaki, 2010), and increased engagement with clothing (Lang et al., 2013), consolidated as a measure of fashion sensitivity (McNeill et al., 2020) are mediated by consumers' other pro-environmental practices (such as the extent to which they recycle, choose consciously, reduce waste) (Cleveland, Kalamas & Laroche, 2012). Further, this study found that the mediating effect of pro-environmental practices among fashion-sensitive male consumers is greater than female consumers. This may encourage greater waste for trend's sake by fashion-sensitive female consumers, who see little value in the repair of garments they would no longer wear for trend-based reasons. Moreover, this study found that older fashion-sensitive consumers who already practice pro-environmental behaviours other than within fashion are more likely to engage with garment repair as a life extension practice than young consumers. Finally, this study found that the often-cited mutual exclusivity of fashion sensitivity and sustainable garment practice can be refuted in some contexts as environmentally positive consumption is known to be significantly influenced by the education level of consumers.

Implications for Theory and Practice
Currently, there is little research that specifically addresses how fashion-sensitive consumers can also engage in sustainable garment practice, and this study, therefore, our study contributes to that discussion, both in a theoretical and practical sense. Through the linking of fashion sensitivity and environmental practice, this study deepens the current understanding of consumer propensity towards garment repair behaviours, in the fashion sustainability context. This study makes a conceptual contribution by finding the effects of high reactivity to fashion trends, and increased engagement with clothing consolidated as a measure of fashion sensitivity mediated by consumers' other pro-environmental practices (such as the extent to which they recycle, choose consciously, and reduce waste). This is an important addition to the existing knowledgebase of the fashion-conscious consumer, as fashion involvement has often been perceived as at odds with a philosophy of sustainable consumption.

Additionally, this study makes pragmatic contributions by offering empirical evidence to social marketers around the importance of pro-environmental practices among fashion-sensitive consumers. Building on this evidence, social marketers can develop more effective social marketing strategies to encourage fashion-sensitive consumers to be more environmental-friendly and sustainable.

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Social Factors Influencing Ageing Consumers' Technology Adoption

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Abstract:
This paper explores the perceptions of aged consumers towards smart home technology and seeks to better understand the role that social factors play in the adoption process. Aged consumers are living longer than ever, and technology has the potential to empower aged consumers and provide them with new opportunities, however there are many barriers to adoption. Previous researchers suggest that social factors often play a deciding role in aged consumers' adoption of such technology, however its role is not clearly understood. Therefore, this paper aims to better understand the adoption process of smart home technology, and the various social factors which influence this process. The study was based on the unified theory of acceptance and usage of technology (UTAUT), and data was collected using online panel data. The study provides brands with new insights into the role that social factors play in technology acceptance by aged consumers.

Keywords: Technology Acceptance, Aged Consumers, Social Factors

Heritage Yet Contemporary: A Principle Explaining Diasporic Consumer Aesthetic Appreciation Of Brand Visual Design

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Abstract:
This paper examines how cultural referents used in brand visual design relate to diasporic consumer identity and subsequently impact diasporic aesthetic appreciation. Our findings from a mixed methods investigation reveal diaspora appreciate hybrid visual designs following the emerging principle of "Heritage yet Contemporary," stating diasporic consumers prefer designs striking an optimum balance of visual elements (i.e., color, shapes, patterns) from both the heritage aspects of their ancestral homeland and more contemporary aspects from their culture of living. We also find that this hybrid principle elicits an overall positive diasporic identity feeling which mediates the relationship with aesthetic appreciation of brand visual design.

Keywords: Hybrid visual design, diaspora consumers, aesthetic appreciation

Media And Social Influences On Healthy Eating

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Introduction and Research Aim

The latest data from the National Health Survey (Australian Bureau of Statistics, 2019) reveal that two-thirds (67%) of Australia's adult population were overweight (35.6%) or obese (31.3%) in 2017-2018. Notably, a significant portion (46%) of young adults aged 18-24 were categorised as overweight or obese. An unhealthy diet appears to contribute to obesity (Gurnani et al., 2015), which has been linked with an elevated risk of mortality, and the development of chronic diseases (Hagan et al., 2020). Yet, despite the apparent benefits of healthy dietary practices, not many people practise such behaviours (Guertin et al., 2020). Extant research has sought to identify and examine various factors that may motivate healthy eating behaviour. Notably, several review studies indicate that it remains unclear how media affects other determinants of healthy eating (e.g., Vukmirovic, 2015). Furthermore, while parenting and peer practices have important effects on individuals' healthy eating (Lopez et al., 2018), little is known about the underlying mechanism of these effects. Hence, the main purpose of this study is to develop and validate a comprehensive conceptual framework that integrates the possible influential determinants (media, social and individual factors) of healthy eating among Gen Y.

Conceptual Model

The conceptual model depicted in Figure 1 presents the mechanism through which exposure to healthy eating media affects healthy eating behaviour via perceived social support and individual determinants. This model is primarily underpinned by the Cultivation Theory (Gerbner & Gross, 1976) and the Expectancy-Value Model of Achievement (Eccels, 1983).

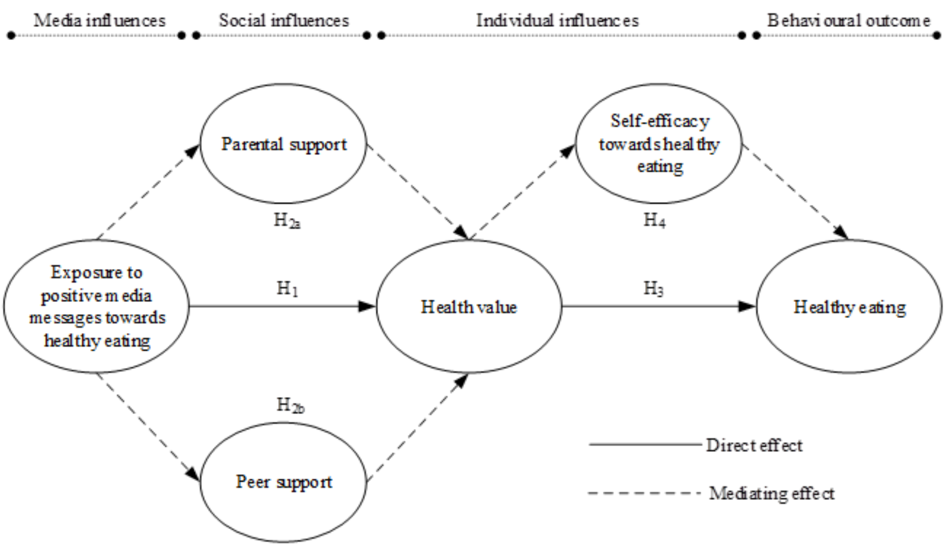

Figure 1. The research model

Media and health messages can shape beliefs, values, and attitudes towards healthy foods among young consumers (Samson & Buijzen, 2021). In addition, several authors suggest the effect of media on perceived social environments (social norms) concerning health-related behaviours (Paek et al., 2012). Parental support and peers, as primary socialisation agents, motivate individuals' acquisition of values, which in turn affect their behaviours (e.g., Borca et al., 2017). Hence, this study, focusing on Gen Y, proposes the following hypotheses:

H1: *Exposure to positive media messages about healthy eating is positively related to Gen Y's health value.*

H2: *Perceived **parental support (H2a)** and **peer support (H2b)** mediate the relationship between exposure to positive media messages towards healthy eating and health value among Gen Y.*

Previous studies demonstrate that healthy food consumption is influenced by health attitude (Zandstra et al., 2001), health interest (Roininen et al., 1999), and health consciousness (Gallicano et al., 2012). It was therefore hypothesised in this study that:

H3: *Health value is positively related to healthy eating among Gen Y.*

Jackson et al. (2007) reveal that health value is positively correlated to health-related self-efficacy. Furthermore, previous studies have revealed that self-efficacy for healthy eating is positively associated with healthy eating (Fitzgerald et al., 2013). Focusing on Gen Y, this study proposes the following hypothesis:

H4: *Self-efficacy mediates the health value-healthy eating relationship among Gen Y.*

Methodology

This study's participants were Australian Gen Y. A survey was self-administered to online consumer panels, and the final usable surveys consisted of 704. Prior to data collection, the survey instrument was carefully developed and pre-tested and approval from the Swinburne University Human Research Ethics Committee was obtained. The items used to measure the constructs in the conceptual model were adopted or adapted from established scales (e.g., Baker et al., 2013; Gunther et al., 2006; Menon & Demaray, 2013; Steele et al., 2013). All of the measures were self-report.

Confirmatory factor analysis (CFA) was first used to ensure the validity and reliability of the measurement items. Then, the measurement model and structural equation paths were estimated simultaneously to examine the proposed conceptual model using AMOS 27.

Results

Overall model fit indices revealed acceptable fit of the structural model to the data ($\chi 2$ (316) =696.474; $\chi 2/df$ =2.204, $p<0.001$; CFI =0.94, TLI =0.93; RMSEA =0.052). **H1** about media positively affecting health value was insignificant (β= -0.035, $p>0.05$). The results reveal that exposure to positive healthy eating media messages had a significant indirect effect through parental support (β= 0.39, $p<0.01$) and peer support (β= 0.90, $p<0.001$) on health value, providing support for **H2a** and **H2b**. Also, **H3** in relation to health value (β= 0.176, $P<0.05$) was confirmed as positively influencing healthy eating. Health value had a significant indirect effect on healthy eating through self-efficacy (β= 0.392, $p<0.001$), supporting **H4**. In addition, health value positively and significantly influenced self-efficacy (β= 0.564, $p<0.001$) while self-efficacy is positively related to healthy eating (β= 0.64, $p<0.001$), indicating partial mediation.

Implications for Theory and Practice

This study is among the first attempt to comprehensively investigate the roles of media influences, socialisation agents, and individual factors in motivating healthy eating among Gen Y. Its findings are beneficial for practitioners in crafting more effective strategies and campaigns to enhance Gen Y's healthy eating. Given the importance of media influences, it is vital to increase their exposure to positive and compelling messages encouraging healthy eating by disseminating such messages across traditional media (e.g., TV, radio, magazines, billboards) and modern media (i.e., the Internet). Distinct types of social support (instrumental, appraisal, emotional, and informational) could be considered when designing media messages, with peers and parents recognised here as two of the most influential referent groups concerning healthy eating. Additionally, it would be beneficial to provide educational facilities for parents and peers to learn different ways of communicating and practising supportive behaviours concerning healthy eating, which can enhance Gen Y's health value and healthy eating. Moreover, communication, education programs, and campaigns might also consider using mastery techniques like setting and attaining goals and observing others' successes to improve self-efficacy among Gen Y.

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Equifinal Causes Of Purchasing Plant-based Meat Alternatives

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Abstract:
Nowadays, plant-based meat alternatives (PBMAs) have become a popular alternative to animal-based meats because public perception has turned toward sustainable food consumption. Despite a growing amount of research on the factors of sustainable consumption, awareness of the developing meat substitutes remains inadequate. The limited research exploring meat alternatives emphasizes the individual-level impact and net impacts of the determinants, without considering the intricacies of consuming patterns and decision-making processes. Based on the theory of consumption values and complexity theory, we studied how consumption values (health value, food safety, ecological value, curiosity, novelty, prestige value, avoidance of guilt) influence meat-eaters' intention to purchase PBMAs. The fuzzy-set qualitative comparative study demonstrated six diverse combinations of consumption values that result in high levels of purchase intention toward PBMAs. The findings make noteworthy theoretical and practical contributions to the literature on marketing and sustainable food consumption.

Keywords: plant-based meat alternatives, consumption values, fsQCA

Perceived Price (un)fairness In Marketing: A Systematic Literature Review (slr) And Research Agenda.

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Abstract:
Perceived price (un)fairness (PPU/F) is a crucial marketing concept that continues to captivate academics' and practitioners' attention. However, research that takes a comprehensive look at the entire corpus of knowledge is sparse. To address this gap, we provide a comprehensive SLR of 86 publications that were published over a period of two decades (between 1999 and 2021) in reputable business and management journals. By 1) synthesising the PPU/F literature in terms of characteristics (antecedents, mediators, moderators, and outcomes) and theories, and 2) establishing a future agenda, this review analyses the development of PPU/F research. Our review reveals that both firm-centric and consumer centric variables are (equally) explored as antecedents, while only consumer-centric variables have been investigated as consequences. Consumer-centric mediators (cognitive and affective) have received the most attention, whereas firm and consumer-centric moderators have been given equal importance. Concerning theories, existing PPU/F literature primarily draws on a few theories. The paper concludes with insights for marketers in devising communication strategies.

Keywords: price (un)fairness, perceived price (un)fairness, SLR

Fear Of Missing Out (fomo) And Purchase Likelihood

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Introduction and Research Aim

The last decade has witnessed a significant shift towards viral social media trends. Every brand uses social media to promote trends to enhance brand awareness (Hutter et al., 2013). The pandemic year has also seen a surge in social media trends like #DalgonaCoffee. However, unlike social media trends promoted by brands, the pandemic year trends are more related to engagement during isolation. Moreover, an individual's desire to share things that typify the consumption experience and avoid being left out resulted in numerous social media trends during the pandemic. The ubiquitous angst of being absent from a pleasing experience and inadequacy feeling directs toward the growing fear of missing out (FoMO) (Przybylski et al., 2013; Salem, 2015). In the extant literature, FoMO has emerged as a powerful consumer motivation (Zhang et al. 2020), promoting behavior and self-esteem (Buglass et al. 2017) and an indicator of hedonic well-being (Berezan et al. 2020). Moreover, the phenomena of FoMO have a dual nature, one aspect driven by self-concept (personality trait) and the other driven by social appeal (stimuli). The extant literature has considered only the self-concept, private and public self, for understanding the phenomena of FoMO, which presents a significant gap in the literature. The aim of the study is:

To examine the effect of FoMO as a stimulus on consumer behavior.

We address two research questions in line with the aim of the study

RQ1: Do the FoMO-laden appeals affect purchase intention?

RQ2: How does the individual self-concept influence the impact of FoMO-laden appeal?

Conceptual Model

The regret literature states regrets due to inaction are more troubling and tough to ease via complementary action than regrets about actions. Hence, to avoid inaction, FoMO may induce action from the individuals. Moreover, reducing FoMO-related unease may result in positive emotion leading to enhanced purchase enjoyment (Good and Hyman, 2021). Hence,

H (1, 2): Higher (lower) FoMO-laden appeal will increase (decrease) the likelihood of purchase.

Self-determination and self-enhancement theory draws from personality and learning literature. Researchers have described FoMO as a self-regulatory predicament due to the propensity to maintain a self-positive image (Przybylski et al., 2013, Walker & Keller, 2019). As per the social impact theory, the emotion resulting in fear or anxiety leading to a specific behavior is due to the individual self and stress to imitate the group. Hence,

H (3,4): Consumers with a desire for more (less) self-enhancement will be more (less) influenced by the FoMO-laden appeal.

The self-enhancement underlines the desire for belongingness, sensitivity to prestige, and praise from others. The tendency is to seek validation and approval over conformity and associative group-approved consumption patterns (Hall-Phillips, Park, Chung, Anaza, & Rathod, 2016).

H (4,5): More (less) self-enhancement will increase (decrease) the likelihood of purchase

Methodology

The study uses a vignette-based between-subjects experimental design to test the effect of a FoMO-laden appeal versus a non-FoMO-laden appeal on purchase likelihood. The cost element was absent from the vignettes to remove it as a decision-making criterion. The vignettes were identical with either FoMO-laden or non-FoMO-laden appeal. The online questionnaire was administered on survey monkey. Respondents are post-graduation students of two leading business schools in the two largest major metro cities. Among the 162 usable responses, the gender ratio was approximately 2:1 in favor of males. The scale used for the constructs was adopted, FoMO-laden appeal and self-enhancement from Good and Hyman (2021), and purchase likelihood from Juster (1969).

Results and Discussion and Contributions

First, the vignette's credibility and comprehension didn't differ regardless of treatment condition. Second, for the manipulation check of vignettes, the t-test result was significant at 0.05 level between respondents of FoMO-laden (scored higher) and non-FoMO-laden appeals. The alpha value for all the scale items ranges from .85 to .91, depicting inter-item reliability. All the hypotheses are supported ($p<0.05$) for the three constructs (FoMO, self-enhancement, and purchase likelihood).

Through two research questions, the study suggests that FoMO-laden appeal can increase FoMO among the consumers, directly and indirectly increasing the likelihood of purchase. Moreover, the definition of one's self-concept via external validation ensures a higher propensity towards purchase. The study contributes to the literature by identifying FoMO as a personal method of promotion to increase sales.

Implications for Theory and Practice

Extant research has related FoMO with undesirable traits detachment, loneliness, paranoia, preference for scarce options, stress, and independent self-construal (Hogan, 2015; John et al., 2018, Dogan, 2019). Though most of the work has attributed FoMO as a personality trait, Hodkinson (2016) has identified FoMO as an external stimuli response. The study confirms the favorable response of FoMO as a social stimulus on purchase intention. This behavior is significant as previous literature has implied FoMO as a cause of deviant behavior. Given the rise of social media and its impact on FoMO, this is a critical area of future research. Moreover, the area warrants contextual and situational analysis if FoMO arousal can lead to the likelihood of a purchase.

The study extends the understanding of FoMO as a social stimulus by integrating the personality and learning theory with the marketing context. The impact of FoMO on motivational constructs such as self-enhancement provides an opportunity to investigate and extend theories related to regret and negative triggering in marketing literature. The consumer desire for imitation provides an opportunity to understand the psychographic segmentation of the current generation.

Brands and governments can use individuals' pervasiveness of self-enhancement to reduce social exclusion. FoMO-related arousal can be used to direct a positive change among the social groups to reduce active exclusion if brands and governments can generate positive reinforcement via FoMO-laden appeal to reduce the active social exclusion. For example, brands can project consumers as ambassadors and contribute to reducing social segregation. The testimony of consumers and the desirability bias of individuals can bring social change.

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What And When To Post Comments? The Impact Of Co-creation Comments On Reward-based Crowdfunding Success

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Abstract:
Reward-based crowdfunding is one of the most potential media for co-creation activities where various types of co-creation occur in the form of a dialogue between backers and project initiators. Backers can post comments to suggest product improvement ideas before it is mass-produced. Nevertheless, research on how backers' co-creation activity, in the form of comments, influences crowdfunding success is still scant. This research aims to investigate the impact of backers' co-creation comments (co-ideation, co-evaluation, and co-design) on crowdfunding performance. The present study also investigates whether the time to post the co-creation comments might moderate this effect. We used a panel dataset consisting of 472 reward-based crowdfunding projects with 16,240 observation days. The results show that backers' co-ideation and co-evaluation comments can lead to a higher number of backers. Furthermore, the impact of co-ideation and co-evaluation are higher for co-creation comments that are made long before the project reach the deadline. We found no effect of co-design on the number of backers. This study is one of the first to empirically examine, through objective measurement, how different co-creation types affect reward-based crowdfunding success.

Keywords: Co-creation, Crowdfunding Performance, Crowdfunding Comments, Customer Interaction, Posting Time.

Consumer Culture Theory

Coping With Customer Sovereignty: Recognition Work In Service Interactions

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Kushagra Bhatnagar, Aalto University
Delphine Dion, ESSEC Business School

Abstract:
Organizations are increasingly structured around the hyper-centricity of customer desire. One key way in which service firms accomplish customer sovereignty is by mandating frontline employees to provide personalized attention, care and emotional labor or by mandating ever more stricter rules of engagement such as prohibiting employees from talking to each other.

Through an ethnographic investigation of service interactions in a luxury hotel, where the imbalanced power between employees and customers is at its highest, our article contributes to the debate on customer sovereignty by surfacing the recognition work that employees undertake to protect their dignity against the harmful effects of the customer sovereignty.

Struggling For Legitimacy In An Illicit Market

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Daiane Scaraboto, The University of Melbourne

Abstract:
How and why do consumers and service providers participate in the process of market legitimisation? I developed insights using institutional theory and based upon a qualitative investigation of the South Korean illicit tattoo market in which consumers legally purchase from illegal service providers. I find that consumers consider tattoo as legitimate cultural-cognitive product. I capture the dynamics and tensions among different institutional logics supporting the regulatory, normative, and cultural-cognitive pillars of legitimacy. I conceptualise four ongoing strategies as consumers and service providers work to legitimise this market: resist, reinforce, reform, and solicit. I explore the critical barrier of deep cultural rigidity in market legitimation. Further, I propose the mobilisers for consumers seeking changes in illicit markets and propose using institutional logics as a potential tool to legitimise products and markets.

Keywords: institutional theory, legitimacy, institutional logic

Sustainable Mlms?: Contested Practices And Digital Market Shaping Actions

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Abstract:
This study is in early stages. We plan to examine the diffusion of contested practices in the digital marketplace. Through an extended case study of essential oil multi-level marketing (MLM) practices, this research will explore how prosumers of essential oils (those who both sell and use the products) shape the diffusion of contested MLM practices by disseminating practice elements (e.g., meanings, competences and materials) and reproducing the practice digitally (e.g., through blogs, videos, social media). The contested nature of essential oils MLMs, sometimes labelled as (pyramid) schemes, and the increasing popularity of these types of practices, with proponents highlighting the healing properties of the products, presents an interesting context to explore to understand contested practice diffusion. Expected findings will clarify the contested nature of MLMs, its actors, narrative and implications for practice and policy development.

Keywords: Practice diffusion, contested practices, multi-level marketing

Becoming Sober: How Consumers Recover From Compulsive Consumption

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Elina Jaakkola, University of Turku

Abstract:
Compulsive consumption can be harmful to people, their relationships, and society at large. Consumer research has focused mainly on compulsive consumption and less on consumer recovery from it. While other fields have addressed this topic, they have adopted individual approaches. Hence, the goal of this article is to understand how consumers recover from compulsive consumption. We adopt a practice theory lens to study this phenomenon through a qualitative study of recovering alcoholics. Our findings show that recovering alcoholics oscillate between recovery and relapse worlds. We identified types of practices that substantiate these distinct social worlds, four modes of (dis)engagement in these practices, and five pathways that show how recovering alcoholics navigate between these worlds. We contribute to the compulsive consumption literature by providing insights into the reconfiguration of practices that occur during the recovery from compulsive consumption, as well as offer implications to service providers and public policy.

Keywords: Compulsive consumption, practice theory, transformative consumer research

Moving Away From The "Lived Experience" And Towards The "Living Experience": gathering Insights For Consumer Culture Theory

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Introduction and Research Aim

The premise of consumer culture research is to add to our understanding of the vibrant relationships between consumer actions, the marketplace and cultural meanings (Arnould and Thompson, 2005). This is mostly achieved via the application of interpretivist methods where consumers report back on their experiences and create narratives that present insights into their lives or bring others and communities into their realities. Yet, in the process of becoming a recognisable subdiscipline of consumer research, this field of study is at risk of becoming more deductive if the researcher sets out to validate a proposition within a specific empirical setting, potentially limiting the uncovering of unexpected insights (Belk and Sobh, 2018).

We propose that with current improvements in data collection technology, consumer culture theory researchers should consider opportunities to engage with the "living experience" of participants. In other words, engaging with consumers at the time of their experience and thus extending the premise of the customary "lived experience". This ideally extends our ability to gather data as it occurs and aids in our understanding of the phenomenon under study.

Background: Consumer Tribes

We present an example where we were able to communicate with our participants, remotely across two countries during a series of grocery shops. In doing so we were able to gain greater insights into decisions made, the spatial influences at the time of the shop and how consumers were engaged within the experience as it happened. This gave us an unanticipated awareness of what influenced our participants' routine in-store decisions. The focus of this study builds on recent research that identified the creation of supermarket tribes where marketplace culture determined the likelihood for such a phenomenon to occur. Our research sought to expand this topic and to investigate the success of Aldi (Australia) where shoppers have endorsed the supermarket as a tribal member versus Aldi (UK) where such tribal membership is less obvious.

A consumer tribe has been described as a co-consuming heterogeneous group of people interwoven by the same partiality, the same passion and capable of taking joint action (Cova and Shankar, 2018). Tribes tend to exist because they seek a shared experience of a reality that potentially leads to tribal membership and where collective emotions result in its members being not simple consumers but strong communal supporters. They offer a fleeting escape from the routine, the opportunity to belong to several different tribes and where membership can be short-lived. In taking a consumer tribe perspective, we consider the bonds that the products or brands hold consumers together as a group of enthusiasts (Cova and Cova, 2002) and in this case, the ability of a supermarket to build loyalty that isn't influenced via behavioural reward programs.

Methodology

Data collection adopted an ethnographic approach via the use of an online discussion board, delivered via a mobile app and web page. Twelve shoppers from the UK and Australia (n=24) were recruited to upload their data during three normal shopping visits over a period of 4 weeks. Given the methodology of the study, the sample size did not have to be large as the data collected would be profound. The majority (80%) were female in line with purchasing demographics (Helgesen and Nesset, 2010), and all professed to consider themselves loyal to Aldi, even though they may also shop at other supermarket chains. There was a mix of households, from younger/older families, couples and single-person households.

Participants were given access to the online bulletin board and were asked to download the app linked to this. They could only see their own responses and not those of other shoppers. During the 4 weeks, they were required to complete two main grocery shops at their preferred Aldi store and then one at another major supermarket of their choice. During this shop, they were to use the app to upload any photos, videos, or voice recordings that they thought were important to them. Whilst the discussion board was set up with three separate sections for each shop, there were only 2-3 pre-determined questions for each to prompt the participant. All other communications were tailored by the researcher as a response to their individual postings.

In using this tool, "living" data was uploaded as it occurred, and the research team could engage and interact with each participant either during or not long after the shop had been completed. This allowed us to reach out to the participant, via the app, with individual questions or prompts about incidents that occurred during the shop either seeking a further explanation for decisions made or clarification about their shopping activity. The research team, whilst not actively part of the shopping trip, became virtual observers and gained insight into the living experience of the participants. An unintentional outcome of this method revealed that as the number of shopping visits progressed, data being uploaded to the bulletin board became more descriptive thus giving awareness of the reason for their devotion to Aldi outside the expected 'low price' offerings. For example, one participant explained that she always purchased Aldi tea, not because of the price or because she preferred the taste, her motivation was one of nostalgia. The Aldi tea reminded her of her home in the sub-continent and the connections to her family there.

Results and Discussion

Analysis of the data is complex. Overall, participants uploaded 515 photographs, 66 videos, 108 audio files and 328 messages to the bulletin board. Initial findings suggest that whilst Aldi attracts shoppers with its low-price model, participants are creating their own realities that connect them to the Aldi tribe. Its simplicity in layout and fewer products set it apart from other supermarkets to the point that one participant labelled Aldi as his "boutique-y" grocery store. Whilst the discussion around the lower prices and the perceived quality of the product was expected, it was Aldi's austerity that brings the tribe together. Unlike other supermarkets where brands are delineated from the store branding, for our participants, Aldi is the brand. And it is this brand that unites them.

Implications for Theory and Practice

From the perspective of this paper, our key methodological finding was that utilising the app allowed us to collect data that was based on 'actual' and not "claimed" behaviour (Arning, 2021) effectively and efficiently. We were able to develop relationships with the individual participants and easily adapt our communications to suit their individual approaches. We generated far more multichannel data than we had anticipated, the data was more reflective, and we gained richer insights into the lives of our participants beyond their shopping behaviour. Moving forward, we are now developing frameworks that will enable our research to fully benefit from the living interaction that the methodology allowed us to capture.

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The Moral Dynamics Of Marketplace Heroism

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Abstract:
How do heroes rise, fall and (sometimes) rise again in the marketplace? Based on an analysis of the football legend Diego Maradona's evolution as hero-villain-god in Italy, this study implicates the role of socio-historical moral tensions in the heroization, vilification, and divinization of marketplace actors. We advance that the same moral tensions of absence can account for the making, unmaking, and remaking of the moral status of marketplace heroes over time. This study contributes to research on marketplace morality, human brands, and the temporal dimensions of marketplace heroism.

Keywords: morality, heroism, Maradona

Dress Like A British Or As Oneself? - An Investigation Of International Students' Acculturation Journey

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Abstract:
The increasing numbers of international students is playing a pivotal role in the shifting intercultural landscape of the global marketplace. This paper demonstrates how international students' respective home environment shapes their consumption choices during acculturation process, and why do some of these migrant consumers adhere to their ethnic identity after moving to a multicultural society. Grounded in consumer acculturation theory, this paper analyses data gathered through in-depth interviews with international students in the UK. Our findings extend the knowledge by suggesting that acculturation outcome is not just an indispensable result of immigration. But we found that personal beliefs, family-imposed cultural practices, and religious ideologies can result in adherence to home country identity in students from conservative home environment, however, international students with progressive and modern home environment integrates in the new culture and form hybrid (and globalised) identity during acculturation process.

Keywords Consumer acculturation theory, consumer behaviour, religious ideologies

Reauthorization: Reflexive Pathways Between Appreciation And Appropriation

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Abstract:
Countervailing discourses of cultural appreciation versus cultural appropriation are fuelling a tension between the ethnic consumer subject, who embraces cultural difference via consumption, and the responsibilized consumer subject, tasked with considering the societal impacts of such consumption. Yet, interdisciplinary debates have remained silent on how this tension shapes the consumption of cultural difference and insufficiently account for how consumers navigate their complex, often ambiguous, positionalities in global circuits of cultural difference. Drawing on an extended qualitative investigation of international K-pop consumers and leveraging a lens of reflexivity-in-context, we offer a theoretical account of reflexive reauthorization. We identify four reauthorization strategies through which consumers reconfigure their subject positions in relation to a tension between the ethnic and responsibilized consumer subject, ultimately crafting permission to consume cultural difference. Overall, this work advances understanding of how consumers navigate the repoliticization of market-mediated diversity in an era of woke capitalism.

Keywords: cultural difference, cultural appropriation, reflexivity.

‘I Know Them, For Sure I’ll Buy From Them’ - Commercial Friendship Based On Pre-existing Relationship

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Abstract:
This paper aims to provide an alternative view on how consumers who consume sensitive and private services, i.e., life insurance, embark on commercial friendships based on pre-existing friendships. Extending from Price & Arnould's (1999) paper which suggested that service providers and consumers build a commercial friendship upon embarking on a service. This paper, however, argues that commercial friendships were developed long before both parties embarked on a service exchange. Consumers choose to consume a particular service based on the pre-existing friendship that eventually developed into a commercial friendship. Forty-four in-depth phenomenological interviews were conducted with the existing Islamic life insurance consumers, conventional life insurance consumers; non-insured consumers; consumers who bought both types of life insurance and insurance agents in three urban cities in Malaysia. The implications are two-fold: (i) extend the existing context where commercial friendship can exist and (ii) explicate how pre-existing friendship developed into commercial friendship.

Keywords: Commercial friendship, relationship marketing, Islamic life insurance

Rise Of The Machines: Reluctant Adoption Of Disruptive Technologies As Moral Contestation

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Abstract:
Theories of adoption examine the uptake and impacts of new technologies, often emphasising a utilitarian or value-based understanding at the expense of theorising the cultural meanings embedded into marketplaces. In this study, we investigate the adoption of purchasing programs (or bots) that have shifted how consumers interact with the sneaker market. Through in-depth interviews with sneaker collectors and resellers, we show how consumers who have a vested interest in a collection context reluctantly adopt technologies such as purchasing bots that disrupt existing marketplace meanings. We theorise reluctant adoption as existing between adoption and resistance, and as mediated by financial, technological, and moral considerations. This study theoretically extends work on adoption and resistance by examining the tensions that accompany the adoption of technologies that disrupt culturally-embedded consumption patterns. We also offer implications for practice around how market actors can help manage tensions that accompany new disruptive technologies.

Keywords: Adoption, Bots, Disruptive Technologies

Exploring The Yin And Yang Of Wearable Technologies: A Qualitative Perspective

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Abstract:
Wearable technologies (both hardware – devices, and software – applications) have emerged as an integral part of modern life. The extant literature takes a bipolar view of the imact (positive / negative) of WT's uage on consumers' lives. Drawing upon practice theory, this research attempts to transcend this dichomotous stance by proposing a holistic view of impact of WT usage. Using ethnographic observations and semi-structured interviews, the mechanics of the usage experience of the consumers has been observed and captured. This study attempts to explain the outcome-ambivalence by exploring interlinkages between the usage motives and the WT's affordances. The proposed integrated framework of this relationship is based on the theoretical underpinnings of self-determination theory and Foucaldian principles on biopwer and technologies of the self.

Keywords: *Wearable technologies; practice theory; self-discipline*

Support, Judgment, And Regulation – Identity Tensions In The Individual And Collective Performance Of Veganism

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Abstract:
Veganism represents a self-enacted identity while positioning adherents as members of a New Social Movement rooted in consumption. Despite the suggestion that the maintenance of a vegan lifestyle could be reliant on ideologically aligned close-ties, minimal research has explored the role of the vegan community in building a collective identity and how this impacts consumption decisioning. Qualitative data was collected via online observations within 4 vegan Facebook communities followed by 28 semi-structured interviews with self-identified vegans. Applying identity dimensions to Melucci's cultural view of New Social Movements theory, findings suggest multi-directional tensions between the collective, individual, and social performances of vegan identity as regulated by the public image of the vegan movement and mediated through the use and consumption of fashion products. This research contributes a new understanding of the role of public stigmatisation and collective identity pressures on identity performance and offers relevant insights on how this influences consumption.

Keywords Veganism, Identity dimensions, New Social Movements

"Out With The Old, In With The New": The Gentrification Of Sneaker Culture

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Paolo Franco, Radboud University
Rohan Venkatraman, The University of Birmingham

Abstract:
The term 'gentrification of sneaker culture' is commonly used to describe the transformation of this consumer subculture into a mainstream marketplace culture to the disdain of its cultural members. Drawing on gentrification theories, this research investigates this transformation as a gentrification process that emerges in sneaker culture. Through in-depth interviews and netnography, this research identifies a three-phase gentrification process in the context of sneaker culture. The findings show that in phase 1, there are three sneaker market trends (i.e., high hype, reselling market and purchasing bots) which lead to fundamental changes in the sneaker culture and community in phase 2. Then, in phase 3, original sneakerheads are found to be affected negatively and positively by the gentrification process. Our study builds upon nascent gentrification theory in consumer culture contexts to demonstrate the changing market structures that can give rise to market inequality and changing the social character of consumer cultures.

Keywords: Consumer Identity Project, Displacement, Gentrification Theories

Normalising Toxicity In Online Gaming: A Neoliberal Perspective

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Abstract
Toxicity as an anti-social practice plagues online gaming, with prior studies illustrating why individuals engage in toxicity and how toxicity impacts other players. The present study seeks to provide a broader sociohistorical perspective of toxicity to illustrate how it becomes normalised and justifiable within online gaming. Through a neoliberal lens and a qualitative approach, we find that the logics of competitive hegemony, individual responsibilisation, and the valorisation of entrepreurialism permeate online gaming and shape consumer subjectivity. We illustrate how neoliberal logics encourage consumers to adopt toxic practices in the pursuit of cultural capital at the expense of enjoyment, normalising toxicity as an endemic and justifiable practice.

Keywords: online gaming, qualitative, consumer subjectivity

The Role Of Enabler: Toward Understanding Of Persuasion Dynamic In The Sharing Economy

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Abstract:
The Persuasion Knowledge Model has been an influential theory in consumer research, yet it does not accommodate the new roles adopted by consumers in the sharing economy. We conducted a qualitative study using netnography and interviews, and employed a thematic analysis approach to code the data. Focusing on the empirical case of Uber drivers, we introduce the role of enablers, that is, an actor who is involved in persuasion attempts between agents and targets, to account for how consumers engage in persuasion attempts within the triadic relational structure of sharing economy platforms. We explain how enablers relate to agents and targets during persuasion attempts and identify multiple response strategies enablers may deploy in this context. Additionally, we introduce peer knowledge as an important type of persuasion knowledge in the sharing economy.

Keywords: sharing economy, persuasion knowledge

Consequences Of Aspirational Consumption At The Bop

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Abstract:
This study has examined the consequences of aspirational consumption (AC) by the Indian base of the pyramid (BOP) consumers through the tenets of social comparison and compensatory comparison theory. The study followed a qualitative phenomenological approach. Data from the Focus Group Discussions of 40 BOP respondents hailing from eastern and northern parts of India were subjected to thematic analysis. The study has integrated the positive, negative, and mixed consequences of AC at the BOP in a novel conceptual framework. Thus, we have enriched the consumer culture literature by indicating that AC could affect the poor's life with positive, mixed, or negative consequences through an empirical investigation. Marketers could use our findings to design their positioning and promotional strategies to cater to the AC at the BOP. Based on this study, policymakers could develop policies in the poor's interest to protect them from falling prey to the negative consequences of AC.

Keywords: Aspirational consumption; Consequences; BOP consumers

Truly Transformative Experiences: Theorising Consumer Transformation

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Abstract:
The word ‘transformation’ is used often and, sometimes, casually. However, what is not well defined is what constitutes ‘transformation’ and what experiences could be seen as being ‘truly transformative’ for consumers. We explore two ‘transformative’ events and through ethnography explore the components associated with a ‘truly transformative’ experience and their impact on consumer decision making, identity and group engagement. From our research we argue that truly transformational experiences must lead to an enduring change to a consumer’s existential sense of self; their decision-making as a result of the experience, and how society views them and/or how they see a change in their engagement with others. This research helps us to understand how truly transformative experiences can affect consumer engagement in the market, how marketers can leverage such experiences to affect consumer decision-making and better understand the changing nature of consumers’ sense of self after such experiences.

Keywords: Transformative Experiences, Consumer Experiences, Ethnography, Conceptualisation

Consumer Coping Strategies: An Ethnography Of Impoverished South African Youth

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Abstract:
There is a substantial gap in understanding consumer behaviour in the Global South. Due to differences in culture, values, attitudes and lifestyles, understandings of consumer behaviour among Western consumers is unlikely to be transferable to Global South consumers. This research undertook an ethnography of impoverished South African youth. Data collection was intensive and involved interviews, focus groups, and participant observation. The research aimed to understand how impoverished young consumers in South Africa cope with limited resources. Our findings uncovered key coping strategies adopted by participants. But many of these coping strategies were found to be harmful to them. This research extends understanding through exploring how Global South consumers cope with resource scarcity. Furthermore, we provide practical implications to marketers and policymakers seeking to address consumer challenges in South Africa and more broadly across the Global South.

Keywords: coping, scarcity, harm, youth, poverty, community

Framing The Social Contract Of Covid-19 Mitigation Measures

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Meg Elkins, RMIT University

Abstract:
This research aims to address the problem of the unvaccinated by considering how the social contract is framed by compliers and non-compliers on social media. COVID-19 mitigation measures (CMM), including mask-wearing, social distancing and vaccination, became a flashpoint of social division during the pandemic. Social media has been implicated in causing / exacerbating these social divisions. Using a netnographic study of the Herman Cain Award (HCA), a Reddit anti-anti-vax community, this study will contribute to knowledge by identifying: (1) how social media contributes to societal divisions; (2) the dimensions that differentiate social contract framing between CMM compliers and non-compliers; (3) how different moral framings result in distinct moral protagonist archetypes. This contributes to social contract theory by considering moral framing and disease mitigation messaging.

Keywords: Social contracts, moral protagonism, social media mis/dis-information

Consumers Intermediaries And The Travelling Suitcase: Conceptualising Informal Markets As Shadow Networks

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Abstract:
This paper investigates the expansion of informal markets in Egypt, with special reference to cross-border buying and selling of products and their journey into parallel or adjacent markets. We coin the notion of *consumer intermediaries* to conceptualize how variations in consumption assemblages emerge in response to the inefficiencies of formal markets in emerging economies. Empirically, we study the emergence of consumer intermediaries and their role in creating an informal market as a shadow network to the formal market. This study draws attention to the role that these markets play both in encouraging international trade flows through the activities of consumer intermediaries and the role of the travelling suitcase, which give rise to the establishment of micro-entrepreneurship and the blurred boundaries between legal and illegal activities that constitute these ventures. By studying consumer intermediary actions and following the travelling suitcase, this study contributes to our understanding of a different form of market creation by conceptualizing the fragility of organised markets, the flow of objects and the changing meanings of product, pricing, and selling interactions.

Keywords: informal markets, consumer intermediaries, actor network theory

#dollsforboys: Challenging Gender Categorisations Through Gender-bending

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Lauren Gurrieri, RMIT University

Abstract:
Gender categorisations remain prevalent in markets and marketing. In marketing literatures, gender-bending is presented as a strategy to reimagine gender categorisations. However, literature on gender-bending has primarily focused on how gender-bending works in relation to branding practice, especially marketing of 'masculine products' to women, or how male consumers respond to this strategy. Less attention has been paid to whether gender-bending as a marketing practice has the potential to reimagine gender categorisations that uphold rigid gender norms. This research addresses this gap by focusing on how gender-bending can reconnect to marketing in ways that significantly reimagine gender categorisations - that uphold rigid masculine norms - through a qualitative study of 23 doll makers who design dolls for boys. This study identifies that gender-bending challenges gender categorisations in two ways: First through the design of dolls, and second through advocacy of dolls for boys.

Keywords: Gender-bending, dolls for boys, safe and danger zones

Digital Curation In Contested Markets: How Gunfluencers Enable The Platformization Of Second Amendment Ideology

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Lauren Gurrieri, RMIT University
Aimee Huff, Oregon University
Michelle Barnhart, Oregon University

Abstract:
We explore how social media influencers enable the platformization of a culturally contested ideology of consumption. Specifically, we examine the ideology of consumption attached to the Second Amendment firearms subculture, known as ‘2A ideology’ and rooted in American gun culture. Through a qualitative study of 26 prominent gunfluencers on Instagram, we identify a process we term ‘curating the contested’. This extends audiences and leverages algorithms via the platform using four curatorial tactics across the domains of products and people. Our research draws attention to how influencers shape contested markets by communicating and promoting culturally contested ideologies of consumption, acting as ‘hired guns’ for brands. Through curating the contested, influencers can make their content– and thereby their politicized worldview–more compelling while the platform simultaneously provides them with expanded reach and visibility. Our findings highlight the dark side of influencer and consumer cultures and the role of platformization in fortifying US gun culture.

Keywords: platformization, social media influencers, gun culture

Conceptualising Celebrity Inspiration

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Abstract:
The increasing ubiquitousness of access to the systems of celebrification has made consuming celebrities a central aspect of modern life. However, existing marketing conceptual frameworks of celebrities as a consumption experience assume aspiration is the driving force behind consumer-celebrity relationships. This limits consumer responses to celebrities as the destruction of the self through submission, the mere replication of celebrity objects and meanings. This paper offers an alternative conceptualisation of consumer-celebrity relationship as inspirational intersubjective spaces that enable consumer self-transformation and creativity. It also presents a model of celebrity influence that identifies the dimensions of transformation type, celebrity relationship motives and modes in differentiating aspirational versus inspirational celebrity experiences. The celebrity inspiration concept and model create new areas of celebrity and consumer creativity research.

Keywords: Celebrity, inspiration, consumer creativity.

Exclusion And Antagonism In Consumption Assemblages

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Abstract:
Consumption at large is embedded within politics. CCT research using assemblage sensibility does an excellent job in mapping *existing* relations, and consequently overlooks those that are excluded or what lies exterior as an antagonism. In this conceptual article we highlight 'the political' deficit in consumption assemblage research and suggest discourse-theoretical-DT approach of Ernesto Laclau and Chantall Mouffe as complementary theory to fill this gap. We do a comparative analysis of the ontological and epistemological assumptions of ANT/assemblage and DT approach and suggest that a possibility of cross-pollination of both the approaches. The combined approach offers better research outcomes in dealing with the contemporary questions of theoretical and practical importance such as climate change, New Social Movements, and the issues of inclusion, equity, and diversity. We call for bringing 'the political' to the fore especially when in present times consumption has become an area of politics.

Keywords: actor-network theory, discourse-theoretical approach, the political

Public And Private Curation: Exploring The Meaning Of Handmade Artefacts

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Abstract:
Handmade, crafted artefacts represent an intersection between crafter identity, design, values and artistic creation. The artefact has meaning for the maker and provides meaning to the maker. Artefacts can be publicly or privately shown, both forms requiring decisions around curatorial practices. This research uses curatorial practice as the lens to determine the value of the completed pieces and to explore these notions of value for 123 handmade artefacts that were publicly exhibited. Through interviews with ten women whose pieces were shown during the 2003 – 2005 Gentle Arts Exhibition, the value of the pieces then to now is explored. The research question considers craft maker identities in light of the artefact. The key results include the evolution of the crafters' identities as they progressed in their crafts, the benefits of crafting for the individual as active agents and the role of the crafting community. The implications for curatorial practice theory and for marketing practitioners are noted.

Keywords: craft, curatorial practice, identity, handmade artefact, interview

Innovation, Market-shaping & Melbourne Live Music Industry

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Diane Martin, RMIT University
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Mike Reid, RMIT University
Kieran Tierney, RMIT University

Abstract:
A market is a network of independent actors who can innovate and reshape it in the context of disruption. Focusing on the Melbourne live music industry during the COVID-19 pandemic, this study explores how market actors' strategic responses and innovation during a crisis can reshape a market. This study employs a constructivist framework with in-depth interviews with multiple market actors, including musicians, talent managers, venue owners, light and sound technicians, labels, and industry figures. The findings show that market actors have four strategies to respond to the disruption: quitting and hibernating, pivoting, innovating and adapting, and reshaping the industry. The actors' choice of response strategy depends on their boundedness within the industry as well as their resources and capabilities for innovation. This study advances scholarly understandings of market actors' responses and innovation in a disruption context and provides practical implications for businesses and government agencies.

Keywords: innovation, ecosystems, market reshaping

Home-country Interactions And Consumer Acculturation

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Abstract:
Consumer acculturation theory largely remains silent on how broader home-country-related sociocultural processes form the ethnic consumer subject. Addressing this gap, the current paper investigates what are the home-country-related acculturative processes, and how they form the ethnic consumer subject? We investigate this in the context of Iranian immigrants in Australia. A Foucauldian discourse analysis is conducted on the data collected through 20 semi-structured interviews and netnographic studies of two online discussion forums. The findings highlight three discourses of emigration, religious ideology and Iranian nationalism, and how they come into effect in the formation of the consumer subject in the context of immigration and in relation to the host-country processes and forces.

Keywords: Immigrant consumer acculturation, consumer subjectification, Foucauldian discourse analysis.

Music Streaming Content Acculturation In Indonesian Urban

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Ajeng Awliya Puspitasari, Universitas Indonesia

Abstract:
In 2019, several emerging markets' urban areas called *trigger cities* generated high streaming numbers on Spotify and Youtube. Jakarta, one of the trigger cities, continues the digital music evolution in Indonesia to where consumers are content with discovering new Western artists, and streaming numbers from Jakarta's dense population contribute to the artists' top viewers or monthly listeners, indicating their emerging success in the global music marketplace. This study investigates the assimilation process of music streaming using the *acculturation in situ* approach to understanding the music industry decision-makers' perception of the trigger cities' cultural consumption. The cultural transfer to Indonesia without overseas migration provides a different outlook in consumer culture literature, capturing Indonesia's music consumption behavior. Through qualitative interviews with local representatives of international digital music companies, the analysis emphasizes the development of Indonesians' music taste that stimulates global music streaming services in marketing content that connects Indonesians to world society.

Keyword: trigger cities, music consumption, Indonesian urban

Caring Hurts: Conflicts Of Care Between Consumers And Beloved Brands

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Paolo Franco, Radbound Universiteit

Abstract:
Brands taking a stand on social issues have had a growing importance in consumption experiences and their relationship with consumers. This paper explores the conflicts between consumers and their beloved brands who fail to meet their demands for care in relation to social issues. Specifically, we investigate conflicts of care within a professional wrestling subculture where brands routinely disappoint consumers and violate the norms to care for their employees (e.g., fairness, working conditions, discrimination). To study this conte,xt, we utilise interviews, archival analyses, and netnographic fieldwork. We share two preliminary findings from this ongoing project: (1) consumers engage in storytelling to make sense of and even justify brand care failures; and (2) consumers may provide other forms of care that escalate or temporarily resolve conflicts of care. Overall, this paper illustrates the messiness of care in the marketplace and considers implications for future marketing research and practice.

Keywords: care; consumer-brand relationships; consumption subcultures; market conflict

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Tribute Bands And The Quest For Authenticity

Markus Wohlfeil, De Montfort University

Introduction, Background and Research Aim

*"A worryingly **authentic** Sex Pistols tribute band from Good Old London Town; real musicians, real punk, and the closest thing to the original…"* (*The Pistols* promo)

Despite often being dismissed as a carnivalesque *'parody with costumes and wigs'* (Gregory, 2012) and receiving scant attention in the academic literature, tribute bands have become a popular consumer culture phenomenon within the live-music business (Meyers, 2015a; Neil, 2006). Unlike all the local cover bands playing the pub and party circuit at weekends these days with their more or less decent covers of favourite contemporary and classic hits, tribute bands specialise instead in performing exclusively the musical back catalogue of one specific artist or band as a sincere *'tribute'* to their recorded music, artistry and live performances (Bennett, 2006; Gregory, 2012). In doing so, they invest a lot of time and energy in mastering and faithfully recreating the vocal and musical artistry, idiosyncratic habits, looks and on-stage delivery of the original artist/band into the finest detail (Homan, 2006; Neil, 2006). Still, while many tribute acts/bands go to great lengths to recreate the appearances, line-up and stage shows of the originals in their heydays (Bennett, 2006), others mainly seek to capture the original's musicianship, energy and live atmosphere rather than their looks and appearance (Homan, 2006). To the latter belong those tribute acts/bands who pay a sincere tribute to an original artist/band of the opposite sex (Gregory, 2013), such as *Ramonas* (all-female Ramones tribute), *Iron Maidens* (all-female Iron Maiden tribute) or *Jamie Winehouse* (male Amy Winehouse tribute). What they all have in common is their desire for audiences to experience and recognise their faithfully recreated live performances as truthful re-enactment and *'authentic representations'* of the original band's live shows.

Authenticity has traditionally been defined as an inherent property of an object, work of art, musical recording or cultural practice denoting that it is the *'original'*, *'genuine'* and *'real'* (Beverland & Farrelly, 2010) and sets it apart from the commercial *'replication'*, *'limitation'* and *'fake'* (Benjamin, 2006). Yet, Grayson and Martinec (2004) argue that authenticity is a sociological-theoretical construct describing mainly what and how the real thing, as perceived and judged by experts and also consumers, *'ought to be'*. As such judgements are largely based on personal expectations, the distinctions between the authentic and the inauthentic start to blur (MacCannell, 1973). Indeed, previous studies found that consumers use cues like historic, stylistic and cultural consistency, heritage, place of origin and production process to negotiate what they expect, experience and judge as authentic with any heritage and retro-brands (Nunes et al., 2021) or the *'faithfully'* staged recreations and *'truthful'* re-enactments of historic settings, culture and wildlife at museums and heritage sites (Hede et al., 2014) they are presented with. But how can tribute bands be recognised as *'authentic representations'* of the original's live performance when they are, by definition, unaffiliated replications?

Therefore, the aim of this ongoing ethnographic study is:

To explore how tribute bands, as unaffiliated replications, can achieve authenticity in their recreation of the original's live performances and be judged as being 'authentic'.

We address two research questions in line with this aim:

RQ1: How can tribute bands and their recreated live performances, as unaffiliated replications, be perceived as a 'truthful authentic representation' of the original?

RQ2: How, and to what extent, do consumers experience a tribute band's faithful recreation and live performance as an authentic representation of the original?

Methodology

This ongoing ethnographic research takes an *'I'm-the-camera'*-approach to explore whether and how audiences perceive and experience a tribute band's recreated live performance as an authentic representation of the original band. The data has been collected through participant observation, social interaction and in-depth interviews with tribute bands and audiences before, during and after the Leicester shows of the *Ramonas*, *Sex Pistols Experience*, *Bootleg Blondie*, *Definitely Mightbe*, *Straighten Out*, *London Calling*, *One Step Behind* and *From the Jam*, and recorded as written field notes, photos and audio-/video-recordings. A hermeneutic analysis is used to identify underlying patterns that are then interpreted for deeper meanings.

Results and/or Discussion and Contributions

It appears that audiences may not only experience the recreated performances of some tribute bands as authentic representations of the original but even bestow authenticity upon them.

Authenticity through faithful curatorship

All the interviewed tribute bands express an *'obligation'* to preserve like a museum curator the memory and legacy of the original, their music, their musicianship and the atmosphere and energy of their live shows with their faithful recreations for those consumers, who do not or will never be able to see the original live on stage, as they have either broken up or passed away (Homan, 2006; Richards, 2006). Most tribute bands seek to faithfully recreate the vocal and musical artistry, look and atmosphere of the original band's live performances in their heydays with the 'classic' line-up similar to the staged historic re-enactments at heritage sites or museums (Hede et al., 2014). For instance, Bootleg Blondie recreate Blondie's line-up and performances from 1978 to 1982. Others, like Ramonas or London Calling, primarily seek to capture the musicianship, energy and atmosphere of the original band's live performances in order to showcase the original's entire back catalogue and musical evolution throughout their career. Once consumers experience the tribute band's recreated live performance as 'truthful' and with 'attention to detail' and meets their expectations or knowledge of the original, they are happy to recognise the tribute band as being an 'authentic representation' of the original.

Authenticity through 'contagion' with the original (Newman et al., 2011)

The next level in their search of authenticity, especially in the eyes of consumers, is for the tribute band to receive the public endorsement of the original band. For instance, Bootleg Blondie proudly display the supporting messages they regularly receive from Debbie Harry and Chris Stein on their website and social media. But the ultimate act of authentication is when members of the original band join the tribute band on stage. Sex Pistols drummer Paul Cook joined the Sex Pistols Experience on their tour when the drummer injured his wrist. The Ramonas have been joined on stage by Marky Ramone, Richie Ramone, CJ Ramone and punk legend Charlie Harper (UK Subs) and also asked to support renowned bands like Skids on their tours. For interviewed audience members the message is clear: If the original artist/ band give their seal of approval, who are they to question the tribute band's authenticity?

Authenticity through extending the canon

The ultimate step for a tribute band to achieve authenticity, however, is either to extend the original's musical canon by contributing their own songs in the style of the original band, *"as if they had performed it themselves"* (One Step Behind), or to step outside the original band's shadow altogether by creating their own musical output, playing set lists that integrate their own songs in the recreation of the original band's live performances and releasing their own albums. *"Our audiences constantly asked us for our own material. Eventually we gave in and recorded an EP. Now, we have just released our third album to critical acclaim"* (Ramonas). By releasing their own material, tribute bands transcend into an original band themselves.

Implications for Theory and Practice

In studying the phenomenon of tribute bands and their quest for authenticity, this research contributes to our understanding of the cultural contradictions of authenticity within consumers' and marketers' actions (Nunes et al., 2021; Thompson & Kumar, 2022) by illuminating how something that, by definition, is essentially a replication with no direct affiliation to the original can still be experienced and recognised by consumers as being authentic when it a) presents a faithfully curated and staged recreation of the original, b) publicly gets the original's official seal of approval, and c) faithfully extends on the original.

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Digital Marketing and Social Media

Sponsorship Disclosure: A Literature Review

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Abstract:
Sponsorship disclosure is now a mandate for social media marketing, influencer marketing and brand-sponsored content (pictures, videos, posts, etc.). This study reviews the research conducted on sponsorship disclosure using bibliometric techniques and manual content analysis. The study includes 94 published articles on sponsorship disclosure in 42 journals (marketing and consumer psychology, business, management, and information systems) between 2011 and 2021. Through the analysis, this study extends the discussion on sponsorship disclosure to highlight theoretical underpinnings such as persuasion knowledge, psychological reactance and source credibility. At the confluence of marketing, consumer psychology, information systems, and business; the literature on sponsorship disclosure encompasses sub-domains of paid partnerships, influencer marketing, advertising literacy, trust, native advertising, and sponsorship transparency. Also, this review demonstrates a comprehensive antecedent-consequences model for the domain of sponsorship disclosure and suggests future research directions using Theory-Method-Context (TMC) framework. The theoretical contributions and limitations are also discussed.

Keywords: Sponsorship disclosure; bibliometrics; social media

Sequential Ad Strategies

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Abstract:
Despite the importance of online display ads to both consumers and advertisers, several related issues still remain unclear. In this paper, we develop a multiple-stage structural model that characterizes a consumer's (1) information obtained from each display ad presented to them, (2) decision to click on the display ads after impression, and (3) decision to make a purchase after ad click-through. In our model, we allow the consumer's decision at each stage to be inter-temporarily dependent, in that both their click and purchase decisions are governed by information obtained from all previous impressions and clicks. We adopt a Bayesian learning model to capture this consumer dynamic along the online purchase funnel. Through policy simulations, we are able to propose a more effective ad- sequencing strategy, leveraging the evolutions of a consumer's product knowledge along their purchase funnel as well as the unique characteristics of different display ads.

Keywords: online display ads, consumer learning, impression-to-purchase funnel

Social Media Promotion Of Meat Alternatives

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Abstract:
This research explores the role of emoji in driving consumer social media engagement in promoting meat alternatives using social media data (Study 1a). Next, the moderating role of regulatory mode messages are examined by testing the interactive effect between emoji ("wow" and "love") and regulatory mode messages (assessment and locomotion) on sharing (Study 1b). Experimental studies are also conducted to replicate the findings and establish causal evidence using click-through rates and intentions to click (Studies 2 and 3). Results demonstrate that increases in "wow" and "love" emoji increase sharing. Further, regulatory mode messages moderate these emoji effects, such that assessment messages would strengthen the positive effect of "wow" emoji on social media engagement, while locomotion messages would strengthen the positive effect of "love" emoji on social media engagement. The findings of this research could assist marketers in developing effective social media advertising strategies to promote meat alternatives.

Keywords: regulatory mode; emoji; meat alternatives

An Exploration Of Consumer Responses To Ai Agent's Service Failures

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Abstract:
Recent years have seen an enhanced reliance upon AI, and subsequently an increased focus on the use of artificial intelligence (AI) agents (e.g., chatbots) in customer service contexts. Despite such service digitalization, service can still fail at the organizational frontline. While service transgressions (brand relationship violations) and service failures (encounter-related service breakdowns) are well researched, most of these literatures focus on human agents. As a result, it is unclear how customers respond to service errors when interacting with AI agents. With this study, we contrast customer responses to AI versus human agents and vary the magnitudes (small, large) of service failures. Findings show that in the case of larger service failures, AI agents can attenuate negative responses in comparison to human agents.

Keywords: Virtual service agents, chatbots, service failure.

The Effects Of Influencer Scandals On Brands

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Abstract:
This study (N = 607) examines consumer responses to an influencer scandal — a transgression against social norms (e.g., drunk driving) performed by a social media influencer (SMI). Two novel second-order constructs were tested: *influencer capital* (i.e., influencer credibility, coolness, and parasocial relationships) and *attribution error activation* (i.e., empathy, perceived acceptability of blame, and self-image protection). Dependent variables included brand blame and brand attitude. The findings revealed that an influencer scandal negatively predicted influencer capital and resulted in a negative impact on the brand endorsed by the SMI. In contrast, an influencer scandal positively influenced attribution error activation and brand blame, negatively affecting brand attitude. Therefore, when an influencer scandal occurs, the SMI suffers the consequences through declining influencer capital, whereas psychologically invested followers activate attribution error to protect themselves. Collaborating brands suffer through brand blame and declining brand attitude. The study builds understanding about the risks related to influencer endorsements.

Keywords: influencer scandals, brand attitude, brand blame

Understanding Podcast Audiences And Their Implications For Marketing

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Peter English, University of the Sunshine Coast
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Introduction and Research Aim

Podcasts are listened to by nine million Australians, 37% of the population each year (Daly, 2021), and can serve numerous marketing and branding functions. For example, as advertising vehicles, content marketing, and brand engagement tools. Podcasts and their hosts can also be the focus of marketing activities by running crowd-funding campaigns, and managing websites, social media platforms and online newsletters. However, to effectively capitalise on the marketing functions of podcasts, their audiences need to be carefully understood. Although academic interest in podcasts has begun to grow (Hoyt & Morris, 2021), podcasts and podcast hosts are underexplored in the extant literature (Samuel-Azran, Laor, & Tal, 2019) apart from brief mentions in articles noting their existence (Quinton, 2013; Järvinen & Taiminen, 2016). Furthermore, research investigating podcast consumers has mostly only focused on large demographic snapshots of American consumers (Sang, Lee, & Park, 2020; Samuel-Azran et al., 2019). This research thus aimed to explore the audiences of a specific sports podcast to understand the relationship consumers had with the podcast and podcast hosts to address this research gap.

Background and/or Conceptual Model

Podcasts are a mature and growing media (Berry, 2016) that provide an intimate and curated consumption experience. The appeal of podcasts is that they cater to consumers' personal and niche interests (Perks & Turner, 2019); consumers can find podcasts on any topic they have an interest in from tennis to ancient Rome. As a result, consumers would be expected to be highly engaged with and interested in the topic of a podcast they listen to, which could be an example of a consumer brand engagement behaviour as it occurs when consumers interact with a brand outside of consumption or purchase (Kumar & Nayek, 2019). For example, listening to a podcast produced by a sporting event or tournament.

Listening to podcasts have advantages including they do not require a screen so can be listened to while multi-tasking (Perks & Turner, 2019) and once they have begun, do not require clicking, scrolling or other actions so audiences can focus on their content. However, some listeners will reduce distractions to ensure they can concentrate on their content (Daly, 2021). Podcast audiences enjoy the intimate and conversational tone of podcasts, which makes them feel part of a conversation and that they have a relationship with the podcast host/s (Perks & Turner, 2019). As such, podcast audiences are likely to feel attachment to both the podcast and the host/s because attachments are characterised by feelings of affection, connection and passion (Thomson et al., 2005). Furthermore, as loyalty originates from repeated satisfaction (Oliver, 1999), audiences may develop a strong feeling of loyalty for a podcast. However, a detailed exploration of the audiences of a specific podcast to understand how they relate to the podcast, host/s, and the topic or focus of the podcast, has not been conducted.

Methodology

The Final Word, a cricket podcast co-hosted by cricket writers and journalists, Adam Collins and Geoff Lemon, was selected as the site of this research. A sports podcast was selected given they are among the most popular podcast genres (English, 2021). *The Final Word* was an appropriate research case as it is critically acclaimed (Gingell, 2021) with a strong listener base evidenced by being downloaded more than 2.2 million times. Podcast episodes include match analyses, commentaries and interviews. The podcast maintains a Patreon, various podcast sites, a website, YouTube, and social media platforms, which all provide bases for an exploration of how their audiences engage with the podcast through a survey. Following institutional ethics approval, recruitment for a survey occurred through social media posts on Twitter, and on the podcast's homepage. Participants, who did not listen to the podcast, were removed from the survey via an early screening question. There were 333 complete responses.

Results and/or Discussion and Contributions

85 per cent of respondents identified as male, 14 per cent as female and one as non-binary. Three respondents did not indicate their gender. Seventy-one per cent of respondents were aged under 45 and the 30-34 age bracket was the largest comprising 17.4 per cent. Respondents were most likely to come from Australia (44.7 per cent) and the United Kingdom (35.4 per cent) and 81 per cent said they held a Bachelor's degree or higher indicating a highly educated younger audience, which aligns with prior research into podcast audiences in general (Sang, Lee, & Park, 2020).

Interestingly, 50% of respondents indicated they never play cricket, 17% play just once a year and 10% play twice a year. Considering the podcast topic of professional cricket, it would seem surprising that 77% of respondents occasionally or never play cricket given the niche and specific interests that drive podcast listening (Perks & Turner, 2019). However, 99.98% of respondents reported they watched or listened to cricket either via radio, television or streaming with 51.7% listening or watching weekly and 27% daily and 98% read cricket news articles-90% daily or weekly. This suggests that, although the audiences of *The Final Word* were highly engaged with the topic of the podcast, the sport of professional cricket, their engagement did not stretch to playing cricket. However, *The Final Word* is not a podcast for players and has no playing tactics or tips. These results reveal the importance of understanding podcast audiences are drawn to niche and specific interests and the need to stay within their confines to be successful.

Respondents also reported a strong relationship to the podcast. Only 56% of respondents listen to a new episode within 48 hours, but 35% listen within 7 days suggesting a longer lead time for a large minority of listeners. However, 92% of respondents listen to all or most of each episode, regardless of when they listen, suggesting a high level of loyalty and engagement with the podcast. Likewise, 45% of respondents contributed to the podcast's Patreon fund raising, which again demonstrates a high level of loyalty and engagement, and 69% follow both hosts on social media, while another 9% follow just one, which is also indicative of a high level of engagement with the podcast brand.

Implications for Theory and Practice

Despite podcasts being an important marketing tool for numerous stakeholders, they remain under-researched, and explorations of their audiences have been limited to snapshots of all podcast listeners. This research explored the audiences of a specific podcast as a case study to further understand the relationship podcast audiences have with a specific podcast. The findings supported prior research that podcast audiences tend to be younger and highly educated, with high levels of engagement and loyalty via interactions with the podcast's social media, hosts and crowd funding. However, the results also highlighted the narrowness of audiences' interest in podcast topics as they were less engaged in playing cricket themselves but interested in the podcast's focus on professional cricket. The audience were drawn to it because of that narrow, specific interest and were thus less interested in other topics, even those that might be related. The results have provided some insight into podcast audiences, are applicable to other single-sport podcasts and can inform marketers who are selecting podcasts to advertise in. The results highlight the importance of matching products and brands to the specific topic and focus of the podcast. Furthermore, the narrowness of audience interests can also help inform the marketing efforts of podcast hosts and producers.

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Consumer Experiences In Scarcity-enabled Digital Goods Environment

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Introduction and Research Aim

The profusion of smartphones and high-speed internet plans with great affordability is revolutionizing how consumers make decisions for their welfare (Pandey *et al*., 2022). Most of the products and services we use via smartphone/computer fall under the taxonomy of *digital goods*, that is, “bitstrings, sequences of 0s and 1s, that have economic value” (Quah, 2002, p.4). For instance, software (e.g., mobile apps), websites, online games, online media files and streaming, virtual goods (e.g., avatars), online advertisement, over-the-top media services, webinars, and remote healthcare. However, digital goods are valued less than physical goods due to lower psychological ownership and scarcity perception (Atasoy and Morewedge, 2018; Mardon and Belk, 2018). Lehdonvirta and Castronova (2014, p.1) define scarcity as “something exists in a lesser quantity than would be required to satisfy all desire for it. Moreover, digital goods have zero marginal cost of production and generate limited cash flow due to piracy issues (Sridhar and Fang, 2019). We argue that immersive variants of digital goods featuring real-time communication can generate novel scarcity cues in the digital environment. Furthermore, we argue that immersive digital goods can witness higher sales volume and profits arising from the ethical consumption of digital goods (Wiesböck *et al*., 2020; Jessen *et al*., 2020). Though few studies have introduced the concept of immersion in the digital environment (Laukkanen *et al*., 2022; Petit et al., 2019), these have overlooked the role of consumer scarcity perception in digital goods’ performance. Therefore, this study aims to find ‘how firms can leverage immersive technology in the economic processes of digital goods to influence consumer psychology?’ Herein, Lee, Shan, and Chen (2013, p. 400) define immersive technology as "the technology that blurs the boundary between the physical world and virtual world, enabling users to experience a sense of immersion.” Moreover, economic processes include digital goods production, distribution, and consumption. Examples of immersive technology-based digital goods include VR games, Metaverse, and AR-powered mobile apps. Thus, we explore our first research question (**RQ1**): what is a scarcity-enabled digital goods environment or SEDGE? Precisely, it highlights mediating role of immersive technology in the modern (vs. traditional) digital goods-related consumer dynamics (Gierl & Huettl, 2010; Rauschnabel, 2018, 2019). Therefore, we argue that addressing the need to optimize and orchestrate the consumer experience in SEDGE is the call for the day. However, SEDGE is entirely a novel concept. Therefore, there is scant research on building a theoretical framework to explain its antecedents and consequents. This leads to our second research question (**RQ2)**: What are the antecedents and consequents of SEDGE?

Conceptual Model

Based on the literature review, we have conceptualized ‘SEDGE’, offering crucial insight into our RQ1. Further, we answer our RQ2 by composing an integrative theoretical framework of SEDGE. Initially, by extending Petit et al. (2019), we developed the concept of a scarcity-enabled digital goods environment (SEDGE). MacInnis (2011) argued that the conceptualization of such new concepts plays a crucial role in developing academic insights by filling the gap in the current scientific literature, as is done in this study for SEDGE. Our literature review allows us to define SEDGE as *consumers’ evaluation of their personal experience across cognitive and affective dimensions within an immersive technology-mediated digital goods environment.* Further, we develop various concepts' ontological and epistemological roles following the "positivist theoretical perspective" (Crotty, 1998, p. 6). Thereby, we determine the antecedents and consequents of SEDGE. Therefore, we pioneer to develop of an integrative framework by interlinking the immersive technology, digital goods marketing, and scarcity perception literature. Furthermore, we deduce several propositions related to SEDGE to examine the relationships, following the research approach of Hollebeek *et al*. (2019).

Methodology

We used a bibliographic research methodology to conduct the analysis. Herein, by following the approach of Hollebeek et al. (2021), we used VOSviewer to analyze the bibliographic data using a distance-based approach and created a two-dimensional network map. We determine the distance and key-relatedness between various nodes of different clusters. Moreover, the distance between each pair of nodes is directly proportional to the relatedness between the relevant keywords. Finally, the link-strengths of the top 10 keywords are noted. Altogether, the outcomes indicate that 28 articles have investigated the interface of digital goods and scarcity perception (e.g., Mardon and Belk, 2018). Also, 12 papers have analyzed the interface of digital goods and immersive technology (e.g., Lee *et al*., 2013). However, the three-way interface of digital goods, immersive technology, and scarcity perception is missing in any published research, corroborating our identified research gaps and validating the need for our analyses.

Results and/or Discussion and Contributions

This conceptual paper presents a pioneering investigation of immersive technology and its scarcity perception enhancement capabilities in the context of digital goods, thereby significantly adding to the immersive technology, digital goods marketing, and scarcity perception literature. Based on the existing literature, we developed a concept of SEDGE. The integrative framework analyses the role of immersive technology-based and marketing research-driven scarcity cues in driving consumers' perception of SEDGE, thus bridging the gaps in the existing literature. We developed the concept of SEDGE as consumers' evaluation of their personal experience in an immersive technology-mediated digital goods environment across cognitive (i.e., customer-perceived value) and affective (e.g., sociability) dimensions. Herein, we identify more strategic opportunities for marketing managers across consumers' affective dimensions depicting a higher impact on SEDGE.

Extending Petit *et al.* (2019), we classified consumers' cognitive dimension as customer-perceived value and affective dimension as personalized (vs. generic), unique (vs. common), immersive (vs. non-immersive), sociability (vs. non-sociability), delight (vs. satisfaction), and elusive (vs. non-elusive), thereby, enhancing the existing insight. Furthermore, we investigated the impacts of these cognitive and affective dimensional constructs on the scarcity perception of digital goods, including desirability, temporary monopoly, consumer loyalty, and customer-perceived utility. Finally, the inter-linked concepts and their expressed relationship in propositions can be a prerequisite for conducting future SEDGE research.

Implications for Theory and Practice

Firms can expect more fruitful economic outcomes from developing technology-based (vs. marketing research-driven) scarcity cues as we have found a higher number of consumer-focused constructs linked with the former. It can increase the value proposition and purchase of original digital goods. Accordingly, firms can witness enhanced desirability of digital goods by conditioning the consumers' experience across the cognitive dimension. Further, technology-based scarcity cues, especially haptic and interactive, can largely shape consumers' experience across affective dimensions, thereby elevating customer loyalty and perceived utility. Customers can perceive higher utility in SEDGE due to enhanced customer experience, such as personalized (vs. generic) experience. We advise firms to follow a holistic marketing approach to cultivate the key tenets of SEDGE, thereby harnessing the opportunity to develop technology-based scarcity cues, including contextual, interactive, haptic, social, and visual cues, which remain absent in traditional digital goods (Ernst *et al*., 2010). Moreover, they can exercise a temporary monopoly in the digital goods market by acquiring various patents.

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Stacks On Stacks On Stacks: The Opportunities And Challenges Of Martech

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Abstract:
Many functions now rely on advanced data, analysis, and software platforms to provide engaging and personalised experiences to consumers. A new industry of 'Marketing Technology (MarTech)' solutions has evolved in response to this need. MarTech can provide many opportunities to brands, particularly for digital and social media marketing, but only if brands successfully navigate the complexity of choosing and utilising MarTech solutions. This research explores the opportunities and challenges of MarTech from the perspective of senior business leaders. In-depth qualitative interviews identify key themes including automated personalisation, first-party data, blurring boundaries, and the paradox of choice. These findings provide both practical and theoretical contributions, as well as identifying further research priorities.

Nano Influencers Marketing: What Attribute Matters?

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Abstract:
The rise of Nano influencer marketing has become a modern phenomenon that is gaining popularity among marketers, brand owners and consumers. The younger generations are using digital marketing extensively relative to middle and older generations and they are found to be greatly influenced by social influencers. However, the influence of Nano influencers has yet to be fully explored. The aim of this research is to empirically examine the effectiveness of Nano Influencer marketing towards generation Z's repeat purchase intention based on perspective of influencers' credibility and trustworthiness, personality attractiveness, authenticity, self-appearance and interactivity. A total of 156 valid responses were collected from consumers who shop online from the generation Z in Malaysia. The findings of the result indicate that there is positive relationship between the Nano influencers credibility, trustworthiness, personality attractiveness, authenticity, self-appearance and interactivity with repeat purchase intention among the generation Z online consumers. Thus, this research provides useful insights for brand owners to consider Nano influencer as a esnew marketing tool that could lead to marketing opportunities.

Keywords: Nano influencer, endorsement, generation Z

Digital Transformation Of Retail Stock Trading: Risk Mitigating And Adoption

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Abstract:
Stock trading is witnessing digital transformation with increasing retail traders and smartphone-internet users. Securities firms are investing in mobile based digitalization, seeking competitive edge. Academia has investigated digital adoption in various domains. However, owing to some unique psychological aspects, stock trading leads to typical decision-making behavior from individuals. This study therefore proposes an integrated theoretical framework comprising of a novel set of risk mitigation factors namely - perceived information quality, perceived security protection and perceived privacy protection. We further integrate it with perceived risk and TAM (Technology Acceptance Model) to study determinants of mobile stock trading intentions of retail investors. Analysis of data gathered from 378 participants using Structural Equation Modeling confirms the hypothesized relationships of the proposed model. Besides theoretical contribution, the insights will be useful for developers and marketers of stock trading mobile apps in guiding directional investment and efforts to have larger user base and competitive advantages.

Keywords: Digital adoption, retail investors, mobile marketing

Understanding The Users Base Of Mobile Apps

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Abstract:
Industry trends and academic research cohesively show limited retention of mobile apps users over time. The trends also highlight a limited understanding of the composition of apps' user base: for example, the important distinction between non-users and light users of the app vs. established (heavy) users. This is due, at least in part, to an absence of empirical guidelines exploring the 'long tail' in apps usage. To remedy this issue, the present study analyses data for different types of apps from two countries to illustrate how to appraise user base composition via the Negative Binomial Distribution (NBD). The correspondence between observed data and the predictions generated reveals two key facts: i) the importance of light app users, who make up most of the user base; and ii) the need to change the narrative from users' retention to the attraction of non-users.

Keywords: mobile apps, app usage, Negative Binomial Distribution

Determinants Of User Participation In Short Video Platform Of Tiktok

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Abstract:
Short video marketing has become increasingly popular and is gaining considerable attention. As a consequence, businesses have started using short videos as part of their marketing strategy. Drawing on the stimulus-response theory, we identify the key features of short-video marketing that influence viewers' participation intentions. We used both content analysis of TikTok videos of a popular electronic devices brand, Xiaomi, amongst young Chinese consumers and a survey (N=299) to investigate how the key features of interactivity, information, and entertainment value influence participation intentions. , Interactivity and entertainment value perceptions significantly and positively affect audience participation via emotional evocation. Brand attitude plays a moderating role in driving the audience willingness to participate in marketing-type short videos. The positive effect of interactivity and perceived entertainment value on users' willingness to participate is stronger for a brand with a positive brand attitude.

Keywords: Short video marketing; Audience participation; TikTok; Interactivity

The Time Spent And Purchase Intention In A 360-virtual Store: Linear And Quadratic Relationships Of Browsers And Searchers

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Tommi Laukkanen, University of Eastern Finland

Abstract:
Given the dual nature of the online environment to serve task-specific goal-oriented behavior and experiential behavior, the role of time becomes of interest both scholarly and managerially. An online experiment examines the effect of time spent in a 360-virtual store on purchase intention across browsers and searchers. The study finds a significant negative linear effect for the full sample, but after splitting the sample into browsers and searchers, we see that the effect holds only for the searchers. A quadratic estimation shows that the negative effect eventually turns positive and that this turning point varies greatly between browsers and searchers. The comparison of the models suggests that time is better able to explain purchase intention among searchers than browsers. We suggest management to design in-store stimuli in order to attract consumers to stay longer at online stores. We encourage researchers to use quadratic estimation alongside linear models.

Keywords: Virtual store, time spent, browsers vs. searchers.

Effectuation Logic, Social Media Capabilities, And Internationalising Smes' Performance

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Mika Gabrielsson, University of Eastern Finland
Tomi Seppälä, University of Eastern Finland
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Abstract:
Effectuation is an essential component of the decision-making of internationalising SMEs that supports their performance. However, it is not clear whether the effect lasts as firms age and lose their agility. Social media platforms increasingly influence firms' behaviour and have become key to enhancing market orientation; and this paper investigates whether possessing social media capabilities can prolong the period during which firms benefit from effectual decision-making logic. Effectuation can help firms remain responsive in international markets and confer superior performance. We use panel data to shed light on how the interplay of effectuation and social media capabilities affects the performance of internationalising SMEs. It appears that in the long run, effectuation is effective only when underpinned by social media capabilities. Understanding how to use social media capabilities to safeguard a firm's agility and thus ensure effectuation logic remains viable is central to generating superior performance as firms age. The findings are not merely novel but open up many avenues for future research.

Keywords: Effectuation, Social Media Capabilities, Firm's performance, Panel Data.

Micro-celebrity Merchandise: A Panopticon View Of A Micro-market Creation On Social Media Platforms

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Abstract:
The vast majority of prior research on micro-celebrities has focused on either the processes of self-branding or the effectiveness of micro-celebrity endorsement, with little attention being paid to micro-celebrities' entrepreneurial practices. Market research has shown that practices such as launching merchandise lines have generated millions in sales per year and made micro-celebrity merchandise an extremely profitable market. This ethnographic study delves into this under-explored area. Through a panoptic lens, this study critically examines the development of a micro-market offering YouTube merchandise as this fledgling market emerges, gains popularity, and keeps expanding on social media platforms. This study theoretically contributes to the self-branding literature by providing a critique of the current romantic view of value co-creation amongst micro-celebrities and their followers. It also contributes to the Consumer Culture Theory (CCT) literature by identifying a new pathway to consumption-driven market creation and rejuvenating current panopticon studies by foregrounding the roles that social media played in the process.

Keywords: Micro-market; Digital Marketing; Social Media Panopticon

Influencer Marketing – Gender. Disclosure & Creating Positive Emotions

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Abstract:
Research on influencer marketing has primarily focused on behavioural outcomes for the brand, most often purchase intentions. This research sought to expand upon this by examining the emotional and cognitive processes consumers experience when seeing an influencer advertisement, and additionally, investigate the outcomes for influencers as well as brands. The present study employed two experimental surveys, one using coffee as the product (n = 282) and the other using a mobile phone as the product (n = 292) to examine the psychological process by which consumers appraise the influencer advertisement. These experiments found that influencer gender moderates the impact of disclosure on the cognitive and emotional appraisals. Additionally, consumers exposed to low involvement products use a single emotional appraisal to determine their behaviour, while those exposed to a high involvement product use dual appraisal with an emotional and cognitive process. These findings provide both theoretical and managerial contributions.

Keywords: Influencer marketing; native advertising, branded language

Impactful Storytelling In Social Media Short Video

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Introduction and Research Aim

Brands are actively increasing their online presence, and among different media types (i.e., traditional to new media), video is the most popular for brands. Recently, short videos incorporating storytelling have become greatly popular, with stories considered essential aspects of social media short videos partly because of their popularity and widespread acceptance across various business realms today.

The aim of this study is:

> *To analyze short videos and the components of storytelling factors as brands' marketing communication strategies on various trending social media platforms.*

We address four research questions in line with this aim:

> **RQ1**: Do aspects of storytelling in short videos have any effect on the number of likes received by brand content on social media platforms?
> **RQ2**: How do premium brands moderate storytelling factors in short videos posted on social media platforms for the number of likes?
> **RQ3**: How does the informational execution approach moderate storytelling factors in short videos posted on social media platforms for the number of likes?
> **RQ4**: How does the emotional execution approach moderate storytelling factors in short videos posted on social media platforms for the number of likes?

Background and Conceptual Model

As described by Green and Fitzgerald (2017), narrative transportation theory focuses on the causes and consequences of an individual being immersed in a story or transported into the narrative world. Transportation borders on storytelling, where brand narrative engagement is tied to the length of the story (Tsai, 2020). As a storytelling factor, *authenticity* makes a story believable through either visualization or concrete language use (Chiu et al., 2012). Therefore, a story must reflect authenticity because when customers perceive the story to be authentic, they are likely to respond positively and accept it (Guber, 2007). Tsai (2020) noted that *conciseness* refers to the length of the story, through whatever medium of communication adopted, which is critical to the listener's/viewer's perception and acceptance, as enumerated by Ballester-Delgado and Sabiote-Fernandes (2016). When a story is not concise, it loses its immersion effect on customers as they quickly lose interest and disengage from it. *Reversal* is a key area of any story that helps the listener or viewer recognize his or her problem-solving capabilities (Hsieh et al., 2018). Then, *humor* is vital in everyday life as it helps put one at ease and makes him or her more receptive to immersion and transportation. *Humor* is applied to all walks of life, including business advertising, education, and leadership (Alwitt, 2002). Social media has transformed and revolutionized the way customers interact with brands (Lee, 2017), enabling brands to develop compelling stories that can co-create brand values and brand messages with customers (Smith, 2011). As a moderator in this research, the brand category is confined to the customer-based perspective (Keller, 1993; Shocker et al., 1994) of brand equity, in other words, how premium the customer perceives the brand. This study proposes that informational and emotional execution approaches, as two moderators, can be the two ends of one spectrum. Although they are not negatively strongly correlated, they are also not exclusive.

Methodology

The proposed research model defines 11 constructs and four storytelling factors of independent variables, namely, *authenticity*, *reversal*, *conciseness*, and *humor*. This model also has three moderators, i.e., brand category, informational execution approach, and emotional execution approach. The dependent variable is the number of likes. Platform, duration, audios, hashtags, and days published are used as control variables. Based on the research questions, 16 hypotheses were formulated to test the effects of storytelling factors on the number of likes in the brand video content. A qualitative expert interview with 20 professionals in the digital marketing industry was adopted as the research strategy. Moreover, 9414 short videos posted on associated Instagram and Tiktok accounts of the top 100 brands were scraped for further analysis by two coders with construct questions. Then, 600 samples of short videos were selected through the stratified sampling of 1.88:1. Cohen's kappa coefficient scale, Cronbach's alpha, exploratory factor analysis, convergent validity, and discriminant validity using the Fornell–Larcker criterion were used to examine and test the initial constructs and their relationship with user engagement.

Results and Discussion

The study result shows that the informational execution approach positively moderates *authenticity*, *reversal*, and *humor*, whereas the emotional execution approach positively moderates *conciseness* and *reversal*. The results of the hypothesis testing show a positive relationship between the four storytelling factors and the number of likes. The research results show that the premium brand category moderates all four storytelling factors. *Authenticity*, *conciseness*, and *humor* are hypothesized to show positive moderation effects on premium brands, whereas *reversal* is hypothesized to have positive moderation effects on value brands.

Implications for Theory and Practice

Theoretical implications indicate that the study adds to the existing literature on well-known short video formats and provides further insight into popular short video social media platforms (Instagram and TikTok) where short video content is prevalent. This study also supports the hypothesis that the four storytelling factors (i.e., *authenticity*, *conciseness*, *reversal*, and *humor*) positively influence the number of likes of short videos. The study examines the positive moderating effect of premium brands on storytelling factors and likes and other engagements beyond the number of likes (e.g., the number of comments, shares, and video views). Moreover, the study observes the differences between them as dependent variables. Managerial implications show that this research supports the hypothesis that all four storytelling factors help boost the number of likes of short videos. This study also supports the hypothesis that the premium brand category moderates all four storytelling factors, where they need an emphasis on the quality of storytelling. In sum, the study shows that no single storytelling factor is able to drive all forms of user engagement, whereas brands could strategically shape their storytelling based on marketing objectives. The qualitative research of this study further elaborates how the four storytelling factors could be well executed in practice.

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What Makes An App Stand Out?

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Abstract:
Smartphone applications (apps) as a conduit for mobile commerce (m-commerce) have seen exponential growth in consumer spending in recent years. Often, multiple apps from the same category compete for attention on screen, with the average mobile having 80 downloaded apps. This research examines the design elements that consumers report assist an app to stand out on a cluttered mobile phone screen. Drawing on a survey of n=1020 US consumers, the questionnaire contained images of mock-up mobile phone screens filled with branded apps, with consumers asked to select the app that stands out and to explain the reason for app selection (open-ended response). The findings revealed that brand familiarity/usage is a key reason why apps where chosen, highlighting the importance of building familiarity with app design elements external to the mobile phone environment. It also highlights the risk of changing the design of a mobile app. Of the specific design elements, colour was the most common. The exploratory results will help marketers and designers build more noticeable apps.

Keywords: M-commerce, Colour, Apps

Understanding The Burnout Process Of Microenterprises In S-commerce

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Abstract:
Social commerce (s-commerce) enables individual users to act as sellers to conduct sales activities on social networking sites. Such sellers are a microenterprise such as housewives and students. Unlike the structure of the large enterprises, individual sellers are facing an intensive customer interaction by themselves, which may affect their job outcomes. Particularly, the way of doing business in Chinese online marketplaces rely on swift guanxi. However, the impacts of buyer-seller swift guanxi on sellers' burnout process is absent int the literature. Drawing on customer demand-resource model, this study aims to investigate how swift guanxi affects sellers' job demand and support, which in turn to affect their job performance through the burnout process. The results of this study based on 210 s-commerce sellers revealed that swift guanxi differently affected job demand and support, which in turn to affect their job performance, offering implications in the marketing literature.

Keywords: Swift Guanxi, Burnout, Customer Demand-Resource Model

Social Network Sites And The Users' Wellbeing

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Abstract:
Social networking sites (SNSs) usage has impacted people's well-being dimensions, such as social relationships, social capital, self-esteem, and mental health. By reviewing forty academic papers in this domain, this study identified several effects of SNSs on the users' well-being, with an emphasis on the SNS usage patterns and its impacts on different age groups. The results of this systematic literature review indicate that in adolescents, SNSs facilitate identity experimentation, gaining social capital, and self-disclosure; although the risk of isolation and depression due to cyberbullying could be an issue. SNS usage can help emerging adults maintain their intimate relationships and help older adults compensate for their loss of social connections due to life-course transitions and ageing. They can also utilise SNSs as a social bonding tool to keep in touch with both family and friends and thereby have a buffer against stressors. Overall, appropriate usage of SNSs can enhance people's well-being.

Keywords: Social networking sites (SNSs), Social networking sites usage patterns, well-being

Analysis Of Thematic Similarities In Reddit Discussions

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Abstract:
We study large-scale consumer collectives to gain insight into the structural organization of online consumer conversations. Specifically, we combine topic modelling, Jensen-Shannon divergence and k-means clustering to analyse changes over time in thematic foci in conversations on the popular social media platform Reddit. Based on the developed approach, we identify several categories of online discussions with distinct overarching structural organizations.

Keywords: online consumer discussions, social media platforms, machine learning.

Investigating The Antecedents Of Purchase Intention In Para-social Relationships: the Mediating Role Of Influencer Defense

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Abstract:
These days, social media influencers are playing an increasingly prominent role in orchestrating a persuasive online presence to engage their followers on a continual basis. This study investigates the effects of physical attractiveness, attitude homophily, actual-self congruity, and para-social interactivity on influencer defense and purchase intention in a beauty influencer context in China. A total of 689 respondents were recruited via Sina Weibo, one of the largest social media platforms in China. The findings highlight the importance of physical attractiveness, attitude homophily, actual self-congruity, and para-social interactivity in affecting influencer defense. In terms of purchase intention, only physical attractiveness and para-social interactivity emerged as significant predictors. The findings provide a comprehensive understanding of the role influencers play in social media consumption.

Keywords: Physical attractiveness, attitude homophily, actual self-congruity, para-social interactivity, influencer defense, purchase intention

Examining Determinants Of Social Media Brand Engagement: A Case Of Homebuyers In Vietnamese Luxury Residential Properties

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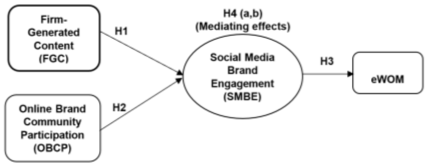
Research Background and Conceptual Model

According to Modor Intelligence (2022), 7.62% of Vietnam's GDP in 2019 and 20.8% of total assets in 2020 came from property; and the residential property demand has shifted from mid-value to high-end due to urbanisation. For homebuyers, social media (SM) affects their purchase decisions through positive or negative eWOM shared by like-minded consumers both personally and in real-time (Cheong, 2021). The widespread use of SM led to the rapid spread of eWOM, which refers to interpersonal communication among consumers about a product or service (Xia et al., 2008). Recently, Vietnam had 72 million SM users in 2021 (Nguyen, 2021). This creates the opportunity for us to examine consumer behaviour in the luxury residential property (LRP) market.

Consumers engage mainly in SM-based brand communities to better understand others' views and opinions of housing products that they are interested in, while they rarely use traditional media to review LRPs due to a lack of buyer-seller interactions (Cheong, 2021). SMBE has been utilised as a critical engagement factor among consumers with brands, products, and organisations (Hollebeek et al., 2014). Numerous studies have conceptualised SMBE as a cognitive, emotional, and behavioural investment in specific brand interactions on SM pages and treated it as a multidimensional construct of cognitive processing, affection, and activation (e.g., Hollebeek et al., 2014). However, a smaller group of studies suggest that SMBE is the degree to which a customer interacts with a brand on SM (e.g., Abdul–Ghani et al., 2010) and is a multidimensional construct with different dimensions: social, hedonic, and utilitarian (Abdul–Ghani et al., 2010), and identification, enthusiasm, attention, absorption, and interaction (Gomez et al., 2019). Yet, following Hollebeek et al. (2014), we emphasise three types of engagement (cognitive, emotional, and behavioural) to conceptualise SMBE as a multidimensional construct and to operationalise it as a second-order, type I reflective–reflective construct with cognitive processing, affection, and activation dimensions like prior studies (e.g., Cheung et al., 2019).

SMBE has attracted both practitioners and academic researchers since its potential influence on consumers' eWOM. The existing literature highlights the important effects of SMBE on customer-brand connection (Hollebeek et al., 2014), brand loyalty (Shanahan et al., 2019), and customer satisfaction, eWOM, with loyalty and satisfaction (Srivastava et al., 2020). Yet, no empirical studies have examined SMBE's mediation effects on FGC, OBCP and eWOM toward LRPs. FGC is posts made by firms on their official SM sites (Kumar et al. 2016). OBCP is consumers' participation in brand-related events and their interactions with other members of the online brand community (Muniz et al., 2005). To address the abovementioned gaps, this study's research question is: *To what extent does SMBE mediate the relationships among FGC, OBCP and eWOM?*

We develop our conceptual model using UGT and SIT. On the one hand, UGT addresses how persons select media and content that meet their demands and enables them to realise gratifications, including knowledge enhancement, enjoyment and relaxation, social interaction, and reward or remuneration (Katz and Blumler, 1974). A brand's objective is to increase brand engagement on SM by satisfying consumers' needs with its valuable content. FGC's informational, entertaining, and relational content are expected to gratify consumers' motivations for using SM, leading to active and passive SMBE (Malthouse et al., 2016). On the other hand, SIT explains that individuals perceive how they fit into various groups, for instance, professional, fandom, marital status, parenthood, or other social groups (Tajfel & Turner, 1985). It also posits that consumers using products offered by a particular brand want to belong to a group of people who share the same interests about that brand. Arguably, homebuyers of a LRP brand community can have a sense of belonging since they possess values that a particular brand can offer. Thus, their desire for social identity drives them to interactively participate in a brand property community to seek out support from others and engage with that brand. When homebuyers are actively, emotionally, and attitudinally connected with the brand of LRP, homebuyer dissemination of focal positive brand-related eWOM is viewed as an individual reflection of the homebuyers' brand attitude and an expression of SMBE. Therefore, the above discussion led to a proposed SMBE model, as shown below.



Method and Data Analysis

A paper-based questionnaire was used to survey high-income homebuyers aged 30-65 who work for private or government organisations or run their own businesses in the three largest cities of Vietnam where they bought LRPs. Some recruited respondents were excluded due to an inclusive and exclusive question. This study included only respondents who bought luxury homes and have engaged with LRP brands on SM for at least a year. Out of 650 qualified respondents, 625 finished the survey. After removing responses with three or more missing values, 516 usable surveys remained. To measure the constructs of this study, validated scales were slightly modified. All scores were rated on a 1-5 Likert scale. SMBE was measured with ten items, including three dimensions: cognitive processing, affection, and activation, adapted from Hollebeek et al. (2014). FGC was measured with seven items adapted from Stafford et al. (1999). OBCP was measured with six items adapted from Goldberg (1997). eWOM was measured with six items adapted from Sun et al. (2006). Structural equation modelling by AMOS 24 was used to test the proposed model and relationships.

Results and Discussion and Contributions

Analysis results indicate that all variables have significant relationships. FGC has a positive impact on SMBE (β= 0.233; p = 0.000 <0.01). OBCP and SMBE was positively related (β= 0.276; p = 0.000 <0.01). SMBE and eWOM were positively correlated (β=0.884; p = 0.000 <0.01). Additionally, a bootstrap resample of 1,000 was used to establish the 95% confidence interval for indirect effects. The results showed that link between FGC and SMBE was β= 0.282 (p = 0.000 <0.01) and link between SMBE and eWOM was β= 0.592 (p = 0.000 <0.01). The direct effect of FGC on eWOM was β = -0.083 (p=0.109 >0.05), which is not significant. The indirect impact of FGC on eWOM was significant after including SMBE as the mediator (β =0.160; p=0.002 <0.05), signifying a full mediating effect of SMBE. Likewise, link between OBCP and SMBE was β= 0.157 (p = 0.000 <0.01). OBCP was directly related to eWOM (β = 0.451; p=0.003<0.05) and indirectly related (β =0.097; p=0.002 <0.05), indicating a partial mediating effect by SMBE.

Our empirical findings confirm the existence of the mediating impact of SMBE on FGC, OBCP, and eWOM. Our results also found that homebuyers who engage with brands on SM, particularly the content generated by property developers, homebuyer-to-homebuyer interactions and homebuyer-to-activity involvement in OBCP, can generate eWOM. It means that homebuyers are satisfied with the emotional and relational content that influence passive SMEB in the form of consuming and active SMBE in the form of commenting or sharing. Also, homebuyers see themselves as a part of the group and use both the community and the brand of LRP to define themselves based on the brand image and promise. SMBE enables dynamic and interactive eWOM in cyberspace, where a single homebuyer can play numerous roles as an opinion giver, seeker, and transmitter. Our study is the first to combine UGT with SIT in explaining the integrated SMBE model in the LRP context. Our findings contribute to the literature regarding SMBE as the first full mediator between FGC and eWOM. They also provide a useful SMBE model to increase brand engagement of homebuyers, enhance viral marketing, and increase revenue for property developers.

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Sensory Brand Experience And Continual Engagement: The Context Of Social Media Influencer

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Abstract:
The social media influencer (SMI) marketing is gaining traction with the advancement of social media technologies. However, we have limited understanding of how SMI marketing drives engagement and other brand related outcomes. This study investigates the impact of sensory brand experience with an SMI on customers' continual engagement intention (CEI) with the SMI its subsequent effect on two brand focused variables such as recommendation adoption and sharing intention, specifically in the context of Instagram influencers of luxury brands. The PLS-SEM analysis of 604 responses from an online survey indicates that sensory brand experiences with an SMI significantly impacts customers' CEI with the SMI. Further, CEI with an SMI positively effects recommendation adoption and sharing intention. Moreover, the results indicate that CEI with an SMI moderates the effect of sensory brand experience on recommendation adoption and sharing intention.

Keywords: Social media influencer, sensory brand experience, continual engagement intention

Social Media Response To Scandals

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Abstract:
Many brands have had scandals about their organisations shared on social media as a result of either a product failure or immoral actions by employees. When a scandal becomes public, online users react to the incident and may engage in sharing behaviour. These online users can impact online conversations about a scandal and some can act as influential users that direct the flow of thoughts about the brands. The aim of this study is to evaluate how influential social media users react to moral vs. performance-based scandals associated with for-profit vs. not-for-profit organisations. This research seeks to understand the differences between these two types of organisations regarding the influencers' participation in these discussions by evaluating 14 scandal cases on Twitter. From our research we found that moral-based scandals cause more online public outrage than performance-based scandals, and that, unlike for-profit organisations, not-for-profit organisations may benefit from the influencer's advocacy in scandals.

Keywords: Social media scandal, not-for-profit organisation, Influencers

Understanding The Effects Of Branded Paid Search Advertising: The Case Of Direct-to-consumer (dtc) Brands

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Steven Bellman, University of South Australia
Nicole Hartnett, University of South Australia
Carl Driesener, University of South Australia

Abstract
There is limited evidence published on the effectiveness of branded paid search advertising. This research presents a series of experiments for small direct-to-consumer (DTC) businesses in the United States, which is an ideal context for understanding paid search effects because these brands make no Above The Line (ATL) advertising investments, and we have access to all of their sales. In these experiments, branded paid search advertising was completely stopped in some regions and continued 'as normal' in others, with results compared across three outcome variables (sessions, transactions, and sales). Two methods of analysis were used: the Welch *t*-test, which is the industry standard, and Difference-in-Differences (DID) regression, which is the statistically correct method. The results demonstrate the danger of false positives from the Welch *t*-test in comparison to the mainly insignificant results using the DID regression across the outcome variables.

Keywords: branded paid search, small DTC brands, experimental study

Influencer Marketing: Source Credibility And Value Co-creation Behaviour

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John Peikang Sun, University of Auckland

Introduction and Research Aim

In the new media era, the proliferation of diverse social media platforms and the influence of social media influencers provides opportunities for marketing innovation (Lou & Yuan, 2019). The emergence of influencers on social media platforms and the proliferation of their numbers has stimulated companies or marketers to invest in a new, covert marketing strategy known as influencer marketing (Jiménez-castillo & Sánchez-Fernandez, 2019). Influencer marketing is a social media marketing approach and an emerging digital advertising strategy (Bu, Parkinson & Thaichon, 2022). Messages delivered through this marketing mode are more likely to reach their target audience quickly and spread more easily (Ye et al., 2021). These influencers are often not perceived as being driven simply by commercial interests and are easily trusted by their followers, giving them a natural marketing advantage (Bu, Parkinson & Thaichon, 2022). Recently, many companies have started using these influencers to endorse their products or services, believing that they can influence consumer attitudes and decisions (Breves, Liebers & Kunze, 2019). At the same time, a growing number of scholars have begun to pay attention to this emerging marketing format and strategy. In a review of recent studies on influencer marketing, research on the source credibility of audiences has received much scholarly attention (Ye et al., 2021). Much of the research on source credibility in influencer marketing has focused on discussing source characteristics, influencer persuasiveness, advertising effectiveness, and business ethics (Hudders, De Jans & De Veirman, 2020). However, value co-creation has been chiefly studied in influencer studies from a value perspective, and value co-creation has not been discussed much from a behavioural perspective. Furthermore, research on the relationship between source credibility and value co-creation is lacking (Bu, Parkinson & Thaichon, 2022).

The aim of this study is:

> *To understand the relationship between source credibility and audience value co-creation behaviours.*

We address two research questions in line with this aim:

> **RQ1: How does source credibility affect audience value co-creation behaviour in influencer marketing and**
> **RQ2: What is the possible consequence?**

Background and/or Conceptual Model

Service-dominant logic emphasises the interaction of the value creation subject through service exchange and resource integration to achieve value co-creation in service experience (Vargo & Lusch, 2008; 2016). Source credibility is an essential factor and prerequisite for audiences to perceive sources and generate online engagement activities (Breves, Liebers & Kunze, 2019; Djafarova & Rushworth, 2017). In influencer marketing research, scholars have empirically found that sources with high credibility are more likely to persuade target audiences, leading to their engagement, e.g., sharing, electronic word of mouth (Breves, Liebers & Kunze, 2019; Chung & Cho, 2017; Lee & Watkins, 2016). Also, customer value co-creation behaviours (participation behaviour and citizenship behaviour) can be seen as all forms of customer engagement and involvement broadly (Yi, Nataraajan, & Gong, 2011; 2013). Additionally, it has been found that customer value co-creation behaviours in influencer marketing can stimulate purchase intentions in audiences (Bu, Parkinson & Thaichon, 2022).

From the existing literature, this study applies source credibility theory and customer value co-creation behaviour as applied theories based on service dominant logic from the audience's perspective. Therefore, a theoretical model is proposed in this study (shown in Figure 1).

Methodology

An online survey was conducted for this study via MTurk, To ensure that the participants recruited from MTurk were of the desired quality, we set qualification conditions for the participants. Also, we included reverse questions and 'trap' questions in the questionnaire. Participants were all adult social media users with experience following influencers. A total of 910 validated data were collected from the United States. The scales employed in this study are drawn from the existing literature and have been tested. The scales used to assess source credibility, value co-creation behaviour and purchase intention were from Teng and colleagues (2020), Yi and Gong (2013), Jiménez-Castillo and Sánchez-Fernández (2019), respectively. The original values of Cronbach's alpha, Composite Reliability and Average Variance Extracted for all measurements exceeded .70, .70 and .50 (Hair et al ..., 2014). This study used SPSS 25.0 to conduct an exploratory factor analysis (EFA) of the reliability and validity of the scale. Confirmatory factor analysis (CFA) was used to detect the convergent and discriminant validity of the measurement model by using Mplus 8.0 software. Structural equation modelling (SEM) was used to validate the structural model.

Results and/or Discussion and Contributions

This study finds that source credibility is a positive predictor of audience value co-creation behaviour (participation and citizenship behaviour) (Breves, Liebers & Kunze, 2019; Chung & Cho, 2017). There is a positive relationship between audience value co-creation behaviour (participation and citizenship behaviour) and purchase intention, which echoes previous research on this result (Bu, Parkinson & Thaichon, 2022). Importantly, this study finds that audience value co-creation behaviour (participation and citizenship behaviour) plays a mediating role between source credibility and purchase intention. It suggests that source credibility can not only trigger audiences' purchase intentions directly, but also through the audience's value co-creation behaviours that follow. Therefore, source credibility in influencer marketing can stimulate audience value co-creation behaviour and ultimately lead to their purchase intention (Figure 1).

Implications for Theory and Practice

This study's theoretical significance is establishing an empirical model. Especially the value co-creation behaviour as a mediator expands the theoretical research on value co-creation and clarifies the critical role of value co-creation behaviour in influencer marketing. From a practical perspective, this research suggests that marketers or managers should focus on the audience's perception of the message source and endeavour to help influencers improve their source credibility (Breves, Liebers & Kunze, 2019). For example, Multichannel networks and their contracted influencers should focus on content production. They are increasing their audience's trust by making their content more attractive and professional, encouraging participation and citizenship behaviour, and ultimately triggering their purchase intention.

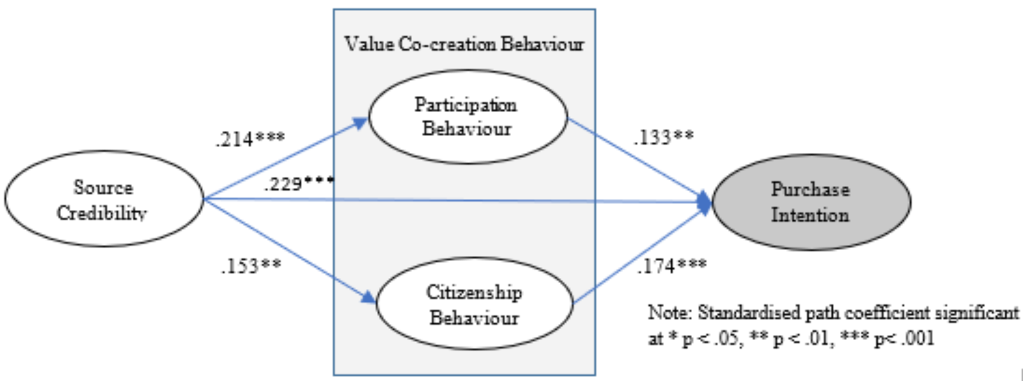

Figure 1 The proposed model with results

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Community Building On Social Media And Reaction To Retargeting

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Abstract:
This research examines how the type of social media post people are exposed to from brands impacts on their response to the retargeting of advertisements on Facebook. This study examines how consumers react to utilitarian, brand and affiliative incidental brand sponsored posts on social media, and how retargeting advertising impacts on their purchase intention. As many social media advertisers often use curiosity to encourage consumers to leave the social media platform to purchase a product on the company's website, we tested how different forms of posts combined with elements of curiosity would impact on purchase intention. We propose an interaction between type of content post (affiliative, utilitarian and brand) and curiosity. We find that consumers react negatively to utilitarian or brand posts with high curiosity, but that they respond positively to affiliative posts with high curiosity. The implications for social media managers in planning organic and boosted content are discussed.

Keywords: social media, retargeting, community building.

Online Brand Communities: Curvilinearity And Contingency Mechanisms

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Abstract:
There is growing recognition of a linear relationship between customer engagement (CE) and sharing behavior intention (SBI) within firm-hosted online brand communities (OBCs) in social media. This study examines a negative quadratic nonlinear relationship among consumers of OBCs on Facebook brand pages in the United States, in which higher CE levels have a detrimental effect on SBI. Two moderators (perceived OBC interactivity and perceived OBC innovativeness) are considered to mitigate this effect. Hierarchical regression modelling tests a theoretical framework with data from 595 users of OBCs on Facebook. Results confirm a negative quadratic curvilinear relationship between CE and SBI and that perceived OBC innovativeness and perceived OBC interactivity mitigates the curvilinear effect. The results provide insights into the curvilinear effects of CE in firm hosted OBCs. These findings inform the optimization of digital content marketing activities to enhance sharing behaviors amongst actors to maintain a vibrant OBC in social media.

Keywords: customer engagement, sharing behaviors, social media, interactivity, innovativeness, curvilinear

Platformization And Gambling Consumption Practices - A Dynamic Of Structure And Agency

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Abstract:
Our paper presents an overview of a research project being undertaken as part of a PhD that is investigating how digital marketing shapes potentially harmful sports betting consumption practices. Our conceptual approach draws on ideas from the school of social practice theories to address how digital marketing can represent a suffusing force that shapes potentially harmful sports betting consumption practices. We employed a qualitative research design consisting of 1. Netnography on Reddit, and 2. Visual ethnography with current gamblers. Our research identified that more attention is needed to examine the links between digital marketing and sports betting consumption practices because digital marketing shapes the social normalisation and intensification sports betting practices. We suggest that a social practice theoretical approach can allow deeper understandings of how digital marketing shapes potentially harmful consumption practices, the implications for consumers, and how to ameliorate these harms.

Keywords: Digital marketing, Platforms, Consumption practices, Suffusion

Metacognitive Processing In Augmented Reality– Enabled Retail Environments: The Path To Customer Empowerment

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Introduction and Research Aim

Online retailing has transformed customer decision making due to reduced information and search costs, and ease of product comparison (Grewal et al., 2020). Despite emerging market conditions which appear to favour the customer (e.g. information availability, choice freedom), these may actually have negative consequences (e.g. information overload) which erode decision making capacity (Hu & Krishen, 2019). In response, firms are employing strategies incorporating Augmented Reality (AR) that allow customers to realise and enjoy an increased sense of power and control in their relationship with the firm (Chylinski et al., 2020). At the individual level, consumption decisions are still bound by consumers' capacity to interpret and process available information to serve their consumption goals (Zhang et al., 2018). In general, consumers are more likely to engage in an activity when it feels easy and fluent. To gauge required effort, customers often mentally simulate an activity or outcome (e.g. imagining what apparel might look like on one's own body), which may range in fluency depending on the information supplied by an online retailer (Schwarz et al., 2021). This issue provides an opportunity for AR applications to support customers and their decision making.. As such, this study employs an experimental research method to investigate the effect of an AR-enabled decision aid on the relationship between customers' subjective metacognitive experience and customer empowerment resulting from interactions with retailers' frontline service technologies. Thus,the following research question is advanced:

> **RQ1: What role do Augmented Reality applications play in offering authentic, situated product simulations relating to product choices when shopping online?**

Background and/or Conceptual Model

In the retailing context, AR technology has had a profound effect on the way customers engage with service providers, for example by enhancing decision comfort (Heller et al., 2019) and facilitating self-decoration, which leads to desirable psychological states (Huang & Liao, 2017). Before technologies such as AR, creating convincing situated customer experiences was a key challenge for retailers, particularly in the context of e-commerce. It is important to understand how customers experience AR, because metacognitive theory suggests compromised perceptions of one's self-efficacy may inhibit the occurrence of flow states. Moreover, situated cognition theorising implies that customers perceive experiences to be most authentic when technology embeds product information in their decision-making environment (Hilken et al., 2017; Robbins & Ayedede, 2009). Thus, we posit the following hypotheses:

H1: Increased metacognitive difficulty inhibits the formation of flow experiences when choosing from an online product assortment.
H2: AR decision aids reduce the negative effects of metacognitive difficulty on the formation of flow experiences.
H3: Spatial presence mediates the relationship between AR use and flow.
H4: Increased perceptions of flow during computer-mediated product evaluation experiences positively influence consumer empowerment.

Methodology

An online experiment was conducted to assess the hypothesised relationships with a final sample of n=194 US based participants (41% female, 59% male; average age = 32 years; age range = 19–51 years). All participants were required to have a mobile device with internet connectivity and access to either the Apple or Android mobile app stores. The study consisted of a 2 (metacognitive difficulty: high/low) x 2 (AR decision aid: provided/not provided) factorial between-subjects design. The experimental manipulations consisted of (a) requiring participants to list either two (2) or ten (10) factors they would use to assess the product range, and (b) providing access to the AR virtual try-on application in the treatment group versus a standard website only in the control group. The sample was taken from the online crowdsourcing platform *MTurk*. All participants were compensated US$3 for 15 mins of their time and completed an online survey after the experiment tasks. Measures for constructs were adopted from prior research. Product category involvement and consumer innovativeness were used as control variables. Each construct was measured using a 7-point Likert scale (1 = Strongly disagree to 7 = Strongly agree). Data was analysed via PLS-SEM 3.2.8 due to the emphasis on prediction and theory development (Sarstedt et al., 2016).

Results, Discussion and Contributions

To test for measurement model invariance, the MICOM procedure, developed by Henseler et al. (2016), was applied. Further, each construct was empirically assessed using composite reliability which demonstrated acceptable scores > 0.70 (Henseler et al., 2009). Tests for convergent and discriminant validity showed all constructs meeting the 0.50 AVE threshold (Hair et al., 2016) (except flow, which was 0.458). HTMT testing revealed all constructs were below 0.90 threshold thus establishing discriminant validity (Henseler et al., 2015).

PLS estimations show a path coefficient between metacognitive difficulty and flow (H1) was, as hypothesised, negative (−0.11, $t = 1.89$) and significant at the 0.1 level. For H2, the use of AR technology has a significant positive (interaction) effect on the relationship between metacognitive difficulty and flow (0.22, $t = 3.95$). Mediation analysis showed that a direct effect of decision-aid type on flow ($t = 0.663$, $p = 0.508$), was nonsignificant. Next, the indirect effect was analysed, with spatial presence acting as the mediating variable in the proposed sequence. The test shows that full mediation occurred, as the indirect path demonstrated a significant result ($t = 2.614$, $p = 0.009$). Finally, H4 argued that flow has a positive effect on customer empowerment during the online shopping task, which the data supported (0.70, $t = 4.14$).

Implications for Theory and Practice

Regarding theoretical implications, this study proposes that one's own belief structures and assessment of cognitive capacity are often heavily reliant on validation through task performance, which can be facilitated through AR experiences. This study is among the first to empirically show how AR-enabled decision-aid tools enhance customers' capacity to make assessments about products that are not physically present. Where product choice from a set depends on the customers' efficacy in being able to imagine future product consumption embodied interaction through AR decision support is more effective than non-immersive media formats (i.e standard online retail interfaces). The data provide initial evidence that more concrete, embodied affordances for product interaction can overcome difficulties in information processing that may interfere with goal-oriented consumption activities.

Managerially, AR technology breaks new ground for retailers by transforming the type of information provided to the market for assessing a product assortment. AR decision aids extend the customer experience one step further by integrating the customer's body with augmented digital content (e.g., products), which has long been a deficiency of e-commerce shopping experiences. For product categories where customers are not solely relying on heuristic decision making processes, AR creates opportunities to insert convincing and reliable progress cues in real time, which signal to the customer that they are investing appropriate levels of cognitive effort and making an optimal choice from an increasingly complex set of options. This in turn leads to an empowered state, which is a desirable and positive outcome for both the customer and the retailer.

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Is Third-party Audience Targeting A Lemon Market?

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Abstract:
While using third-party audiences for customer targeting in online campaigns has become popular among marketers, price is the only available segment-specific metric to assess the quality of the purchased segments before running a campaign. Given the relevance of price as the main decision-making variable, we investigate the price-quality relationship for our sample of 118 audience segments (from different vendors across demographic and interest attributes) and correlational analyses. To establish accuracy as the main quality dimension of segments, each profile attribute was validated using a leading panel (Neumann et al. 2019). We find a positive significant association between price and accuracy, which however disappears once we control for the attribute type (e.g. age tier or type of interest segment). Our findings suggest a sub-optimal price-quality value for third-party audience targeting. We discuss the implications under the lens of lemon markets (Akerlof 1970) for marketers and sellers of segment data.

To Brand Or Not To Brand? Investigating The Nature Of Branding Variations Across Social Media Platforms

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Abstract:
This study aims to understand the different visual branding strategies in paid and unpaid communications across social media. The focus is on the presence of the brand-name and/or Distinctive Assets (DAs) – i.e., logos, colours and fonts that trigger brand recall. Analysis of 1,370 communications across four platforms revealed that although many communications (45%) co-present the brand-name with DAs, about a third use DAs alone and one in five use neither. This outcome was consistent for three platforms (Facebook, Instagram and TikTok), while a fourth platform (Twitter) revealed more communications using DAs alone than paired with the brand (30% vs. 21%, respectively) and 40% using neither. Additionally, paid communications co-present the brand and DAs more often than unpaid ones, and one in five unpaid communications use neither. Although these findings suggest marketers are not prioritising promoting the brand in unpaid communications, we recommend using DAs over no branding.

Keywords: Social Media, Distinctive Assets, Advertising Executions

The Dark Side Of Social Media: Misinformation, Partisanship, And Polarization

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Abstract:
In this paper, we investigate whether misinformation from political elites (i.e., members of US congress) and information from extreme partisan media outlets are associated with higher rates of sharing behaviour, higher negative emotions, and higher attitude polarization than accurate information from political elites and information from non-extreme partisan media outlets. To this end, we conducted two social media studies in which we analysed more than 8,000 tweets and more than 100,000 replies to those tweets. We also conducted two within-subject experiments in which we exposed people to different types of information (e.g., misinformation and extreme partisan information) and observed their attitudes (e.g., emotions and polarization) in response to that information. Findings suggest that misinformation and extreme partisan information might contribute to a vicious cycle of political polarization. Theoretically, we draw on System 1 and System 2 theory and negativity bias to explain the mechanisms at hand and extend prior research on the dark side of social media. Practically, we provide advice for social media platform owners and social marketers who wish to drive policy changes in this space.

Keywords: Misinformation, Political Polarization, Social Media

Micro Versus Mega: Differences In Influencer Content

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Abstract:
This paper explores differences in sponsored content across social media influencers. Using theories of influencer marketing developed by previous literature, this exploratory study uses through content analysis to investigate the relationship between influencer follower size (micro-influencer or mega-influencer) and the types of sponsored content they produce, as well as their disclosure of sponsorship. Fifty-four influencers and sponsored videos from YouTube were collected and analysed. Consumer perceptions of micro-influencers as more authentic and less commercial were reflected in the types of content they produced. Overall, micro-influencers had a lower rate of sponsored videos, and disclosed in less obvious and less commercial ways. This paper provides two key contributions by developing a better understanding of influencer typologies and providing empirical support of a trade-off between mega-influencers' reach and power, and micro-influencers perceived authenticity and intimacy. Importantly, the paper also highlights the need for greater education around disclosure for micro-influencers.

Keywords: influencer marketing, micro-influencer, sponsorship disclosure, mega influencer

Platform Design And Review Favourability: A Construal Level Perspective

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Introduction and Research Aim

From *Yelp* (hospitality) to *Zocdoc* (medical service), online review platforms constitute a ubiquitous form of consumer information in the digital era. Consumers frequent these review platforms to share their opinions about products and services and learn others' opinions (Woolley & Sharif, 2021). As this form of electronic word of mouth (eWOM) is increasingly driving consumer decision making, the last decade or so has seen a growing corporate investment in motivating review writing (Berger, Rocklage, & Packard, 2021). But from our point of view, harnessing eWOM content constitutes a far more interesting (and challenging) research question than merely motivating eWOM intent. In the following research note, we discuss how eWOM content may be systematically influenced by review platform design.

The conceptual foundation of our argument is based on eWOM communication or online reviewing being an adaptive process, with eWOM communicators or online reviewers adapting their eWOM or review content to different contextual factors. We term this phenomenon eWOM adaptability. To expand the limited prior research on eWOM adaptability (Berger & Iyengar, 2013), we identify a salient review platform characteristic (namely, structural complexity) and investigate its influence on eWOM content. Specifically, we seek to answer the following question with our research.

RQ: How does structural complexity affect eWOM favourability?

Research Background

We propose that through platform design, review platform managers could affect eWOM favourability. As Hamilton et al. (2021) put it succinctly in a recent *Journal of Marketing* article, "different [types of online] platforms facilitate different types of communication" (p. 84). This proposition is in line with well-documented findings that survey responses may shift dramatically as a result of minor changes in question wording (Zaller & Feldman, 1992) or response format (Dolnicar & Grün, 2013). In short, previous research points to an important role played by platform managers, who may guide reviewers toward some types of eWOM content and away from others. As Berger (2014) points out, eWOM favourability is arguably the most salient eWOM content dimension. Following Moore and Lafreniere (2020), we define eWOM favourability as how positively or negatively a product-related attitude or belief is expressed in eWOM communication.

Notably, structural complexity is a major distinguishing feature of review platforms. Review platforms may design a structurally simple (structurally complex) review task that requires reviewers to answer few (many) questions about the reviewed products and services. For example, *Yelp* is structurally simple and only provides a text box for review writing. In contrast, *TripAdvisor* is structurally complex and require reviewers to answer a series of questions about hotel attributes and provide judgments on a number of quality dimensions.

We predict that a structurally simple (vs. structurally complex) review task induces higher eWOM favourability (H1). Note that questions about specific attributes are instrumental in facilitating memory retrieval in much the same way as retrieval cues (Frankland, Josselyn, & Köhler, 2019). By answering many (vs. few) questions about specific product attributes, reviewers are more likely to recall rich perceptual and sensory details of the consumption experience, including sights, sounds, tastes, and smells, which heighten the vividness of the consumption experience (Chandran & Menon, 2004) and make the experience psychologically closer (Mrkva, Travers, &Van Boven 2018). According to

Construal Level Theory (Trope & Liberman, 2010), as psychological distance increases (decreases), people tend to rely on a higher-level, abstract (lower-level, concrete) construal. It follows that a structurally simple (vs. structurally complex) review task will lead reviewers to adopt a higher-level construal.

Several studies have suggested that a high-level (low-level) construal is associated with the use of positive (negative) information. For instance, Eyal et al. (2004) show that with a high-level construal, people would generate more pros (arguments favouring a course of action) than cons (arguments against a course of action). Likewise, Fujita et al. (2006) demonstrate that a high-level construal would prompt people to focus on the desirable goals underlying their behavior. Given that a structurally simple (vs. structurally complex) review task will lead reviewers to adopt a higher-level construal, we hypothesise that it is conducive to a higher level of eWOM favourability (H1).

Methodology

A lab experiment (n = 116) was designed to test H1. The experiment was carried out in a web-based online environment. Participants were asked to write a review of their recent dining experience at a restaurant on a university campus. They were randomly assigned to the two conditions in a between-subjects design (structural complexity: simple vs. complex). Structural complexity was manipulated with the number of questions in the review task. In the structurally simple condition, participants wrote a review of the restaurant and gave an overall rating (on a 10-point scale) of their dining experience. In the structurally complex condition, participants rated five service dimensions (taste, variety, service, hygiene, and décor) before they wrote a review and gave an overall rating (on a 10-point scale) of their dining experience.

Empirical Results

Consistent with H1, a one-way ANOVA revealed that participants in the structurally simple condition reported higher overall ratings ($M_{simple} = 6.23, SD = 2.96; F(1,92) = 5.15, p < .05$) than those in the structurally complex condition ($M_{complex} = 5.00, SD = 2.51$). Besides, verbatim reviews were analysed using the Evaluative Lexicon (Rocklage, Rucker, & Nordgren, 2018) to determine the positivity score of each verbatim review. In further support of H1, a one-way ANOVA revealed that participants in the structurally simple condition ($M_{simple} = 5.59, SD = 2.02; F(1,92) = 9.43, p < .01$) had higher positivity scores than those in the structurally complex condition ($M_{complex} = 4.34, SD = 1.97$).

Implications for Theory and Practice

Expanding the research on eWOM adaptability (Berger & Iyengar, 2013), we provide preliminary evidence that eWOM content is influenced by review platform design. Conventional wisdom suggests that WOM communication is beyond managerial control (Allsop, Bassett, & Hoskins, 2007). The current research departs from this view and instead points to specific ways in which online reviews are subject to managerial influence. In terms of managerial implications, our research offers timely and novel insights for the design of online review platforms. For instance, many firms such as *Apple* have set up review platforms for customers and other stakeholders to share opinions and experiences. Presumably, these firms want their customers to share eWOM content high in favourability, which may in turn increase product sales. That being the case, their platform managers should design review tasks that are low in structural complexity.

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Factors Influencing Virality Of Tweets

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Abstract:
The paper investigates the role of various content and contextual factors in making a tweet viral. We investigate, based on 35,967 tweets were collected (political - 8143, celebrity - 10823, brand related - 17001) from leading twitter handles in India, the role of various twitter handle related, tweet related and other factors that enable greater retweeting tendencies among the audience. The findings shed light into a varied number of factors which can make our understanding of virality better.

Keywords: Twitter, Retweets, Power, Affiliation, Achievement, Affect

Conceptualization And Measurement Of Self-curation Affordance In Public Discourse On Social Media

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Abstract:
Social media has dramatically changed the role of ordinary citizens in public discourse by providing opportunities to actively curate content they consume. If ordinary citizens, who were passive consumers of content broadcasted to them, actively curate content they consume, it would change the power structures in public discourse. Specifically, public discourse could become more pluralistic and diversified as marginalized groups can potentially gain significant voice. However, there is very little research on the question of whether ordinary citizens use the opportunities provided by social media to curate content they consume. In this study, we aim to explore, conceptualize and measure self-curation affordance and the impact of realization of self-curation affordance on curation behaviour of the user on social media. The preliminary study suggests self-curation affordance is a higher order construct that captures the perception of the user about awareness of technology features and their capability to curate content to achieve their goals in social media use.

Keywords: self-curation affordance, public discourse, social media

Consumers’ Engagement With Social Media Advertising

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Abstract:
The global COVID-19 pandemic has seen social media advertising increase to 12.7% of world- wide advertising spending. Understanding how consumers perceive and engage with these platforms is vital for companies to understand how campaigns can be successful for brands who invest heavily in social media advertising, particularly on Facebook and Instagram, which are Australia’s most popular social media platforms. The study examines consumers’ motivation when engaging with sponsored Facebook and Instagram advertising with relation to engagement, intention to purchase and intention to participate within a brand community. Consumers’ attitudes and perceptions of sponsored Facebook and Instagram advertising were studied. The findings highlight that consumers had more positive perceptions and attitudes towards Facebook sponsored advertising than those on Instagram. This information influences company’s strategies for their Facebook and Instagram promotions. It also extends the academic literature on consumer behaviour and engagement with advertising on Australia’s two most popular social media advertising platforms.

Keywords: Consumer Engagement, Social Media Advertising, Social Media Marketing, Stata, Linear regression

Perceived Risk Of S-commerce: Facebook Versus Whatsapp

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Introduction and Research Aim

Social commerce (s-commerce), often referred to as social business, is an extension of electronic commerce (e-commerce), which specifically concentrates on the online transactions conducted via social media and social media networking platforms (Bamansoor et al., 2020). The use of s-commerce has increased worldwide (Um, 2019) including in South Africa, Australia and New Zealand (eCommerce News, 2022; Morrison, 2021; Muthui, 2022), and many buyers and sellers are taking advantage of the social interaction, business goals and consumer connections it offers as a means to conduct business (PhamThi, 2022). Hung et al. (2021) state that online buying groups are virtually created by sellers with an intention to group individuals with similar purchasing needs by using networking platforms, such as websites or social media platforms. Moreover, online groups are different from traditional groups in that the buyer does not always have a relationship with the other individuals on the group, implying that the individuals on these groups might be strangers to one another. Sumarni and Vandayani (2022) add that an individual's purchasing intention is stimulated by the virtual community formed by the group. Facebook is recognised as one of the most popular social networking platforms in the world (PhamThi, 2022), and WhatsApp as the leading mobile messaging platform (Ersöz, 2019). Facebook does not have a specific limit of users per group, but an individual Facebook user is allowed to join up to 6 000 groups (Facebook, 2021). On the contrary, WhatsApp allows up to 256 members to join a group (Karjo et al., 2021). However, despite the widespread use of Facebook and WhatsApp groups, PhamThi (2022) cautions that buyers might refrain from purchasing products or services on social media platforms due to the perceived risks that are present.

Perceived risks are particularly high in virtual sales transactions, such as e-commerce and s-commerce transactions, as the buyer does not have the ability to view the product before the transaction is complete (Rosillo-Díaz et al., 2019). The buyer's perceived risks could present a negative effect on the s-commerce transaction, because the perceived risks involved could reduce the buyer's purchase intention (PhamThi, 2022). With a group buying focus, buyers' perceived risks are associated with aspects such as the seller disappearing once payment has been received for the product or service, or the buyer might have uncertainties if the product information provided is not clear and concise, amongst others (Hung et al., 2021). According to Huang et al. (2019), performance risk is when the buyer is afraid that the physical product received, or service delivered, will not match the expectations they formed prior to receiving the product or service. In addition, psychological risk is associated with the damage that might be caused to the buyer's self-esteem or self-consciousness. Rosillo-Díaz et al. (2019) state that financial risk will be present when a buyer is afraid of losing money within the purchase transaction. On the other hand, social risk will be experienced when the buyer is concerned that their social image, or status, will be jeopardised by purchasing the product or service. While perceived risks have been extensively researched within e-commerce (Rosillo-Díaz et al., 2019; Sutinen et al., 2022), limited research has been conducted on the perceived risks associated with s-commerce, more specifically on the buyers' perceived risks when purchasing from Facebook groups versus WhatsApp groups.

The aim of this study is: *To determine whether differences exist in the performance risk, psychological risk, financial risk, source risk and social risk experienced by consumers who shop from Facebook groups compared to consumers who shop from WhatsApp groups.*

Methodology

This study followed a descriptive research design using a single cross-sectional sample. The data was collected by means of an electronic self-administered questionnaire that comprised scales from published research. The participants' perceptions regarding the performance risk, psychological risk, financial risk, source risk and social risk involved in s-commerce were measured using a six-point Likert scale. The questionnaire was distributed by an international marketing research company to their South African database. The sample of the study included consumers who have previously purchased a product or service either from a Facebook group or a WhatsApp group. To ascertain the internal consistency reliability of the measurement instrument used, Cronbach's alpha was calculated for each variable. To determine whether differences exist in the perceived risks associated with purchasing from Facebook and WhatsApp groups, an independent samples t-test was conducted.

Results and/or discussion and contributions

The sample of this study included a total of 98 participants, i.e. 49 participants who have previously purchased from a Facebook group and 49 who have purchased from a WhatsApp group. The Cronbach alpha values for all the respective risks exceeded the acceptable level of 0.6 (Malhotra, 2020), thereby suggesting internal consistency reliability.

Table 1: Differences between Facebook and WhatsApp groups

	Facebook		WhatsApp			
Risks	**Mean n=49**	**Standard deviation**	**Mean n=49**	**Standard deviation**	**t-values**	**p-values**
Performance risk	4.47	1.14	4.54	1.31	-0.30	0.54
Psychological risk	3.57	1.33	3.53	1.18	0.16	0.26
Financial risk	3.88	1.13	3.93	1.09	-0.24	0.67
Source risk	4.88	0.90	4.57	1.18	1.44	0.06
Social risk	2.76	1.36	2.77	1.32	-0.4	0.90

As indicated in Table 1, no statistically significant differences were found between the perceived performance risk, psychological risk, financial risk, source risk and social risk experienced by consumers who shop from Facebook groups and those who shop from WhatsApp groups. This implies that both consumers who shop from Facebook groups and those who shop from WhatsApp groups experience similar performance risk, psychological risk, financial risk, source risk and social risk when shopping from these groups. While insignificant, the mean scores indicate that the perceived performance and financial risk are slightly higher for those consumers who shop from WhatsApp groups, while the psychological and source risks are slightly higher for those consumers who shop from Facebook groups.

Implications for theory and practice

The study contributes to the literature relating to s-commerce by providing insight from a consumer perspective on the perceived risks experienced when shopping from social media groups. The objective of the study was to determine whether differences exist in the performance risk, psychological risk, financial risk, source risk and social risk experienced by consumers who shop from Facebook groups compared to consumers who shop from WhatsApp groups. The results of the study revealed no significant differences. A possible reason for this finding could be that Facebook and WhatsApp groups have similar features and offer similar options and settings and as a result, consumers do not perceive one platform riskier than the other. As such, sellers could make use of either of the two social media platforms, as both Facebook and WhatsApp trading groups pose the same risks to the consumer.

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Virtual Influencers As Non-human Objects In Consumption Assemblages

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Abstract:
Virtual influencers (VIs), the non-human counterparts to human influencers are becoming increasingly popular as they continue to garner followers on social media, while engaging with various famous brands in their marketing campaigns. Our paper investigates how do virtual influencers participate in consumption assemblages with other human and non-human actors on social media. Using archival and netnographic data, we demonstrate that, through four assemblages: object extension, object expansion, object restriction and object reduction, virtual influencers express their agentic and communal capabilities in their online interactions. They also engage in these assemblages to stabilise their identities within their interactions with other followers and influencers, reterritorialise brand endorsements and deterritorialise the assemblages. Our study extends existing works by capturing the experiences of nonhuman objects (VIs) as consumers and how they interact with consumption systems. We also offer practical insights on engaging VIs in social media marketing, while acknowledging their constraints.

Keywords: Social media influencers, virtual influencers, consumption assemblages

What Drives Livestream Influencer Marketing?

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Abstract:
Livestream influencer marketing (LSIM) has become a popular and effective digital marketing solution due to its high interactivity, multi-sensory communications, and easy-to-use relational strategies. However, research has not yet explored how customers' cognitive and affective responses to LSIM impact its short- and long-term success, particularly from the influencers' perspective. The well-established cognitive-affective-conative (CAC) model is adept at identifying consumer response types, yet its reliance on sequential linking has been criticized. Cognitive and affective factors affect consumer choices synergistically, rather than independently or orderly, in LSIM. To address this, we employed crisp qualitative comparative analysis (CsQCA) to reveal the dynamic and combined interrelationships between cognitive and affective dimensions, in order to accurately capture consumers' decisions in relation to successful LSIM. Our empirical analysis results identified eight antecedents (four psychological-affective) and eight types of consumer decision-oriented pathways for long- and short-term LSIM success, supplemented by theoretical and practical suggestions for improvement.

Keywords: livestream influencer marketing, cognitive–affective–conative (CAC), crisp qualitative comparative analysis (CsQCA).

Brand-consumer Mimicry In Social Media

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Abstract:
Drawing on theories of consumer mimicry and communication accommodation, this research explores the potential of brand-consumer mimicry (BCM) in social media – a brand's strategic imitation of digital consumers in its attempt to adapt to their techno-culture. Imitation is a powerful way to connect, and BCM presents a novel opportunity for brands to engage with consumer communities and affect prosocial responses. Using field data from TikTok, an emerging creator-driven entertainment platform, and a scenario-based experiment, we examine the impact BCM has on social media engagement. We further investigate the mediating role of perceived social attractiveness and the moderating roles of social media influencer participation and the popularity of the cultural practice being mimicked. The expected findings will contribute to the theorisation of consumer engagement marketing and inform social media marketing and digital content strategy. In doing so, we reimagine the theory and practice of marketer acculturation in the digital world.

Keywords: Brand-consumer mimicry, TikTok, customer engagement marketing

Research Poster

Understanding Control and Transparency in Consumer Data Privacy

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Donia Waseem, The University of Bradford
Joseph Chen, Macquarie University
Zhenhua (Raymond) Xia, Hisense Group
Khai Trieu Chan, The University of Tasmania
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Abstract:
Data-driven marketing provides consumers personalized offerings, but it also makes them feel vulnerable about their privacy. Viewing through the lens of gossip theory, control and transparency are the key suppressors of consumer vulnerability. However, conceptualizations of transparency and control are rarely subject to critical scrutiny and thus their dimensions remain unclear. Previous studies conceptualize control and transparency from rationalistic approaches that overlook individual experience and present a unidimensional description that does not adequately represent the complexity of the conceptualization of these constructs. To fill these research gaps, our research adopts an interpretative approach and a phenomenological research design. Data were collected through 41 semi-structured interviews and analysed through thematic analysis. The findings identify three conceptual dimensions of control: autonomy, easiness, and awareness. Transparency is conceptualized as integrity of information, understandability of communication, and proactivity of data management practices. This research contributes to gossip theory in the consumer data privacy literature.

Keywords: Gossip theory, consumer data privacy, vulnerability

Entrepreneurship and Innovation

Australian Innovation Activities On Firm Performance

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Introduction and Research Aim

Innovation drives productivity and economic growth (Schumpeter, 2012). Innovation activities can be categorised as technological innovation (TI), including product innovation (Prod) and process innovation (Proc), and non-technological innovation (NTI), such as organisational innovation (OI) and marketing innovation (MI) (OECD, 2005). There is distinction between TI and NTI, despite certain overlapping in their functions: e.g., TI is directly related to basic work (hard side) and NTI is directly associated with management and human capital of a firm (soft side) (Damanpour, 1991; OECD, 2005).Yet, innovation research has been biased towards TI, while NTI research has been fragmented and undertested. Also, research outputs in Oceania context are particularly scarcer compared to other regions such as Europe, North America and Asia (Purchase & Volery, 2020). Further, conflicting results were found in the relationships between TI and NTI, and between innovation activities and firm performance (FP) (Rajapathirana & Hui, 2018; Lee et al., 2019; Nguyen et al., 2021).

The aim of this study is:
To address these research gaps by conducting a comprehensive empirical study on the influence of Australian firms' innovation activities on firm performance.

We address two research questions in line with this aim:

RQ1: How do innovation activities influence FP?
RQ2: How do NTI activities interact with TI activities in influencing FP?

Background and/or Conceptual Model

This research adopts the resource-based view (RBV) theory, which sees resources key in creating firm competitive advantage (Grant, 1991; Barney, 1991). We investigate the relationship between four TI and NTI innovation activities (OECD, 2005) and firm performance (FP), including both financial (revenue and operational expenditure) and non-financial (perceived performance compared to last year) measures (Lebans & Euske, 2006). The subjective performance measure is a latent construct, while the financial indicators are objective metrics from the companies' bottom-line reports (Figure 1).

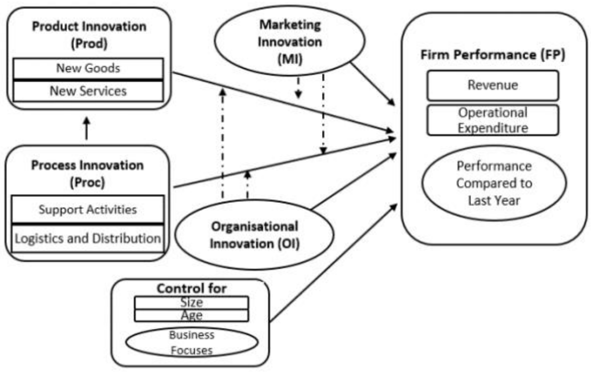

Figure1: Model Construct

As NTI activities are often used to facilitate TI activities (Lee et al., 2019; Mothe & Nguyen, 2010), we hypothesise that NTI activities (MI and OI) moderate the effects of TI activities (Prod and Proc) on FP. Finally, the model controls for business characteristics: business focuses, firm size and firm age. Firm size and firm age have long been used by other scholars with conflicting results (Mothe & Nguyen, 2010; Yang & Yang, 2019; Nguyen et al., 2021). We added business focuses as this influences resource allocation (Grant, 1991) and the ability to undertake any innovation activities, thus will have impact on FP.

Methodology

This study uses secondary data (Business Characteristics Survey, BCS, 2008-2017) from the Australian Bureau of Statistics (ABS).We used exploratory (EFA) and confirmatory factor analysis (CFA), as well as structural equation modelling (SEM) in lavaan package of R program to analyse the associations between innovation activities and FP.

Results and/or Discussion and Contributions

The overall structural model has good measures of fit (CFI = 0.97, TLI = 0.937), RMSEA and SRMA less than 0.053, X^2 = 582.015 (with 31 degree of freedom), supporting the validity of the model (Hair et al., 2018). The R^2 of financial firm performance (FFP, e.g. expenditure 0.456 and revenue 0.353) are higher than R^2 of perceived firm performance (PFP, 0.219), indicating that FFP is easier to explain than the subjective non-FFP. Business focuses, firm size and firm age have strong positive associations with all three FP indicators.

Table 1 summarises the relations hypothesised in Figure 1. MI has a negative effect on revenue, while OI has a positive effect on PFP. New services have a positive effect on PFP, but a negative effect on FFP. The moderating effects of OI for the relationships between new services and process innovation and FP have opposite signs: no significant OI moderation between new services and PFP, but a significant negative effect to FFPs (at low levels of OI, the conditional effect of new service innovation

Response	Predictor	Parameter	Response	Predictor	Parameter
Revenue (Financial FP)	MI	-0.377**	Perceived FP	OI	0.284**
	Proc_Logistics and Distribution	0.11**		Proc_Support Activities	0.068**
	Proc_Support Activities	0.147**		New Goods	0.075**
	New Services	-0.149**		New Services	0.162**
	Interaction New Services & MI	0.55**		Interaction Proc_Logistics and Distribution & OI	-0.115**
	Interaction Proc_Logistics and Distribution & OI	0.381**		Interaction Proc_Support Activities & OI	-0.126**
	Interaction New Services & OI	-0.491**			
Expenditure (Financial FP)	Proc_Logistics and Distribution	0.026**	New Goods	Proc_Logistics and Distribution	0.173**
	Proc_Support Activities	0.034**	New Services	Proc_Logistics and Distribution	0.115**
	New Services	-0.032**		Proc_Support Activities	0.152**
	Interaction New Services & MI	0.179**	Note: ** All parameter significant at p<0.05;		
	Interaction Proc_Logistics and Distribution & OI	0.113**	Shaded cells present the moderation effects. FFP: financial firm performance		
	Interaction New Services & OI	-0.177**	PFP: perceived firm performance		

on FP is higher than at high levels of OI); the moderating effect of OI is also negative for processes and PFP, but positive to FFPs (i.e., the effect of processes on FFP is positive and increasing with the level of OI). There is a positive moderating effect of MI for new services and revenue.

Table 1: Results of the SEM model

Implications for Theory and Practice and Recommendations for Future Research

This exploratory study improves the understanding of the relationships and interactions among TI, NTI, and FP, and offers insights for the optimisation of innovation resource allocation, which in return can help businesses to improve their operational effectiveness and productivity. Yet, this study was conducted at aggregated level using pooled data, without considering differences between industries or other factors that might alter the relationships between innovation and performance (e.g., openness, newness). This analysis has not considered the autocorrelation of metrics expected in time series, given the small number of companies with complete data across time. The time dependence and additional drivers of innovation will be included in future research.

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The Integration Effects Of Marketing And R&d Expenditure On Long-Run Performance

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Abstract:
While many studies have investigated the individual effects of marketing expenditure and R&D expenditure on a company's long-run financial performance, there has not been any research on the interaction effect of these two indicators. Longitudinal data of 145 companies over seven years, including 1015 observations, was collected. We used a generalised method of moments (GMM) approach to analyse the data. It was found that both marketing and R&D expenditure separately had positive and significant effects on financial performance indicators (Tobin's Q ratio and market share) in the long run, but the effect of R&D on Tubin's Q was no supported. In addition, this study revealed a significant interaction effect between marketing expenditure and R&D expenditure on financial performance. The findings demonstrate that companies need to invest in marketing activities to take advantage of R&D in order to improve their long-term performance.

Keywords: Marketing expenditure, R&D expenditure, Financial performance

The Importance Of Market Insertion And Assessment In Commercialisation - Lessons From The Entrepreneurial Innovation Value Model

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Introduction and Research Aim

Innovative small firms (ISFs) comprise a small but important segment of the economy of most OECD nations (Henrekson & Johansson, 2010; OECD, 2010). Innovation occurring in ISFs is typically driven by an entrepreneurial leadership style (Varis & Littunen, 2010), and the effective management of the commercialisation process, which is the key to maximizing value (Ernst, 2002). The ability to understand the factors that drive value can assist entrepreneurs and ISFs undertaking the process of commercialisation, an area that is poorly reported in the extant literature (Adams et al., 2006; Pellikka & Virtanen, 2009). An investigation of the factors influencing successful commercialisation in ISFs built on the existing research literature, and an examination of longitudinal case studies of these firms. This included the role played by dynamic capabilities in securing a competitive advantage (Teece, 2007; 2014). As well as the aim of addressing the need for more theory to guide future research and strategic action within ISFs (Tan, et al., 2009). The aim of this study is:

> *To understand the role played by market insertion and assessment in the success of commercialisation by Innovative Small Firms (ISFs), and how this is explained within the Entrepreneurial Innovation Value (EIV) model.*

We address the following research questions in line with this aim:

RQ1: How important is market insertion and assessment to successful commercialisation?
RQ2: What roles do organisational learning and capabilities play within the innovative small firm where resource scarcity is a key strategic consideration?
RQ3: How important is knowledge management within the top management team and their key employees?
RQ4: What is the importance of third-party networks and complementary actors?

Background and Conceptual Model

The Entrepreneurial Innovation Value Model (EIV) provides strategic framework for understanding the dynamic processes that influence strategic and operational decision making during the commercialisation process of ISFs (Malone et al, 2015; 2020). The EIV builds on work pioneered by Santi et al. (2003) designed to understand the strategic issues impacting successful commercialisation within ISFs (Mazzarol & Reboud, 2011). This identified a three-step process, commencing with an assessment of the potential value (potential rent) of an innovation prior to commercialisation using a conceptual innovation rent framework (Alvarez & Barney, 2004; Alvarez, 2007). This was followed with a second step comprising market insertion and assessment of the competitive forces, and market acceptance of the innovation. Followed by a third step in which the market feedback was examined against the firm's available resources, resulting in a reassessment of the potential value of the innovation (appropriable rent), and then the final value likely to be captured (residual rent) (Duhamel et al., 2014; Do et al, 2014; 2018).

The EIV develops the original innovation rent value capture concepts and extends its with the inclusion of the concepts of dynamic capabilities (DC) (Teece, 2007; 2012; 2014: 2015), and absorptive capacity (ACAP) (Cohen & Levinthal, 1990; Gray, 2006; Zahra & George, 2002). In addition, it demonstrates the importance played by a *Capabilities Architecture*, comprising the soft-systems of knowledge management (KM) (Nonaka & Takeuchi, 1995; Gray, 2006), organisational learning (OL) (Templeton et al., 2004), open innovation (OI) (Chesbrough, 2003), managerial competence (MC) strong entrepreneurial cognition (EC) (Mitchell et al., 2002), entrepreneurial orientation (EO) (Lumpkin & Dess, 1996), and the need to build and sustain social capital (Chesbrough, 2003).

Methodology
The lifecycle of three ISFs were examined against the EIV model. Skin Elements Ltd (SEL), Scanalyse Pty Ltd (SPL) and Live Technologies Pty Ltd (LTPL) were examined in relation to their lifecycle and how they built capabilities during their commercialisation journey. Case study methodology was employed which followed the three firms over their lifecycles (Eisenhardt, 1991). SEL co-created its innovative organic suncare and therapeutic formulations with its manufacturing partners that allowed the firm to move quickly and see success with world release of its skincare technology. SPL was studied over its lifecycle and though it was quick to insert its technology into the market it realised it would need to pivot and adjust its product to a service offering to succeed. The outcome was successful though the cost of pivoting saw the company sold to its competitive peer. LTPL was followed through case study interviews over the period of its operation though failed to achieve a successful outcome primarily due to not engaging with the market and receiving customer (VOC) validations over its CVP.

Results and Discussion
A key finding was that early market entry and co-creation with lead customers drives commercialisation success. Firms that have high dynamic capabilities and strong absorptive capacity are more likely to overcome weaknesses in their innovation, resources, market, and strategy. The most important success factor was found to be how firms applied the C*apabilities' Architecture*. In particular, the ability to engage with key stakeholders in the market (e.g., lead customers, key suppliers, complementary actors), to acquire, assimilate, transform, and exploit knowledge, build trust, and adapt their NPD processes to generate product outcomes likely to gain market diffusion.

Implications for Theory and Practice
The innovative technology is just a start and even the best technology will not commercialise by itself. The technology must be developed concurrently with market insertion, resource, and capabilities development. NPD techniques and business model design are valuable tools but like any tools they are only as good as the skills of the craftsman. The *Capabilities Architecture* is essential to success, and while these are "soft-systems" that can be nebulous, they should be recognised and actively developed from the firm's inception. The training and education provided to start-up entrepreneurs focuses too much on NPD techniques and business model Design (also design thinking), and not enough on the elements of the *Capabilities Architecture*. The firm's resource-based view (RBV) (Barney, 1991) is important, and the DC process offers a means of mitigating any resource weaknesses and scarcity within the ISF in the commercialisation process. Governance and ownership structure are also important to the long-term success of the ISF in extracting value from an innovation. And EIV provides the strategic framework to assess the firm's strategic management of commercialisation.

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Importance Of Components Of Entrepreneurial Ecosystem In Making The Decision For Entrepreneurship

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Introduction and Research Aim

The entrepreneurial ecosystem (EE) concept presents a very lucrative way to support and nourish entrepreneurship (Isenberg, 2010; Stam, 2015; Mason & Brown, 2014; Saxenian, 1996). Despite increasing attention on the EE from scholars and policymakers, the EE framework is underdeveloped (Spigel & Harrison, 2018). Literature provides a long list of components (Isenberg, 2010, 2011; Cohen, 2006) that form the EE, but the impact of the components of EE on entrepreneurship and the formation of new ventures is not discussed (Mack & Mayer, 2016; Acs et al., 2017; Audretsch & Belitski, 2017). The EE literature has also been criticized for treating all elements of EE as equally important (Motoyama & Watkins, 2014; Malecki, 2011).

This paper aims to analyze how EE components affect the decision to start a new venture using the fuzzy TOPSIS method.

- We address the following research question in line with our aim.

RQ 1: Which components of EE are most important in the decision of starting a new venture?
RQ 2: Which components of EE should the policymakers give more priority while developing EE to increase the rate of venture formation?

2. Background and/or Conceptual Model

2.1 Components of EE: The components of EE are, Policy, University, Infrastructure, Open Market, Support Services, Network, Work Talent, Mentors and Role Models, Investment Capital, Supportive Culture, Histories of Entrepreneurship (Spiegel, 2017).

2.2 Decision to start a business: The model for new venture formation (Learned, 1992) shown in figure 1, suggests three dimensions to making the decision to take up entrepreneurship and start a new venture. These dimensions are Propensity to Found, Intension to found, and Sense Making, which culminates in a decision to start a new venture or not.

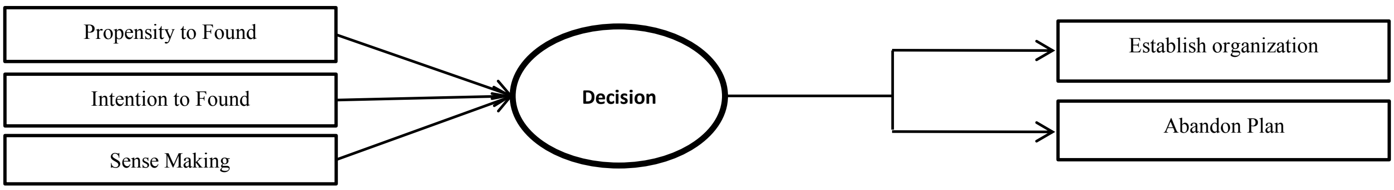

Figure 1: Model for New Venture Formation

3. Methodology

3.1 Data Collection: We collected data from a panel of 15 experts of EE which constitute of 7 entrepreneurs, 3 incubation centre heads, 5 researchers of entrepreneurship and EE. The experts used linguistic terms to indicate the influence of components of EE on the dimension of decision to start a new venture using a pairwise relation matrix.

3.2 Method: We have used Fuzzy TOPSIS model to evaluate the importance of different components of EE in influencing the decision to start new venture. The linguistic terms were converted to fuzzy numbers using fuzzy numbers triangular (TFNs). We used fuzzy concept to account for the uncertainty of human response when analyzing a complex system such as EE.

3.3 Research Design Framework: The determinants of Propensity to Found (Oyeku et al., 2014; Afzal et al., 2018), Intension to found (Ajzen, 1991), and Sense Making (Abetti, 1992) were identified from the literature on entrepreneurship, EE and business organisation and are shown in figure 2 along with the framework for implementing fuzzy TOPSIS analysis.

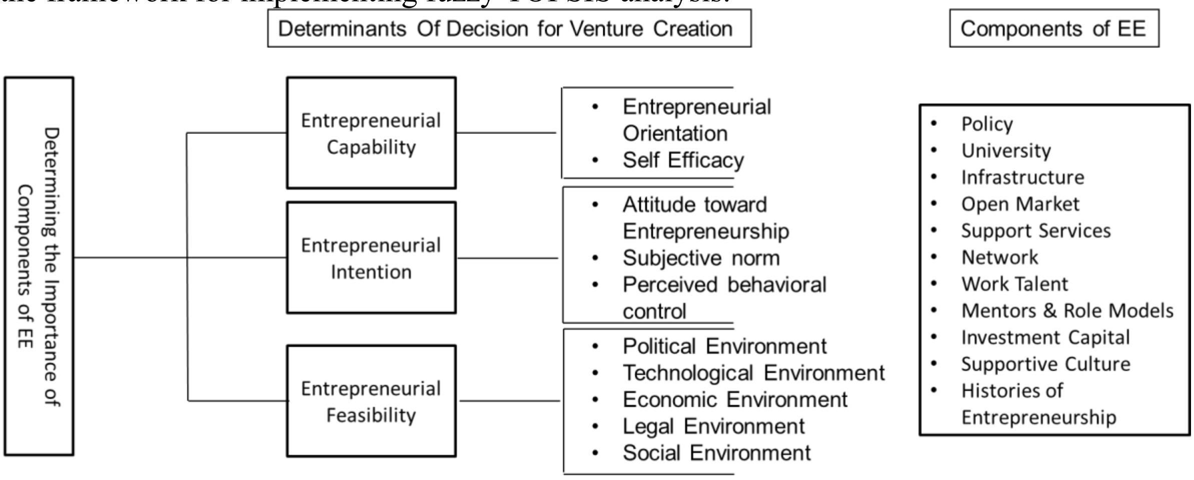

Figure 2: Framework for implementing fuzzy TOPSIS analysis

Results and Discussion

From the proposed fuzzy TOPSIS method, we find out that University (A2) & Supportive Culture (A10) and are the most important components for enabling entrepreneurship. Also, Policy (A1), Mentors and Role Models(A8), Support Services (A5) are ranked higher and indicate that they have more significance in increasing the rate of entrepreneurship. These results are shown in table 1 and figure 3. Thus policy makers should concentrate on the high ranked coefficients while developing the EE.

	d_i^*	d_i^-	CC_i	Rank
A1	1.868	2.115	0.531	3
A2	0.83	2.955	0.781	1
A3	3.085	0.553	0.152	11
A4	2.405	1.585	0.397	9
A5	1.942	2.121	0.522	5
A6	2.181	1.644	0.43	7
A7	2.873	0.973	0.253	10
A8	1.897	2.073	0.522	4
A9	2.52	1.222	0.327	8
A10	1.339	2.514	0.652	2
A11	2.211	1.773	0.445	6

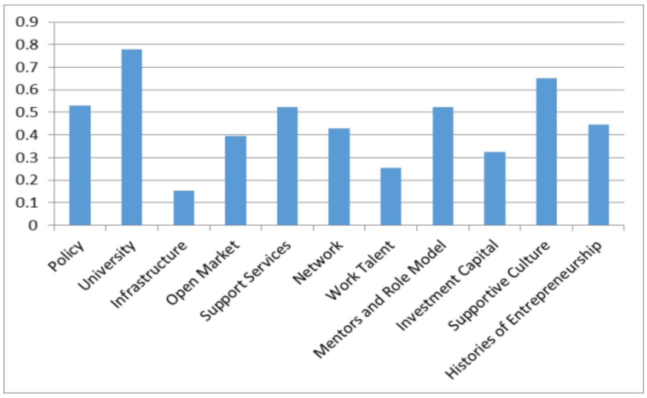

Table 1: Ranking of Components based on Closeness Coefficient (CC_i)value

Contributions

Through our study we have presented a model though which policymaker will have a clearer idea about which components to focus on when developing an EE. They will have knowledge of which components are more important in the decision making of starting a venture. Thus Policymakers will have more control over establishing the entrepreneurial ecosystem.

Implication for Theory and Practice

6.1 Theory: We contributed to understanding the relationship between the components and outcome of EE on which the literature is very limited. Our contribution also lies in identifying the importance of components of EE that the literature has lacked.

6.2 Practice: Our study provides the analysis of what are the components that have more importance and needs special attention. Thus, instead of trying to develop all the components together the policymakers will have adequate understanding on what should be developed first and what will follow eventually.

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Exploring Artificial Intelligence Readiness For Firms

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Abstract:
Artificial Intelligence (AI) is believed to be the next big thing in business. However, many firms report low or negligible return from their investment in AI because they lack the proper foundation to adopt and operate AI. Thus, companies should first consider how ready they are to implement various types of AI solutions. Hence, this study aims to explore factors that can help organizations to improve their ability and capability to adopt and implement AI. In so doing, this study adopts a qualitative approach using semi-structured in-depth interviews with managers of multinational corporations. Based on the results we present a framework demonstrating the factors facilitating firms' AI deployment. This study contributes to theory and practice in the field of marketing by shedding light on the necessary mechanisms for firms to efficiently implement AI and realize its value.

Keywords: Artificial Intelligence; Adoption; Qualitative.

A Consumer Research Method For Entrepreneurial Ventures

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Abstract:
Market researchers have developed sophisticated techniques to acquire consumer insights for building more effective brand narratives. However, in many cases these techniques have failed to diffuse to smaller firms and entrepreneurial ventures because of knowledge, expertise and cost constraints. This paper outlines a simple adaptation of the well-established Q-sort methodology which is now being field tested. A single research coach (often an academic) can work with entrepreneurs to develop sets of attributes and benefits, and to structure them into a simple applied research format. Company personnel can then engage directly with customers, collecting data at low cost while developing deeper relationships with their customers. The data will clarify which attributes, benefits, and origin stories will resonate with customers. This approach is simple, cost-effective and informs brand narratives that speak to consumer interests and concerns. This will increase success rates, reduce the economic costs of failure, and improve consumer welfare

Keywords: entrepreneurship, brand narrative, methodology.

Identification Of Performance Contributing Indicators Of Technology-based Startups

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Abstract:
Currently, the expansion of Technology-based Startup's (TBS's) has a favourable impact on the economy of a nation. It is critical to discover and understand the features that contribute to the TBS success or failure in terms of performance. Predictive behaviour has been the topic of previous study, which has subjected the traits to subjective analysis. According to our knowledge, there are no current studies that examine feature selection systems to highlight the most significant indicators that contribute to the success of TBS. By accumulating data from one of the distinguished open source platform Kaggle, this exploratory study embraces consecutive statistical-machine learning-based dual strategies to categorize the distinguish potential features that determine success. We successfully obtained 12 crucial features, which majorly influences the success of TBS. The relevant features aggregated in this paper and the methodologies would favour the enterprise owners and Investors for decision-making capability and future research possibilities.

Keywords: Technology-based Startup, feature selection, potential features

How Market Orientation Affects Digital Servitization: The Role Of Managerial Levels

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Abstract:
Whether top and middle management contributions to dynamic capability deployment in market-driving firms differ depending on whether a change is internally versus externally induced remains unclear. In studying the special case of digital servitization, our findings substantiate that successful leverage of a firm's market-driving orientation rests on producing a competitive business model that can shape markets, and that this process requires deployment of its dynamic capabilities. Furthermore, we illuminate that this market-driving dynamic capability deployment involves senior managers as well as middle and non-managers who contribute variously to the three underlying processes of sensing, seizing and reconfiguring in the face of internally versus externally induced changes.

Keywords: Market orientation; Dynamic capability; Strategy

Towards A Digital Marketing Exchange Framework: Reimagining Knowledge

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Rosalind Jones, Liverpool John Moores

Abstract:
With a constantly expanding and shifting marketing technology landscape, knowledge exchange is an imperative for businesses that want to secure a positive return on their investment in marketing technologies. However, the evidence points to poor levels of marketing technology adoption, particularly by small businesses and to difficulties for these businesses in accessing the knowledge they need to make informed technology investment decisions. Our paper has important implications for the study of Digital Transformation and Digital Entrepreneurship, both of which recognise the importance of knowledge creation and application. Based on prior field data collection and theorising, the paper proposes a conceptual framework which advances two new modes of knowledge exchange and capture between businesses, universities and third-party agencies including consultancies, digital marketing agencies, and technology vendors. The framework will allow for reimagining key actor roles to stimulate entrepreneurship through enhanced digital marketing technology.

Keywords: Knowledge Exchange; Digital Marketing; Entrepreneurship.

Pivoting As A Dialectical Process: Insights From A Business Model Context

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Abstract
Drawing on an ethnographic study of a start-up, we studied the process of pivoting over time in the context of emerging business models. As the study unfolded, it became evident that the start-up pivoted from an initial linear business model to a circular business model and subsequently to a platform business model. These business models resembled thesis, antithesis, and synthesis, which we conceptualise as outcomes of a dialectical process. The study contributes to the entrepreneurship and innovation literature by providing deep insights into the dialectical process of pivoting. Importantly, our research highlights that pivoting is an organisational process characterised by continuity and change. The research is relevant for entrepreneurs as it provides an in-depth account of the process and benefits of experimenting with multiple business models in parallel.

Keywords: pivoting, entrepreneurship, dialectics

Complementors´ Connectivity Technologies And Ecosystems – Archetype Strategies

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Lucas Miehé, The University of St.Gallen
Anita Radon, Sodertorn University
Rana Mostaghel, Mälardalen University

Abstract:

Supporting fast and extensive data transfer, and connectivity technologies entail opportunities for stronger inter-firm collaboration and new value propositions, i.e., for business model innovation. Whereas prior research has mainly focused on connectivity-induced changes in the business models of ecosystem orchestrators, we turn the attention to (prospective) ecosystem complementors. We examine how digital service providers can enter an ecosystem and connect themselves to its value proposition. Based on an explorative qualitative study of four cases in mobility, we develop four archetypical connection strategies for complementors. We observe that the four archetypes differ in their implications for the ecosystem value proposition, for the role of other actors in the ecosystem, and for the triple-bottom-line performance of the ecosystem. Connectivity technologies can combine economic, environmental, and social advantages.

Keywords: Digitalization; connectivity; business model innovation; meta-organizational design

Business Incubator Services: An Owner/manager Perspective

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Introduction and Research Aim

Similar to other developing countries, South Africa's economy is characterised by high unemployment rates, income inequality, and poor economic development and growth (Fatoki, 2018). Small business development has been prioritised at national and provincial levels as a means to revitalise the economy and stimulate entrepreneurial activity, which in turn, will create job opportunities and boost economic activity (Agbenyegah & Mahohoma, 2020). However, small businesses are conflicted with multiple challenges stemming from financial, management and environmental factors (Mukwarami et al., 2020). Asah & Louw (2021) indicate that the survival rate of small businesses within South Africa is extremely low, with an average of 75 percent of small businesses failing to operate within the first five years of existence. As such, business incubators are being developed as a means to offer support to small businesses and improve the low survival rate currently experienced amongst small businesses (Allie-Edries & Mupela, 2019). Business incubators are known to provide support to small business owners, especially during their start-up period, so that they can develop within a nurtured environment until they are capable of operating and withstanding the market conditions without support. Furthermore, business incubators provide support to small business owners by offering various resources, services and business network contacts that they would otherwise not have had access to (Lose, 2021). More specifically, business incubators provide physical facilities (office space, conference rooms, telephone, internet and networking facilities) (Allie-Edries & Mupela, 2019; Masutha & Rogerson, 2015); general business services (secretarial services, access to printers and inventory management) (Schutte & Barbeau, 2022); management services (business plan development, human resource management, advertising and research development) (Masutha & Rogerson, 2015; Schutte & Barbeau, 2022); and networking services (internal and external contacts) (Allie-Edries & Mupela, 2019).

Business owners can be defined as entrepreneurs, who are individuals who start a business with the intention of making a profit and assume the risks if the business is unsuccessful (Ladzani, 2019). Booysen (2015) highlights that while entrepreneurs are innovative and have good ideas to start a business, they may lack the skills required to effectively manage a small business. Azam and Abdullah (2015) indicate that entrepreneurial skills will essentially be necessary to start, develop and finance a business, but managerial competencies will be required to grow the business. Owners and managers' skills and competencies are known to affect the survival and sustainability of small business operations (Agbenyegah & Mahohoma, 2020). In general, business owners should establish a business, but once a certain level of development is reached, it should be further directed by professional management in order to ensure its long-term success and sustainability (Bushe, 2019). However, this is often not the case amongst small business owners as they face various challenges that lead them to become the owners and managers of their businesses. Therefore, it is important to determine whether differences exist between the small business owners and managers' perceived importance of business incubator services so that sufficient support can be offered to both owners and managers, which forms the aim of this study.

Methodology

A descriptive research design, making use of a cross-sectional sample was followed for this study. The sampling frame consisted of a list, obtained from Vaal Triangle Info Business Directory (Vaal Triangle Info, 2022), of small business owners and managers situated in the Vaal Triangle region of South Africa. Non-probability judgement sampling was used to select 125 small businesses from this list, emanating from various industry sectors. According to the National Small Business Act (102 of 1996), small businesses are defined by having no more than 50 employees and as such, a screening question was included in the questionnaire to ascertain that the target sample used for this study were defined correctly. The participants were requested to complete a structured, self-administered questionnaire that comprised four constructs relating to the services offered by business incubators. Moreover, the participants had to indicate their perceptions regarding the importance of the incubator services on a six-point Likert scale. Cronbach's alpha was computed for each construct to ensure internal consistency reliability. In addition, an independent samples t-test was computed to determine whether differences exist between small business owners and managers' perceptions regarding the importance of business incubator services.

Results and discussion

A total of 108 responses were received, with 54 responses from small business owners and 54 responses from small business managers, representing an equal response. Internal consistency reliability was ascertained as all the constructs measuring the importance of incubator services returned Cronbach alpha values of above 0.6, exceeding the acceptable level (Malhotra, 2020).

Table 1: Owners versus managers' perceived importance of business incubator services

	Owner		**Manager**			
Risks	**Mean n=54**	**Standard deviation**	**Mean n=54**	**Standard deviation**	**t-values**	**p-values**
Physical facilities	4.30	0.78	4.53	0.81	-1.49	0.140
General business services	4.20	1.04	4.66	0.85	-2.48	0.015*
Management services	4.42	1.23	4.59	0.92	-0.83	0.408
Networking and professional services	4.44	1.09	4.62	0.96	-0.95	0.344

* Significant at $p < 0.05$

From Table 1, it is evident that no statistically significant differences were found between the small business owners and managers' perceived importance of the physical facilities, management services and networking and professional services offered by business incubators. However, a statistically significant difference was found between the small business owners and managers' perceived importance of general services offered by business incubators. To determine the practical significance of the difference, Cohen's D was calculated. The Cohen's D value for general business services is 0.478, suggesting a small to medium practical effect (Pallant, 2007). This suggests that small business managers perceive the general business services offered by business incubators slightly more important compared to small business owners.

Implications for theory and practice

This study contributes to the limited literature available on the service offerings of business incubators in South Africa as the concept is relatively new. The results of this study indicate that the general business services offered by business incubators are slightly more important to small business managers than to small business owners. As such, business incubator managers should tailor the general business service offerings to specifically meet the needs of small business managers in order to ensure that they receive the required level of support that they need. Business incubator managers do not need to adjust their service offerings for the physical facilities, management services and networking and professional services as there were no differences found between the small business owners and managers' perceived importance of these services.

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Collaborating To Compete: Shaping Markets In Small Open Economies

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Abstract:
New Zealand's wine industry shows an interesting, but under-researched phenomenon of market-shaping, where entrepreneurs, industry associations and government bodies collectively innovate and reconfigure institutional arrangements in local market systems to compete in international markets. This interplay of collaboration and competition is rarely discussed in the market-shaping literature, neither are dynamics of market-shaping at the interface of local and international markets. This study explores two cases: the Screw Cap and the Lighter Wine initiative – both, launched and embedded in New Zealand's entrepreneurial ecosystem of wine growers and producers, shaped the international wine market. Based on rich insights from 40 in-depth interviews, 60 pages of email correspondence and more than 1500 pages of secondary data, we developed a market-shaping cycle consisting of five market-shaping processes that reflect both entrepreneurs' collaborative and competitive efforts to shape international markets through an entrepreneurial ecosystem situated in a small open economy.

Keywords: Market-shaping, entrepreneurial ecosystems, internationalization

GAMMA Symposium

Exploring The Factors That Drive Donations Towards Social Robots

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Michael Lwin, Western Sydney University
Omar Mubin, Western Sydney University
Aila Khan, Western Sydney University

Abstract:
The adoption of social robots in hospitality, medical and education sectors (Flandorfer, 2012; Valentí Soler et al., 2015) have seen a rise over the past decade. Scholars suggest Technology Acceptance Model (TAM) and the social robot's personality could influence the adoption of the technology (Davis, 1989, Robert, 2018). However, there is limited empirical evidence that examines how the social robot's personality can drive donations (e.g. Robert, 2018). This conceptual paper fulfils this research gap and proposes how the social robot can drive donations using the PAMSR model: "perceived ease of use", "perceived usefulness", "reactance", "attitude towards social robot", "empathy", "trust", "likability", and "perceived expertise of a social robot", "reactance to the persuasion attempt" and "donation intentions". This paper provides insights to organisations that want to raise funds using social robots post pandemic. These insights will equip future researchers and robotic engineers to develop more persuasive social robot.

Keywords: Charity, Social robot, Personality

Defining Commercial Sharing Services Users Interests - Social Network Analysis Approach

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Vera Rebiazina, HSE University

Introduction and Research Aim

Digital revolution has radically transformed society and business environment, on the consumers' part, it is the emergence of the digital identity (Feher, 2021) and of the new type of the consumer – digital consumer (Fiore, 2008; Matt, Trenz, & Cheung, 2019). On the business side, it's the transformation of the interaction between companies and consumers, and of the business-models: now, companies can involve consumers in the process of creating value (Matt, Trenz, & Cheung, 2019). An example of such new services is commercial sharing services (CSS), where users can share underutilized resources (Hamari et al., 2016).

Today, consumers become more demanding, they expect a positive effect from companies analysing their data, so latter need to anticipate consumer needs and interests (Euromonitor, 2021). Thus, the aim of this study is to define psychographics of users of the digital services on the example of the most popular CSS based on users' social networks data. We address two research questions in line with this aim:

- ***RQ1***: what are the main CSS users' interests?
- ***RQ2***: are there differences in interests of the users of different CSS?

The object of the study is the users of CSS in Russia. In this research CSS are defined as marketer-managed systems providing consumers with the opportunity to enjoy product benefits without ownership (Lamberton & Rose, 2012). CSS are chosen since they are digital platforms, the functioning of which is carried out through the Internet. Also, the psychological characteristics of CSS users and their interests are still poorly studied. By exploring CSS users' digital footprints on social networks, it is possible to find differences among consumers of various CSS and develop digital strategies, depending on the consumers' interests.

Consumer's digital behaviour and digital footprint

The concept of the extended self was presented by Russell Belk in 1988 (Belk, 1988). The author revealed that a person's identity extends to objects around. In the digital world, a person's identity extends to many avatars, which reflect the user's personality traits and can influence a person's life offline (Belk, 2013). The data used to analyse consumers' digital behaviour can be called consumers' digital footprint. In this research, digital footprint is understood as the information and data that consumers generate, through purposive action or passive recording, when they go online (Thatcher, 2014). In the social network, digital footprint can take the form of posts, likes, comments, etc. In this research, the authors use consumer digital footprint data to anayse consumer digital identity to develop a consumer digital portrait.

Methodology

The authors analyse public posts from profiles of CSS users' from the most popular Russian social network – VKontakte. The research unit of this study is the set of public posts in the VKontakte user's profile. Posts can be in the form of a photo or in the form of video or text. In this study, text data is used. The communities of the most popular CSS among Russian users are selected: carpooling, carsharing, clothing sharing, coliving, coworking, crowdfunding, and freelancing to define users' interests and find the differences between users of the main CCS. Data scraping was conducted using Python via the VKontakte API (Application Programming Interface). As a result, the authors collected data on more than 24,000 users of the VKontakte social network who are members of selected CSS communities. To improve the quality of the model, users with restricted access to the profile, as well as with too small and too large a quantity of posts were removed from the sample. The final sample size of the empirical part is 17,184 users. Consequently, this data was analysed using topic modelling.

Results and, Discussion and Contributions

As the result of the topic modelling and answering ***RQ1***, an optimal number of topics interesting for the consumers was determined – 13: “Cooking”, “Cultural recreation”, “Contests in social networks”, “English language”, “Business”, “Congratulations”, “Games”, “Philosophy”, “Health and sport”, “Animal care, shelters”, “E-business”, “Music”, “Politics”. From the analysis, it can be concluded that the most popular topics are philosophical topics and congratulations on holidays, and the least discussed is the topic of games.

For each user authors developed an individual topic profile, where the topic profile is a vector with probabilities of each ща 13 topics being mentioned in the consumers’ social network profile. Based on individual topic profiles, the topic profile on the communities’ level for different categories of services was calculated. Since the topic profile is a vector, it is possible to calculate the distances between these vectors and estimate the degree of similarity of the CSS users from the different communities. To perform this task, the cosine distances between the community topic profiles are calculated. The results are shown in Figure 1.

	Carpooling	Carsharing	Sharing of clothes	Coliving	Coworking	Crowd-funding	Freelance
Carpooling	0	0,18	0,16	0,12	0,17	0,25	0,36
Carsharing	0,18	0	0,02	0,21	0,18	0,06	0,27
Sharing of clothes	0,16	0,02	0	0,17	0,19	0,03	0,19
Coliving	0,12	0,21	0,17	0	0,05	0,26	0,4
Coworking	0,17	0,18	0,19	0,05	0	0,26	0,48
Crowdfunding	0,25	0,06	0,03	0,26	0,26	0	0,13
Freelance	0,36	0,27	0,19	0,4	0,48	0,13	0

Based on the cosine distances between the topic profiles, similar community profiles (number closest to zero) and significantly different community profiles (number closest to 1) were identified. These results demonstrate that there are differences in the interests of different services users, which is the answer to ***RQ2***.

Implications for Theory and Practice

This paper presents approach to analysing digital identities of CSS users and contributes the understanding of psychographic characteristics of CSS users, specifically – their interests. The presented methodology allows to develop a psychographic portrait of almost any social network user who has open information in the profile. Application of digital behaviour analysis is also of great importance for recommendation systems and personalization for business: the similarity of the topic profiles of some communities (for example, freelancing and coworking) can be used by CSS to increase sales, for cross-selling, and as part of services’ collaboration. The results demonstrate that the psychographic characteristics of different services users are different, which means that it is necessary to differentiate marketing communications based on the users’ data. Analysis of CSS communities subscribers’ behaviour using social networks data provides an opportunity for companies and researchers, as they can quickly and cost-effectively obtain the necessary information about the psychographic characteristics of users.

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The Effect Of Value Perception On Consumer Ambivalence, Attitude, And Behavior In Purchasing Affordable Luxury For Gifts

Minjung Cho, Yonsei University
Eunju Ko, Yonsei University

Abstract:
Social media platforms that allow users to easily send and receive gifts are booming; hence, affordable luxury market targeting the young generation must be taken into account. This study investigates how value perception influences consumer ambivalence (pleasure, guilt), attitude, and purchase intention when purchasing affordable luxury as a gift. We conducted a survey of consumers who had purchased affordable luxury items for gift giving. Findings reveal that value perceptions of affordable luxury have a positive influence on consumer pleasure, and consumer ambivalence influenced on attitude and intention. Notably, this study found that consumer guilt can be reduced when purchasing luxury. This study helps marketers and managers understand consumer attitudes and behavior in affordable luxury in the context of gift-giving.

Keywords: Affordable luxury, Gift giving, Value perception

Academic And Practical Implications Of Regenerated Textile Fibers For Sustainable Fashion

Yaewon Park, Yonsei University
Taeryn Kim, Yonsei University
Daun Kim, Yonsei University

Abstract:
In the fashion industry, regenerated fibers are deemed crucial for circular manufacturing and sustainable marketing. This review focuses on recent progress in regenerated fibers derived from novel sources, including textile wastes, alternative carbohydrates, and microbial mass. Raw materials, fiber spinning, mechanical properties, and biodegradabilities of the regenerated fibers from alternative sources are compared to commercially available fibers such as rayon and lyocell. As several luxury brands have started incorporating these emerging types of regenerated fibers within their products, this review will provide opportunities for materials scientists and fashion marketers to collaborate and take a step forward to more sustainable fashion industry.

Keywords: sustainable fashion, regenerated fibers, circular manufacturing

Impact Of Erotic Capital Of Luxury Brands On Consumption Value And Purchase Intention

Won Bae Pang, Naver
Eunju Ko, Yonsei University

Abstract:
Luxury brands continue to grow despite the current difficult economic conditions. However, in the luxury market, which was recently led by the middle-aged demographic, consumers in their 30s are rapidly emerging as the main customer base of luxury brands. Previous research, to our best knowledge, has been limited in explaining this recent phenomenon; therefore, this study intends to investigate by introducing a new variable, called the "erotic capital of luxury brands," and studying how it affects consumption value of luxury brands and purchase intentions. To this end, a survey was conducted targeting 121 consumers who had purchasing experience with 20 top-selling luxury brands in a specific department store. As a result, the study revealed that those in their 30s consume luxury brands to maximize their value via increasing their personal appearance and attractiveness. This study is expected to be a useful resource when luxury brands want to expand their consumer base by maximizing their attractive values while maintaining traditional values.

Keywords: erotic capital, luxury brand, consumption value, purchase intention

A Study On Interactional Value Co-creation In A Digital Context

Lars-Erik Casper Ferm, The University of Queensland
Jay Weerawardena, The University of Queensland
Ranjan Kumar, EDHEC Business Schoo
Park Thaichon, Griffith University

Abstract:
Combined with rapid technological advancements, which have disrupted industries and connected customers like never before, the methods and ways in which customers undergo value co-creation (VCC) are no longer explainable via traditional VCC understandings. Within a digital context, customers are proposed to engage in digital value co-creation (DVCC) through interactions across complex and interwoven ecosystems of firms, other customers, digital devices, and digital platforms. However, whilst DVCC research has undergone investigative fervour, there remains conceptual confusion to what DVCC *is* – resulting in fragmented literature. Against this backdrop, this study seeks to align extant DVCC literature and address these gaps by highlighting the interactional processes that customers experience, in a digital context, by developing a comprehensive conceptual framework to guide future research. This paper’s findings will have important implications to advance extant literature, and practice, by providing a holistic theoretical framework and filling the ‘black box’ of DVCC interactional practices.

Keywords: digital value co-creation (DVCC), interactions, digital ecosystems

Consumer Experience Of Luxury Brand In Metaverse

QI Jiang, Changwon National University
Miyea Kim, Changwon National University
Eunju Ko, Yonsei University
Kyung Hoon Kim, Changwon National University

Abstract:
Metaverse is a platform for virtual worlds beyond reality. Luxury brands try to be different from ordinary brands by using the metaverse. For example, Gucci opened 'The GUCCI Archetypes Seoul' in Zepeto to provide experiences of luxury brands in the metaverse. The user's avatar has the chance to wear Gucci clothes and accessories when they are in the metaverse. How can we describe the metaverse experiences of luxury brands? This study investigates metaverse experiences; it also developed a sub-construct of metaverse experiences in luxury brands. To do this, we try to identify metaverse experiences based on Holbrook and Hirschman's (1982) research on the experiential aspects of consumption, including fantasies, feelings, and fun. These sub-constructions of experience can explain luxury brands' consumer experiences in the metaverse. This study contributes to the understanding of consumer behaviour in the metaverse. In addition, it can contribute to managing the metaverse's content in luxury brands.

Keywords: Metaverse, Consumer experience, Luxury brand

The Effect Of Luxury Fashion Brand Virtual Space On Consumer's Imagination And Continuous Usage Intention

Hyojo Jung, Yonsei University
Eunjo Ko, Yonsei University

Abstract:
Today, VR, AR, and MR technologies that travel between real world and virtual world are rapidly developing. These technologies are adopted in luxury fashion brands among various industries for virtual fashion shows and runways, virtual retail shops, and virtual fitting services. This study aims to investigate the effect of the virtual space elements of luxury fashion brands on the imaginary space, perceived usefulness, perceived playfulness, and continuous usage intention. Prada, one of the most active brands in the VR field, was selected as the stimulus for the interview. The participants experienced virtual fashion show space through VR headset (Oculus Quest 2) before answering the interview questions. The interview results were analyzed by extracting keywords and showed various implications of the virtual fashion space. Through the results of this study, fashion companies will be able to establish useful marketing strategies for consumers' immersive and playful experiences when introducing VR technology.

Keywords: Virtual reality, Virtual space, Continuous Usage Intention

Brain's Environmental Crisis Network

Meiling Yin, SungKwunKwan University
WENYING TAN, SungKwunKwan University
Jin Ho Yun, The Wharton School, University of Pennsylvania
Eun-Ju Lee, Neuro Intelligence Center, Sungkyunkwan University

Abstract:
Climate change is a major threat to humanity that endangers the way we live. If a critical mass of consumers can consider the consequences of the consumption choices they make every day, we might have hope for a better future. From a neuroethical viewpoint, we examined how a consumer's climate crisis can be awakened and lead to eco-friendly consumption. To explore the neural mechanisms that underlie climate change, 21 human subjects participated in this project while undergoing scanning with functional magnetic resonance imaging (fMRI). We find greater activation in the occipitotemporal regions and smaller activation in precuneus for climate change conditions. The precuneus involved in egocentric thinking is negatively related to consumers' preference for eco-friendly consumption. This paper is the first attempt in marketing to provide an integrative brain map for climate crises in green marketing. Using this brain map, marketers can better promote eco-friendly consumption based on an altruistic perspective.

Keywords: climate change, eco-friendly consumption, fMRI, precuneus, occipitotemporal

Effects Of Environmental Cues Of Virtual Stores In The Metaverse On Pleasure And Behavioral Intention

HoiSoo Um, Yonsei University
Eunju Ko, Yonsei University

Abstract:
The increasing development of digital technology has led to the expansion of communication through online platforms, and various economic and social activities in the metaverse, a 3-dimensional virtual space, are recently being highlighted. This study investigates how online environmental cues (i.e., visual, informational) that are perceptible in the virtual store influence pleasure and behavioral intention by focusing on the moderating effect of fashion involvement and self-congruity. This study invites users of ZEPETO, a metaverse platform in Korea, to participate in a questionnaire survey after they visit the virtual stores of Christian Louboutin and Ralph Lauren on the platform. Results showed that both visual and informational cues positively affected emotional and cognitive pleasure. It also confirmed that cognitive pleasure had positive effect in behavioral intention. However, self-congruity of the store personality and fashion involvement had no moderating influence on the effects of environmental cues on pleasure.

Keywords: Environmental cue, Pleasure, Behavioral intention

How Can Positive Psychology Help Consumers To Make Better Decisions? Evidence From A Neuromarketing Study

Han Na Choi, SungKyunKwan University
Meiling Yin, SungKwunKwan University
Eun-Ju Lee, Neuro Intelligence Center, Sungkyunkwan University

Introduction and Research Aim

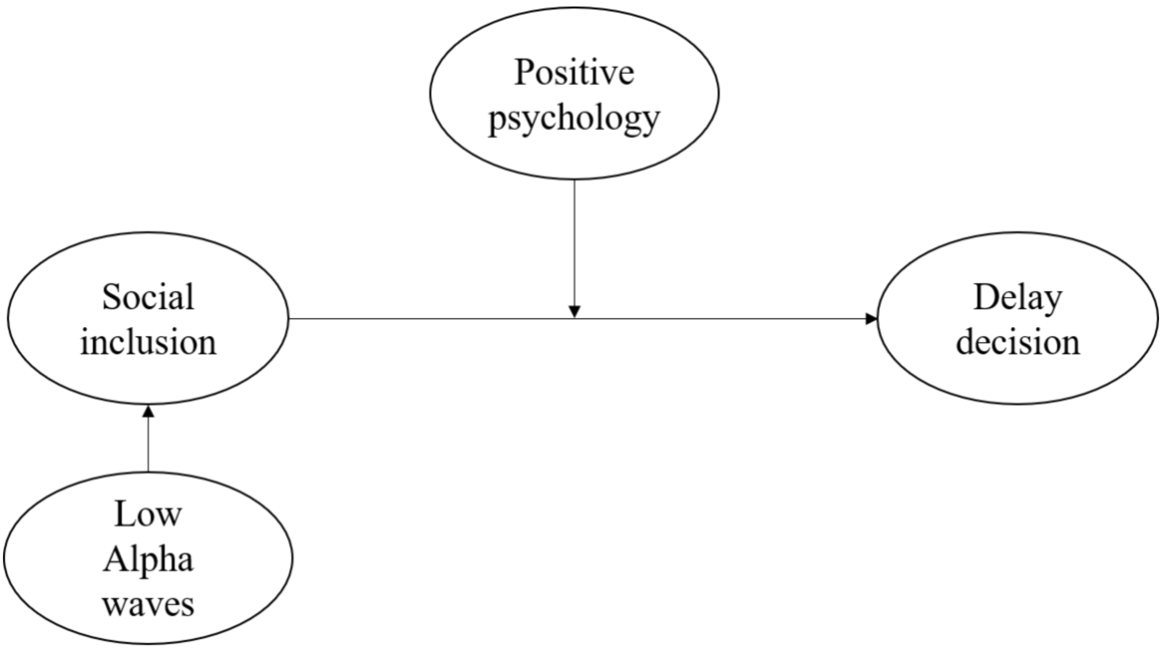
Disconnection from the outside due to social distancing causes psychological depression and acts as a problem in mental health (Pandi-Perumal et al., 2021; Torales et al., 2020). Huang & Zhao (2020) demonstrated that 35.1% of the participants in the experiment showed anxiety disorder during the spread of COVID-19, it was revealed that negative emotions generated by the absence of direct meetings cause losses in mental and physical health and negatively affect individual happiness (Marmarosh et al., 2020). According to these results, many researchers argue for the necessity of a plan for positive psychological fixation based on psychological findings on the importance of social networks.
The aim of this study is:

> *In this study, social cohesion and belonging are expected to induce positive psychology to promote individual happiness and generate alpha waves in the frontal brain. It also reveals that positive psychology increases delayed behavior.*

We address two research questions in line with this aim:

> **RQ1: Compared to negative psychology (disease threat), positive psychology will increase delayed behavior.**
> **RQ2: Compared to negative psychology (disease threat), positive psychology increases alpha waves in the right frontal lobe.**

Background and/or Conceptual Model



The situation in which social intercourse was avoided due to the threat of disease increased individual depression and fatigue (Mandal et al., 2021). In reference to this phenomenon, many psychology experts say that humans are inherently community-minded (Sarracino, 2010), these communities expressed the meaning of making individuals feel psychological stability and intimacy through mutual relations (Veenhoven, 1991).

However, in the event of a disease-like threat, individual depression caused by social control leads to impulsive consumption (JZ Sneath et al., 2009), in addition, it was revealed that anxiety, concern, and uncertainty about the future tended to seek immediate compensation rather than delayed compensation (DA Worthy et al., 2014). Based on this, the study predicted that delay compensation would be preferred rather than immediate compensation if anxiety and concerns were excluded and positive psychology occurred due to social cohesion.

Methodology
This EEG experiment was conducted on 14 college students and graduate students, and the experiment was conducted in an experimental booth. In this EEG experiment, a hat with 64 electrode channels attached was covered on the subject's head and then an electrode glue was injected into each channel. The experiment showed that images of two conditions (disease threat vs. social inclusion) stared at 30 pictures and then finally we provided the subjects with decision-making time for questions. The question included five questions asking whether to choose immediate or delayed reward.

Results and/or Discussion and Contributions

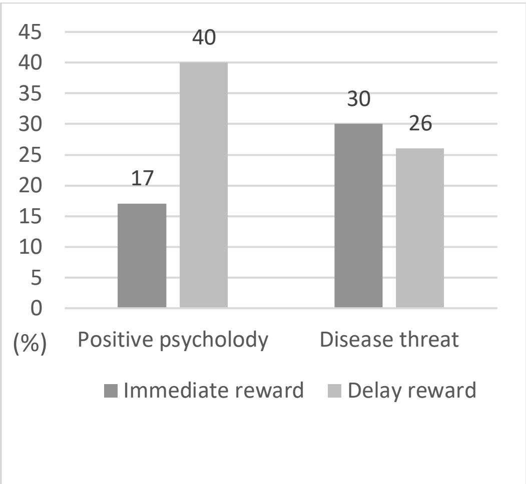


Fig1. Behavior result

Unlike preferring immediate compensation options under conditions of disease threat, the rate of choosing delayed compensation was high under conditions that induce positive psychology.

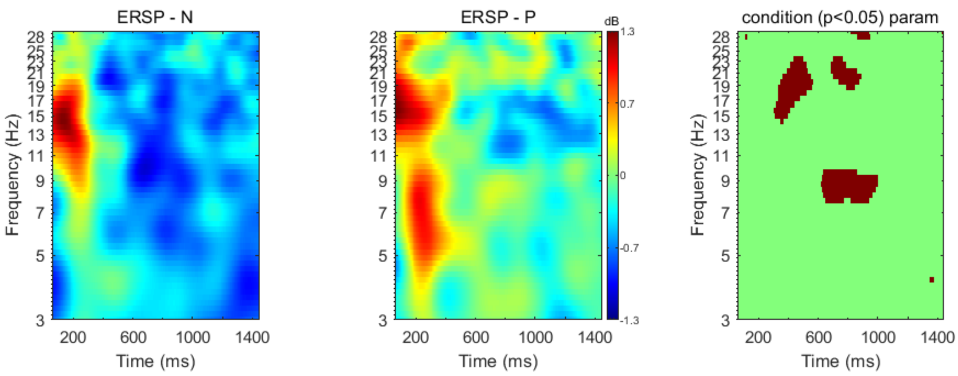


Fig2. Time-Frequency Analysis results (FC2)
Comparing the image associated with the human-threatening disease threat (ERSP-N) and the positive psychological image generated by the social sense of belonging (ERSP-P), it can be seen that the alpha waves (8-13 Hz) of the right frontal lobe of the subject were more pronounced in the image.

Implications for Theory and Practice
This study revealed that social inclusion induces positive psychology as opposed to disease threats, and pursues delayed compensation rather than immediate compensation. These results report that situations of negative emotions and threats, such as depression, lead to unintended impulsive immediate

compensation from consumers, it is thought that it could help to find ways to reduce guilt and regret after unplanned consumption.

In addition, since inducing positive emotions from consumers correlates with the success of digital marketing campaigns (JF Reyes, 2016), it is expected that social cohesion that induces positive emotions can be proposed to be injected into practical marketing.

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Service Experience And Its Relationship To Repurchase Intention In The Capital Goods Industry

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Kyung Hoon Kim, Changwon National University

Abstract:
Service is gaining interest as a key factor for increasing corporate growth and customer loyalty. A great deal of B2B companies are trying to increase the value of service experience by digitizing services, which differentiates themselves from competitors. In this study, we investigate the effect of service experience on repurchase intention in capital goods industry. We collected from 202 American customers and used PLS-SEM for its analysis. It was found that customer knowledge sharing and value co-creation positively mediate between service experience and repurchase intention. These results show that customer knowledge sharing and value co-creation improve customer service experience. This study contributes to the research on service experience in the service environment of capital goods industry.

Keywords: service experience, customer knowledge sharing, value co-creation

Exploring Visitor Response To Cultural And Artistic Experiences In Idle Places

Juhyun Kim, Kyungsung University

Abstract:
Tate Modern (UK), Orsay Museum and The CENTQUATRE-PARIS (France), Zollverrein (Germany). The opportunities in these places lie in revitalizing these idle industrial spaces for global tourist purposes using arts and cultural contents, thereby boosting local businesses. Visitor can draw satisfaction from a diverse set of experiences that trigger revisits. These cities can marshal their tourist resources to attract visitors and investments. Recently, the effects of COVID-19 have resulted in a considerable number of idle industrial spaces around the world. Various efforts back plans to revitalize the idle places through arts and cultural contents including exhibitions, plays, concerts, and so on.

This research aims to explore how different types of cultural experiences (hedonic vs. utilitarian) in ruined and dormant places within the local environment influence visitors' perceptions. Through two empirical studies, this study tests the effects of visitor experiences by combining different types of places and cultural experiences. Study 1 research the places where are in different types of situations (situation types) operating cultural events (content types) to vitalize local environment, and Study 2 explores the combination of the two idle places and two cultural event types. The empirical studies proceed with a 2 (place types) x 2 (cultural content types) factorial design to test the hypothesis that the customers'/visitors' perception varies by experience and then determine the impacts of place quality and place loyalty. Key insights for managers in the cultural industry and place marketing fields based on this study are discussed.

Keywords: Place marketing, Place branding, Cultural contents, Visitor experience, Visitor response, Moderated mediation analysis

A Study On The Effect Of Collaboration Between Esports Characters And Luxury Brands According To Users' Immersion Stage

Jaehun Kim, Kyungsung University
Juhyun Kim, Kyungsung University

Abstract:
This study applies the theory of functional attitude theory to find out the user's attitude toward collaboration between eSports characters and luxury brands according to the user's tendency. The eSports character is a user's avatar concept and is a means of expressing oneself in a virtual space called eSports. Users feel vicarious satisfaction through the characters in eSports. We would like to see if the desire to purchase luxury brands in real life also applies in the eSports space.

As the user's immersion level deepens, the user feels identification with the character. Therefore, we would like to verify the effectiveness of collaboration between eSports characters and luxury brands according to the immersion stage of eSports.

This study aims to present a more comprehensive and systematic marketing research plan to the eSports and luxury brand markets by finding out users' reactions to the collaboration between luxury brands and eSports characters.

Keywords: eSports, Luxury Brands, Attitude functions, Immersion

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Why Companies Should Use Consumer Data Properly: Evidence From Fmri Investigation

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Meiling Yin, SungKwunKwan University
Yiran Zhang, Naver
Eun-Ju Lee, Neuro Intelligence Center, Sungkyunkwan University

Abstract:
In the present research, we examine consumers' intention to punish the data privacy violation companies using survey and neuroimaging method. We hypothesized that consumers would show greater intention to punish the data privacy violation companies relative to the control condition. Moreover, consumers will show less activation in the DMN regions when they read the data privacy violation events compared to the no data privacy condition. As a result, we found that the survey experiment and neuro experiment showed a consistent result that consumers showed greater intention to punish the data privacy violation companies. Regarding the anatomical results, we found that consumers' brain activation was more active when reading the no data privacy violation scenario compared to the data privacy violation scenario in the regions of DMN. We propose that consumers may focus more on the mistakes that companies make than the benefit that companies provide and further take punitive actions.

Keywords: Consumer Data Privacy   Intention to punish   fMRI   Default Mode Network

The Effects Of Personalized Marketing On Attitudes Based On Shopping Goal: Focusing On The Mediation Effect Of Message Fatigue And Percevied Benefit Of Information

Sang-chul Son, Changwon National University
Joonheui Bae, Kyungpook National University
Kyung Hoon Kim, Changwon National University

Abstract:
In a digital environment, marketing managers rely on the personalized advertising messages based on customer data collected from various channels as a major method to strength the customer centrality, but the research on the effects of personalized advertising strategies on attitudes remains limited. In particular, this study studied the mediating effects on message fatigue and perceived benefit of information in relation to the interaction and attitude of the type of promotional message personalization and the type of shopping goals based on the self-construal theory. The study was conducted through experiments to verify the hypothesis.

The results of the study showed the effect of the interaction between personalized message types and shopping purposes on attitudes and the mediating effects of message fatigue and perceived benefit of information. The managers can use this result to establish marketing strategies that can lower the consumers' message fatigue and increase the benefit of information.

Keywords: Hedonic and utilitarian shopping goals, Message fatigue, Purchase behavior, Self-construal

The Effects Of Destination Brand Personality On Symbolic Capital And Destination Brand Equity

Juran Kim, Jeonju University
Rui Lyu, Jeonju University

Abstract:
This study investigates the effect of destination brand personality on symbolic capital, attitude toward destination brand and destination brand equity. The study employs empirical research methods including the survey. A total of 300 participants were recruited from South Korea. An entrenched destination personality increases a destination's perceived value, positive attitude toward the destination and enhances symbolic capital, leading to higher destination brand equity. This study contributes to the body of knowledge by clarifying the relationships between destination brand personality on symbolic capital, attitude toward destination brand and destination brand equity. Our findings also offer practical implications for how destination brand marketing strategies work more effectively and cater to the different symbolic capital and destination brand equity.

Keywords: destination brand personality, symbolic capital, destination brand equity

Impact of Review expertise on Review helpfulness:
Focused on Expertise Based on Reviewer Experience

Sunghun Bae, Kyungpook National University
Hyerin Kim, Kyungpook National University
Saerom Lee, Kyungpook National University

Abstract:
As all products were purchased, used, and reviewed simultaneously on one platform, the number of consumers' purchases of products and the time they used the products were collected as new indicators. These indicators were difficult to collect from existing platforms. The purpose of this study is to validate the effect of reviewer's expertise on the review helpfulness based on fluency heuristics by measuring reviewers' new indicators in reviews. We also verify that review consistency moderates its impact. For analysis, three experiments are conducted by measuring expertise with different indicators, and a pre-study to manipulate the values of the experiment and a data analysis study to generalize the results of the experiment with real data.

Keywords: review helpfulness, fluency heuristic, reviewer expertise

Drivers of Adopting Online Purchase through Social Media The Moderating Role of User Generated Content

Abdullah Al Jamil, Comilla University, Bangladesh
Rakibul Hoque, University of Dhaka
Fazlul K. Rabbanee, Curtin University

Abstract:
Uses of social media for online purchase and generating contents have gained increased popularity among consumers. However, little is known whether consumers who generate content are more likely to adopt social media for online purchase. Drawing on Technology Acceptance Model and the Theory of Planned Behavior, the study identifies the factors that influence customers to adopt online purchase through social media and examines whether user generated content (UGC) moderate the links between the drivers and adoption of online purchase through social media. Data were collected from 432 participants through a structured survey and were analyzed using PLS based structural equation modelling. The survey instrument was developed based on the scale items used to measure the relevant constructs adapted from the existing research. The findings revealed that perceived usefulness, attitude, subjective norms, and perceived behavioral control (PBC) significantly influence adoption of online purchase using social media. The results also showed that while UGC positively moderates the impacts of attitude and subjective norms on the adoption of online purchases, it negatively moderates the impact of PBC on the adoption of online purchases. The theoretical and managerial implications of the findings are discussed.

Keywords: Online purchase, adoption, social media, user generated content, Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB)

Does brand puffery still work? Exploring competing advertising appeals within a luxury automotive context

Brian ‘t Hart, Trinity Western University
Ian Phau, Curtin University

Abstract:
Brand puffery is commonly used by brands but is sometimes perceived as deceptive, and consumers are increasingly calling for brands to be genuine. This study seeks to better understand how consumers perceive brand puffery compared to when an alternate brand genuinuity appeal is employed within a luxury automotive context. A number of key theories underpin this study including the affect transfer hypothesis model, dual mediation hypothesis model, reciprocal mediation hypothesis model and the independent mediation hypothesis model. A factorial experimental design was employed to explore how the advertising appeals differed against a control group. 581 usable responses were collected and analysed. The results provide brands, managers and marketing practitioners with new insights into the limitations of using techniques such as brand puffery, and suggests new ways to differentiate and resonate with consumers.

Keywords: brand puffery, advertising appeals, luxury brands, brand genuinuity, purchase intention

Effects of animosity and coolness towards countries on Willingness to Buy: The mediating role of product evaluation

Junji Miyamoto, Keio University
Akira Shimizu, Keio University

Abstract:
This study aims to study indirect effects mediated by product evaluation between the effects of animosity or coolness on WTB in the context of COO research. While animosity has been found to have negative emotions as discussed in previous literature, coolness as positive emotions held by consumers towards countries are evaluated in this research. The comparative study conducted mediation analysis using data from two countries, namely Japan and Korea. Findings indicated that indirect effects mediated by product evaluation were shown only for animosity. It is important to understand the decision-making processes of consumers, taking into account the mediation as in the present study, in order to study how animosity or coolness towards one's own country influences WTB of brands in global markets. Future research will further help to clarify other mediation variables that may influence brand evaluations.

Keywords: Country-of-origin, Animosity, Coolness, Willingness to buy, Product evaluation

Fan Misbehaviour Spillover on the Celebrity and the Endorsed Brand

Kar Yan Elizabeth Yip, Korea University Business School
Tony C. Garrett, Korea University Business School
Jong-Ho Lee, Korea University Business School

Abstract:
This study examines the impact of a celebrity endorser's fans' misbehaviour on consumer attitudes toward the celebrity endorser and any spill over effects on the celebrity's endorsed brand. Specifically, we argue that a fan misbehaviour incident is strongly influenced by the incident's perceived severity which predicts consumer attitude toward the endorser and their endorsed brand. Using an experimental design two fan misbehaviour scenarios are manipulated on severity. We then measure the perceived celebrity culpability, and its influence on consumer attitude towards the celebrity and if there is any spill over on any endorsed brand the celebrity may have.

Informal carers' experience: Why should marketers care?

Nur Aziemah Othman, Curtin University
Graham Ferguson, Curtin University
Saadia Shabnam, Curtin University
Brian t'Hart, Trinity Western University

Introduction and Research Aim

There is extensive research across Australia and the world recognising the importance and value of informal care. Informal caregivers are unpaid family members, friends, or neighbours who provide assistance (Galiatsatos, Nelson, & Hale, 2017). These individuals are estimated to average 35.2 hours per week providing care. To replace informal care with paid care in Australia would cost $77.9 billion per year (Deloitte, 2020). As Australia's population continues to age, the demand for informal carers is predicted to grow from 1.25 million in 2020 to 1.54 million in 2030. Today, most carers are female, 35% aged 35–54 and the average age of carers is 50 (Australian Institute of Health and Welfare [AIHW] 2021).

Informal carers are the key to reducing the overburdened health care system in Australia and in facilitating older Australians to remain at home for as long as possible. However, the supply of informal carers will rise at a slower pace (by 16%), and there is growing indications that caregivers are experiencing a higher caregiver burden in today's changing society.

Many studies have focused on the impact that informal carer had on public expenditures and have ignored the hidden costs incurred by informal caregivers, both economic and non-economic implications. For example, carers lose time in paid employment and other job benefits, retirement savings or investment and declines in certain aspects of one's quality of life, such as physical, social, and emotional well-being. Data from National Carer Wellbeing 2021 survey (Carers Australia, 2021) found that 35% of carers often feel lonely, 52% of carers have very poor household financial wellbeing, and are two and half times more likely to have low wellbeing and much higher psychological distress, compared to the average Australian. There are calls for more recognition, financial support, initiatives to support work and education, health, and well-being of carers, as these factors are fundamental in supporting carers.

Further, studies have shown that carer wellbeing has significant impacts on care-recipient's health. There is greater emphasis on care relationships as it recognizes that the nature and quality of relationships in amongst formal and informal carers influence the process and health outcomes of the care-recipient. Known as the relationship-centred care approach, it places personhood and the importance of care relationships at its core and is described as 'human interactions grounded in clinical caring processes' (Duffy & Hoskins, 2003, p. 82). Rapaport, Bellringer, Pinfold, and Huxley (2006) also identified the importance of assessing the cultural context in understanding the caregivers' needs. Social and cultural assumptions might cause different experiences and can be an explanation of why caregivers do not realise they can use support (Egdell, 2013).

Further, the propensity to care is influenced by many factors such as changes to societal structure (e.g., smaller family sizes, higher divorce rates, rising childlessness, and the increase of single-person households), and the rising rates of female participation in the labour force as well as older workers (Deloitte, 2020). These factors may reduce the pool of informal carers.

In addition to what was found in existing literature, our primary research resulted in interesting findings and extends knowledge on this topic which is discussed in the next section.

Initial Results

Phase 1: Informal carer experience of formal ageing home care service.

In 2021, we conducted 40 in-depth interviews with informal carers of ageing people. These were typically partners or children of ageing people who acted as carers and received formal care support in the home. The purpose of the interviews was to understand the carer experience of those formal services. As part of the detailed experience, the informal carers described many aspects of being a carer.

Key findings include:

- No-one ever asks about us as the carer.
- We are often treated as though we know nothing.
- Formal care services only help us if the people are familiar with what is required and friendly. Issues exist with arrival windows, changing staff, low skills, lack of care.

Phase 2: Informal Carer, Industry (formal carers), Govt and Researcher Panel
In 2022, a panel of 3 informal carers (to ageing people), 7 industry/govt reps (in ageing care) and 5 researchers (who each discussed their active research into informal care) met over three sessions to profile the experience of the informal carer and what support is missing. All points were considered and extended on by all participants. The intent was to co-design specific interventions for informal carers. Ideas were kick started from 189 surveys collected from older informal carers but mainly relied on the experience of informal carers and the agencies dealing with informal carers. Findings were agreed and then summarised back to participants for clarification and confirmation.
Key findings of the missing elements for informal carers were as follows:

- Need to feel valued rather than 'taken for granted'.
- No-one focuses on the carer – always the care recipient.
- Care quickly becomes confusing and takes time to understand – then it evolves.
- Working with formal carers who have different mindset is hard.
- Recognising that I can't provide the care that is needed - feels like I am giving up.
- Navigating the care systems is overwhelming.
- Telehealth makes the process more confusing.
- Care relationships are fickle and may be destructive.
- Self-esteem is constantly under threat.
- Economically we sacrifice our future security.

These initial findings support the need to further explore the experience of informal carers to understand the challenges, recognise the benefits and to suggest improvements.

Implications for Theory and Practice

The widening carer gap has significant policy implications for Australia's future. To help ensure future continuation of informal care, and to improve or sustain the quality of life of carers and care-recipients alike, it is important to understand carers and the best way to support them. This may be through understanding the experience of informal carers and investigating possible solutions to help encourage the propensity to supply care amongst all genders and to soften the demand for informal care where possible through research.

There is growing need to strengthen evidence base to shape policy through research that creates impact and change through identifying carers need. The outcome of this research will not only help inform policies but more importantly improve the lives of informal carers and help boost the supply of informal cares. Consequently, improve the overall outcome and care experience of the care-recipient and society at large.

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Defining and measuring the 'Ageing Customer Perceived Value' (ACPV)

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Introduction and Research Aim

According to the ABS, the current population of Australia is over 25 million. In 2020, 16.1% of the population are now 65 or older, which accounts for 4 million in total (ABS, 2021). Senior citizens constitute a significant part of the consumer market. Yet marketing to seniors is often ignored by many Australian companies. When it comes to marketing, businesses usually make younger customers their top priority. In part, this is due to a lack of understanding of the needs of older consumers (Ahmad, 2002), and a failure to acknowledge how consumption value changes as people age (Nusem, Wrigley & Matthews, 2015). In response to the recent call for change, providers have begun to seek a better understanding of their customer and the value they offer to the market. The recent development in marketing literature ahs strong focus on the service- dominant logic where consumer value plays a central to define the organizational success (Vargo and Lusch, 2004).

To redefine the value proposition for the providers the prerequisite is to know how the 'value' is defined by its customers (Payne, Frow, Steinhoff and Eggert, 2017; 2020). The logical first step is to understand what customers value, for example: independence, purpose of life, peace of mind, social connections etc. In addition to providing good accommodation and care, providers can actually create value by providing a social setting for isolated people, help families keep connected and give people moments they thought they might lose as they get older. This research aims to fill the void by addressing the customer value as perceived by the retirees when they decide to move to any lifestyle village.

Background and/or Conceptual Model

What consumers truly value, however, can be psychologically complicated and difficult to understand. There is the universal measurement of customer perceived value (), creating opportunities for companies to improve their value design, delivery and communicate to the current markets or win a new one. Consumers weigh the perceived value of any product or service against the asking price when evaluate (Holbrook, 1999; Sweeney & Soutar, 2001) and ageing consumers are not different. But as they go through a transition where because of evolving needs and demands, changing perspective of life, their consumption value changes (Hurd, 1990).

The industry serves the ageing consumer market are designed to test consumer reactions to preconceived concepts of value- which mostly comes from their managerial judgment. The existing value propositions of providers are, to some extent, shaped by government funding as providers rely heavily on care licences to deliver services to market which makes them slow to adapt to the emerging customer demands (). Indeed, while providers struggle to adapt in this two-sided market, emerging customer needs remain unaddressed with customers seeking more choice and control over care services received in later life. Therefore our academic research is focusing on developing thorough conceptualization of Customer perceived value for ageing consumers as they make decisions for moving to a lifestyle village.

Methodology

This paper utilizes a in-depth and critical review of selected papers on 'Customer perceived value' and 'Customer delivered value' to develope a conceptual model for progessing further on developing measurement scales.

Results and/or Discussion and Contributions

The proposed model calls for identifying and recognizing the needs and demands of ageing customers with an aim to define customer perceived value (ageing consumer perceived value). This model can tap the emerging opportunity in the form of conceptualizing and developing measurements for the ACPV. Before empirically applying the construct of customer perceived value for the ageing consumers it is time for developing a comprehensive dimensionality, abstraction, and model taxonomy of the construct itself. With the understanding of the concept, its measurement and its properties, it will be possible to apply it in a valid manner to a nomological network of outcome variables relevant to the ageing consumer context. The ACPV metrics can contribute to a more elaborated application of its future empirical assessments in the contexts of value co-creation, delivery and management. Marketing practitioners can develop their value proposition and respond toward an impending shift from a predominantly medical model to a model which explores its customers' perceived value. This project offers budding research students many avenues to explore and reveal the 'lived experience' of ageing consumers and to redefine their perceived value and articulate their decision making process. Demand-driven research of creation and delivery of customer value in the form of age-friendly innovations can take place in home and technology, food and nutrition, health and beauty.

Implications for Theory and Practice

Customers who are motivated, prepared and financially equipped can be engaged in care services as they perceive future changes to their circumstances and needs. Increased consumer rights during respective generations have led to a customer base which is significantly more assertive in demanding that care services begin to 'prioritise wellbeing and quality of life' (King 2007, p. 202). Inevitably, this will result in major shifts to aged care providers' service offering and customer base. Instead of delivering services which many seen as negative or demoralising, providers are realizing the need to cater to an engaged market of customers seeking to lengthen their healthy life expectancy.

This project has the potential to come up with substantive operational level input for relevant industry catering for retirees. Stream of future research, such as , individual shopping behavior, shopping orientation, store or brand loyalty, consumption satisfaction for ageing consumers can be developed based on the definition and measurement of Ageing Customer Perceived Value (ACPV). All of these has the potential to come up with substantive operational level input for relevant industry catering for retirees. This has the potential to connect with global initiative of Aging2.0 and Innovaging. More broadly, individual behavior change, ageism, community engagement, roles of stakeholders, intergenerational engagement are the areas substantially will have benefit from this stream of research. Conceptualizing the smart services value can engage industries that are increasingly investing on the technology aided, advanced smart services creation and delivery, especially for the ageing people, to keep them independent, secure and connected.

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The Luxury Fashion Industry in the Covid-19 Era
The Moncler marketing strategy in China

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Abstract:
The Covid 19 pandemic has heavily changed people's normal lifestyles, consumer behavior and consequently the marketing strategies of companies. In each country there have been different consequences on both people and industries, due to the different local social and economic situation, also creating a new perception of personal relationships. The luxury markets have been strongly affected in several countries, but China represents a case of interest for its peculiar characteristics and for being one of the largest world markets. The article analyzes the changes in the Chinese luxury market during and after the pandemic and how an Italian luxury company, Moncler, has adapted its marketing strategies to the new situation. The main trends that emerged from the Covid19 experience were a growing digitalization of the offer, greater attention and focus on new generations of customers, general omnichannel solutions that integrate online and offline proposals.

Reconnecting: Motivation's Influence on Millennial Consumers' Willingness-to-Fly

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Abstract:
The aviation industry was hit hard by the spread of Covid-19. Airlines, airports and other stakeholders worked collaboratively and continuously towards the recovery of demand for air travel. This study investigates the effect of motivation on millennial consumers' Willingness-to-Fly. Data was collected from Perth, Singapore, Malaysia and Mauritius and resulted in 459 usable surveys. The results show mixed outcomes with extrinsic motivation related to work, further education and engaging in events found to be a significant positive factor influencing Willingness-to-Fly, whilst intrinsic motivation related to social aspects, such as connection and relationship building, had a significant negative relationship. Implications are briefly discussed to welcome millennial consumers' back to travel in a post-Covid-19 environment.

Keywords: Willingness-to-Fly, Travel Motivation.

International and Cross-Cultural Marketing

A Meta-analysis On Consumer Animosity Effects

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Ipek Nibat, Grenoble Ecole de Management
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Robert Mai, Grenoble Ecole de Management
Olivier Trendel, Grenoble Ecole de Management
Wassili Lasarov, Kiel University
Stefan Hoffmann, Kiel University

Abstract:
More than twenty years of research in the field of consumer animosity brought up important evidence about antecedents, consequences and conditional effects. Consumer animosity was examined first by Klein et al. (1998) who conceptualized consumer animosity as related but distinct from consumer ethnocentrism due to the relationship with consumers' product judgment. However, research findings regarding the effect of consumer animosity on product judgment are inconsistent ranging from null to negative effects. Hence, how and when consumer animosity affects consumers' product judgment is still unclear. This meta-analysis on more than 160 observations (N = 21,485) embraces this inconsistency by revealing country and country dyad economic, political, geographic, demographic and cultural moderators, which explain some of the divergent research findings. Consequently, this study contributes to the literature by introducing a five-dimensional approach considering consumer animosity's country-specific multidimensionality.

Keywords: consumer animosity; meta-analysis; international marketing

Re-imagining Marketing Mix Strategies For African Millennials

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Paul Egan, University of Cape town
Hossain Mohammed, Western Sydney University

Introduction and context

Millennials comprise at least 30% of Africa's population (Wangari,2018; World Economic Forum,2021). These consumers were born between the early 1980s and the 2000s and are tech-savvy and significant consumers of global brands. (Deloitte 2019). Globally, the group is erroneously analysed as a homogenous group with similar global interests, buyer behaviour and interaction with marketers (World Economic Forum). There is a distinct gap to demystify this homogenous characterisation of millennials by investigating the millennials in different contexts, such as Africa (Idris, 2019). This paper examines the decision-making considerations made by millennial consumers in Africa on marketing mix elements used by marketers using a theoretical framework. This research gap is important because it assists marketers in understanding how to reconnect with a key consumer group that is growing in Africa in a post-Covid era in ways that require international marketers to re-imagine new context-relevant strategies for targeting the segment.

Background and Conceptual Model

Advances in digital technologies influence the buying behaviour and interactions of millennials and marketers in different ways across markets (World Economic Forum,2021). Extant studies have focused on behavioural issues in various markets, excluding Africa (Blazquez,et al.2020; Dharmesti et al.2021; Sethi et al.2018; Stewart & Carey, 2019). There is a gap in understanding marketing mix considerations and interaction with millennials' technology in growth markets like Africa. African millennials live in a volatile and unpredictable environment that is negatively influenced by unstable economies, poor infrastructure, political instability, and other macro-environmental forces(World Economic Forum,2021). This study expands knowledge on the application and relevance of strategic frameworks such as the marketing mix on their impact on consumer marketing beyond the traditional focus on western markets to include other growth areas such as Africa(Sheth,2011). The framework has shaped the evolution of the marketing management science as a critical concept of commercial philosophy and remains a crucial framework despite some criticism (Rafiq and Ahmed, 1995). Hence our use of the framework in our theoretical framework outlines core marketing mix variables and identification of critical factors that influence millennials' interaction with marketers. There is a recognition of the significant mediating role of technology in millennials' buying behaviour. This is outlined in Appendix 1

Methodology

The study was exploratory, using questionnaires, personal interviews, in-situ focus groups and ethnographic site visits in ten cities in nine African countries, using a team of 150 field workers to collect data from a total sample of 585 participants. Data analysis was done using cluster analysis for the quantitative data and content analysis for qualitative data supported by Leximancer.

Key Findings and Discussion

Key findings across the ten cities indicate some insights on unique areas of adaptation of context-relevant marketing mix that enable local and international marketers to design and implement effective marketing strategies to serve the African millennials segment.

Pricing

Africa's unstable economic and political environment continues to impact firms pricing strategies, making it essential to understand the complexities and nuances. Millennial pricing decisions are influenced by complementary variables such as ambition, image, social status and influence of colleagues and family in conjunction with product quality considerations.

Product and branding

Quality of product is considered in combination with pricing. Product adaptation of global brands is important to ensure local use of product features. e.g. on smartphones. Key brand drivers include the importance of the impact and heritage of the brands created in the community. Affordability, durability and quality are critical considerations combined with convenient locations. Preference is for international brands, but millennials connect with innovative local brands that reflect their values, dreams and aspirations.

Distribution

A well-distributed brand is top of millennials' minds, and shopping is done at both formal and informal channels using mobile technology. There are core variables that influence the choice of distribution options. These are reliable availability of products, the convenience of location and access, the status associated with the channel and the ambition to upscale to new forms of channels such as upmarket shopping malls. Millennials are the most active on-line shoppers in Africa.

Integrated Marketing Communications

African millennials identified creative integrated marketing communications strategies such as attractive packaging and experiential marketing embedded in local communities using local brand ambassadors to engage consumers. High mobile penetration levels create opportunities for innovative communication strategies using digital platforms and word of mouth.

Influence of Technology

Millennials are the majority of owners of smartphones and users of digital technologies, influencing interactions with marketers. This is used as access to the internet and was also crucial in considering channels of distribution to be accessed (for example, on-line shopping)and sharing information on products that influenced purchases. Mobile phone technology was a key payment platform in replacement of cash.

Implications for Theory and Practice

The proposed framework can expand the theoretical understanding of how marketers can enhance market orientation to enhance firms' performance and competitive advantage in emerging markets. New insights into the theories of market orientation reinforce marketers' need to be innovative in reviewing and designing strategies responsive to evolving customer needs and other market dynamics. Research can be extended to areas such as the influence of brand communities and identification of the nature of millennials'' digital-based social network groups. Critical practical implications include opportunities for leveraging mobile phone technology in promotion and distribution strategies. Socially marketers can explore how they can integrate millennials' social connection and capital into their corporate social responsibility programmes. Understanding the complex, unique factors that influence pricing will enhance shaping the pricing strategies that can be used for products targeting millennials.

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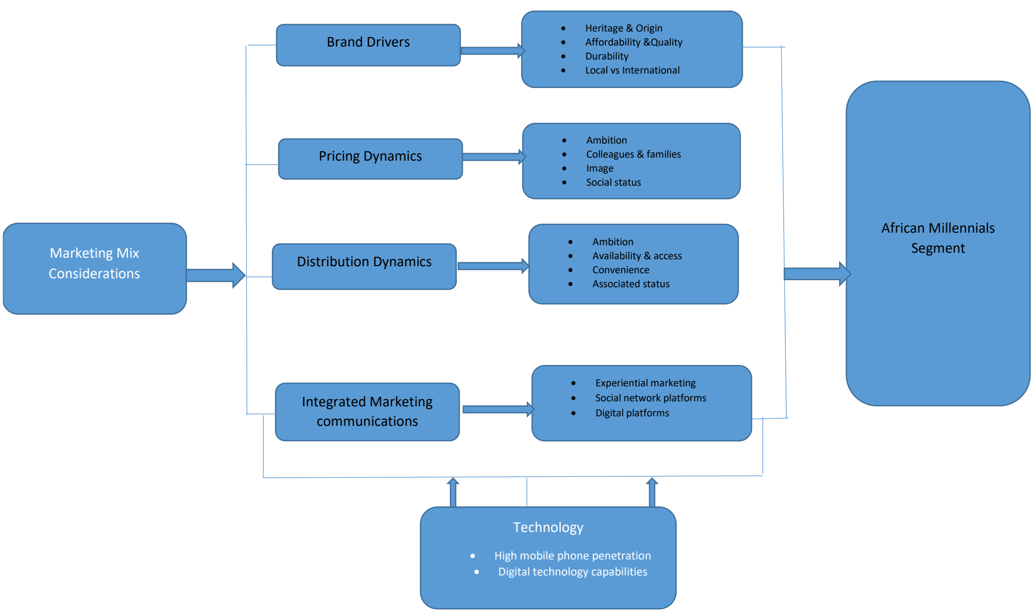
Appendix 1 Conceptual Framework



The Influence Of National Culture On Online And Offline Petition-signing

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Abstract:
The importance of online and offline petition-signing strongly differs from one country to another. This research therefore explores the influence of national culture on offline and online petition-signing. Specifically, it draws on the Hofstede's cultural dimensions model (1980) to consider the influence of 3 cultural values: self-affirmation, preference for the short term and uncertainty avoidance. Results show that self-affirmation value has a significant and positive effect on both offline and online petition-signing. However, preference for the short term and uncertainty avoidance only have significant effects on online petition-signing. These results allow to identify potential obstacles and driving forces to promote online petition-signing.

Keywords: petition-signing, online petition-signing, cultural values

Exploring Multinational Enterprises' Reverse Knowledge Transfer

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Abstract:
This research reports on a study that contributes to our understanding of the reasons for the success or failure of Reverse Knowledge Transfer (RKT) of marketing knowledge between Multi-National Enterprise headquarters and their subsidiaries located within emerging market. The methodology comprised 52 interviews with international assignees and returnees who had been seconded to overseas subsidiaries in China together with their colleagues from both the host and domicile business centres.

Findings suggest subsidiaries are no longer viewed as passive recipients of knowledge but are increasingly responsible for acquiring and transferring market insights back to HQ. Findings also identified barriers to effective RKT including geographic, linguistic, cultural, temporal, market, and cognitive distances culminating in insufficient disseminative processes within subsidiaries an inadequate absorptive capacity within HQs.

Crucially, there needs to be a move beyond Western centric perspectives inherent within current research in order to provide further original and valuable insights into RKT.

Keywords: Reverse Knowledge Transfer

Experience, Value, Journey And Branding: Japanese Evidence

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Abstract:
This study provides empirical insights into consumer experience, customer value, and consumer journey and links them to branding. Extant studies suggest that these factors should be incorporated in future branding research. However, the relationships between these factors and branding are unclear. Meanwhile, international student mobility is a critical global issue in the higher education (HE) sector. Although branding has been addressed as a possible solution to the issue, there remains a lack of studies on branding that explore these factors in this sector. Using focus group interviews, data were collected from international students in the Japanese HE sector and analysed using content analysis. Empirical evidence of the interactions among these factors and branding supports the importance and feasibility of integrating these aspects into branding. This study introduces these factors into the studies of branding and their associations with branding and provides practical implications for branding to address the global issue.

Keywords: Experience of value, Journey, Branding

Coo, Roo Or Terroir Branding? How Psychic Distance Moderates The Effectiveness Of Product Origin Specificity

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Kim Feddema, University of Western Australia
Sharon Purchase, UWA Business School

Abstract:
Although terroir marketing strategies have long being recommended to market products in international markets, little is known about the effectiveness of terroir compared to country-of-origin (COO) and region-of-origin (ROO) branding in stimulating price premium, as well as the effects of individual consumer differences in terms of psychic distance (distance to country and distance to people) on this relationship. This study proposes that the effectiveness of origin specificity branding (COO vs ROO vs terroir) depends on an interaction between product origin specificity and psychic distance to country and people. A 3 (origin specificity construal level: COO vs ROO vs terroir) factorial experiment was conducted in Japan and India, which represent two international markets, where Australian honey is not yet prominent. This study offers novel and timely insights pointing out under which conditions (origin specificity and psychic distance) which origin specificity messages will benefit brands and when they will backfire.

Keywords: country-of-origin, region-of-origin, terroir, psychic distance, international markets

Luxury Marketing

Luxury And Sustainability: Marketing Shared Values

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Sponsored by
Australian Government's Postgraduate Research Training Program Scholarship (RTP By Federal Commonwealth)

Abstract:
This paper discusses emerging commonalities of luxury and sustainability by conducting a secondary analysis of media and cultural artefacts. Despite the growing public acceptance of sustainability, luxury as an industry still lags in its further adoption. As the literature maintains a polar difference in underlying values between sustainability and luxury, more recent findings point toward the values conceptually shared by both concepts (Athwal et al., 2019; Kapferer, 2010; Keinan et al., 2020). This project addresses the call for research that focuses on emotional, symbolic, and contextual aspects of comprehending the new concept of sustainable luxury (Martin and Väistö, 2016). The practical impact of this work enables luxury practitioners to market their offerings in a way that acknowledges this value shift and appeals to a new category of sustainable luxury consumers.

Keywords: Luxury, sustainability, cultural analysis

Gaming And Luxury Fashion: Exploring Factors Driving Gamers' Luxury Virtual In-game Fashion

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Abstract:
This study investigates the factors driving gamers' intention to purchase virtual luxury fashion in online games. The study's conceptual framework is grounded in the social identity and social capital theory. A total of 468 responses were collected using an online survey from Fortnite players and analyzed using covariance-based structural equation modelling (CB-SEM). The results reveal that avatar identification was positively associated with perceived value, social presence, and intention to purchase virtual luxury fashion. Perceived value and social presence were positively associated with intending to purchase virtual luxury fashion. Brand love strengthened the positive association between the perceived value and social presence on the intention to purchase virtual luxury fashion. This study contributes to the marketing and information systems literature by offering the first insights into virtual luxury fashion in online games. The findings would assist game developers and marketers in better understanding gamer behaviour to capitalize on virtual luxury fashion

Keywords: In-game luxury fashion; social identity theory; social capital theory

Auditory Modality Of Socially Assisted Robots And Older People Cognition Rehabilitation

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Abstract:
Cognition decline and dementia are becoming a serious threat to the aged population in Australia. Although there is no effective cure for aged people's cognition decline issues, cognitive trainings are widely adopted to help the aged people. Besides Animal-assisted trainings, social robot-assisted cognitive training wins reputation in the field of aged healthcare. The research aims to modify the auditory features of humanoid robots and inspire a humanoid robot-assisted cognition training program for older people's cognitive rehabilitation. The study will test two new external variables: the voice pitches and the speech styles of the social robots and analyse the results with Technology Acceptance Model. The research result will provide empirical evidence using of social robots as caretakers for the elderly in clinics and aged-care homes.

Keywords: auditory cues of a socially assisted robot, robot and aged people, robot-assisted cognitive rehabilitation

Gallerification Of Luxury Stores: Providing Something "different"

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Abstract:
To some people luxury goods are synonymous with expense and extravagance, while to others the purchase of a luxury product is a reward for their hard work, and sign of their success in life. Like all industries, Covid-related restrictions and lockdowns has resulted in some significant falls in sales and then recovery in the Luxury Market. This paper will analyse the responses from a survey of a sample of Gen Z on their attitudes towards luxury brands, and using Leximancer found six themes: Luxury, People, Clothes, Different, Success and Important. Further, looking at how luxury retail brands have reconnected to customers post-Covid from "global traveller to local shopper" with a re-imaging of retail space, and this study identifies the "gallerification" of luxury stores to provide customers with a luxury experience, which relates to the desire for something "different".

Keywords: Retail, Gallerification, Leximancer

Augmented Reality Induced Luxury Consumption: A Consumer Perspective

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Abstract:
Augmented Reality (AR) has emerged to be an essential part of luxury brands. However, luxury scholars are still at a nascent stage in its understanding. Thus, the main purpose of this study is to explore AR and the factors determining its usage by luxury shoppers. Using Stimulus-Organism-Response theory, this study has adopted a mixed-method approach to understand the AR induced online luxury consumption (AROLC). For this, data was collected from luxury shoppers. The qualitative data, analyzed using the hybrid approach of inductive and deductive logic, revealed perceived usefulness, perceived aesthetics and risk barriers to be the contributing drivers and barriers of AROLC. For quantitative analysis, SEM-PLS was used. The findings show an overall positive attitude of luxury shoppers towards AROLC, with drivers acting as more potent stimulators than barriers. Also, the results reveal a lower impact of privacy risk in the overall risk barrier bringing forth a novel insight.

Keywords: Augmented Reality, Luxury shoppers, drivers and barriers

Star Designers On Instagram: “should I Post More?"

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Introduction and Research Aim

Fashion designers are sometimes considered as social media influencers (SMIs) such as Virgil Abloh, Simon-Port Jacquemus and many others (Linfante, 2021). For instance, fashion designer Marc Jacobs was named the ultimate Instagram fashion influencer in 2019 due to his personal style and engagement on social media (Satenstein, 2019). More luxury brands and designers are continuously being active and engage on social media as a digital communication tool in their effort to manage the brands (Linfante, 2021). So, what happens when some fashion designers post more frequently than the others? As a result, one overarching research question is established as “Does the frequency of the star designers’ online posting influence the relationship between the power of star designers (PSD) and luxury brand desirability (LBD)?” With a limited number of studies on star designers, there is a need to investigate different categories of star designers in the context of luxury brand managing in the digital space. Thus, the aim of the research is: *to examine whether the relationship between the power of star designer and luxury brand desirability varies across different categories of star designers based on their frequency of online posting.*

Background

Two conceptual tenets have been built for the research. The first tenet is related to the power of star designers and luxury brand desirability with meaning transfer model as a theoretical underpinning. Star designers are fashion designers with star power who have a large following (Hach Soeur et al., 2021). Meaning transfer model is explained as the social meanings being transferred from a perspective of culture and society to goods or brands consumed by the public (i.e., fashion, marketing communication and arts as facilitators) in the endorsement process (McCracken, 1989; Roy, 2018). Designers with their highly publicised lifestyles help create an image that consumers aspire to belong (Palomo-Lovinski, 2010; Polan & Tredre, 2020). Some luxury brands blur the line between the brand and designers (e.g., brand Jacquemus and designer Simon-Port Jacquemus sharing one account around 5 million followers on Instagram in 2022), so the designers are seen as influencers who have a robust online following to influence people’s behaviour (Gallagher, 2020). Having these star designers who highly participate on Instagram (i.e., digital space) likely gives the brands profits from the efforts of Instafamous designers (Gallagher, 2020). Within the scope, star designers transfer the same meaning from themselves (via expert and referent power) as credible characteristics to luxury brands, which may lead to appear more desirable and have positive value. Hence, hypothesis 1 is proposed as ***H_1*****:** *(a) The expert power of star designer, (b) The referent power of star designer will have a significant impact on the luxury brand desirability.*

The last tenet is related to frequency of star designers’ online posting, which is referred to the amount of posting that the star designers have made on their account. 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). Ledbetter and Redd (2016) suggest that posting frequency positively predicts parasocial interaction. 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). Rutter et al. (2021) find that the greater number of followers the SMIs have, the more engagement there is. Likewise, industry practitioners (e.g., Barnhart, 2021; Warren, 2021) suggest that the frequency of posting have an effect on the performance and engagement of the account (e.g., people who post more typically have more followers), given the quality of posts unchanged. One of the main reasons is that social media algorithms tend to favour accounts with a frequent posting basis rather than the less active ones (Barnhart, 2021). Thus, hypothesis 2 is proposed as ***H_2*****:** *The frequency of star designers’ online posting enhances the relationship between (a) the expert* *power of star designer and the luxury brand desirability; (b) the referent power of star designer and the luxury brand desirability.*

Methodology

Luxury brand Louis Vuitton, its designers Virgil Abloh (frequent star designer, n = 279) and Nicolas Ghesquière (infrequent star designer, n = 278) were selected as the stimulus of the research due to their Instagram activities. "Frequent" is defined as how often the interaction of account owner's engagement is (e.g., constant posting, following and updating on IG story) and how the owner operates, the cut off number is 10 active posts per month. Two scales were adapted for each construct of the research, they are power of star designer (Swasy, 1979) and luxury brand desirability (Kapferer & Valette-Florence, 2016). Data (n = 557) were collected via a luxury consumer panel and analysed with SEM in AMOS & SPSS v.27.

Results & Discussion

The measurement model (χ^2 = 3259.78, df = 1393.00, χ^2/df = 2.34, RMSEA = 0.05, SRMR = 0.04, CFI = 0.94) and structural model (χ^2 = 3334.25, df = 1400.00, χ^2/df = 2.38; RMSEA = 0.05, SRMR = 0.04, CFI = 0.94) provided good fit. The composite reliability was above 0.80 for all the measurement constructs. Hence, the internal consistencies were assured. All Cronbach's alpha values were above 0.89 representing strong internal consistency. Then, data were divided into two categories of star designers for the multi-group analysis: Subsequently, the chi-square difference tests were performed on the path level comparison, they showed non-significant results: expert power to luxury brand desirability ($\Delta\chi^2$ = 2.70, Δdf = 1, p = 0.10) and referent power to luxury brand desirability ($\Delta\chi^2$ = 1.03, Δdf = 1, p = 0.31). There were no significances between the two categories of star designers.

Overall, $\mathbf{H_{1a}}$ (*frequent β: 0.30, t: 4.53, p < 0.001; infrequent β: 0.37, t: 5.94, p < 0.001*) and $\mathbf{H_{1b}}$ (*frequent β: 0.49, t: 7.26, p < 0.001; infrequent β: 0.46, t: 7.62, p < 0.001*) were supported. This means both of the expert and referent power of star designer had a positive significant impact on the luxury brand desirability. However, the findings of $\mathbf{H_2}$ reveal that there was no significance between the frequent and infrequent star designers, meaning the frequency of star designers' online posting did not enhance the relationship between both the expert or referent power of star designer and the LBD. A plausible explanation to why the $\mathbf{H_2}$ was not supported could be due to the law of diminishing returns (i.e., an economic principle where it suggests that once the optimal level of something is reached, any adding factors of the production will result in a return outlet diminished accordingly, Cannan, 1892). Solomon (2018) suggests that there is an optimal level of frequency in terms of exposing the audience to the media to gain their attention and aid recall. Overexposure of the brand may decrease the attention overtime (Solomon, 2018). Also, Rutter et al. (2021, p. 2399) note that the "law of diminishing returns appears relevant as more posts did not seem to help engagement", so they propose the relationship of the frequency of posting and the network engagement, which is more complex than previously thought. This seems to align to what the findings of $\mathbf{H_2}$ offer.

Implications for Theory and Practice

Conceptually, this research is amongst the earliest studies to examine the relation of power of star designers to the luxury brand desirability regarding their frequency of online posting. Methodologically, this research provides an ecological validity by utilising a consumer panel; a real social media platform; a real-world brand and designers as the stimulus. Managerially, luxury brands can use the findings as a guide to prioritise their resource as the data suggest that there is no significant effect on the relationship regardless of whether the star designers post more or less. However, social media/brand strategists can use these findings to understand and set strategic plans for the luxury brands and its star designers as the frequency of star designers' online posting may appear to not interfere with the desirability of the brand.

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Self-identity Construction Through Cosplaying

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Abstract:
This research attempts to understand the factors (the need for uniqueness, escapism and entertainment) that are influencing cosplays and the impacts of the adoption of cosplay on self-identity. Questionnaires were distributed to 235 respondents living in the Klang Valley, Malaysia. A non-probability sampling technique was used. Questions were adapted and adopted from previous studies. Descriptive statistics and structural equation modelling (SmartPLS 3.2.8) support the hypotheses. Based on the findings of this research, fashion marketers will be better able to understand the stimulus and consequences of the adoption of cosplay. A better insight on adoption of cosplay could allow fashion marketers to choose an appropriate strategy. This paper examines a cosplay context in a collectivist society, where the society has yet to accept the cosplay trend and fashion, but some individuals are exhibiting cosplay during certain events for public views and approval.

Keywords: Fashion, Cosplay, Self-identity.

Matching Brand Attributes And Consumption Motives For Luxury Brands

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Introduction and Research Aim

Luxury is different from mass. It is the attributes like superior quality, unmatched aesthetics, superfluity that makes luxury aspirational (Dubois et al., 2001). Consumers engage with luxury products to meet certain goals, for instance, someone might purchase luxury fashion to signal uniqueness or someone else might make a purchase because these products hold symbolic meaning (Dogan et al., 2020). This points towards the various purchase motivations consumers consider. Simply put, consumers factor-in these attributes to make their purchase decisions and their underlying motivations are illuminated by these purchases. As consumption motives are known to influence consumer behaviour (Ponnam and Balaji, 2015), for luxury, it is plausible for brand attributes to cast an influence on these purchase motives. This study aims to fill this important gap by exploring the relationship between the attributes luxury products possess and if consumers evaluate those attributes throughout their luxury purchases. Although few studies have explicitly explored consumer motivations behind purchase of luxury products, no study has approached this topic with a dyad of motives and brand attributes, exploring the relationship between the two. It is an important gap to fill because a positive attribute-motive relationship would not only add to the understanding of luxury consumer behaviour theoretically but would also guide luxury brand managers to take better decisions after mapping the product attributes that really matter to consumers and redefining their segmentation and targeting strartegies. Because luxury is experiential and there is more to it than mere functional aspects, this study aims to:

(a) *First, identify the product attribute importance and map them with existing attributes in luxury literature*
(b) *Second, to explore a potential relationship between luxury purchase motives and luxury brand attributes*

We address two research questions in line with this aim:

RQ1: What are the product attributes that consumers place importance to while purchasing luxury?
RQ2: Is there a relationship between luxury purchase motives and luxury brand attributes?

Background and/or Conceptual Model

a. *Luxury brand attribute importance*

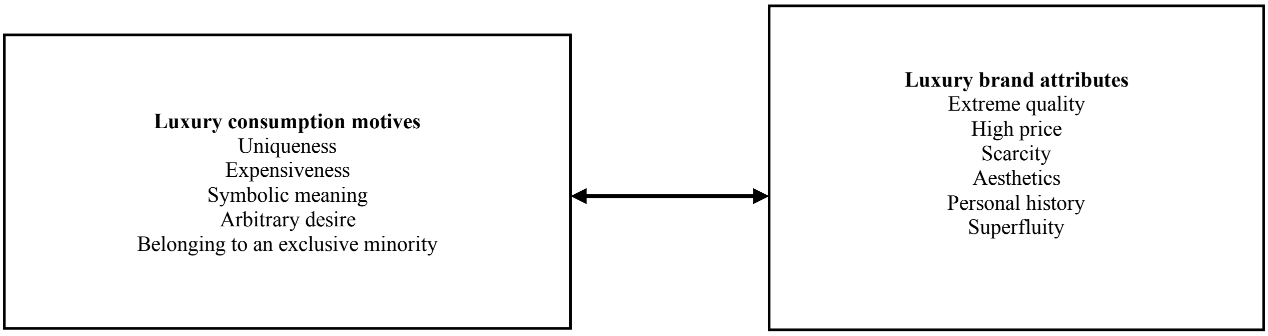
Attribute importance refers to the significance of a product attribute in relation to its polarity (positive or negative evaluations) (MacKenzie, 1986). This attribute importance guides consumer decision making as consumers evaluate their purchases and maps a decision criteria influencing an actual purchase. In hospitality, attribute importance has been studied at length (Garbin Praničević and Mandić, 2020). Luxury research, however, despite of being an experiential indulgence, lacks academic evidence on the importance of attributes consumers weigh while evaluating a luxury brand.

b. *Luxury consumption motives*

Motives refer to “the driving forces within the individuals that impel them to action” (Schiffman and Kanuk, 2004, p.87). These motives reveal the reasons behind consumer decisions and actions (McClelland, 1985). Similarly, while purchasing luxury, consumers do exhibit certain motives that drive their purchase behaviour. These could be anything from signalling a unique identity to portraying the expensiveness of luxury products.

c. *Attribute-motive relationship*

Vast research supports that consumption motives significantly affects consumer decision making process. As elucidated in the goal-based approach, consumers weigh goals (motives) favourably and unfavourably and place higher importance to some than others (Chernev, 2004). Research has also established that attribute-motive synchronization plays an important role where compatible sync is valued and incompatible sync is often devalued (Ponnam and Balaji, 2015). In this line, it becomes critical to analyse this sync for a very important segment, i.e., luxury.



Methodology
To address the proposed research questions, the study employs a mixed-method research design, using both qualitative and quantitative tools. RQ1 was addressed using qualitative interviews and the resultant themes were mapped with existing motives and attributes in the luxury literature. A discussion guide was created and reviewed by experts to ensure face validity. The respondents were briefed upon the objective of the study and the researcher made sure they understood what attribute and purchase motives meant. A total of 20 interviews (theoretical saturation) with Indian luxury consumers were performed using purposive sampling. All interviews lasted for more than 40 minutes and were recorded and transcribed verbatim with permission. The interview process was terminated when saturation was reached. To analyse the themes emerging from qualitative study, we used constant comparative method and compared the emerging concepts with existing attributes and motives in the literature. The final categories identified included 5 consumption motives and 6 brand attributes. All these 11 categories existed throughout prior literature, for example arbitrary desire has been considered as a major consumption motive (Dogan et al., 2020) and personal history has been studied as a luxury brand attribute (Dubois et al., 2001). For RQ2, the relationship was explored using quantitative research techniques. For the same, a survey questionnaire was designed and circulated among Indian luxury buyers. Prior to this, two screening questions were presented to the potential respondents. The study used prior validated scales to measure consumption motives (Dogan et al., 2020) and brand attributes (Dubois et al., 2001). A total of 707 usable responses were received for analysis. The sample characteristics are A non-linear canonical correlation analysis was performed as this technique is useful in examining non-linear relationship between two or more sets of variables.

Results and/or Discussion and Contributions
Results highlight that price is the top attribute followed by extreme quality, aesthetics, superfluity, scarcity, and personal history, in that order, while purchasing luxury. Similarly, expensiveness and uniqueness turned out to be the major motives for luxury purchase. Regarding the evaluation of the relationship between attributes and motives, superfluity showed strong associations with arbitrary desire, scarcity showed strong associations with uniqueness and belonging to exclusive minority. However, there were weak associations between expensiveness and personal history, scarcity and symbolic meaning. The main contributions of this research are (a) illuminating the significance of luxury brand attribute importance in consumer evaluations of these brands; (b) presenting an intricate relationship between attribute importance and luxury purchase motives (c) providing support for the argument that attributes drive luxury purchase motivations.

Implications for Theory and Practice
This research holds important implications for theory and practice. While it fills important gaps in luxury literature pertaining to the relationship between purchase motives and luxury brand attributes being critical for consumer behaviour, it also helps luxury brand managers in understanding the importance and criticality of attributes so that they place importance to them in that order.

Theoretically, multiple studies have evaluated luxury purchase motives, but none has placed importance on identifying which motives are potentially more important than others. This study clearly draws such line and ranks the important motives and attributes. Prior studies have only placed importance on attributes and motives in isolation, but little was known about their impact on each other. This study removes these silos and tests for correlations between the two.

Managerially, our study could act as an anchor for luxury brand managers in devising a motive-based customer segmentation, which is currently lacking. Such segmentations could place clusters of similar customers together based on motive-attribute similarity. It could also help managers plan product positioning.

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Understanding Luxury Flagship Store Experience

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Introduction and Research Aim

The current market size reached €283 billion or USD 384 billion in sales in 2021 (D'Arpizio et al., 2021). Luxury brands are accepted as a lifestyle and experience instead of a momentary purchase (Atwal & Williams, 2009). Luxury brand marketers focus highly on endorsing their brand through experience (Joy et al., 2014). Luxury products are often found in non-brand or multi-brand stores for better accessibility. However, in-store shopping experiences vary in different retail types (Terblanche, 2018). A non-luxury or convenient retail store offers a more convenience shopping experience to the customers but absent hedonic goals (Roggeveen et al., 2015). On the other hand, a luxury but multi-brand store delivers hedonic experience to their customers (Desmichel & Kocher, 2022). However, customers find lesshedonic aspects in a mult-brand luxury store than a flagship store and desire more engagement. Therefore, these stores fail to provide the authentic luxury experience (Gistri et al., 2009). A luxury flagship store is designed to deliver more powerful brand experiences (Borghini et al., 2009) than a multi-brand or non-brand store. More precisely, a luxury flagship store creates more hedonic shopping experiences than amulti-brand store offering more fun, pleasurable, and sensory stimulation (Kapferer & Bastien, 2012). So, the luxury flagship store experience (LFSE), which in this study interprets as a more substantial or more intense experience than other traditional store or brand experiences. Therefore, the existing brand experience domains are neither readily applicable nor encompass the key experiential characteristics derived from a luxury flagship store. Thus, establishing a sustainable intensive experience through customer–luxury store interactions is an enormous concern for a luxury flagship store experience. The power and intensity of the LFSE transform the relationship between the brand and consumers (Dolbec & Chebat, 2013). This consumer–brand relationship is extended through consumers' interactions on social media (Achille et al., 2018) in the form of electronic word-of-mouth (e-WOM). However, no research has been conducted to investigate the appropriate dimensions of the LFSE and their effect on the consequences (i.e., CSMP and RPIN). This study aims to extend the brand experience toward luxury flagship store experience in terms of its dimensions through a deeper understanding of experience in the luxury flagship store domain. Therefore, the overarching research questions (RQs) of the study are:

RQ1: How to conceptualize LFSE in terms of its definition and dimensions?
RQ2: How do LFSE dimensions impact consumer-brand relationsips?

Literature and Key Theories

This study reviewed the extant literature on brand experience (Brakus et al., 2009); and luxury experience (Atwal & Williams, 2009; de Kerviler & Rodriguez, 2019) to understand the luxury flagship store experience (LFSE) and its dimensions. Previous literature has revealed that brand experiences vary in strength and intensity through delivering more substantial experiences than others (Brakus et al., 2009). A luxury brand store perceived to be provide more intense and hedonic experience than a non-luxury store (Childers et al., 2001). However, the hedonic aspects are found less in a multi-brand luxury store than a flagship store ((Desmichel & Kocher, 2022). A luxury flagship store provides more experiential elements by generating more hedonic value (Gentile et al., 2007). Again, the effect of the retail experience offered by a flagship store is more recreational than task-oriented, whereas a brand store provides an experience more task-oriented than recreational (Jahn et al., 2018). Therefore, the components differ between the brand experience and the luxury retail experience. It is not solely the brand experience or the luxury retail experience. The luxury flagship store experience (LFSE) is a combination of the luxury brand and the retail experience. These are multi-sensory (Park et al., 2013); intellectual learning (Hosany & Witham, 2010; Kim & Chen, 2019); and social identity (Hyun & Han, 2015). These experiences are extensively observed as contextual (Lemke et al., 2011), and are likely to be remarkably sensitive and fluctuate across the situation (Holbrook & Hirschman, 1982). Some LFSE aspects are temporary (Houston & Rothschild, 1978) and situational (Celsi & Olson, 1988), occurring at a particular time or in a physical or social setting (Havitz & Mannell, 2005). Some aspects encompass individual responses to a specific object or thing for a more extended period (Huang et al., 2010).

The existing literature revealed some fundamental theories that helped to identify the LFSE dimensions. The experience categorisation theory (Dewey, 1922) states that experience is the interlinking of human beings and their surroundings resulting through knowledge, senses, feeling and doing. Cognitive scientists Fodor (1983) and Pinker (1997) developed two theories as mind modularity and mental modules, respectively, that exhibit mental reactions toward a specific environment. According to them, mental modules resemble the sensory, feeling and emotional aspects of experience (Brakus et al., 2009). From experience marketing, Schmitt (1999) categorised experience into five dimensions: sense, feel, think, act and relate. Substantial agreement between the theories shows similarities and differences based on the different settings and contexts. The interpersonal relationship theory (IRT) helps to investigate the consumer-brand relationship behaviour. The IRT was developed by Fournier (1998), who examined the relationship proposition between customers and the brand. This relationship between consumers and brands has similar qualities to human relationships as brands are somehow personalised or humanised (Fournier, 1998). According to this theory, the brands contribute significantly to the relationship dyad as an active object of marketing transactions. The experiences and connections between brands and consumers show the relationship behaviour over time (Nobre & Simões, 2019). The favourable experiences encourage consumers to purchase the brand repeatedly and influence others to buy (Brakus et al., 2009).

Methodology

This study used a qualitative approach with a triangulation of literature review, analysis of the social media contents (SMC) and in-depth interviews (Churchill, 1979; DeVellis, 2003). A total of 18 keywords were selected for the LFSE from the extant literature. The study simultaneously conducted SMC analysis and conducted 20 in-depth interviews conveniently among the staff and postgraduate students of a large West Australian university. For social media content analysis, this research analysed Twitter data that attracted many luxury customers of 12 selected luxury brands (Dauriz et al., 2014). A total of 12,925 tweets and retweets using the salesforce social studio portal. The raw textual data and interview scripts were read and re-read and then analysed thematically, applying deductive coding (Dagger et al., 2007) using NVivo12 software. The themes explored 15 keywords from the in-depth interviews and 33 from the SMC for the luxury flagship store experience. The interview participants were consisted of 60% female and 40% male, 50% staff and 50% postgraduate students with an average age of 33 years ranging from 18–40+ years. The participants were primarily Australian (45%), followed by Asian (30%) and from the Middle East (25%). In all, 40% of participants bought a luxury clothing item within the six-month interval, 25% in the past three months, 15% in the past four months, and 20% bought within a one- or two-months interval.

Results and Discussion

This research triangulates the qualitative data collected from in-depth interviews, social media content, and literature review to better understanding of extended components of LFSE dimensions. The secondary data collected from the extant literature review helped contextualise the LFSE concept (Beninger & Francis, 2021). The primary data gathered from in-depth interviews and social media content confirmed the items' relevancy and provided extended elements of LFSE dimensions. This triangulation of qualitative data helped specify the appropriate elements of LFSE dimensions by adding or deducting key terms for the three dimensions of the LFSE construct. This process determined 12 key terms for the contextual, four for the intellectual, and 17 for the substantial dimension of the LFSE construct. Most interviewees stated that visiting or shopping from a luxury flagship store was connected to contextual stimulation. They mentioned their contextual experiences using sensory and emotional sensations. Some respondents highlighted the sensory aspects of the situational experience. For example: *I like the store layout, colour, lighting, soft music, and great design, which is very impressive to my sense [Interviewee 3, Male, Age 31–35]*. Again, interviewees constantly elucidated the learning and knowledge used to highlight the learning aspect of the LFSE. For example: *I learn a lot from a luxury store about high-end luxury, stimulating me to aspire to new things. This sort of knowledge enhances my understanding to make it worth it in a sense. I can understand how to distinguish between a high-quality and a non-high quality product [I5, Female, 18–25].* Finally, interviewees repeatedly cited personality and social identity as elements of the social aspect of the LFSE. For example: *It portrays the sense of assimilation with the part of the affluent group. ... It is associated with celebrities and their association with the brand, which means I can buy the same product as the superstar has [I7, Female, 18–25].* Therefore, the qualitative study explored three dimensions: contextual, intellectual and social experience. The intellectual dimension is a contextualisation of previous literature, developed by Brakus (2009) using a different name. The other two dimensions (i.e., contextual and substantial) emerged from the interviews for the current study. The thematic analysis helped classify the dimensions of the LFSE. The thematic analysis identified three broad themes.

During the interviews, the researcher asked several questions about customer behavioural consequences of the LFSE. The respondents deliberately deny brand loyalty and a direct recommendation to others. However, they highly mentioned their direct and indirect electronic word-of-mouth (E-WOM) communication. For example, *I like the luxury store on Instagram […]. I share my experience with my parents and close friends. ..., sometimes I like posts from the brand on Instagram [I7, Female, 18–25].* Therefore, the qualitative study identified E-WOM is an outcome variable of the LFSE.

Implications for Theory and Practice

This study contributes to the existing literature in the areas of theory and practice. Theoretically, the study reframing the brand experience research by extending the understanding of the LFSE dimensions using four experience categorisation theories. In addition, this study examine the consumer-brand relationship using the interpersonal relationship theory and shown the effects of LFSE on E-WOM. Practically, the study offers managers a LFSE model for conducting integrated analysis and design of luxury flagship store experience. Overall, the study contributes to achieving increased patronage of luxury flagship clothing stores, better customer experiences in a luxury flagship store and, above all, improved E-WOM in favour of the luxury flagship store. However, this is a qualitative study using post-graduate students and university staffs. Therefore, a future research could find further evidence to measure the LFSE dimensions through an empirical study using direct survey with the luxury customers.

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Marketing Analytics, Methods and Modelling

Rhetorical Signals In Technology Licensing Contracts

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Abstract:
Automated text and content analysis in business-to-business (B2B) settings can offer rich performance insights for both scholars and practitioners. Drawing on rhetorical signals and the principles on cooperative communication, our study examines technology licensing contracts to investigate how contractual terms and formulations lead to third party responses (i.e., licensee's market value). Using automated text analysis, we demonstrate that greater monitoring (enforcement) emphasis increases (decreases) the licensee's market value. Greater language concreteness reverses these effects. Combined, the three-way effect of monitoring emphasis, enforcement emphasis, and concreteness generates the greatest increase in the licensee's market value. These insights provide guidance for licensees on how best to formulate their licensing contracts to attract increased investment.

Keywords: Technology licensing contracts, Monitoring, Enforcement

The Marketer's Path From Consumer Textual Data Analytics To Actioning Strategy

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Sean Sands, Swinburne University of Technology

Abstract:
The purpose of this paper is to persuade marketers to assess what, if any, hindrances crucial issues present whenever they consider adopting textual data to solve marketing problems. Based on the IPA (Importance Performance Analysis), we adopt textual measures, i.e., *Attention* (Term Frequency) and *Affection* (Score of Sentiment) to generate an IPA grid and explicitly reveal the options for actionable strategies marketers have, keeping in mind the various consumer insights into those measures. Finally, we present a related case to demonstrate how to employ textual data for marketing action.

Keywords: Text Analytics, Marketing Strategy, Sentiment, Term Frequency, IPA Analysis.

Modelling Customer Churn In Non-contractual Settings: from Identification To Instant Prediction

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Abstract:
The uncertainty around labelling customers as 'churners' and 'non-churners' in non-contractual settings has brought complications to utilizing data mining models in customer churn prediction. This contextual anomaly has motivated academics and practitioners to persevere to identify new approaches to deal with this issue. In this study, we demonstrate that the current practices in the marketing literature to predict non-contractual churn suffer from both a lack of agility and an inability to account for customer heterogeneity. In response, building on the 'always-a-share' assumption which allows customers' return after a period of inactivity, we propose a new approach for modelling customer churn in non-contractual settings, using data mining models where the lag between churn time and prediction time is eliminated and customer heterogeneity is recognised. The results from an empirical and simulated data show how the proposed change can increase the probability of accepting retention offers by would-be churners, leading to more effective and profitable retention campaigns for companies.

Keywords: Customer churn management, Customer retention, Non-contractual settings

Don’t Panic! An Agent-based Model Approach To Understanding Panic Buying.

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Abstract:
Panic buying is a largely irrational behaviour involving the over-purchase and stockpiling of goods in anticipation of stock shortages. We briefly review the social and economic implications of panic buying and outline theoretical contributions to the phenomenon. We then introduce a draft agent-based model (ABM) designed to replicate panic buying in a community. The model is a small world where retailers have varying stock levels that are regularly restocked and independent agents have limited perceptions of the retail landscape, panicked agents can influence others, and agents’ awareness of retailers’ history moderates their perceptions. The next stage of the model includes the effects on agent anxiety of varying types and credibility levels of information sources. Results, presented at the conference, will show how coordinated information from news media and retailers does ameliorate panic buying, but any inconsistent messaging does not.

Keywords: Agent based model, panic buying, simulation

The Price For The Right Address - An Empirical Investigation Of Conspicuous Consumption In The Context Of The Housing Market

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Jiemiao Chen, Monash University

Abstract:
The role of status-driven consumption has been studied extensively in multiple consumption contexts. Yet, there is scant evidence on how status considerations affect market prices in real economic settings. In this paper, we empirically investigate the effect of status consumption in the context of residential real estate. We use real estate transaction data from a major metropolitan area to measure the effect of perceived prestige on real estate valuation. We develop an identification strategy by exploiting the institutional feature of local administrative zones and their boundaries. In the process, we rule out of factors such as unobserved neighbourhood characteristics and school zones as potential explanations of the price effect observed. In a follow-up study, we further explore the psychological mechanism through which this effect takes place.

Keywords: status consumption, regression discontinuity design, branding

Editors Should Desk-reject Intention Models

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Margaret Faulkner, Australian Marketing Institute
Cathy Nguyen, University of South Australia
Yang Song, University of South Australia
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Introduction and Research Aim

Debate rages in the social sciences regarding the legitimacy of investigating any volitional human behaviour using behavioural intention as a proxy for actual behaviour, often labelled the intention-behaviour gap (e.g. Kollmuss & Agyeman, 2002). The purpose of this article is not to conclude the debate but to offer some evidence from taking both approaches (modelling intention as a dependent variable versus modelling behaviour, mediated by intention, as a dependent variable) while investigating pro-social behaviours. We present evidence from a cross-cultural, longitudinal study into the factors that influence helping behaviours in the form of giving money, time or goods to organisations (charities and non-profits) or individual people, i.e. 6 forms of helping. The research comprises two waves: in the first wave, we asked for intentions to help in the next three months. Three months later we asked whether respondents had given any form of help in the last three months. One of the aims of the research is to investigate the factors that influence the intention-behaviour gap in the context of charitable giving (this is reported by Authors, 2022), however in this paper we focus on the validity of relying on intentions as a valid proxy for behaviours. We contend that editors should desk-reject papers that claim to explain anything about behaviours when the dependent variable of the analysis is intention rather than behaviour. Undoubtedly there are *some* contexts where there is a credible body of evidence to support a reliable link between intention and behaviour, however the onus is on the manuscript authors to prove that the claimed link is valid in their context. A general principle like "the best predictor of behaviour is intentions," even if based on a meta-analysis (e.g. Sheeran, 2002) does not apply in all cases, and should never be accepted by editors or reviewers at face value.

Background and/or Conceptual Model

We modelled intentions and behaviours using the Reasoned Action Approach (Fishbein & Ajzen, 2010), i.e. the most recent version of the Theory of Reasoned Action (Fishbein & Ajzen, 1975) and Theory of Planned Behaviour (Ajzen, 1985; 1991). Research into the Intention-behaviour gap in a pro-social context reported by Shang, Sargeant, & Carpenter (2019) asked over 17,000 registered donors to five large UK charities about their intentions to donate to the charity for which they registered, and 12 months later gathered data about their donation behaviours from the records of each charity. They found that 24% of their sample did not intend and did not behave; 30% intended and behaved; 27% did not intend and did behave; and 20% intended but did not behave. The latter group (people who say they will help but then do not) is the focus of much managerial puzzlement in the not-for-profit sector. In this instance the proportion of people in that group is much lower than the general case, i.e. asking the general (target) population about intentions, due to being registered donors.

Methodology

We conducted an online survey in two waves: from November/December 2019 in Wave 1, and late February to April 2020 for Wave 2. We sampled three countries: Australia, New Zealand and China. We asked questions regarding the frequency and amount of charitable giving in various forms, and also beliefs and attitudes of psychological constructs that the literature suggests as influences to charitable giving. We used the Juster (1966) scale to measure intentions. Our target population was people who have enacted a helping behaviour recently, as one of the research questions of the larger study (but not reported here) was related to reasons why some people "lapse," i.e. have helped in the past, but not currently. We will not report on that question, because the focus of this paper is the intention-behaviour gap. We used structural equation modelling to implement the following models: Wave 1: Intention (I) depends on attitude (A), subjective norm (SN) and perceived behavioural control (PBC). Apart from intention, the other most widely claimed best predictor of behaviour is past behaviour, so we ran another set of models with the addition of Past Behaviour (PB) as an antecedent of Intention. At Wave 2 we modelled Behaviour depending on Intention and PB; Intention depending on A, SN and PBC. Models were estimated for all combinations of Intentions & Behaviour; Charities and Informal; Money, Time & Goods; and Country, i.e. 2 × 2 × 3 × 3 = 36 for Wave 1, plus an additional set for Wave 2 Behaviour: 2 × 3 × 3 = 18, giving 18 + 36 = 54 separate SEM models. We used R v4.1.3 (R Core Team, 2022) for the analysis, including the R package lavaan v0.6.11 (Roseel, 2012) for SEM analyses.

Results and/or Discussion and Contributions

The table below shows the mean path estimates of the antecedents aggregating over all the models for each of the two dependent variables (Behaviour and Intention). The row labelled "Intention + PB" has Intention as the dependent variable and the three RAA antecedents (Attitude, SN & PBC) plus Prior Behaviour (PB) as an additional antecedent of Intention. The only fit index presented in the table below is CFI simply to avoid clutter. Other fit indices were examined and are available upon request. Path estimates that are not significant in any of the models that are aggregated over to calculate mean statistics are not shown.

Dependent	Wave	R^2	CFI	Intention	Attitude	SN	PBC	PB
Behaviour	2	0.07	0.94	0.31	0.17	0.46	0.39	0.23
Intention	1	0.54	0.96		0.07	0.43	0.34	
Intention + PB	1	0.55	0.96		0.08	0.38	0.33	0.19

The mean variance explained for models with Behaviour as DV is much lower than that for the Intention models, even though the models have very similar mean fit. Therefore, if we only had Wave 1 data and claimed that Intention was a valid and reliable proxy for behaviour, any inferences we made from the results of those models about what might cause helping behaviour would be invalid. Firstly, the path coefficients are similar across models except the coefficients of Attitude. If we assumed Intention was valid proxy for behaviour, we would conclude Attitude has very little influence on Behaviour. Secondly, the same model (i.e. the same variables measured on the same respondents) for Behaviour has unacceptably low variance explained for Behaviour. Taken together, these results show that in this context Intentions are not a valid proxy for Behaviours if the goal is explain the influences on behaviours, and moreover the RAA performs well in explaining Intention but explains almost none of the variance in Behaviour. (This does not imply the RAA is invalid or not useful in general, because these results depend on how the antecedents are measured.)

Implications for Theory and Practice

Our position is that in some circumstances, there is evidence that intentions are a valid proxy for behaviours, as the meta-analysis reported in Sheeran (2002), for example, shows. Editors should not desk-reject *all* intention models. However editors should desk reject manuscripts where the authors have not presented credible evidence, preferably from several independent meta-analyses, that intentions are a valid proxy in the specific context of the study reported in the manuscript. We have offered an illustration, one which shows fairly compelling evidence, for even more distrust than usual of cross-sectional research designs with intentions as the dependent variable. Our findings also show the benefits of longitudinal designs, and although they are certainly not a panacea, they at least meet one more criterion for causality as outlined by David Hume: correlation, temporal precedence and lack of competing explanations (Hume, 1748/1902). Longitudinal designs cost more, but are capable of providing much more valid and managerially relevant results, as we have seen in this case, justifying the expense.

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A Fake Review Booster or an E-Coupon Booster? A Theoretical and Empirical Investigation

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Abstract:
In difficult situations, how to reach new customers is a big challenge for small new businesses with limited resources. Some of them are even resorted to use fake reviews, which are a low-cost method of promotion to acquire customers. On popular platforms, e-coupons are also widely used to achieve the same marketing goal. Two-stage least squares (2SLS) is used to examine the short-term separate impacts and joint impact of the two tools. Simultaneous equations are used to examine their impacts on new businesses' survival probability separately and jointly. We empirically show that e-coupons have short-term and long-term benefits for small new businesses' performance and e-coupons can be effective low-cost substitute of fake reviews. Platform operators can encourage small new businesses to offer e-coupons in order to tap into a new market rather than using fake reviews, which are an unethical and deceptive practice.

Keywords: 1) fake reviews; 2) e-coupon; 3) small business

Interdisciplinary Analysis Of Information Diffusion In Reddit

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Abstract:
Practitioners and academics have been showing progressively greater interest in the ways in which firms' marketing communication can spur word of mouth since mid-20th century. In the given research, we introduce an interdisciplinary approach to addressing the problem of understanding and influencing customer perception. We employ the contemporary methods of Data Analytics, such as Natural Language Processing, Opinion mining, and Complex Network Analysis, to explore customer preferences at the Reddit media platform, as one of the richest website's user bases. Specifically, we collect the dataset that encompasses all activity from nearly two million anonymized users in an eight-month period and employ the developed approach for extracting customer opinions and forecasting dissemination of electronic word-of-mouth in real-world customer networks. The approach allows for a more direct analysis of online consumer behaviour compared to the more restrictive methods such as surveys and small-scale experiments.

Keywords: electronic word-of-mouth, social media platforms, data analytics.

Price Promotion Model For Every Day Low Pricing Retailers: Estimation And Optimization

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Rahul Govind, University of New South Wales
Sonika Singh, University of Technology Sydney

Abstract:
The research aims to develop and estimate price promotion modelling for Every Day Low Pricing (EDLP) retailer. The main challenge of estimating a model for EDLP retailers is the relatively stable and constant pricing, which may hinder model convergence. We propose two-stage method: (1) demand-group-market-share approach to form cross-sectional price variation, and (2) estimating price elasticity model for primary and secondary demand for EDLP chain. We applied the above method to the soup dataset from Walmart, one of the largest US-based EDLP retailer. Initial results identify three demand groups, and price elasticities for these demand groups are estimated. After we have successfully estimate price elasticity, we can then estimate the change in both category and SKU sales. This allows us to optimize the SKU and category sales by changing price. In the Walmart application, early results show that the optimization exercise manages to significantly increase the company’s revenue.

Keywords: EDLP; price-promotion modelling; Optimization; Primary and Secondary Demand; Mixed Method Modelling

Does The Birth Of A Child Increase Alcohol Consumption?

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Abstract:
Birth of a child causes emotional upheaval for households. During times of upheaval, consumers commonly employ coping strategies such as impulsive shopping and stress-induced consumption to manage difficult situations and get their mind off the stress. In this study, we examine the effect of the birth of a child on the consumption of impulsive and stress-relieving products such as alcohol, soda and candy. Drawing from theories on emotion-focused coping strategies, we argue that households who experience the birth of a child increase their consumption of stress-relieving products to restore balance in their lives and combat their stress. We use Nielsen panel data on household purchases across all US grocery retailers. We apply a change point detection method and an event study and estimate the effect of childbirth on households' consumption of stress-relieving products. We find that the households' expenditure share on alcohol increases by approximately 50 percent following the birth of a child. Further, the effect of the birth of the first child is more pronounced than that of subsequent children.

Keywords: The birth of a child, Alcohol consumption, Change point detection Analysis

Reconstructing Likert-scale Data With Only Reported First And Second Moments

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Introduction

An often-ignored tenet of data analysis is "always look at your data" to best understand the range, distribution, outliers, etc. (Anscombe, 1973; Matejka & Fitzmaurice, 2017). Unfortunately, in many published reports only the means and standard deviations of rating scales are reported, often only the means. In this study, we want to reproduce published results given only the first two moments (mean and variance). (The third and fourth moments are skewness and kurtosis respectively.) Scale boundaries (1-5, 1-7, etc.) cause most distributions to be skewed. If the standard deviation of a scale is more than the distance of the mean from the scale boundary, then most cases are closer to the boundaries than we might expect. Simple univariate statistics can be misleading, as we can see in Figure 1.

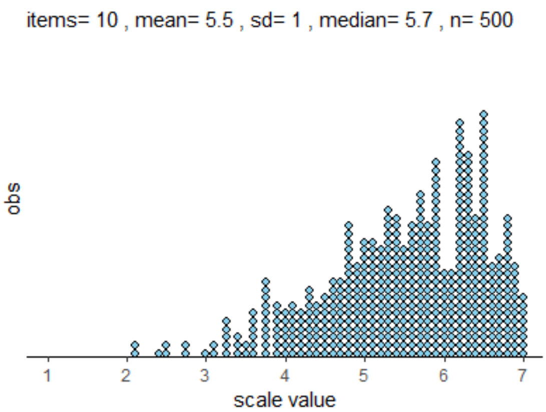


Figure 1: Scale boundaries cause skewed distributions

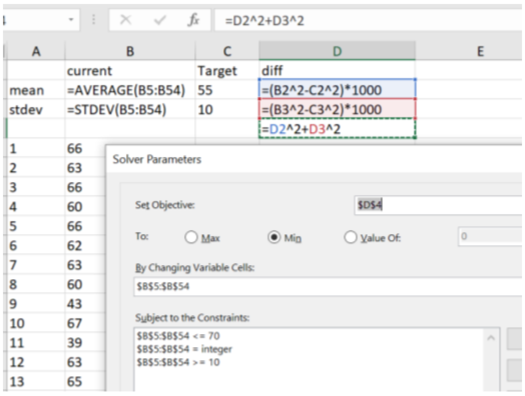


Figure 2: Sample setup for Evolutionary algorithm in Excel Solver

Background

A Likert scale is the mean, or sum, of several ordinal rating scales. They are bipolar (usually "agree-disagree") responses to propositions that are determined to be moderately-to-highly correlated and capturing various facets of a construct. A 5-point Likert scale that is constructed with, say, five items (questions) will have a summed range of between 5 (all rated '1') and 25 (all rated '5') with all integers in between, and the mean range will be '1' to '5' with intervals of 1/5=0.20. A 7-point Likert scale constructed from eight items will have a summed range between 8 (all rated '1') and 56 (all rated '7') with all integers in between, and the mean range will be '1' to '7' with intervals of 1/8=0.125 (Likert, 1932; Warmbrod, 2014).

Typically, researchers wish to simulate Likert scales to create dummy data to check analyses ahead of finalising a questionnaire. The usual approach is to resample with a predetermined probability distribution (Heinz, 2021). Extensions of the same probabilistic distribution idea are available for correlated data (Grønneberg et al., 2022; Touloumis, 2016).

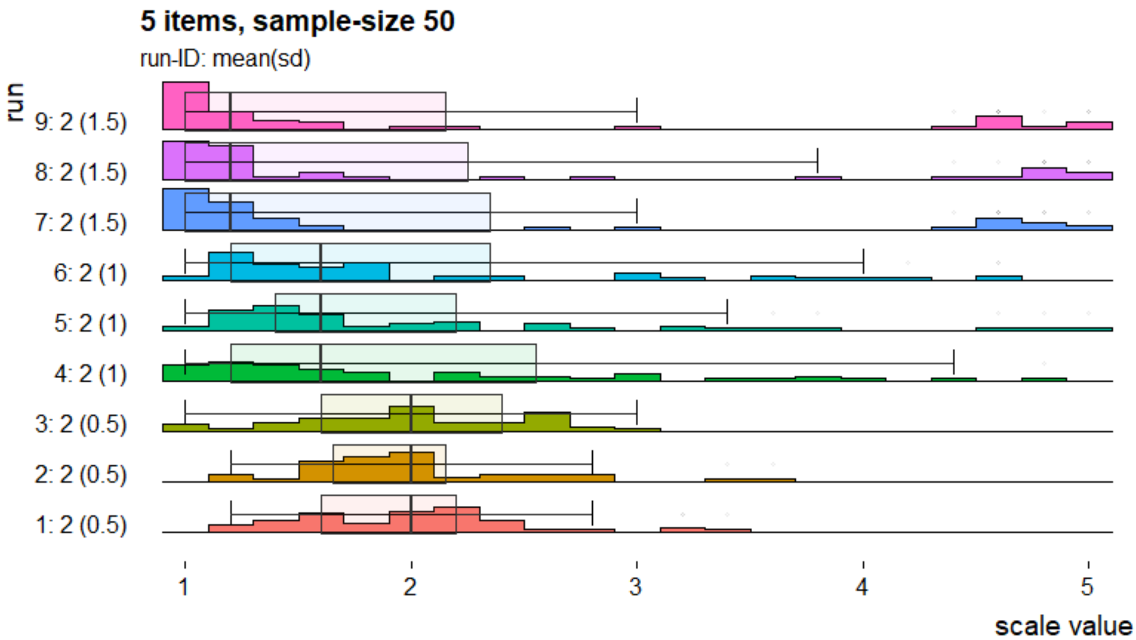
Method

Unlike the task of creating mock data, the challenge here is to synthesise data that are already published but where only the mean and standard deviation are reported. A "probability distribution" approach is inapplicable because we cannot guarantee the desired moments. We found no examples of this simulation task in the social sciences or coding literature. We hit upon a workable solution in the Evolutionary algorithm in the Excel Solver add-in, as illustrated in Figure 2, and results in Figure 1.**Error! Reference source not found.** In this example, we replicated a 10-item 7-point scale with mean=5.5, sd=1.0. Ten items make a summated scale of integers ranging between 10 and 70. With two optimisation criteria, mean and standard deviation, the goal is to minimise the difference between the current mean and the target mean, and between the current sd and the target sd. We amplify the differences by calculating the difference between the squares of current and target moments. The objective value to be minimised is simply the sum of the two squared differences, as shown in the code in Figure 2. This works well in Excel Solver but can take many minutes (hours) for a sample size in the hundreds. A more efficient approach is an evolutionary algorithm in R, Python or Julia (and, no doubt, other languages). We chose the *DEoptim* package for R (Mullen et al., 2011) which produces simulated data with desired properties in much less time. R code and an R Shiny app are available on the author's GitHub site (Winzar, 2022).

Results

Figure 3 illustrates nine simulations for a five-point, five-item, Likert scale with a mean=2 and three runs each with standard deviations of [0.5, 1.0, 1.5]. Charts are overlaid with box plots to emphasise skewness. We can see in runs (1, 2, 3) with mean=2, sd=0.5, that observations are symmetrically distributed. A larger sample size produces a close-to-normal distribution. Runs (4, 5, 6) with mean=2, sd=1.0, show positively-skewed observations, so that the median is noticeably less than the mean. Runs (7, 8, 9) with mean=2, sd=1.5, show observations are heavily skewed right, and some observations need to gather on the far end of the scale to achieve the required sd. If the sd is any larger, then the optimisation algorithm may not converge. That is, the combination of moments is infeasible. Figure 3 shows the patterns are similar for any defined first and second moments. The algorithm and code used here apply to any summated rating scale with any number of items and any scale range. Simulated data are surprisingly consistent. Further analysis of 500 runs compared with known original data showed all were correlated above 0.98, with average correlation of 0.992.

Figure 3: Sample runs for 5-item, 5-point Likert Scale – mean=2 stdev=[0.5, 1.0, 1.5]



Discussion

The optimisation algorithm produces simulated data with the desired mean and standard deviations accurate to at least two decimal places. When this doesn't occur, then the combination of moments is infeasible. The purpose of this study is to simulate data like that in a published report so for easier visualisation, comparison, and analysis.

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Basket Choice Model Using Deepwalk Neural Network

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Abstract:
The product relationship can be represented as a graph, where nodes are commodities and lines represent relationships. Researchers have developed neural networks that operate on graph data (called graph neural networks, or GNNs) for over a decade. We use Graph Embedding Vector generated from the sequence of customer purchases to analyse the relation between products and use the embedding vector on the traditional conditional logit model to analyse customer purchase behaviour.

Keywords: Graph Neural Network, Basket model

Marketing Education

Role Of Service Orientation In Marketing Higher Education. An Exploratory Analysis

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Introduction and Research Aim

The number of higher educational institutions around the world has increased dramatically over the past few decades as a result of widespread globalization leading to higher competition (Hemsley-Brown & Oplatka, 2006). As higher educational institutions are primarily engaged in providing services, a better focus on the needs and requirements of their current customers (students) is essential for effectively managing their intense competition. Extant literature has discussed the role of service quality and student satisfaction and loyalty in the past, however, none of these studies was conducted in a pandemic environment such as the Covid-19 pandemic of 2019. The Covid-19 pandemic has been a global issue that has impacted the provision of higher education services globally. Since the spread of this global pandemic, higher education institutions including universities and polytechnics have transformed their delivery models to purely online or blended formats. These changes in the service delivery model have impacted the service quality of their higher education institutions leading to various levels of customer satisfaction and loyalty. The primary objective of this study is to examine and identify the service orientation of higher educational institutions in a post-pandemic environment and its impacts on overall customer satisfaction and loyalty.

We address two research questions in line with this aim:

> RQ1: What are the key drivers of service orientation in higher educational institutions during the Covid-19 pandemic?
> RQ2: What impacts do they have on satisfying customer needs?

Background and/or Conceptual Model

Uses and gratification theory (Kaur et al., 2020; Menon, 2022) suggests that student satisfaction in the online and blended learning environment may depend on how institutions have fulfilled their innate needs and requirements. Signalling theory indicates the benefits of online service providers in providing relevant and high-quality information and building relationships through credibility (Rahman et al., 2018; Thaichon et al., 2020). Current literature about customer equity theory and service-dominant logic suggests that business relationships built over customer-centric decision-making processes where customers are regarded as co-producers in the value creation may lead to higher customer satisfaction (Hilton & Hughes, 2013; Vargo & Lusch, 2008; Vogel et al., 2008). These works lead to the proposition that higher educational institutions' customer-centric and service-oriented behaviours are critical to gaining student satisfaction in a challenging learning environment. The current study proposed that the following four dimensions of service orientation have a positive effect on customer satisfaction and loyalty.

H1: Higher educational institutions' engagement with students over online/blended platforms affects students' satisfaction and loyalty.

H2: Higher educational institutions' interactivity with students over online /blended platforms affects students' satisfaction and loyalty.

H3: higher educational institutions' personalisation efforts in delivering services over online and blended platforms affect students' satisfaction and loyalty.

H4: Higher educational institutions' collaboration over online and blended platforms affects students' satisfaction and loyalty.

H5: The information technology adoption of higher educational institutions mediates the relationship between service orientation and customer satisfaction in tertiary education.

Methodology

The current study conducted 19 semi-structured interviews among students of a leading tertiary institution in New Zealand. The students were selected based on their enrolments to graduate and postgraduate business degree programs there. Random sampling methods were employed. Out of fifty email invitations sent, only 19 of them confirmed their willingness to participate in the data collection process. Each interview approximately lasted 30-45 minutes. Recordings were manually transcribed, and coded for further data analysis. Transcripts were analysed for suitable themes using NVivo version 12. The interviews were informal and were conducted in natural settings. These interviews helped to examine how students develop meaning, knowledge and understanding of customer relationship management strategies in higher education marketing. Participants were given opportunities to talk freely about various topics including the selection of an educational provider, program selection, pre-enrolment expectations, the brand reputation and image of the education institution, nature of interaction and engagement, and overall learning experience(s).

Results and/or Discussion and Contributions

Education providers' service orientation is found to be critical in influencing tertiary students' satisfaction and loyalty. The results suggest that the depth of customer engagement, interactivity, personalization, and collaboration indicate an educational provider's service orientation in the HE sectors. Most respondents opined that their engagement via online learning management systems (e.g. Moodle), emails and social media helped them to prepare for assessments in line with teachers' expectations. For tertiary EPs, conversations facilitated by online group/discussion forums, group chats, listservs, and other online document sharing platforms, enhance student's learning through interaction – often immediate and in real-time. More than 50% of the respondents agreed that correspondence they have received through emails, social media, and mobile apps (e.g. WhatsApp) was very helpful in meeting their needs supporting the uses and gratification theory tenets. The current study finds that the available IT infrastructure and support services offered by their respective EPs impact significantly on students' level of satisfaction with their EP. Nearly 33% of the students were concerned about various IT issues such as Wi-Fi access in classrooms and campuses, access to various learning software at home computers (e.g. MS OFFICE, IBM SPSS), adequate computer terminals at the library and classrooms, and responses from the IT helpdesk in case of any technical issues. The study identifies information technology infrastructure as a mandatory resource for enhancing customer value and satisfaction in the higher education context. For example, Improvements in the firm's service orientation are highly dependent on its adoption of the information technology infrastructure. State of the art internet access on campuses, reliable computer-assisted learning systems, websites and other online learning management systems etc. help students to develop confidence in the reliability and integrity of their higher education providers. Our study identified high levels of student appreciation for those courses and faculties that have used social media for student interactions and communication.

Implications for Theory and Practice

Study findings have valuable implications for higher education marketing practices in a pandemic is driven consumer environment. The findings are expected to help higher education marketers to reconnect with their key stakeholders, particularly their student communities in a transformed teaching and learning environment. The current study finds that successful relationships in higher education begin with implementing student-centric and service-oriented strategies in their provision of services supporting the current service marketing literature (Borishade et al., 2021; Thaichon et al., 2020; Verma et al., 2016). Student support services, libraries, councillors and advisors may play big roles in understanding varying student needs in their learning process. Service-oriented firms should provide their customers, a major role in the design and delivery of the services. In the context of higher education, new courses and programs are to be designed according to the changing student needs and demands. Considering the delivery of courses, students are more likely to enjoy and value collaborative learning methods where they could contribute more towards overall classroom learning rather than being passive recipients of knowledge (Beldarrain, 2006). The current study also contributes to the service marketing literature by proposing a conceptual model of relationship marketing in higher education services. The proposed model identifies a series of strategic actions to enhance student satisfaction and loyalty toward their educational providers. Even though prior research has pointed out the significance of service orientation in marketing, there were few discussions regarding the roles of engagement, interactivity, personalization and collaboration in enhancing student trust and commitment. The current study also evidences the role played by information technology in fostering student interaction and collaboration in learning environments. The current study examined the influence of these drivers on students' formation of trust and commitment and ultimately their satisfaction with their respective educational institutions. The current study addresses the call for synthesizing the diverging business relationship practices by proposing a conceptual model identifying the critical success factors of marketing higher education services.

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University Staff–new Student Online Interactions Amid The Covid-19 Pandemic

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Abstract:
Drawing on need-to-belong theory together with prominent concepts from service marketing, this article investigated the impact of university staff–new student interaction during online showcase programs (OSPs) on student satisfaction, including students' pro-social behavior and university brand preference. It then examined the impact of pro-social and brand preferences on student fee payment. Such research is warranted in the post Covid-19 reality, where there is a critical need to share findings that offer academics and practitioners insights into effective student recruitment practices in the forced migration to the online environment. The empirical investigation captured responses from 367 high school students participating in an OSP as part of their university evaluation efforts and analyzed the data using structural equation modeling (SEM). The data also included university financial records confirming students' admission. The results confirmed the effectiveness of OSPs in recruiting new students, with staff–new student online interactions positively influencing students' satisfaction with OSPs.

Keywords: online showcase programs, pro-social behavior, Covid-19

Factors Affecting Marketing Management Students In Recommending Their Educational Institution To Prospective Student Enrolees

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Introduction and Research Aim

There are numerous studies related to strategies in teaching and student learning motivations (Eklof, 2021; Chen, 2022; Y. Chernyakova & Migdal; 2022; Shakthikrishna & Vani, 2022; Manzon, 2022). Yet, the participation of the entire educational institution in persuading existing students to recommend their educational institution to prospective student enrolees is neither taken into account. Thus, this study may provide potential research recommendations to increase interest in educational institutions' involvement in WOM and value co-creation. A company's profitability and revenues are positively impacted by client loyalty and happiness. (Rosenberg & Czepiel, 2017), emphasizing the importance of customer sustaining activities to Marketing Management students for the students' gratification and the school's establishment of positive word of mouth, to further utilize the enrolled students to be the school's positive word-of-mouth ambassadors (Lauring & Steenburg, 2019). Marketing Management is by far one of the most popular courses for college students (Liu, 2018). Customers are a limited resource thus getting anything from an existing client is far simpler than from a new one.

The discipline of marketing has made significant progress in developing and testing models related to markets, brands, channels, and customer behavior (Key et al., 2020) which may cultivate intended learning outcomes associated with marketing management students, hence utilized as respondents. This is also to understand that marketing management students, which are classified as Generation Z, value recommendations due to peer and family feedback instead of personal experience (Bergeron III, 2019). To address the following issues, this study examines the relationship between the source of information, influence, motivation, hindrance, and student profile to Marketing Management students' intention to recommend their educational institution to prospective student enrolees.

Background and Conceptual Model

Students don't always use resources created by the educational institution. As such, the *source of information* is crucial to be familiar with the outside resources Generation Z students use to curate recommended ones (Talmon, 2019). Generation Z is a highly connected generation who frequently engage with peers and value *Influence* (Business Insider, 2019). The interest of this generation is driven by collaboration and affinity (Iorgolescu, 2016). Personal aspirations and self-adopted values are examples of motivations acquired from experience. (Reeve, et al., 2022). Findings revealed that task values are one of the best motivational predictors (Steinmayr et al, 2019). It is also suggested that educational institutions consider factors that can cause *hindrance* to the teaching-learning dynamic (Mohr & Mohr, 2017).

Studies have also reported associations between *Student Profile*, such as gender, location, and year level to the overall performance of an academic institution (Malau-Aduli et al., 2017; Cleland et al., 2008). This relates to the driving forces behind a certain behavior; the more strongly one intends to engage in a behavior, the more likely it is to be carried out (LaMorte, 2019). The *intention* should be considered the immediate psychological antecedent to one's actual behavior (Wall et al., 2007).

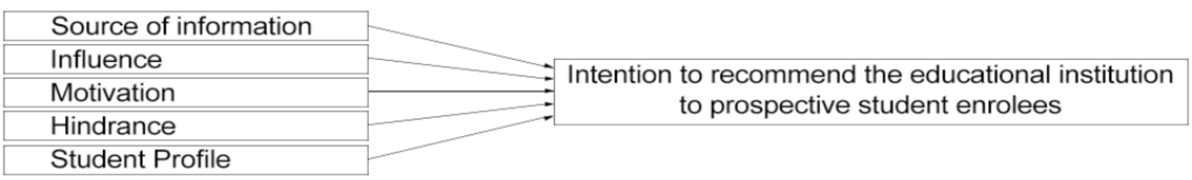

Figure 1. Conceptual Model

Methodology

The study's research design uses a quantitative approach with 483 Marketing Management students in the Philippines. Respondents were advised during online classes with the consent of students and professors. Questionnaires were filled out via Google Forms from February to May 2021. It is further analysed using descriptive statistics having Hindrance with the highest mean (2.99) and standard deviation (1.828) among all predictors. Other findings are further discussed on the results.

Results

For the student profile, 58.4% of the respondents are female, 52% reside in Calabarzon which is the most populous region in the Philippines (PSA, 2016), and 63.7% are Sophomores. 80.3% of the respondents are influenced to study at the same educational institution while 19.7% declared that their decision is based on their own. Recommendations are the main source of information on a preferred educational institution with 83.6% which is best described by some studies as "genuine advice" (Maheshwari, 2018; Hathaway & O'Shields, 2021). It is then followed by social media, school websites, and print advertisements with 11.8%, 33.3%, and 1.2% respectively. The majority or 54.5% consider "accessibility and convenience" as the motivation of marketing management students in recommending the educational institution to prospective student enrolees (see Table 1). Findings show that being tech-savvy, accessibility and convenience plays an important part in Generation Z's motivation to avail of products and services as they can make informed purchasing selections online more quickly than the previous generations (Lauring & Steenburg, 2019). "Inability to take action to resolve student complaints" is ranked as the topmost hindrance in recommending the educational institution with 29.4%. Focusing on trust and quality customer experience, especially timely feedback is highly valued by Generation Z (Hieu & Loan, 2022).

At a 95% level of confidence, predictors and intention to recommend are correlated. Student Profile combined is the most significant determinant while the source of information is the least (see Table 2).

Table 1. Marketing management students' motivation and hindrance to recommend the educational institution to prospective student enrolees

Variables		Frequency	Percentage
Motivation in recommending the educational institution	Accessibility and Convenience	263	54.5%
	Affordable Tuition Fee	104	21.5%
	Branding	71	14.7%
	Feedback from current and/or former students	18	3.7%
	School Facilities	15	3.1%
	Offered Courses	6	1.2%
	Safety and Security	3	0.6%
	Others	3	0.6%
Hindrance in recommending the educational institution	Inability to take action to resolve student complaints	142	29.4%
	Immunity of incompetent professors	92	19.0%
	Lack of support in competitions and seminars outside the school	70	14.5%
	Student fees	62	12.8%
	Inability of non-teaching staff to provide good customer service	56	11.6%
	Enormous number of students	45	9.3%
	Others	16	3.3%

Table 2. Coefficients

Model		Standardized Coefficients	t	Sig.	95.0% Confidence Lower Bound	95.0% Confidence Upper Bound
1	(Constant)		14.33	0	4.113	5.42
	Gender	-0.127	-2.778	0.006	-0.484	-0.083
	Location	0.077	1.7	0.09	-0.006	0.085
	Year Level	-0.065	-1.425	0.155	-0.207	0.033
	Source of information on preferred educational institution	0.021	0.439	0.661	-0.142	0.224
	Motivation	-0.025	-0.516	0.606	-0.1	0.058
	Influence	-0.075	-1.644	0.101	-0.454	0.04
	Hindrance	0.03	0.66	0.51	-0.036	0.072

Implications for Theory and Practice

The study's findings demonstrated the importance of considering the student profile as the most significant factor affecting marketing management students' intention to recommend their educational institution to prospective student enrolees. In comparison to similar studies, student profiles offered valuable data for formulating educational strategies and regulations that enhance faculty knowledge of learning-related issues (da Silva, et al., 2010). Motivation and hindrance of marketing management students in recommending their educational institution to prospective student enrolees may all be influenced by contextual factors like their psychological sense of belonging to the institution (Ferreira, M., et al., 2011).

Although the study provided an introduction to a segmented market in a specific country, the limitations offered avenues for further research. Future researchers may also consider examining a diversity of respondents by extending the study to various international educational institutions.

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University Education: Negotiating Personal Desires With Family Expectations

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Introduction and Research Aim

Higher education has undoubtedly become a globalised and highly competitive marketplace vie for domestic and international students alike (Bennett & Kottasz, 2011). Far from the romantic ideal of being "places of knowledge" (Holbrook, 2005), the primary purpose of universities, and higher education generally, in today's capitalist societies is to provide young consumers with the knowledge and advanced skills that enable them to compete and succeed in a dynamic global economy (Varman et al., 2011). Thus, the common view is that university education is perhaps one of the most crucial stepping stones for consumers to achieving their aspirations and an essential element of social consumption (Smyth & Banks, 2012). However, we cannot presume that everyone is able to engage in university education (Capannola & Johnson, 2022; James, 2001), or that individuals always have the free choice to fulfil their true aspirations (Suleiman, 2022; Reay et al., 2001). In fact, scant attention has been paid to what personal meaning higher education holds for Thai students, taking into consideration their personal desires and aspirations as well as their social and cultural circumstances.

The present study allows us to gain more contextualised insights into how the individual and society assign the different meanings and values to specific (types of) universities within the context of Thailand. Therefore, we use an interpretivist approach within this research to gain a better understanding of Thai consumers, when it comes to their choice of university, their experiences at their universities, the courses they take, and how they have to negotiate their personal desires, aspirations and experiences of higher education with the social and cultural expectations, values and aspirations of their family, community and Thai society (Smyth & Banks, 2012). Thereby, we also examine how this negotiation process determines and is informed by the personal meaning and cultural value placed on different universities.

While this is still an ongoing ethnographic study, its aim is:

> To explore how Thai students in the pursuit of higher education negotiate their personal desires, ambitions and motivations with the social and cultural expectations, norms and values of their families, community and society in Thailand.

Hence, in the following literature review, we seek to address these two research questions:

> RQ1: To what extent and how are young Thai consumers' pursuit of a university education and choice of university influenced by the social and cultural expectations, norms and values of their families, community and society in Thailand?
>
> RQ2: How are young Thai consumers negotiating their personal desires, ambitions and motivations for their choice of university and field of study with the socio-cultural expectations of their family, community and Thai society?

Discussion of the literature and implications

In our thorough review of the literature, we found that the pursuit of higher education, and with it the choice of a particular university, carries a polysemy of meanings for students, their families and communities. These are shaped by personal attitudes as much as by cultural values and social circumstances that differ across individual cultures. Besides obtaining a qualification, and with it the promise of a successful career (Varman et al., 2011), students may also go to university with the aspiration of self-fulfilment and gaining a deeper knowledge in the subject areas they are personally interested in (Holbrook, 2005).

In the case of the socio-cultural education system in Thailand, the majority of Thai students are expected to enrol into university straight after graduating from high school (Kitsawad, 2013), whereby people value in particular those universities with prestigious names and reputations. Boonrak (2017) notes that public red-brick universities have always been the first preference among Thai students and their parents when it comes to their choice of university, due to the deep-embedded societal beliefs that these forms of universities provide better quality and greater future career paths (Dowpiset & Moovoravit, 2017). In fact, within Thai society, people often tend to compare themselves against each other in relation to their academic background and achievements, whereby a higher university degree, especially from a prestigious public university, affords the respective individual social standing, respect and mobility (Pimpa, 2005). Hence, it comes to no surprise that those Thai consumers, who seek to improve their career prospects and/or social networks, are keen to 'upgrade' by obtaining a master or even doctoral degree as a socio-cultural signifier of position, professional expertise in a particular field and, subsequently, cultural privilege (Buasuwan, 2018).

Obviously, this socio-cultural value system has repercussions for the young Thai consumers when it comes to their personal aspirations regarding university choice and the subject area they wish to study. Indeed, attending a top-ranked public university is viewed by Thai society as the student showing 'gratitude' to his or her parents and bringing honour to the family (Dowpiset & Moovoravit, 2017). Gratitude is a moral concept that is deeply embedded in Thai culture and society, whereby young people are expected to show their gratefulness and respect towards their parents and their extended family through obedience (Pimpa, 2005). Therefore, when it comes to a young Thai's choice to go to university, what to study and where, the family is very much directly and/or indirectly involved in the process. In fact, it is the family's desire for social status and communal respect emerging from their chosen university's name and reputation that tends to be prioritised, while the young Thai's personal aspirations and dreams often take the back seat (Chaleeraktrakoon & Taesilapasathit, 2021).

It does not require much imagination for a conflict to emerge between traditional socio-cultural conventions cherished by the elders in Thai society, such as the idea of gratitude, and young Thai consumers' longing for personal freedom of choice and the fulfilment of their dreams in today's modern world (Kaffashi & Ghorabi, 2011). But since prospective students are financially dependent on their parents (Lowe et al., 2015), they are only too aware of being in a weaker position when it comes to advance their personal interests (Lowe et al., 2015). Hence, in order to negotiate a compromise between their personal desires and the expectations of their families, young Thai consumers appear to engage with their families in a ritual of 'exchanging (promised) favours' (Fischer & Arnold, 1990), where either the student or the parent is granted a 'favour', which can be a 'reward' or 'binding promise' (Ward & Tran, 2008), in return for giving into the wishes of the other side regarding particular issues to reach a mutually agreed settlement that restores harmony between all parties in the conflict.

Implications for Theory and Practice

Due to the importance placed by Thai culture and society on the idea of gratitude, young Thai consumers are expected to show their gratefulness towards their parents and extended family by obeying the interests and wishes of their family and putting aside their personal desires and ambitions when it comes to their choice of university and field of study. We have found that, in order to negotiate their personal desires with their family's expectations of gratitude, young Thai consumers respond by engaging in a ritual of 'exchanging favours' – a game of give-and-take by which both students and their parents find a mutually-agreeable settlement while keeping face. The next steps in this ethnographic study are to collect data through in-depth interviews and participant observation with existing and potential Thai students at different types of universities to gain deeper insights into how they negotiate their desires with their families' expectation, and especially into the ritual of 'exchanging favours'.

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Digital Storytelling For Improved Student Engagement And Problem Solving – A Unit And Program Application View

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Abstract:
This conceptual paper investigates the potential role digital storytelling can play in improving problem solving skills developed in Bachelor of Marketing Degrees. This initial investigation forms foundations for a broader implementation of authentic digital storytelling across multiple subjects within undergraduate degrees. This storytelling approach seeks improved student perceptions of their overall program of study and to enhance development of problem-based skills through increased cohesion and connectedness across marketing degrees. The aim of this paper is to disseminate our proposed approach and generate discussion on refinements and implementation both in at the single marketing core-unit level and across multiple core units in marketing degrees. We welcome feedback and the opportunity to connect with educators interested in creating digital stories that engage students and are linked with authentic assessment tasks to improve graduate outcomes.

Keywords: Digital storytelling, graduate skills, student engagement

Not All Credits Are Equal: Scale Length Bias

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Abstract:
Valid marking systems should produce consistent scores of student achievement. Whilst this can be more readily achieved in quantitative tasks, such as maths problems, there is difficulty in establishing consistency in grading in more qualitative tasks, such as essays. While procedures for dealing with such consistency are well established it the impact of marking scale length on this remains unclear. What an assessment is 'marked out of' is usually left up to the individual academic to determine. This research examines differences in marks awarded to students as a result of scale length using a large sample of essays submitted by students over multiple units and years (secondary data). Our results show that marking scale length does impact the mark students receive.

Keywords: marking, scales, bias.

Using Science Fiction To Unlock Creativity In Entrepreneurship And Marketing Education

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Abstract:
The aim of this article is to explore the role of creativity in the entrepreneurship and marketing curriculum. The individual's need to project themselves into an uncertain future, and the lack of guidelines for doing so, plunges students into a complex environment typically stifles creativity, and promotes conservative actions in their projects. To address this, and facilitate the student's imagination, an innovative approach to entrepreneurship education using science fiction was trialled. The deviation through imagination and fiction allowed them to generate more radical ideas, and to reflect within that imagined world on the creation of products and services for the future. This innovative learning approach stimulated creativity, helped them out of their caution, and triggered their imagination to think about the needs of a future world.

Keywords: Creative Teaching, Science-Fiction, Sustainability Entrepreneurship

The Impact Of Online Learning On Student Engagement And Satisfaction: The Moderating Role Of Expectation

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Abstract:
A growing number of educational institutions are using online learning because of its flexibility and convenience. However, it is important to explore how to improve learner satisfaction with online learning as the methods that work well in the face-to-face classroom may not fit in an online learning environment which heavily relies on online platforms. This paper aims to investigate online learning platform quality and its impact on learner perception. A survey was used to collect data from students who have experience with online learning. We found that the improvement of online learning platform quality increased learners' engagement, satisfaction, and intention to continue. Leaners' expectation was found to shape learners' mindset, which moderates the impact of online learning quality. The paper enhances the understanding of the effect of online learning platform quality on learner perceptions and provides recommendations for designers and online course instructors to improve learner experience.

Keywords: online learning, student engagement, student satisfaction, expectation, platform

"We Have To Fight The System Just To Stay Here": Connection And Accessibility For Neurodivergent Students In Marketing Education

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Introduction and Research Aim

Access to formal education, especially tertiary, for people with disability provides pathways to employment, financial independence and is a key indicator for quality of life (Duta, Scguri-Geist, and Kundu, 2009). Regrettably though, students with disability are still under-represented (Koshy, 2020) and many face accessibility challenges. Accessibility relates to the design of products, systems, and services to be usable for people with disabilities and other challenges. Modifications to support neurodivergent individuals in the workforce is recognized (Marketing Society, n.d.); now it is time for education. A growing cohort of students with accessibility needs that have not historically been included in discussions about accessibility in education, are neurodivergent students. Neurodiversity is a term applied to a range of neurocognitive and neurodevelopmental diagnoses including autism, attention deficit hyperactivity disorder (ADHD), and dyslexia (Doyle, 2020). Highlighting its relevance, research suggests that 0.7%-1.9% of tertiary students are autistic, while 2%-8% of college students have ADHD (White, Ollendick, and Bray, 2011). Further estimates suggest 30%-50% of those diagnosed with autism have an ADHD co-occurrence (Leitner, 2014).

This research specifically examines autism and ADHD and their impact on higher education (HE) student experience. Autism is a neurological condition categorised by divergence in verbal and non-verbal communication, repetitive behaviour, and social interaction (Hofvander et al., 2009). Difficulties include taking part in group work, asking questions, delivering presentations, and understanding abstract concepts (Gobbo and Shmulsky, 2012). Students with autism experience unique barriers in effectively engaging with tertiary education and are less likely to complete their undergraduate studies (Newman, et al. 2011). ADHD involves symptoms such as inattention, impulsivity and hyperactivity (Kwon, 2018). Students with ADHD have unique barriers to tertiary education including issues with interpersonal skills, unsatisfactory academic performance, lack of daily routine (Kwon, 2018), have been found to average a whole grade lower than their non-ADHD peers, and are more likely to be on academic probation (Heiligenstein, 1999).

There is limited research into the student experience of students with autism or ADHD in Australian universities (Bakker et al., 2020). This is important to address as neurodivergent people tend receive support with counselling, skills building, and socialization when younger, but when reaching adulthood, available support can be scarce. This has led to many neurodivergent people not successfully transitioning to tertiary education and achieving their career and civic potential. The costs of which are profound, as neurodivergent people provide a different set of complementary skills that should be sought out and supported (Marketing Society, n.d.). Education challenges are particularly nuanced to HE as many university-age young neurodivergent adults may not have been diagnosed in childhood, and therefore are not only adjusting to university life, but also a new identity and set of challenges. This has implications for many aspects of marketing education explored in contemporary research, including marketing research course design (Bridges, 2020), ethics and social responsibility in marketing (Hopkins et al., 2020), self-directed learning (La Tour and Noel, 2021), and peer-learning (Lastner et al., 2021). Herein, the purpose of this study is to explore the experiences of young students (18-25 years of age) with autism and/or ADHD at Australian universities to identify implications for enhancing accessibility of marketing education.

Methodology

This research employs a phenomenological research design exploring the subjective experiences of Australian HE students between the ages of 18 and 25, with autism and/or ADHD. Participants were located in five different states and territories, with high numbers of people coming from Western

Australia and the ACT. The population includes people studying full time, part time, and those who had left university within the last five years. 15 semi-structured interviews were carried out. To ensure accessibility to participants, they occurred by phone, online or in person, or asynchronously through a Word document (seven elected to). The themes explored in interviews included: starting university, student support, social / activities, people, mode of study / study load, university spaces (online and physical) and assessments. Questioning was informed by previous research of HE experiences of people with disability (e.g. Plotner and Marshal, 2015; Herbert et al., 2014). The data was recorded and transcribed, and a data matrix developed using an 'open, axial, selective coding' process (Gallicano, 2013). From significant statements and their context, 22 initial themes were extracted that were synthesized into those discussed below.

Results and/or Discussion

Key themes were extracted encapsulating the student experience of HE students with autism / ADHD: location and wayfinding on campus, quiet / low sensory spaces, digital systems and online learning, academic staff, student support services, student connections / sense of belonging, and course structure. Amongst these, the concept of '*connection*' has emerged as fundamental to these results, offering an important new insight into the accessibility of HE. Results indicate that neurodivergent HE students need to stay connected with family and support networks and this impacts what university and campus to study at. Many struggle to stay connected with curricula and expectations of multiple units at a time, needing to narrow their focus. These choices impact study load and have (in)eligibility effects for government assistance. Many need to connect with campus 'wayfinding' assistance for navigation and scheduling, particularly when under pressure or experiencing executive time management issues. These problems can be exacerbated for 'wayfinding' of online education which is typically more independent and has more friction and information architecture challenges. A sense of unease manifests in a need for specialized 'low sensory spaces' to disconnect from their challenges when overwhelmed and connect with students experiencing similar things; such spaces reinforce belonging and identity too. Bridges (2020) acknowledges that marketing education is becoming more interactive and team-based, requiring accommodation of a greater variety of learning styles. We suggest the physical space in which such learning occurs must also be considered. Transitions to online learning were particularly problematic for some as familiar coping strategies were no longer deployable; for others it was welcomed as more compatible with how they like to learn. Nonetheless, La Tour and Noel (2021) emphasize the importance of self-directed learning in marketing education, arguing for learning strategies that involve concentrated 'binging' of curricula. Such strategies may be beneficial for neurodivergent marketing students who can maximize executive functioning and focus to go deep into learning when their capacity is at its fullest, particularly when facilitated on-campus. Connections with academic staff are raised as key enablers / inhibitors, particularly for accessibility plans, synergistic support, embarrassment, vulnerability, and building confidence. These insights deepen student-teacher relationship research (e.g. Barazandeh, 2005) for neurodivergent students. Connecting with other students through relevant, inclusive clubs and societies is lacking and would help build pride as a neurodivergent student whilst addressing issues of isolation and belonging. Lastner et al. (2021) advocate for peer-learning in marketing education where advanced students mentor novice students, finding both benefit from such relationships. For neurodivergent students in marketing education, such peer learning may be tailored to skills that are more challenging or difficult to learn. Providing these personal connections will help in reducing stigma and building networks of genuine connection.

Implications for Theory and Practice

Neurodivergence is a hidden disability prominent in HE (Couzens et al., 2015). By giving a voice to neurodivergent students that have been historically ignored, we reveal important hidden aspects of the student experience. Interpretation of these results provides significant implications for accessibility in marketing education, helping to address the aforementioned problem of neurodivergent students getting left behind in academic performance (see Heiligenstein, 1999). The importance of connection in accessibility helps provide nuance to the concept of 'low / high functioning' neurodivergence in HE, which has been challenged by scholars such as Tye et al. (2019) for its narrowness. We offer important considerations raised by Barazandeh (2005) about adapting curricula to improve accessibility. Our results suggest this may include a whole range of end-to-end aspects of the student experience, including wayfinding, course design, scheduling, tuition flexibility, academic support, student networks, and campus amenities. This extends La Tour and Noel's (2021) recommendations for marketing educators pertaining to quizzes, analytics, refreshers, etc. Such methods offer all students greater flexibility whilst making learning more accessible to neurodivergent students.

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Exploring The Motivations And Factors Influencing The Study Abroad Decision: A Study On Muslim International Students

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Abstract:
The decision to study abroad is an important but complex process. Earlier studies have highlighted various factors influencing students to study abroad using different theoretical approaches. However, the influence of religion, specifically Islam, on the study abroad decisions of international students has received little attention in literature even though the Muslim segment became attractive and fast-growing potential market. Therefore, this study aims to explore the students' motivations and destination selection to study abroad, with a specific focus on the Muslim segment. Considering the exploratory nature of research, this study gathered in-depth insights from participants through semi-structured interviews. Theoretically, this research contributes by highlighting the unique needs or considerations of Muslim students in their study abroad decision. Practically, this research will provide implications for state departments, educational institutions, accommodation service providers, food providers and other daily routine related businesses for attracting and targeting the international Muslim segment effectively.

Keywords: Study abroad, educational travel, Muslim international students.

Reimagining Marketing Education For The Digital Workplace

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Introduction and Research Aim

The use of digital technologies within organisations has accelerated due to the global pandemic. Employers expect new business and marketing graduates to acquire essential and relevant digital skills that can be used to help enhance the business' activities (Harrigan et al., 2021). In many countries, businesses are faced with a digital skills gap and struggle to find appropriately talented individuals to help grow their businesses (Digital Skills Gap Index, 2021).

Digital platforms and software create opportunities for faculty to, not only, engage marketing students in digital skills acquisition, but also to set learning experiences and tasks for students to work on in digitised formats that can be easily shared with their peers. This can include interactive data visualisations, customer journey maps, storyboards, multi-purpose videos, and social media content. During the last 4 years, we have integrated digital platforms and software (e.g. Mural, Flourish, Genially, Loom, Lucidchart, Lumen5, Infogram, and others) into our marketing courses leading to students creating real-world and shareable digital marketing outputs. To ensure these outputs are shared within the module cohort and to engage students in active peer feedback/feed-forward, we have developed the concept, the Digital Peer Learning Hub. We design and manage the Digital Peer Learning Hub as a dynamic, live web-based platform in addition to the standard Learning Management System, e.g. Moodle or MyCourses. With students' digitised output made available on this interactive platform each week during the course, it can be easily shared, reviewed, improved and added to students' personal digital profiles (e.g. social media, personal websites, and digital portfolios), demonstrating to employers their practical digital marketing skills, relevant competences and understanding.

With students now working and studying in hybrid environments, it is critical that marketing educators also adopt a digital mindset and acquire relevant digital competences. This will enable them to design learning experiences that ensure students gain employer relevance and can take on roles that require digital capabilities.

The aims of the study are twofold:

- To identify and evaluate the new skills students acquire from engaging with a multitude of digital platforms and tools, supported through the use of the Digital Peer Learning methodology
- To showcase how marketing educators can develop their own digital competences to design and deliver enhanced learning experiences across multiple module formats

Background

The heightened access to digital platforms and tools for educational use, offers significant opportunities for marketing educators to bring these into the curriculum design and in-class activities. Equipping students with digital skills is critical to meet employer needs (Langlan et al., 2019). Di Gregorio et al. (2019) highlight that marketing graduates need to acquire digital, technical, analytical, and customer insights skills, which all require a fundamental understanding of digital platforms. In addition to the digital skills acquisition, the advantage of designing tasks for students to be delivered in digitised formats is that they are shareable amongst individuals and teams within and across cohorts. This shareability of task outputs can facilitate exposure to peers' work and enable marketing educators to incorporate proactive peer learning mechanisms. When strategically implemented, peer learning can positively impact students' learning (Lastner et al., 2021), especially when students are also required to reflect and act on the peer feedback received (Väyrynen et al., 2022). Employers expect new graduates and recruits to have the ability to learn from others, especially in geographically dispersed and resource-restricted business environment (Succi and Canovi, 2020).

Methodology

We adopted a qualitative methodology to explore students' experiences across two UK institutions and six modules at undergraduate and postgraduate levels. We explore how students work with digital platforms and software, and engage with the Digital Peer Learning Hub as the central course resource, enabling them to give, receive and reflect on peer-feedback/feed-forward. We conducted in-depth interviews with 15 participants combined with visual boards as a supplementary method to extract insight. Participants used visuals to share their experiences, the skills acquired and the expected future impact of having acquired new digital skills. The visual boards were incorporated into each interview and facilitated deeper and richer discussions with research participants. These insights are supplemented by the institutional quantitative and qualitative feedback, which includes mid-way module feedback.

Results

Digital Mindset and Competences

Participants enjoyed learning to use a multitude of digital platforms and software and experienced how their ability to navigate such platforms enhanced week-by-week. They reported being more confident about belonging to the 'digital native' segment with newly acquired competences in digital collaboration, data visualisation, and digital content creation (e.g. infographics, videos, social media content). Some wished these skills had been acquired earlier in their degrees, but anticipated that they would continue to build on these skills in relation to their future career path.

Learning from Peers

Participants believed that their own work and understanding of the subject were significantly enhanced by having real-time access to the work of peers through the Digital Peer Learning Hub. Being able to see how other individuals and teams had solved the same task was enlightening and had encouraged them to re-submit enhanced versions of their work upon learning from others each week. Participants described this as a unique module feature, keeping them engaged in their learning and aspiring to constantly improve. They saw clear benefits from both giving and receiving peer-feedback. Some shared how it was refreshing not to compete with peers, but to support and help others by giving constructive feedback and receiving same. This directly relates to how employers expect, especially, new graduates to work when they join their organisations.

Enhanced Employability and Opportunities

Participants reported feeling confident to subsequently pursue marketing roles as they felt able to demonstrate their skills and knowledge in practice. Participants were able to share their work digitally with potential employers and include their achievements on their professional profiles, e.g. LinkedIn and personal websites. This opportunity to bridge the gap between the 'classroom' and the 'future world of work' was emphasised by participants and there was a sense that the experience had made them more 'work-ready', especially in a hybrid working environment.

Implications for Theory and Practice

The research showcases the opportunities that exist in reimagining the use of digital platforms and software in marketing education to enhance students' learning and future employability, further enhanced by the Digital Peer Learning Hub. This study contributes with practical examples of how these dynamic learning experiences have been achieved and provides guidance to marketing educators who may wish to further support their digital native learners in their pursuit of relevant digital skills and exciting future careers in marketing.

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Using Gamification To Develop An Engaging Orientation Program For Mba Education

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Abstract:
A lot has been written about the use of gamification in higher education. However, one area which has not received adequate attention is the design of orientation programs. This study addresses this critical gap given the utility of orientation programs in increasing the student's academic and social self-efficacy and growth mindset. We begin by developing the gamified orientation program construct and then study its consequences using appropriate theoretical lenses. We provide a set of theoretical propositions for empirical testing followed by theoretical, practical, and future research implications

Keywords: Gamification, Orientation programs, Student engagement.

A Preliminary Investigation Of Marketing Student-athlete Programs In Australian Higher Education

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Abstract:
Research suggests the dual pursuit of education and sports provides a more holistic approach to developing athletes. Yet, little research has investigated the types of support services needed for student-athletes well-being. Guided by a transformative sport service research paradigm (TSSR) and the holistic athlete career (HAC) model, this research seeks to provide empirical insight into which services are critical in supporting student-athletes well-being. Survey findings from student-athletes (n=867) suggest a variety of support service types are important with notable differences identified in sub-groups (e.g., regional vs. metropolitan, gender). Further, consistent with the TSSR paradigm, student athlete programs are found to contribute to well-being. Theoretically, this research contributes empirically to the HAC model and the emerging area of TSSR. Practically, a clearer understanding of key support services and well-being emerge, helping guide more effective promotion of student-athlete programs in Australian higher education.

Keywords: transformative sport service research; support services; student-athletes, sports services, well-being

Revisiting Tam Model On Elearning During Covid Outbreak: The Impact Of Stress And Anxiety

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Abstract:
COVID-19 pandemic has motivated many institutions for eLearning, and increasing research has been initiated on understanding students' adoption and adaptation of online teaching and learning practices during the pandemic. However, there is a lack of investigation into the impact of student emotional changes on online learning during the lockdown. The study revists and extends the technology adoption model (TAM) model by adding emotional factors, and evaluates the impact of stress and anxiety on perceived usefulness and behavioral intention, on the basis of classical TAM discussion. It finds that the indirect effects of both anxiety and stress are significant on various variables in the TAM model. However, neither anxiety nor stress was found significant on self-efficacy or perceived ease of use, suggesting both self-efficacy and perceived ease of use independent from such emotional statuses. The findings of the study provide a practical reference for further development of eLearning.

Keywords: COVID-19;elearning; TAM; stress; anxiety

Video Feedback In University Education: An Exploratory Study

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Abstract:
Providing students with clear and actionable feedback is a vital part of teaching however further research is needed around student emotions and the effect of video feedback on student learning. This research uses exploratory analysis to discover student perceptions of video feedback and their emotional responses (versus written feedback). Semi-structured interviews provide a means to identify core themes relevant to students and student perceptions of effectiveness. Once these themes are developed, clear implications for theory and practice can be developed.

Keywords: Video feedback, effectiveness, emotion

A New Constructivist Learning Approach Trialled

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Abstract:
Flipped classrooms are one of the most popular constructivist approaches to learning implemented in universities. It reverses instruction such that concepts and theory are provided before class providing time for experiential learning through activities in-class. Constructivism supposes that knowledge is not transmitted but is embedded in activity and anchored in the context of the activity. Thus, a flipped classroom approach will see improved knowledge consolidation and engagement, but providing concepts and theory a priori to activity is not purely constructivist. We present a truly constructivist approach to learning in the context of a graduate interactive marketing course. Students develop their own models, concepts, and theories through experiential activities and continuously update and amend their constructed mental models and knowledge through after-class reflection on provided concepts and theories from the literature and application to real-world cases in asynchronous activities. Students report deeper understanding of theory compared to a flipped classroom approach.

Keywords: Constructivist learning, Flipped classroom, Experiential learning, Interactive marketing

Threaded Case Studies As The New Best Practices In Teaching And Learning

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Harsh Suri, Deakin University

Abstract:
Undergraduate core courses in Australian Business schools are often characterized by large cohorts of students from diverse backgrounds, in terms of prior knowledge and skills in math, business processes, and English language. Many students are not equipped with the assumed knowledge and skills in these domains, traditionally considered as pre-requisites for foundation business analytics and statistics (BA) courses. As foundation BA courses play a pivotal role in preparing marketing and business professionals for the contemporary data-centric world of business, it is important to share effective strategies for deepening student engagement in these courses. This article presents the design and implementation of threaded case-studies, premised on a Community of Inquiry model, for deepening engagement in a foundation BA course with large and diverse cohorts of students enrolled in online and hybrid modes. Students were placed in high challenge zones with scaffolded support and cognitive loads. They found the course relevant and optimally challenging. There was substantial and measurable improvement in student performance, student retention, and student satisfaction.

Keywords: Threaded case study, Business analytics, Case-based learning, Marketing education

Use Of Team-based Learning Assessment Interventions To Build Teamwork Skills In The Online Teaching And Learning Environment

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Abstract:
The modern teaching and learning environment is characterised by a strengthening of a student-centric learning approach, which has become paramount since the effects of the 2020 global pandemic forcing education institutions to rapidly pivot away from face-to-face teaching approaches and more towards online teaching and learning methods (McIntyre and Mirriahi, 2020). To meet tight deadlines for the launch of online degrees, challenging and complex teaching methods like *intermediate* teamwork skills were ultimately removed from course and assessment designs, such as *Marketing Analytics*, a second-year, pre-requisite course for the capstone course, *Integrated Marketing*. This paper is a reflection piece linked to a pilot study examining student feedback and satisfaction scores across six consecutive study periods in the online learning environment. The evaluation took place following the integration of an assessment intervention to build *intermediate* teamwork skills into a pre-requisite course and prepare students for *advanced* teamwork skills in a capstone course.

Keywords: team-based learning, teamwork assessments, online learning

The Academic-practitioner Gap In Marketing: Empirical Evidence On Its Magnitude, Consequences And Antecedents

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Mark Brown, University of Queensland
Frank Alpert

Abstract:
An existential question for marketing as an applied discipline is whether practitioners use academic knowledge in decision-making. While there has been much discussion on the academic-practitioner gap, quantitative evidence on its magnitude, consequences, and potential causes is scarce. Therefore, this study investigates the antecedents and consequences of practitioners' usage of academic sources of marketing knowledge. Surveying 226 marketing decision-makers in the USA, this study identifies relatively high levels of practitioners' usage of academic sources of marketing knowledge, positively affecting their self-efficacy, job competence, job performance and supervisor satisfaction. Using academic sources consistently outperforms non-academic sources across all outcomes. Practitioners' awareness of marketing academics had the largest effect on their usage of academic sources, followed by their relationships with marketing academics and their perception of benefits offered by marketing academia. Their perception of marketing academics' communication did affect their usage of academic sources of marketing knowledge.

Keywords: Academic-practitioner gap, managerial relevance, marketing

Student Experience For Authentic-transparent Brand Communication

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Abstract:
Adopting the distributed cognition approach this exploratory qualitative study examines how and what brand information is created and processed among students through social media. With the use of a case study method that employs focus groups and qualitative content analysis, this study systematically identifies the unique characteristics of the newly emerged types of brand information in social media that become important to students, and which differ from those promoted through the university's official marketing campaigns. It then, reveals how these types of information, encourage a more interactive and coordinative communication among relevant stakeholders, leading to a much-desired information transparency. Our findings contribute to the better understanding of brand related communications within online higher education conversations.

Keywords: UGC, student experience, social media

Individual Antecedents Of Engagement Impact On Student Satisfaction

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Introduction and Research Aim

Engagement is a broad phenomenon that encompasses academic as well as selected non-academic, social aspects of the student experience (Beckers, van der Voordt, & Dewulf, 2016; Chen, Kinshuk, Wu, & Yang, 2006; Hussain et al., 2018; Wu & Hwang, 2010). Moreover, More specifically, Baron and Corbin (2012) recommended that at "a certain level of analysis, engagement is taken to provide singularly sufficient means of determining whether students are engaging with their study and their university learning community in ways likely to promote higher quality learning" (p. 493). The purpose of this research was to investigate the individual antecedents of student engagement in relation to overall satisfaction of Business students in a large Australian university. Moreover, this exploratory study sought to utilise quantitative analysis to determine predictors of overall student satisfaction in higher education. Therefore, the central goal was to develop and empirically test a proposed hypothesis assessing the relationships between individual antecedents of engagement, overall satisfaction. The study sought to address the main research question "what individual antecedents of engagement impact overall student satisfaction in higher education?"

Background and Literature Review

Literature relating to satisfaction urges a more holistic and thoughtful approach to be taken by higher education institutions to manage the recent changes in learning mode preferences of undergraduate students (Baber, 2020; Baron & Corbin, 2012; Campbell & Mislevy, 2013; Folts, 2018; Wu & Hwang, 2010). Additionally, Naaj et al. (2012) recommended that student engagement and satisfaction are key factors in driving success particularly in more recent shift towards more blended and online programs. Despite this, Ali et al. (2016) further acknowledged that student engagement and satisfaction cannot be successfully pursued by the individual teacher, school or facility alone, but must be holistically created using a whole-of-university approach. Therefore, this research aimed to identify which antecedents of engagement are key impacting factors that drive overall student satisfaction. Previous investigations indicated that satisfaction is a critical construct that links to academic success in higher education today as a result of the student experience (Baker, McNeil, & Siryk, 1985; Gray & DiLoreto, 2016; Rahman, Ramakrishnan, & Ngamassi, 2019). Additionally, researchers such as Anderson (2016) along with Milburn-Shaw and Walker (2015) have discussed that satisfaction at university is influenced by each individual students' perceptions. However, Alves and Raposo (2007) as well as Voss et al. (2007) argued that it is difficult to evaluate the quality because there is an element of intangibility when analysing a service and there are numerous factors driving satisfaction. However, Krause and Coates (2008) recognised that various drivers of engagement impact on overall levels of satisfaction of university students. Ultimately, previous research in student satisfaction suggested that satisfaction can be determined by identifying a number of institutional and student related factors such as transition, academic and peer engagement as discussed in the outcomes of this research below.

Method and Data Collection

This study aimed to build an understanding of the strategies that engage students to facilitate the selection of the most appropriate tools to help satisfy students and drive their success at university. The survey was conducted using the most appropriate online system being Lime Survey that would positively impact on the response rate, which was distributed through an online link via email to the students in first, second and third year undergraduate courses. Respondents were students a large Australian University studying in either from online, blended and in person face-to-face modes. Students were all over the age of 18 years of age and sample included both males and females as well as part-time and full-time students. The survey was developed from a cross-section of validated scales across key factors of student engagement and service satisfaction. The main established scales proposed are from Krause and Coates (2008) around key areas from student transition to engagement, to online learning. Additionally, measures preferences and satisfaction (Thaichon & Quach, 2015) were added to the survey.

Results

There was a total of 918 responses from the survey, with 767 usable responses for the analysis in SPSS from the results. Correlations were the method chosen to investigate $H_{1\text{-}7}$ due to the bivariate nature of the relationships (Bewick et al., 2003). A standard multiple regression analysis was also completed with overall satisfaction regressed onto the individual engagement antecedents in order to examine whether overall satisfaction could be predicted by engagement antecedents. From the analysis it can be seen that all of the hypotheses ($H_{1\text{-}7}$) were accepted, showing that individual antecedent of engagement (transition engagement, academic engagement, peer engagement, student-staff engagement, intellectual engagement, online engagement and beyond-class engagement) were positively related to overall student satisfaction in higher education. Refer to Table 2.0 that presents a summary of $H_{1\text{-}7}$, following an overview outlining the results of each hypotheses. As a result of the correlational and regression analysis, $H_{1\text{-}7}$ were significantly supported. Ultimately, the findings were accepted, acknowledging the relationship between all individual antecedents of engagement, which were positively related to overall satisfaction.

Summary of Hypotheses 1-7

Hypothesis Number	Hypothesis	Accepted/ Rejected	Strength	p-value
H1	Transition engagement is positively related to overall student satisfaction	Accepted	Strong	$p < .001$
H_2	Academic engagement is positively related to overall student satisfaction	Accepted	Weak	$p < .001$
H_3	Peer engagement is positively related to overall student satisfaction	Accepted	Moderate	$p < .001$
H_4	Student-staff engagement is positively related to overall student satisfaction	Accepted	Strong	$p < .001$
H_5	Intellectual engagement is positively related to overall student satisfaction	Accepted	Strong	$p < .001$
H_6	Online engagement is positively related to overall student satisfaction	Accepted	Strong	$p < .001$
H_7	Beyond-class engagement is positively related to overall student satisfaction	Accepted	Strong	$p < .001$

Discussion and Conclusion

From the analysis it is evident that one of the key indicators of overall student satisfaction is based around their engagement during their transition to university. This highlights that the transition period is critical to their engagement and success at university. Additionally, the results highlight that academic engagement has a direct correlation with the student satisfaction, which acknowledges the importance for students focusing on their studies. Furthermore, the investigation suggests that there is a link between students' engagement with staff, which confirms that learners still benefit from regular interaction with academics to support their satisfaction. Moreover, the results affirm the relationship between online engagement and satisfaction, which suggests that students benefit from the opportunity to learn online. Finally, it is apparent from the findings that beyond class involvement manifests into overall satisfaction as students need to focus on their learning to achieve solid outcomes.

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Marketing Strategy, Branding and Brand Management

Strategic Intent, Organizational Ambidexterity, And Organization Performance: Towards A multi-level Model

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Abstract:
Strategic intent is an influential research construct, but it is not well understood in the empirical literature, providing a gap for research. With a view to addressing this gap this paper considers the mediating role of organizational ambidexterity on the relationship between strategic intent and organization performance. This is a complex multi-level interaction with the firm level variable dual structures, the interfirm level variable diversity of network ties, and environmental level variables munificence, dynamism and complexity proposed to be moderator variables in the multi-level theoretical framework developed. A number of research propositions emerge. The theory developed here provides the basis for a substantial research agenda to guide a major quantitative project. The theory developed here also provides immediate guidance to practitioners on the benefits to the firm of a strong strategic intent, the practice of organizational ambidexterity, and the variety of multi-level influences at play.

Keywords: strategic intent, innovation, organizational ambidexterity

The Role Of Celebrity Athlete In Online Brand Advocacy For The Team

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Introduction and Research Aim

Sports celebrity is a common notion in the professional sports industry (Arai & Chang, 2015). Hasaan et al. (2016) suggest an athlete brand consists of two types of attributes, the on-field attributes (i.e., team, accomplishments, approach, and proficiencies) and the off-field attributes (i.e., physical attractiveness, way of life, and personality). Fans are attracted to sports celebrities for attributes related to their performance, or unrelated to their athletic capability. Similarly, Liu, Zhang, and Zhang (2020) argue that renowned sports celebrities, like other human brands characterised by high professionalism, are attractive because they embody a prominent personality and an extravagant lifestyle. Although celebrity athletes are human brands comprising characters separable from their affiliated teams, it remains unclear whether their social attraction leads to team brand identity and loyalty. Many fans may be exposed to celebrity athletes from non-sports sources such as news, advertisement, or sponsorship deals. The popularity of celebrity athletes often exceeds that of their team due to their wider exposure. Attachment to human brands, once formed, is stronger in comparison to attachment to product or service brands (Loroz & Braig, 2015). Fans may be much motivated to defend or advocate for their attached athletes, but less so for the team. Hence, the aim of this study is to investigate whether the factors that predict attachment to celebrity athletes spill over to team brand in online advocacy.

Background and Conceptual Model

Consumers that are attached to a brand willingly exert energy to aggressively applaud and sustain the brand through conversations with others online. Thus, if the attachment to a celebrity athlete spills over to the affiliated team it is expected that they demonstrate online advocacy for the team. Wilk et al. (2020) identify four dimensions of online brand advocacy, namely brand defense, brand information sharing, brand positivity, and virtual positive expression. For example, Pongsakornrungsilp and Schroeder (2011) found that fans attached to a team passionately defend the team spirit against threats, voluntarily answer questions about athletes, create entertaining content, and state positive things about the team. The media exposure of human brands has shown to pave a parasocial relationship with viewers, as a one-sided relationship that arises among media users and personas (Sokolova and Kefi, 2020). Similar to social relationships, a celebrity parasocial relationship is built on social attraction and celebrity similarity (Perse and Rubin, 1989). Accordingly, attachment to celebrity athletes can be categorized into two factors: self-congruity and celebrity attraction. Liu et al. (2020) suggest that the attachment to an online celebrity is a function of self-congruity, or the process of matching a consumer's self-concept with the perceived image of the human brand. Actual self-congruity and ideal self-congruity are two dimensions of self-congruity most pertinent to celebrity identification. Moreover, research has shown that the strength of attachment to a celebrity depends on the attractiveness and likability of the human brand (Loroz & Braig, 2015). Taken together, the research framework of this study is presented in Figure 1.

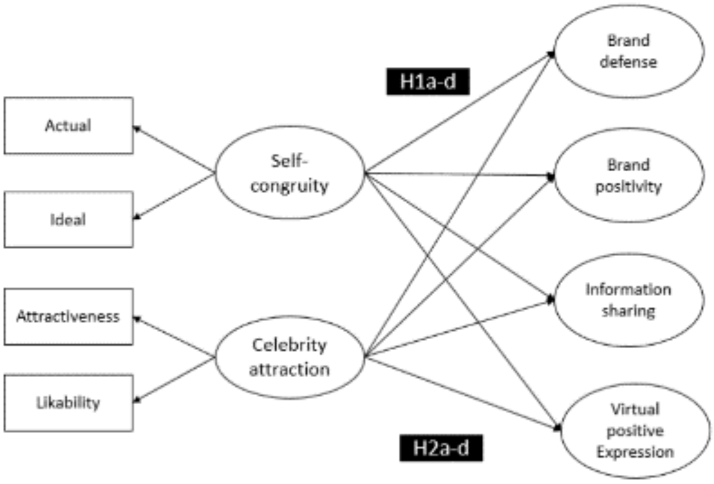

Fig 1. Conceptual Model

Methodology
A total of 201 respondents were recruited from a private Facebook group, the Singapore Liverpool Fan Club, which consists of 8,800 members. An online survey link was posted on the brand community page and a $20 online grocery voucher was provided to individuals who completed the survey. Actual self-congruity and ideal self-congruity were evaluated using four items each, adopted from Liu *et al.* (2020). Attractiveness was assessed with the attractiveness scale adapted from Ohanian (1990), measured using a four-item, five-point semantic differential scale. Likability was measured using a four-item, five-point semantic differential scale adopted from Whittler and Dimeo (1991). Online brand advocacy, consisting of four dimensions, was assessed with the online brand advocacy scale adapted from Wilk et al. (2020).

Findings and Discussion
The data was analysed using SmartPLS 3.3.3. The Cronbach's alpha and composite reliability (CR) of the constructs ranged from 0.70 to 0.93. The average variance extracted (AVE) from all the constructs exceeded the 0.50 cutoff, indicating convergent validity (Bagozzi & Yi, 1988; Fornell & Larcker, 1981). The square roots of the AVEs of every single construct were larger than their respective inter-correlations, providing evidence of discriminant validity (Fornell & Larcker, 1981). The variance inflation factor (VIF) was checked, and collinearity was not a concern as the VIF values ranged from 1.24 to 2.24, which were lower than 3 (Becker et al., 2015). Overall, the reliability and validity results reinforced the strong psychometric properties of the scales adopted in this study. A bootstrapping analysis with 5,000 resamples to the whole sample was conducted to assess the hypothesised relationships. The coefficient of determination (R^2) and cross-validated redundancy (Q^2) values validated the predictive power of the model (Hair et al., 2017). The findings revealed the significance of all the eight hypothesised relationships. Self-congruity displayed positive effects on brand defense ($\beta = 0.379$, $p < .001$), brand information sharing ($\beta = 0.450$, $p < .001$), brand positivity ($\beta = 0.351$, $p < .001$), and virtual positive expression ($\beta = 0.443$, $p < .001$). Celebrity attraction positively impacted brand defense ($\beta = 0.168$, $p < .05$), brand information sharing ($\beta = 0.164$, $p < .05$), brand positivity ($\beta = 0.187$, $p < .05$), and virtual positive expression ($\beta = 0.164$, $p < .05$).

The findings confirmed that celebrity attraction and self-congruity predicted all the four dimensions of online brand advocacy for the team, namely brand defense, brand positivity, information sharing, and virtual positive expression. Among the two predictors of online brand advocacy, self-congruity displayed stronger effects on all four dimensions, with brand information sharing having the greatest effect, followed by virtual positive expression, brand defense, and brand positivity.

Implications for Theory and Practice

On a theoretical front, the study is one of the first to circumscribe the antecedents of online brand advocacy (Wilk et al., 2020). Further, this study empirically verified the affection transference effect from the athlete to the team brand. The study adds to existing research on the spillover effects in the brand hierarchy. On the managerial front, the concept of self-congruity is essential for the development of affection for the team brand. Brand managers need to provide suitable guidelines to their athlete stars on appropriate display of behaviours that are aligned to their target audience. Brand managers can implement team brand bonding sessions for athlete stars to help them understand the team brand vision, culture, and positioning.

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Angelic, Saintly, And Godly: Using Benevolent Supernatural Agent Brand Names To Prime Brand Healthfulness Perceptions

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Abstract:
This research introduces angelic branding as a brand naming strategy that may act as a supernatural agent benevolence (i.e., loving, kind, merciful) prime that leads consumers to perceive that the brand's products are healthful. Three experiments demonstrate that angelic brand names prime brand healthfulness perceptions and increase subsequent purchase intentions due to activation of brand virtuousness perceptions. However, strong belief in authoritarian supernatural agents (i.e., angry, vindictive, punishing) attenuates the angelic brand name-brand healthfulness priming effect. This study has important implications for brand managers in the development of new brand names. However, brand managers are cautioned against the use of this brand naming strategy if it is intended to mislead or deceive consumers, resulting in detrimental effects on their health.

Keywords: Brand names, brand virtuousness, brand healthfulness.

Investigating Service Quality Dimensions And Brand Association Of South African Banking Customers: A Mediation Model

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Introduction and Research Aim

The retail banking environment has experienced various changes and challenges during the past few years due to Covid-19, global recession, the fourth industrial revolution and digitalization (Haapio et al., 2021; Heckel & Waldenberger, 2021). These changes resulted in changed customer behaviour and necessitated changes in banks' internal processes (Haapio et al., 2021). As competition and disruption grow, it is now more than ever important for banks to understand what their customers expect from them and what must be done to satisfy the needs and requirements of their customers (PWC, 2019).

Brand association contributes to increased customer retention, brand loyalty, purchase intentions and brand equity (Dada, 2021; Kunle, 2020) and can therefore be used by retail banks to succeed in changing and challenging times. However, due to the intangible nature of brand associations, the concept can't be measured through the actual features of the product and service but are part of the perceived value of benefits experienced and should be measured by overall satisfaction (Khan & Jalees, 2016). In addition, service quality is an antecedent of satisfaction and to survive in a competitive environment, the banking industry must understand the role that service quality plays in the overall customer experience (Islam et al., 2020). Although studies use the SERVQUAL model to measure service quality, it was found that the five-structure are not best suited for the banking industry (Teeroovengadum, 2020) and therefore the service quality model presented by Wang et al. (2016) was used which measure service quality in terms of output quality, environmental quality, and interaction quality.

Therefore, this study aims to investigate if customer satisfaction is a mediator for the relationship between the different service quality dimensions and brand association amongst retail banking customers in South Africa.

The research addresses three research questions in line with this aim:

RQ1: Does customer satisfaction mediate between interaction quality and brand association of retail banking customers in South Africa?

RQ2: Does customer satisfaction mediate between environmental quality and brand association of retail banking customers in South Africa?

RQ3: Does customer satisfaction mediate between output quality and brand association of retail banking customers in South Africa?

Background and/or Conceptual Model

The cognitive-motivation-relational (CMR) theory indicates the relationship between cognitive evaluation and emotional response (Lazarus, 1991) which in this study refers to the relationship between the retail banking customer's evaluation of the service received and brand association as the emotional response.

Customer satisfaction has been established as a mediator (Susanti *et al.,* 2021). Brand association is highly correlated with brand equity (Basheer et al. 2017) and although limited research has investigated the relationship between customer satisfaction and brand association, it has been established that customer satisfaction positively influences brand equity (Sudirman et al., 2021). Studies within the banking environment have established that the interaction between the bank and the customer is essential and positively impacts the satisfaction level of the interaction (Tien et al., 2021). In addition, the physical environment of the service setting also positively influences the overall service quality experienced by the customer as well as the assessment of the overall service delivery process (Abu Bakar et al., 2017; Narteh, 2018).

Therefore, the following hypotheses are formulated:

Hypothesis 1: Customer satisfaction (CSAT) mediates the relationship between interaction quality (INTQ), and brand association (BASS) of South African retail banking customers
Hypothesis 2: Customer satisfaction (CSAT) mediates the relationship between environment quality (ENVQ) and brand association (BASS) of South African retail banking customers
Hypothesis 3: Customer satisfaction (CSAT) mediates the relationship between output quality (OUTQ) and brand association (BASS) of South African retail banking customers

Methodology
The target population for this study included males and females, older than 18 years of age, that are part of the OLICO opt-in database and are using retail banking products from one of the top five banks in South Africa. The study made use of a descriptive research design, where primary, quantitative data were collected using self-administrated online questionnaires. A multi-method sampling approach included strata simple random sampling and quota sampling were used. Previously validated and reliable measurement items were used to measure the constructs of the study. A total of 857 useable questionnaires were analyzed that were represented across South African and among the top five banks in South Africa

Results and/or Discussion and Contributions
The measurement instrument was both reliable (ranging from 0.97 – 0.99) and valid with convergent and discriminant validity achieved. The model fitted the data well: $df = 4054.85$, RMSEA = 0.092, SRMR = 0.026; CFI = 0.94 and TLI = 0.935. All direct effects between the constructs were significant. Bootstrapping for 5000 resamples with a 95% confidence interval was used to evaluate the indirect effects on brand association. The results indicated a significant indirect effect for INTQ->CSAT->BASS (bias-corrected interval 0.33 – 0.56), ENVQ->CSAT->BASS (bias-corrected interval 0.04 – 0.21) and OUTQ->CSAT->BASS (bias-corrected interval 0.12 – 0.34). H1, H2 and H3 are therefore accepted.
Customer satisfaction complementary mediates (partial) the relationship between interaction quality and brand association, the relationship between environmental quality and brand association and output quality and brand association.

Implications for Theory and Practice
This study contributes significantly to literature pertaining to customer behavior, service quality, customer satisfaction and brand association in the banking environment. Brand association is not well researched in the banking environment and therefore this study also presents a novel contribution to the branding literature. A mediated process for enhancing brand association through customer satisfaction is suggested. By applying the CMR theory, the relationship between the different service quality dimensions and brand association that is mediated by customer satisfaction was established. Retail banks, therefore, better understand that a positive brand association can be formed when adequate levels of customer satisfaction and service quality are achieved. In a highly competitive environment, brand association can assist banks in retaining customers, creating loyal customers, and increasing purchase intention. Therefore, focusing on the different service quality dimensions and ensuring that customers are satisfied can assist banks in creating this required positive brand association which will differentiate the bank from competitors.

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Guanxi Studies: A 22-year Systematic Review In Leading Management Journals

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Abstract:
The aim of this research is to conduct a systematic review of over 258 articles that have appeared in 33 leading marketing, management, human resources, international business, strategy and organizational studies to synthesise findings and draw a "big picture" on the topic of *guanxi* over the past 22 years. Twenty-seven themes from 394 keywords were identified. The common themes identified were guanxi constructs (24%), followed by culture (19%) and ethics studies (16%). Human resources studies (9%), social capital/network (9%), institutional theory (7%), and relationship marketing (6%) are the remaining common themes. Understanding the key factors that impact *guanxi* will advance the understanding in the paradoxical arguments in Chinese business practices, and practical guidance based on a detailed analysis of the *guanxi* phenomena will help business practitioners to devise better strategies to navigate the culturally diverse Chinese business landscape.

Keywords: Guanxi, systematic review, Chinese business culture

Superheroes As ‘brands’: Why And How We Connect?

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Abstract:
There is an overall paucity in marketing literature on superheroes as brands. This made us reimagine the roles of superheroes who are reflections of what we aspire to be, or see (attributes) in people around us. The study shows how consumers/individuals connect with “superheroes as brands”. We use “self-concept” and “consumer-brand relationships" as theoretical premises for the study. Our study thus reconnects with superheroes not merely as fictional characters but metaphors and reflections of the self. The study uses MDS and regression analysis with 475 responses to understand perceptions about superheroes. The applications of sociological and psychological constructs help to reimagine “superheroes as brands”, as social entities. This would help “superhero brand owners” effectively use positioning and marketing strategies for these brands.

Keywords: superheroes, brand perceptions, multidimensional scaling

Brand Competitiveness: Development Of A New Scale

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Abstract:
Brand competitiveness, defined as a brand's outperformance of competing brands, is an emerging construct in marketing research. Because it has only been introduced recently, definitions and conceptualisations of brand competitiveness vary, with no commonly accepted measurement. Building on emerging literature on brand competitiveness, this study refines the definition, suggests a customer-based conceptualisation, and develops a refined pool of scale items to measure the construct. This paper reports on the first two qualitative stages of the scale development process. The scale construction stage comprised item generation through literature review and consumer interviews, resulting in an initial pool of 36 items. In the scale refinement stage, 21 academics with expertise in branding evaluated the initial items for representativeness, redundancy, and clarity. The refined pool comprises 20 items, representing the foundation for a subsequent quantitative scale validation stage.

Keywords: Brand competitiveness, scale development, brand metric

Casino Positioning: Exploring The Personal And Community Benefits Of Casino Resorts

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Introduction and research aim

The tourism benefits of casino resorts have led to more countries embracing and legalising casino developments (Ho, 2020; Prentice & Zeng, 2017). However, more legalisations have stimulated casino saturation and intensified competition. The COVID-19 pandemic has also impacted worldwide gaming hubs (Chau et al., 2022). In addition, the negative perception of the casino influences the community's acceptance of more casino developments (Lee et al., 2020). With challenges and an intensifying competitive environment, casino resort marketers are continuously pushed to strategise (Prentice and Wong, 2015). It is suggested that casinos need to consider improving their image in the local community and position themselves as entertainment destinations (Klebanow, 2001). Besides, a casino image is a significant predictor of local casino visitors' behavioural intentions (Wang and Fu, 2015). Community perceived benefits are vital in the community's support for casino developments (Lee and Back, 2006).

The impacts of casino developments are widely discussed; however, few scholars have explored the positive outcomes of casino resorts (Rosenbaum and Wong, 2015). Therefore, this paper argues that positive outcomes and benefits of casino resorts may assist in repositioning and creating a positive image, which leads to getting support from customers and the community, with visitation as an ancillary benefit. This paper aims to use benefits as a repositioning strategy, with the first stage of exploring and identifying significant benefits of casino resorts perceived by casino marketing representatives. The paper provides information casino marketers can use to convey a positive image, which is critical to the business's survival.

Conceptual framework

The concept of repositioning through benefits is the framework used in this study. Positioning, the parent strategy, is creating and communicating the desired perception in the minds of target customers and putting the organisation in an advantageous position against competitors (Armstrong & Kotler, 2013; Saqib, 2020). On the other hand, repositioning is commonly stimulated by competition, which denotes adjusting customers' perceptions (Trout and Rivkin, 2010); or changing an organisation's current position (Crompton, 2009). Additionally, conveying and communicating the benefits of products can be a successful psychological repositioning strategy in recreational services, such as parks (Weiler et al., 2017).

Casinos are publicly known for their association with gambling and problem-related impacts on society (Wu and Chen, 2015; Thomas et al., 2017); hence, casino developments receive mixed reactions from the wider community. Casino researchers and marketers alike are encouraged to explore and study the positive aspects of casinos and casino gambling which is lacking in literature (Rosenbaum and Wong, 2015). The positive aspects of the casino are found to benefit casino operators and the government to find support for casino developments (Mizerski, 2013). Visitors of casino resorts are likely to continue visiting because they know their benefits; however, awareness of a benefit not only to direct users but also to the non-users is likely to influence community support for recreational services (Crompton, 2000). Therefore, in acquiring residents and community support, the casino should consider conveying the personal and community benefits of casinos and positioning themselves as leisure and entertainment destinations that provide beneficial experiences.

Methodology

To capture the important benefits casino resorts provide to visitors and the wider community, this research employed a qualitative approach using semi-structured, online, face-to-face, and phone interviews conducted from February to April 2022 with casino representatives. Participants were identified via a snowball sampling and were approached and invited via email, with an information sheet and consent form attached. Seventeen participants were interviewed until data saturation was reached, conforming to Francis et al. (2010) and Galvin's (2015) suggestion that most data saturation is reached at 17 and 14 interviews, respectively. The interview is divided into two parts: participants' background and involvement in casino resorts marketing; and perceptions of the casino resorts' benefits to visitors, the wider community and further benefits needed. Responses were recorded, transcribed, and imported into NVivo 12 Software, commonly used in qualitative research. Responses were thematically analysed as guided by the three-step process suggested by Castro et al. (2010). The interview responses from casino representatives were analysed and presented based on the benefits categories: private benefits (personal); and public benefits (economic, socio-cultural and environmental), as following Crompton (2000).

Results

Seventeen participants comprised casino industry consultants, casino marketing executives/ managers, front liners, and former casino front liners. Most have extensive experience ranging from six to 40 years, and most have over ten years of involvement in various roles in the casino industry. Participants are from Australia, the USA, Malaysia and Macau, representing a wide range of US Indian casinos, Asian, Australian and corporate casinos. Overall, the interviews reveal that the participants are highly knowledgeable and familiar with the casino resort's marketing and operations, including offerings, members, customers and visitors.

Casino resorts are found to have a suite of satisfying salient benefits and positive impacts. Thirteen private and eight public benefits were identified as relevant benefits of casino resorts as perceived by casino representatives. Relevant private benefits emphasised include fulfilment of one's motivation, relaxation, and access to a safer environment compared to other gambling venues; one-stop shop destination; quality facilities and products valued for money; and quality services compared to other hospitality establishments. Public benefits include tax revenues, indirect economic benefits to other industries, corporate social responsibility initiatives, more entertainment and hospitality precincts in the locality, direct employment opportunities, access to better wages and benefits, and community welfare contributions. Casino representatives also emphasise that casinos could provide more benefits to the community by improving local education by partnering with education sectors and universities, and providing and creating experiences in which the community can participate.

Implications

This paper is the first step in an attempt to reposition casinos through benefits by first identifying which important benefits casinos provide for both visitors and the wider community. This paper contributes to casino marketers and casino marketing literature. First, the findings of these studies can be used by casino marketers in designing their communications or messages they wish to convey to their customers to attract visitation. Equally important are the identified public benefits casino marketers could use to justify their resources' use in creating more beneficial experiences for the wider community. Understanding these benefits for casino operators could further give meaning to their existence in the community and, consequently, be able to gain support from the wider public. Second, this research responds to the suggestion of Rosenbaum and Wong (2015) to study further the benefits and positive outcomes of casinos. By exploring the benefits, this paper contributes to knowledge by providing salient benefits that can be used for research on repositioning casinos. Future research could explore the effectiveness of these benefits in repositioning; a critical next step is exploring the benefits of casinos that are important for visitors and the wider community. This will identify gaps in both perceptions and lead to further research to close the gaps.

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Is Promoting Initiative Climate In Workplaces Always Beneficial? The Dark Side Of Initiative Climate And The Moderating Role Of Resilience

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Abstract:
This paper ascertains that fostering an initiative climate may not always lead to frontline employees (FLEs) demonstrating personal initiative as this climate may lead FLEs to be emotionally exhausted from the increased pressure to carry out their responsibilities. However, resilience is expected to attenuate this negative indirect relationship.

The hypotheses were tested using data collected from 330 FLEs working in the banking industry. Emotional exhaustion was found to negatively mediate the relationship between initiative climate and personal initiative. Importantly, this negative indirect effect is weakened when FLE resilience is high.

This research is the first to investigate the negative outcome of the initiative climate and the moderating role of resilience in attenuating the negative relationship between initiative climate and emotional exhaustion. This study emphasis the need of cultivating FLEs resilience traits, for them to bear or bounce back from the internal pressure they encounter and to not be exhausted emotionally.

Keywords: Initiative climate, emotional exhaustion, resilience

Strategic Yet Authentic: Developing A Framework For Terroir Branding

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Abstract:
Despite the vast body of work linking country-of-origin to brand equity outcomes, few studies consider how to develop such a branding strategy in the context of terroir products, which have unique, diverse and irreproducible attributes tied to their location. This research develops a conceptual framework for building brand equity by linking individual brand attributes with the physical, philosophical and human capital dimensions of terroir. A qualitative case study of the Western Australian honey industry was utilised based on a desktop analysis of marketing materials from 64 honey companies and in-depth interviews with 23 industry stakeholders. We explore the meanings and symbols that stakeholders have around the unique qualities of the landscape, local honey and industry practices. We then demonstrate how this model can be used to understand the opportunities and risks of creating a regional terroir brand that balance individual brand diversity with the need to present a cohesive narrative to the consumer.

Keywords: terroir; place branding; brand equity

Building Distinctive Assets In Service Categories

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Abstract:
Once taught to consumers, Distinctive Assets (i.e., colours, logos, and fonts) enable quick brand identification across brand-to-consumer touchpoints. Though to be effective, assets must exclusively evoke the intended brand name in consumer memory. Ward (2020) investigated the uniqueness potential for different asset types for packaged goods. However, service categories have less competitor presence in retail environments and consumers typically buy from a smaller repertoire of brands per category. Consequently, consumers may be less likely to notice and process competitor Distinctive Assets, therefore assets may potentially be more unique with less intense competition in consumer memory. This research calculates the competitive intensity of 815 assets from 10 service categories, and compares this to packaged goods results (Ward et al., 2020). We find that on average, service categories have significantly more potential to build unique Distinctive Assets, which holds across six of the seven asset types.

Key words: Distinctive Assets, Branding, Services

Self-customisation And Frontline Customisation: Optimising Personalisation Experiences

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Abstract:
Companies are increasingly introducing technological solutions to enable consumers to customise their service experience. Although self-customisation has been proven to empower customers and to deliver additional value, the practice of combining it with frontline customisation requires further investigation. In this study, we examine the roles of self-customisation and frontline customisation in driving customer spending and loyalty by reference to different types of service value. Drawing on a sample of 12,469 bookings and customisation data that are related to 8,752 hotel guests over a period of nine years, we assess the mediating role of frontline customisation in the relationship between self-customisation, guest spending and guest loyalty. We also identify important contingent effects that are related to service experiential value, and we propose service customisation architectures for the design of optimal customisation experiences that feature both self-customisation and frontline-customisation solutions.

Keywords: Service customisation, self-customisation, frontline employees

How Categories Compete For Mental Availability

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Abstract:
Category growth is of increasing interest to companies as a means to grow revenue sales. At present there is little evidence to explain how categories compete in the minds of consumers. This is important to understand given categories cannot be purchased if they are not first recalled by consumers as suitable options in purchase occasions. This paper draws upon four known empirical regularities in brand mental availability to help understand the role of memory in category performance. We benchmark Category Entry Point associations for 139 categories across three industries and five countries. Preliminary results show similarities in how brands and categories grow mental availability. Like brands, larger categories have a higher quality and quantity of Category Entry Point associations, rather than narrowly positioning onto single cues. This has important implications for how to grow category mental availability.

Keywords: Category Growth, Mental Availability, Category Entry Points

Separation Of Identities In Liminal Spaces: Remote Working In A Post-pandemic World.

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Abstract:
The traditional office environment played a significant role in supporting employee satisfaction and well-being. However, the post-pandemic world is shaped by flexible, remote and virtual work as employees prioritise balance and desire agency and flexibility. However, while at one point the physical separation between home and work acted as a barrier between home and work identities, workspaces have been increasingly detached from space and the moments and spaces that separate work and personal life are eliminated or rushed, resulting in poor mental preparation between activities. While the importance of employee support and well-being is evident, promoting value and quality of life for employees is a significant challenge for internal marketing.

As remote work alters physical and psychological thresholds, this research aims to examine how liminal spaces in a post-pandemic world mediate the relationship between remote work intensity and employee well-being.

Keywords: Remote working, liminal spaces, well-being

Brand Innovativeness Perception Of E-commerce Sites In Bangladesh: Investigating The Mediating Role Of Perceived Quality

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Abstract:
This research aims to examine the impact of e-commerce brands' ease of use on consumer's perception of brand innovativeness. The mediating role of perceived quality is also examined. Ease of use, perceived quality and brand innovativeness relationship was developed using signaling theory. The conceptual framework was tested using an experiment. Results suggest that websites' ease of use has positive effect on consumers' brand innovativeness perception, and perceived quality mediates the proposed ease of use- brand innovativeness relationship. The study contributes to the marketing and innovation literature in unique ways. The study examines and confirms a new relationship between e-commerce brand website's ease of use and brand innovativeness. It also deepens our understanding of the relationship between ease of use and brand innovativeness by clarifying the role of perceived quality. Hence, the present study extends signalling theory to the context of marketing communications to understand these relationships.

Keywords: brand innovativeness, perceived quality, signalling theory.

Circular Market Systems In The Making: Conceptual Foundations And Future Research.

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Introduction, background and research aim

The Circular Economy (CE) concept was first introduced by Pearce and Turner in the 1990s. The authors question the resource depletion at the core of the current linear take-make-dispose economic model and propose instead a circular model that promotes the restorative and regenerative use of natural resources (Pearce & Turner, 1990). The CE is built on the assumption that economies can function like natural ecosystems that are restorative without creating any waste (Ellen MacArthur Foundation, 2013). Principles of the CE include the use of renewable energies, eliminating toxic chemicals and eradicating waste by maximising reuse, repair, remake, and recycling (Geissdoerfer et al., 2017; Jackson, 2009; Webster, 2015). For the past five years, the CE concept has enjoyed remarkable attention in both academic research and practice. Scholars from various disciplines, including engineering (O'Connor et al., 2016; Reh, 2013), environmental science (Korhonen et al., 2018), innovation and business model research (Bocken et al., 2013; Kirchherr et al., 2017) have developed a fast growing body of knowledge to support a transformation toward more sustainable business practices and we see an increasing push from organizations and governments to adopt the circular imperative.

Yet surprisingly, while markets are in the center of an economy, there is little research that takes a market perspective of the CE. Very few studies have been explicit in emphasizing the important role of stimulating market demand (Beninger & Francis, 2021), assuring market availability (Bernon et al., 2018), and evaluating market potential (Alamerew & Brissaud, 2020). Those studies that take a market view, for instance, by highlighting the role of secondary markets for trading recycled plastics (Rajendran et al., 2012) treat markets as given – the place or space where products and raw materials are exchanged (Charef et al., 2021; Gue et al., 2022) or where customer demand meets companies' supply (Beninger & Francis, 2021). Only a small number of studies suggest that sustainable markets – and circular markets by extension – can be and, in fact, need to be shaped (Doganova & Karnoe, 2015; Flaig & Ottosson, 2022; Ottosson et al., 2020) to create a functioning CE. Hence, this paper aims to *understand circular markets and how they can be shaped.* More generally, responding to calls for research on 'better marketing for a better world' (Chandy et al., 2021), we develop a new market perspective of the CE not only to inform CE research, but also to anchor the CE concept in the marketing discourse. Specifically, we address two research questions in line with this aim:

> **RQ1:** What are the explicit and implicit assumptions about circular markets in the existing strands of CE research?
>
> **RQ2:** How can a market perspective reconcile fragmented insights about market dynamics in and market shaping of the CE?

Methodology

The core research aim of this study is the development of an integrative market perspective of the CE. While there is very little explicit discussion about markets and their shaping processes in the literature, there are implicit assumptions and conceptualizations about circular markets scattered across CE research fields, including supply chain, business model and innovation research. Hence, we reviewed the extant CE business research literature and organized references to markets across these research fields into groups to analyze their compatibility (MacInnis, 2011). We followed a similar approach as Becker and Jaakkola (2020) and developed our framework in two phases. First, we conducted a systematic literature review (SLR) to select relevant articles that study CE in business research, according to strict guidelines (e.g. Booth et al., 2012; Palmatier et al., 2018). We identified 233 articles that were subject to a three-step process: identification of literature fields, analysis and classification of the articles into seven literature fields: (1) circular business models, (2) product-service systems (PSS),

(3) industrial symbiosis, (4) circular supply chains, and (5) eco-innovation, (6) advanced technology infrastructure and (7) pro-circular customer behavior. Following Jaakkola (2020), we then analyzed these literature fields in terms of their insights related to markets and market shaping. Specifically, we used the guiding principles of markets as complex, adaptive, social systems (Kjellberg & Helgesson, 2007; Nenonen et al., 2019; Jaworski et al., 2020) as a *'method theory grid'* to consolidate domain knowledge from the CE fields with contemporary marketing theory.

Findings: Understanding market systems of the Circular Economy
Circular business definitions, value creation logic and purpose: CE transformations require a fundamental shift in the way business is defined. Business purpose and value creation need to be more closely aligned with societal well-being and environmental stewardship (Bocken et al. 2014; Manninen et al., 2018). We discovered three value creation logics in the CE literature: profit-oriented triple-bottom-line (Lieder & Rashid 2016; Ranta et al. 2018; Mura et al. 2020), balanced triple-bottom-line (Chen, 2018; Leder et al. 2020; Jensen et al., 2019), and systemic value (co)creation (Fehrer & Wieland, 2021; Hopkinson et al., 2020; Iacovidou et al. 2017).

Circular market exchange practices: Mental models, purpose and value creation logics manifest in market actors' exchange practices. We identified four distinct market exchange practices that qualify as circular: (1) Prolonging use-phases through servitization (Rajala et al., 2018; Tukker, 2015; Wang et al., 2020), (2) Closing, slowing and narrowing material loops (Bocken et al., 2016; Geissdoerfer et al., 2018), (3) conscious and pro-circular consumption (Aschemann-Witzel & Stangherlin, 2021; Machado et al., 2019), and (4) regeneration through actors' collective and aligned action in symbiotic ecosystems (e.g., Konietzko et al., 2020).

Circular market structures: Market structures – (ever evolving) socio-technical networks that connect market actors to each other – enable but equally constrain market exchange practices (Giesler, 2012). Circular market structures enabling circular market practices facilitate not only economic transactions, but ensure these transactions are sustainable and ethical (Schultz et al., 2021). Supply chain scholars refer to complex stakeholder networks and required (industry-wide) network designs to coordinate and integrate upstream and downstream market actors (e.g., Batista et al., 2018). This comes with challenges, such as insufficient transparency and often inaccurate information. An emerging solution to cope these challenges are digital platforms and advanced digital technologies (e.g., Blockchain, AI, IoT and 5G) to increase transparency and trust across complex multi-sided markets (Rajala et al., 2018).

Circular market representations: Market representations make a market real and define, defuse and defend the narrative of the CE (Diaz Ruiz, 2013; Kjellberg & Helgesson, 2006; Ottosson et al., 2020;). Especially important representations for circular market systems are eco-labelling to create increased transparency in circular market systems (Alon & Vidovic, 2015; Karaman et al., 2020), and valuation criteria, such as performance metrics, reporting and benchmarking frameworks to track circularity (Peronard & Ballantyne, 2019).

Finally*, circular market norms,* including policies and standards as well as self-regulatory producer responsibility schemes (Pazienza & De Lucia, 2020), warranties and open-source repair manuals (Bening et al., 2021) push organisations to adopt circular market practices.

Implications for Theory and Practice
This paper makes three important contributions. First, following a systematic theorizing process, this study reconciles fragmented CE literature with contemporary marketing theory (MacInnis, 2011; Jaakkola, 2020) and offers a comprehensive circular market perspective. Second, our synthesis of the CE literature led to a portfolio of strategies that can support managers, entrepreneurs and policy makers in their efforts to shape circular markets. Third, we present a research agenda to encourage marketing scholars interested in sustainability research to further explore what the CE concept can offer to marketing theory, strategy and consumer behaviour.

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The Process Of Brand Legitimacy In The Face Climate Change.

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Abstract:
Brand legitimacy requires that a brands actions make sense and are in line with the prevailing shared beliefs and understandings of society. However, few legitimacy studies have yet to examine climate change as a particular environmental issue and the fundamental shifts for businesses that must occur. By better understanding how legitimacy is achieved this paper proposes a framework to classify the different types of businesses benefitting from climate change, their actions and their legitimacy challenges by classifying them into four groups along two dimensions: directly positively benefitting, directly negatively benefitting, indirectly positively benefitting, and indirectly negatively benefitting businesses. The classes are distinguished by grouping businesses according to how climate change is affecting the business, the brand, and by the types of impacts the business has on society and/or the environment. Legitimacy is seen not as a property of an organisation, but as an ongoing process involving businesses and multiple stakeholders.

Brand Access Disruption & Brand Choice: A Quasi-experiment

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Abstract:
Digital e-commerce has continued to grow and is the dominant retail channel today. Whilst physical stores are closing (Peterson, 2020), digital-first retailers are opening brick & mortar stores. This research investigates consumer shopping behaviour to understand the shift of purchasing pattern differences between online and offline channels. Using a longitudinal panel dataset, the research analyses the impact of disruption caused by technological turbulence – the closure of stores – and evaluates the change in household purchases - the impact on basket size and brand choice. The results of this research will assist the decision-making of manufacturers for channel selection. More selectively, it will add insight into whether manufacturers should go direct to consumer (D2C) to avoid the retailer power impacting brands and the opportunity to enhance margin, profitability, and utilise the data to drive customer experience and relationships.

Keywords: product availability; brand choice; product portfolios

The Effect Of Social Media Complaint Management On The Perceptions And Behavioural Intentions Of Virtually Present Others (vpos)

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Abstract:
The key focus of this research is to examine the perceptions and behavioural intentions of Virtually Present Others (VPOs) in a social media complaint management process. VPOs are individuals who do not directly experience the service failure but are exposed to the interactions on social media platforms and thus, are able to form their own attitudinal perceptions. As consumers are increasingly voicing their complaints on social media, these negative comments and subsequent responses act as an important information source for potential customers. Furthermore, we posit that the effectiveness of a complaint management is often assessed via the perceptions of justice (distributive, interactional and procedural). In this research we combine the justice theory and signaling theory to understand whether signaling cues affect how VPOs perception of justice and satisfaction with complaint handling. We believe that the findings of this paper can provide important implications towards the theoretical advancement of service recovery. Towards marketing practitioners, this research will contribute by providing empirical evidence of the most appropriate strategies they can use during the complaint management process to generate the most favourable outcomes.

Keywords: Complaint management, Virtually Present Others (VPOs), Justice Dimensions.

Acknowledging Negatives? Understanding Valence In Perceived Brand Transparency

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Abstract:
It is unclear whether objectivity leads to favourable or unfavourable perceptions of brand transparency and desirable brand performance outcomes. This study aims to understand the role of information valence in developing brand transparency perceptions and the moderating role of involvement in the product category or prosocial issue. This research proposes that brand transparency information framed negatively will drive perceptions of brand transparency moreso than positively framed information, but only in situations where individuals are highly involved. These findings will contribute to theory by providing empirical support that the framing of brand transparency information is important for developing brand transparency perceptions, whilst demonstrating that it is contingent on the level of involvement. Managerially, this study will provide marketers with guidance on how to frame brand transparency information and how this should differ depending on the customer's involvement in the product category or pro-social issue.

Keywords: brand transparency, information valence, consumer involvement

The Implications Of The Un Sdgs On The Foundational Premises Of Marketing Strategy

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Abstract:
A key question facing the marketing discipline is 'how do the 17 UN SDGs impact marketing scholarship?' There have been increasing calls for marketing strategists to engage proactively and strategically with the SDGs, because of its effects on the relevance and the potential impact of marketing scholarship. To examine whether the SDGs have an impact on marketing strategy, we link the SDGs with the foundational premises of marketing strategy (i.e., purpose, differentiation, cost-advantage, and diversity) and a brief case study to argue that the SDGs could have transformational impact on some of the foundations marketing strategy. We conclude by suggesting that this research is at an early stage and call for further research to fully understand the transformational effects of the SDGs on marketing strategy.

Keywords: UN SDGs, Marketing Strategy, Foundational Premises.

Building Brand Equity In A Stigmatised Market: A Cannabis Industry Case Study

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Introduction and Research Aim

Since South Africa decriminalised recreational cannabis use and private cultivation in 2018 (de Villiers, 2018), cannabis businesses have been established to meet the impending demand of the nascent industry. Marketing activities remain limited in this industry and businesses are unable to disseminate promotional messages, however as a solution, firms can promote their brands and positioning instead of the actual product (Bick, 2015), by attracting consumers who share similar values and build customer-relevant brand associations to elicit desirable responses (Helms & Patterson, 2014).

The aim of this study is:

> To explore how cannabis retailers can build brand equity in a stigmatised market, despite significant restrictions on marketing efforts.

Research objectives were formulated to fulfil this aim, and are as follows:

Primary objective
To explore how South African cannabis businesses can build customer-based brand equity in a stigmatised industry.

Secondary objectives
1. To explore how South African cannabis businesses can develop brand identity in a stigmatised industry.
2. To explore how South African cannabis businesses can develop brand meaning in a stigmatised industry.
3. To explore how South African cannabis businesses can develop brand responses in a stigmatised industry.
4. To explore how South African cannabis businesses can develop brand relationships in a stigmatised industry.

Background and Conceptual Model

The concept of brand equity is not novel but its application to the core-stigmatised cannabis industry is. Aaker (1991) and Keller (1993) stressed the importance of a brand as a valuable asset. Keller (2001) introduced the CBBE pyramid to highlight how firms can build strong brands and how customers can respond to marketing efforts (Abrahamsson, 2014). Kuhn and Alpert (2004) consider Keller's CBBE model to be the most comprehensive and realistic model for guiding the brand management process. However, Sriaranyakul (2018) urges that the model needs to expand its application and testing to validate it and if necessary, to develop it in different contexts. This paper applied the CBBE model to the stigmatised cannabis industry.

Keller (2008) defines customer-based brand equity as the differential effect brand knowledge has on consumer response to a brands marketing activities. Thus, brand equity relies on customer experiences and their perceptions towards the firms marketing activity over time (Bick 2015). Businesses can work to overcome stigma by building proper consumer knowledge structures through educating and engaging customers (Parker, 2018; Bick, 2015). Businesses can initiate brand development by building brand salience (awareness and recognition) (Moura, Ferreira, Duarte de Oliveira, & da Silveira, 2019), then progress towards creating brand meaning, evoking brand responses, and developing brand relations.

Methodology

The study undertook a qualitative exploratory research design. The study was underpinned by the interpretivism philosophy, and the case study design is appropriate to address the research aim. 17 in-depth interviews were conducted with participants, over a period of 11 months. Semi-structured in-depth interviews were conducted, and interviews were recorded. An interview guide was used to provide structure and direction to the interview. The researcher used thematic analysis with a discovery-focused analytical approach. Most of the recordings were manually transcribed and transcriptions were coded and organised into meaningful categories and themes. The researcher addressed trustworthiness and credibility by making the process of arriving at the conclusions clear, as well as applying interrater reliability. As the text was allocated to the code, it was assessed in terms of accuracy by the supervisor and then discussed to determine its applicability. Codes would then be amended or verified.

Results, Discussion and Contributions

Findings revealed several challenges and considerations exceptional to the cannabis industry that directly affect their brand-building efforts. Such factors are not accounted for in the CBBE model. Given its restrictive nature, businesses simply do not have the freedom to execute brand building as non-stigmatised businesses do, thus, managing stigma at an industry level may be their starting point to building resonant brands. Therefore, this study proposes an additional block – Industry – to the CBBE model when applied to stigmatised industries.

The SBBE model for stigmatised businesses is a strategic brand management instrument, for B2C businesses operating in a stigmatised industry. Building stigma-based brand equity involves a sequence of necessary steps. The first step relates to Destigmatisation and uses Industry as a measure to assess the environment in which the brand operates and the process in which the brand takes inventory of (1) industry-wide characteristics: stigma, black market, censorship (2) societal considerations: rapidly evolving perceptions (3) internal and external structures and networks: education and good business practices. For cannabis brands, the aim of undergoing the destigmatisation process is establishing sound business practices in which the business can thrive. The following steps of the SBBE model relate to building brand identity, meaning, response and finally relationships with customers despite the stigma.

Implications for Theory and Practice

The SBBE model includes industry-specific characteristics when evaluating brand equity in stigmatised markets. Future studies are recommended to test the validity of the adapted model in stigmatised markets. Research exploring grey or stigmatised markets, either relating to how to navigate strategies to achieve desired results, or the role marketing plays in the firm's overall development should be pursued. This study has shown that adaptive strategies should be applied in regulation-constrained markets and that it goes beyond brand exposure – it's about serviceability and education. Implications for brands include the pervasiveness of education as a brand building principle, the potential for stronger psychological ties with consumers based on their collective stigmatised identity, and the inclusion of the broader public in their brand communications as opposed to solely their own consumers. By developing industry-based employee training programmes, businesses can upskill and educate their staff to successfully attend to customer needs and queries. Businesses also need to produce and provide educational content that would appear on blogs, in-store displays, packaging or social media pages – focusing on the customer journey and consumer touch points.

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Making It Right And Selling It Well

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Introduction and Research Aim

In every room, we are surrounded by products and services. Each one of them will have been designed for us and each one of them will have been marketed to us. That is interesting but what is quite remarkable is that often there may have been no direct communication between the designer and the marketer (Bloch 1995; Luchs and Swan 2011). As a remedial step, this study will propose an integrative theory that bridges from Design to Marketing. However, this theory is not the current fashion of design thinking but rather a stronger bridge from four orders of design to four phases of marketing. It is accompanied by a reminder that the traditions of designerly thought are central to good design. This study aims to propose an integrative theory that bridges the four orders of Design (Buchanan, 1998) to Marketing rather than an appropriation from marketing or management of design via design thinking (Jen, 2017; Vinsel, 2018).

Background and/or Conceptual Model

Aspects of design theory and designerly thought are compared with phases and periodicity of marketing thought.

Methodology

An overview of design literature, design thinking and criticisms of design thinking.

Discussion and Contributions

Vinsel (2018) and Jen (2017) have been scathing in their demolition of Design thinking. Vinsel (2018) argues that it is an infectious contagion that has nothing to do with real Design practice. Jen (2017) considers that it employs an impoverished methodology and has not produced any worthy results. She points to avoidance of criticism at all stages, the absence of studio-based work and the lack of success in terms of physical evidence. In a milder critique, Johansson-Sköldberg et al. (2013) argue that no meaningful discussion can be made of Designerly thinking without sourcing the discussion in one or more of these five discourses presented in Figure 1. They also note that those who espouse Design thinking seldom do this. It is suggested that the subfield of design thinking while a useful exercise for business students is not a substitute for studio practice and the tradition of specialised designerly thought. The richness of the heritage of designerly thought is demonstrated in Figure 1 which relates seminal thinkers to their orientation.

Figure 1. Design as Science and Discipline versus Marketing

Design Periods (Calabretta & Kleinsmann 2017)	Design as Discipline (Burdek 2005; Cross 2001; Hassi & Laakso, 2011; Johansson & Woodilla 2010)	Design as Science (Giambalvo et al. 2017; Norman & Verganti 2014; Sward & Macarthur 2007).	Marketing Periods (Skålén et al. 2006)
Industrial Period (20th century)	William Morris (1850-1890) Art Nouveau (1890-1910)	Design Science (1962) Human Computer Interface (1990) User Experience Design (1990)	Early Marketing Thought (c. 1900– 1960)

<table>
<tr><td>Service Period (21st century)</td><td rowspan="2">Art Deco (1900-\1930s)
De Stijl (1917-1931)
Bau Haus (1919-1933)

Carnegie Institute Industrial Design (1934)
Participatory Design (1960 -1990)
Human Centered Design (1980)
Co-Design (2004)</td><td rowspan="2">IDEO (1991)
Systems Engineering (1956)
Waterfall Model (1970s)
Quality Management (1970s)
Vee Model (1980s)
Theory of Constraints (1984)
Six Sigma (1985)
Decision Based Design (1998)
Agile Design (1999)
Lean (1990’s)
Design thinking (1990’s-)
Axiomatic Design (2002)
Value Driven Design (2001)</td><td>Marketing Management (c. 1950–1985)</td></tr>
<tr><td>Digital Period (20th-21st centuries)</td><td>Service Management (1975–present)</td></tr>
</table>

With that in mind, it is appropriate to consider the work of Buchanan (1998) more closely as a central exponent of Designerly thinking which has specific marketing applications. Buchanan’s work on central phases of marketing periodicity (Skålén et al. 2006) is presented below in Figure 2.

Figure 2: Five types of Designerly thought (Gasparini 2015; Johansson-Sköldberg et al. 2013)

No	Thinker	Disciplinary origin	Central Precepts	Philosophical orientation
1	Simon (1969, 1996)	Engineering, organizational learning, bounded rationality	Form follows function.	Positivism Design as Science
2	Schön (1983, 1988, 1992)	Music, philosophy, management theory	Pragmatic and reflective, embodied enquiry,	Constructivism Design as Discipline & Science
3	Buchanan (1985,1992, 1998, 2001a)	Art History Classical Rhetoric	4 orders of design Achieving definite audience effects	Humanism Design as Discipline
4	Cross (2001, 2004), Lawson (1979, 2004)	Architecture Industrial Design	Practice perspective, creative strategies which resolve design questions	Cognitivism Design as Discipline
5	Krippendorf (2004, 2007, 2011)	Hermeneutics, Semantics	The creation of meaning at all steps of a designed object or process’s life	Interpretivism Design as Discipline

Accordingly, the following assertions are made: Firstly, there is some degree of correspondence between first order design and early brand theory at least at the level where a brand or logo works as a sign. Secondly, there is a degree of congruence between second-order design as a concept and the fields of new product development and innovation. Thirdly, a connection can be seen here between the Service Turn, Co-creation and Third Order Design as the organized practice of Co-design or as Service Design.

However, the third-order design also manifests itself through services marketing and co-creation generally. Fourthly, the subfield of macro marketing coheres with the fourth-order design which involves, evokes and redefines the relationship between the individual and society

Implications for Theory and Practice

It has been demonstrated above that a simple extension can be made from Design theory into Marketing theory in an act of interdisciplinary bricolage. The four orders of design (Buchanan 1998) correspond to a high degree with marketing periodicity and paradigms (Skålén et al. 2006). It is suggested that empowering Design practitioners with an extension into Marketing thinking may ultimately be more useful than having Design thinking taught to Marketing and Management practitioners (Hernández-Ramírez 2018; Jens, 2017; Vinsel 2018). The future activity could orientate around identifying those elements of Marketing thought most useful to Designers. These might include new product development, the marketing mix, segmentation, differentiation, positioning, and selected aspects of branding theory. These initiatives would lead to better design and marketing and facilitate understanding between these two disciplines. It would also elevate the position of the designer in the value creation process and enable more useful exchanges between disciplines

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A Proposed Model For Smartphone Brands To Convert Users To Brand Advocates

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Introduction and Research Aim

There are over 170 smartphone manufacturers globally (GNW, 2021), of which five manufacturers (Samsung, Apple, Xiaomi, Oppo, Vivo) make up 70 per cent of the market (Counterpoint, 2022). Despite the difficulty in becoming a successful smartphone manufacturer, many incentivising factors exist for brands who want to enter the market. The bill of materials for creating a phone has dropped drastically over the past few years, there is a focused and successful supply chain in Shenzhen, China, and a brand does not necessarily need to be in the top five to turn a profit (Keegan, 2021; Yan et al. 2022). However, there is also a reason for scepticism as even more prominent manufacturers can struggle with the extensive competition in the smartphone industry. LG has stopped creating smartphones, Sony now only focus on one phone, BlackBerry barely has a footprint anymore, and Nokia is not remotely close to being the behemoth it used to be (Porter, 2021; Swingle, 2020; Brand Minds, 2018; Savov, 2016). Thus, this should act as a warning that despite the supply chain and availability of resources, entering the smartphone market does not equate to success. With brand trust declining globally, more people rely on trustworthy sources, such as friends, family, and online communities (KPMG, 2022; Marketing Charts, 2020). Therefore, a marketing strategy that might be most viable in this highly competitive market is seeking to make advocates of users. Social media can be a strong marketing strategy as an increasing number of people spend much time on social media (Chaffey, 2022). Moreover, there are more online communities than ever (Hutchinson, 2021). This study thus investigates the following:

The aim of this study is:

> *To provide a model of approach for smartphone manufacturers to compete in an increasingly competitive industry.*

We address two research questions in line with this aim:

RQ1: Are smartphone users willing to become brand advocates online?
RQ2: How can smartphone brands convert users to brand advocates?

Background and/or Conceptual Model

The conceptual model proposed focuses on five variables. The hypothesis follows Brand experience (BE) into Commitment (C), Brand loyalty (BL), and Brand trust (BT), mediated to Advocacy intention (AI).

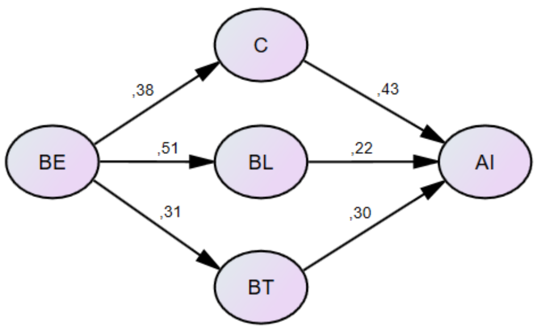

Figure 1 – Conceptual model, Advocacy intention as dependent

The conceptual model begins with a focus on brand experience, which appears to be a necessary implementation for individuals to move towards being more drawn to a brand. When the experience is continuously positive, individuals are likelier to be more engaged with the brand and use their social media pages. Therefore, they become committed to the brand's social media pages, loyal to the brand and trust the brand's online community's social media pages. When individuals feel committed, brand loyal, or trusting of the brand, they can become advocates of the brand, which has become much easier with the proliferation of social media.

Methodology

This study used a descriptive research design, using non-probability convenience sampling. A questionnaire was used to gather information and self-administered, with the researcher waiting to answer any questions. A total of 600 questionnaires were distributed, of which 512 were deemed viable for this study. The study assessed demographic information about age, gender, and nationality. The main component focused on the variables used. The variables were taken from previously verified studies, namely: Brand experience Sahin et al. (2011); Commitment Badrinarayanan and Laverie (2013); Brand loyalty Sahin et al. (2011); Brand trust Sahin et al. (2011); Advocacy intention Wallace et al., (2014) and Lee et al., (2010). A Likert scale was used for the empirical portion of the study, which had six Likert items: Strongly disagree (1) to Strongly agree (6).

Results and/or Discussion and Contributions

The study followed a structure in which an exploratory factor analysis was conducted, followed by descriptive statistics, testing for common method bias, reliability and validity analyses, and conceptual model testing. The study found that all items fit into the factors as expected, showing sufficient KMO and Bartlett's values. Next, mean scores were high, and skewness fell between the accepted range of -1 to 1. No bias was found, and the study showed acceptable to high Cronbach's alpha values and correlation between variables. This suggested that the study was viable and could continue testing the conceptual model. The conceptual model (Figure 1) showed proper model fit (SRMR, RMSEA, IFI, TLI, CFI) and regression weights. Therefore, the conceptual model was accepted as valid in testing a method to reach advocacy intention.

The results showed that the most important aspect of success in the smartphone industry is having a good product and ensuring that customers can experience the brand's smartphone(s). This has been a tactic of brands like Apple, Samsung, and Xiaomi for many years through their branded stores. These stores give potential customers the chance to experience the brand first-hand. This is not easy to compete with, but other brands such as Axon have taken a different approach: they sell smartphones from their own website and ship globally, providing free shipping. This entices potential customers to buy their products, which could lead to a pleasant user experience. This again puts phones in the hands of customers, who can then experience the brand. The model thus vindicates this business model and encourages brands to ensure that customers can find a brand's products and experience them. When a brand experience is positive, the brand should encourage users to use their social media pages and share their experiences. Building commitment and trust in the social media pages of the smartphone brand correlates well with advocacy intention. However, the first focus should be on a good user experience, which correlates highly with the mediators proposed. However, commitment to social media pages appears to be the most viable way of ensuring advocacy intention. Moreover, the mean scores for advocacy intention were high, where each item showed a mean score of 5 or higher.

Implications for Theory and Practice

This study and the verified model show that user experience is essential in achieving brand advocacy and is supported by industry practice and literature. Thus, the high mean scores show that advocacy is a viable target as individuals want to be advocates, and the route towards advocacy intention lies in a good user experience, which seeks to make customers committed to social media pages, brand loyal, and gain their trust.

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Antecedents And Consequences Of Brand Activism

Rajnigandha ., IIM Ranchi
Aditya Mishra, IIM Ranchi

Abstract:
Millennials and Generation Z expect brands to take a stand on prevailing socio-political causes; and neutral stances can be seen as a form of complacency. With increasing pressure on brands to cater to such demands, researchers and practitioners intend to understand the influencing factors of brand activism and its impact on brands' performance. Presently, the scarce literature on the subject is silent on the motivators and the consequences of brands choosing activism path. Our conceptual paper proposes a framework comprising the antecedents and consequences of brand activism. The purpose of the study is to integrate the tenets of existing literature and derive a conceptual model for brand activism. A review of existing literature from across domains was conducted to develop the conceptual model. As antecedents of brand activism, we propose to include consumer engagement, brand positioning, and political polarization. The observed consequences are boycotts and buycotts. Product type could act as a moderator whereas brand loyalty as a mediator. The framework once verified would strengthen the understanding about specific brand characteristics and consumer outcomes related to brand activism.

Keywords: Brand activism, consumer-brand relationships, brand management

Will Third Party Ranking And Certification Systems Help Creative Fashion Brands To Reimagine And Reconnect With Customers In The New 'transparency' Normal?

Pandora Kay

Abstract:
Since the Rana Plaza disaster, Bangladesh, 2013 - deadliest in the apparel or any industry for over 30 years - fashion branding has become inextricably linked to fashion ethics, sustainability and greenwashing from multiple stakeholder perspectives. These significant issues are studied for creative fashion brand (CFB) cases in Australia. Branding in a sustainability context for CFBs raises many issues and challenges for key stakeholder perspectives – the fashion brand, its supply chain, and the consumers. Implications arising from the use of third party ranking and certification systems (or not) are considered for the cases and key stakeholders. Materiality analysis for the cases shows how it can make a significant contribution for each CFB with regard to managing and mitigating sustainability opportunities, risks and impacts. Navigating these issues without jeopardising the current strong aesthetic signature DNA for which they are known, is an ongoing challenge for CFBs.

Keywords: Fashion Sustainability Branding, Greenwashing; Stakeholders

Role Of E-shopping Experiences In Consumers' Engagement

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Abstract:
The purpose of this study is to explore the comprehensive nature of 'customer e-shopping experiences (CESE)' incorporating various experiences at brand's touch points across customer journey. The paper further empirically examined the effect of these e-shopping experiences on e-shopping satisfaction and the subsequent effect on customer-brand engagement (CBE). After testing the psychometric properties of the established measurement scales of the identified e-shopping experience variables, the empirical study further tested the hypothesized measurement and structural models. The data for the main study were collected from a sample size of 508 Indian e-shopping users to investigate the structural relationships among types of e-shopping experiences, customer satisfaction and customer brand engagement. The present study enriches the existing literature by empirically verifying the influence of various types of consumers' e-shopping experiences on their satisfaction and engagement.

Keywords: Brand Experience, Brand Satisfaction, Consumer Engagement

Marketing Capability Effectiveness: Variation By Managerial Risk-taking

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Abstract:
According to the resource-based view of the firm, superior capabilities (especially marketing capabilities) are the source of competitive advantage. Past research shows that the set of capabilities that is most instrumental in building a competitive advantage may differ by the firm context and the firm strategy. This study is original in examining the moderating effects of managerial risk-taking, as a strategy aspect shaped by the recent pandemic, on the effectiveness of marketing capabilities. Using lagged multi-source data from 313 firms, this study finds that technological (i.e., innovative) capability and proactive and reactive marketing capability, as the key marketing capabilities of the firm, positively affect market performance and profitability. Managerial risk-taking negatively moderates (i.e., attenuates) the effect of technological capability on market performance. Moreover, it has an inverse U-shaped moderating effect on the effect of proactive marketing capability and a U-shaped moderating effect on the effect of reactive marketing capability.

Keywords: managerial risk-taking, proactive marketing capability, reactive marketing capability.

A Typological Framework For Purposeful Branding Approaches

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Jodie Conduit, The University of Adelaide

Abstract:
With brands progressively becoming instruments for consumers to advocate social change, many feel pressure to engage in purposeful branding (PB), ‘the signal of a brand’s advocacy for a social purpose’. In a rush to remain socially relevant some brands enact PB to advance a societal issue, while others leverage societal issues to mobilise the brand. Different PB approaches and consequences are evident, yet little theoretical grounding exists to explain such differences. This conceptual paper draws on institutional logics theory to categorise purposeful branding into four approaches. Signalling theory is utilised to understand the effect of each approach on consumer scepticism. The typology presented reduces complexity and helps marketers enact purposeful branding while avoiding consumer scepticism. Given the growing intertwinement of brands and societal issues, this research is essential for brands seeking to advance a societal issue and remain relevant.

Keywords: *Purposeful branding definition*, *purposeful branding typology, institutional logics*

Exploring Service Coolness

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Abstract:
Increasing competition, rising pervasive parity, growing disposable incomes, and fast-changing market landscapes have forced brands to tap into the cultural reservoirs and depend upon their services to create the much-needed differentiation. Such tapings yielded an extremely desired and distinctive feature of "coolness." Brands now rely heavily on "Coolhunters" to hunt for this coolness. Incorporating the dimensions of coolness helps brands achieve stronger brand engagements, attachments, and commitments. To build and sustain this cool image, the brand must imbue coolness holistically, i.e., not just products and communications but services as well. Growing servitization and changing consumption patterns are testimony that services are instrumental in any value proposition. Literature has comprehensively explained the meanings and layers of coolness in two aspects; as a personality trait and a product attribute. However, the literature is silent, and researchers remain uninformed about service coolness. Finding its groundings in the Service-Dominant Logic of Vargo and Lusch (2004) and the theory of congruity, this study aims to explore service coolness and identify its dimensions.

Keywords: service coolness, brand coolness, service brands

The Influence Of Brand Personality Perceptions On Smartphone Brand Loyalty Using The Moderating Effect Of Gender.

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Introduction and Research Aim

Symbolic attributes of brands are a vital part of consumer relationship building (Tuškej et al., 2013). Aaker (1997:347) defines brand personality as "the set of human characteristics associated with a brand". Brand personality is one of the pivotal components of the symbolic attributes assigned to a brand (Geuens et al., 2009). Consequently, sparking various consumer research interests because positive brand perceptions lead to brand loyalty (ErenErdogmus et al., 2015). The advantages of brand loyalty are self-explanatory in terms of the positive word-of-mouth, lower marketing costs and repeat purchases (Tsai, 2011). Brand loyalty is crucial in a highly competitive market, like the smartphone industry, with various big brands competing for a market share. Brands should strive to find alternative marketing strategy approaches to increase brand loyalty. The moderating role of gender regarding brand loyalty and brand personality perceptions have been proved by various studies (Nikhashemi & Valaei, 2018, Das, 2015, Jin et al., 2013). There is however a paucity of research in terms of the topic within the smartphone brand industry, specifically within the South African context.

The aim of this study is:

> *To determine the influence of brand personality perceptions on smartphone brand loyalty using the moderating effect of gender.*

Figure 1 indicate the proposed conceptual model for the study. The influence of brand personality perceptions on brand loyalty is depicted by H1 – H4 while the moderating effect of gender on these are tested by means of H5a – H5d

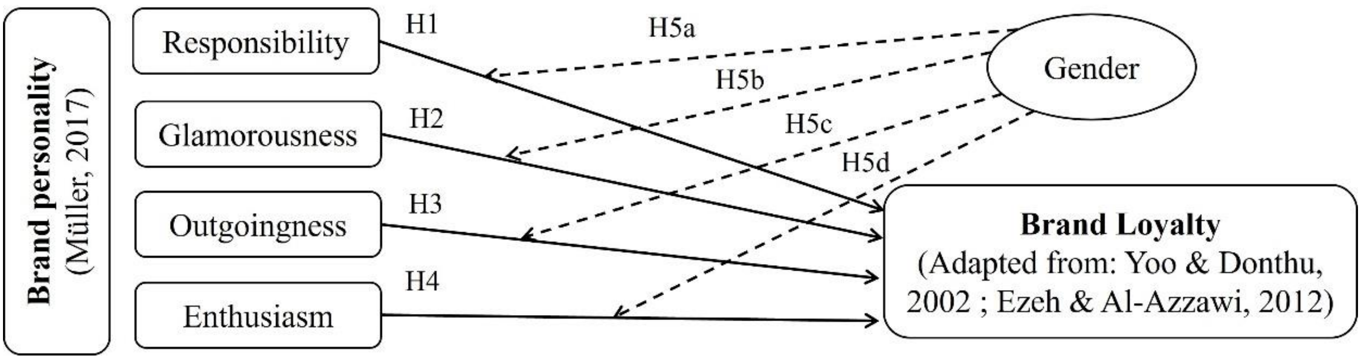

Figure 1: Proposed conceptual model.

Methodology

This study followed a descriptive research design using a single cross-sectional sample of full-time Generation Y students aged between 18 and 24 and enrolled at three South African higher education institutions (HEIs) in the Gauteng province. A self-administered questionnaire was used to gather the required data from 427 students. The questionnaire gathered demographical data as well as scaled responses (6-point Likert-scale) to determine respondents' brand loyalty (adapted from: Yoo & Donthu, 2002 & Ezeh & Al-Azzawi 2012) and brand personality perceptions (Müller, 2017). The data was captured and analysed using the IBM SPSS Statistics and IBM SPSS Amos Version 27.0 for Windows.

Results and Discussion

The demographical data revealed more male respondents (54.3%) and the ethnic group distribution was representative of the South African population (African = 91.1%; White = 6.1%; Coloured = 2.1% ; Indian/Asian = 0.7%). An exploratory factor analysis (EFA) as well as a confirmatory factor analysis (CFA) was conducted on the scaled items. The EFA (KMO = 0.911 ; Bartlett's test of sphericity: p =

0.000) was conducted by means of a principal component analysis using Varimax rotation. Five factors were extracted based on priori criterion and explained 71.1% of the total variance. All items loaded as expected with acceptable factor loadings and Cronbach alpha (α) values above 0.7 as presented in Table 1. The CFA results that were determined by means of structural equation modelling (SEM) are also presented in Table 1. The reliability of the measurement model was acceptable with CR values above 0.7. The standardised loading estimates (>0.50) and AVE values (>0.50) suggest the convergent validity, while the HTMT ratios (<0.85) meet the conditions for discriminant validity. The measurement model also had acceptable model fit (CMIN/DF=2.75; CFI=0,95; IFI=0.95; TLI=0.93; SRMR= 0,046; RMSEA = 0,064).

Table 1 Results of the EFA, CFA and correlation analysis

	EFA		**CFA**			**Correlation analysis**				
Latent factors	**Factor loadings**	***a***	**Standardised estimates**	**CR**	**AVE**	**F1**	**F2**	**F3**	**F4**	**F5**
F1	.73 - .82	.87	.73 – .89	.87	.63	1				
F2	.56 - .77	.85	.63 – .79	.86	.55	.55*	1			
F3	.60 - .80	.83	.75 – .80	.82	.61	.51*	.81*	1		
F4	.68 - .72	.82	.67 – .86	.83	.63	.63*	.66*	.79*	1	
F5	.79 - .81	.78	.71 – .75	.78	.54	.43*	.44*	.41*	.38*	1

HTMT ratios F1↔F2: .57 ; F1↔F3: .51 ; F1↔F4: .66 ; F1↔F5: .43 ; F2↔F3: .82 ; F2↔F4: .70 ; F2↔F5: .44 ; F3↔F4: .80 ; F3↔F5: .40 ; F4↔F5: .42

Note: *p < .001

F1 = Responsibility; F2 = Glamorousness; F3 = Outgoingness; F4 = Enthusiasm; F5 = Brand Loyalty

The hypotheses as per the conceptual model (Figure 1) were tested with a structural model. Table 2 depicts the path coefficients of the structural model as well as the path comparison statistics between male and female respondents.

Table 2: Structural model Path coefficient

	Path Coefficient (Standardised β)		
Path Name	**Combined (n=427)**	**Male (n=232)**	**Female (n=195)**
Responsibility → Brand Loyalty	0.258**	0,261*	0,263*
Glamorousness → Brand Loyalty	0.207	0,354*	-0,128
Outgoingness → Brand Loyalty	0.114	-0,118	0,668
Enthusiasm → Brand Loyalty	-0.005	0,093	-0,226
Variance explained: R squared			
Brand loyalty	25%	27%	29%
Significance indicators: * p < 0.05 ; ** p < 0.01			

The four brand personality dimensions explain slightly more of the variance in the smartphone brand loyalty of females (29%) compared to males (27%). The brand personality dimension of Responsibility is more likely (p<0.01) to be brand loyal. This was true for both males and females respectively (p<0.05). Interestingly, males who associated their smartphone brand as glamorous tend to be more brand loyal (p<0.05) than their female counterparts.

Contributions and implications for theory and practice

This study suggests that gender specific targeting in terms of brand personality perception among smartphone consumers have a limited influence on brand loyalty and that smartphone brands should rather aim to develop their overall brand personality perceptions among consumers to enhance brand loyalty. This limited moderating effect of gender on the influence of brand personality perceptions are in agreement with Nikhashemi and Valaei (2018) and Lee and Kim (2018) suggest that more research is needed on the topic. The brand personality dimension of Responsibility is the only construct that significantly influenced brand loyalty. Consequently, smartphone brands need to aim to convince consumers of their reliability and trustworthiness to enhance brand loyalty.

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The Paradox Of Authenticity: How Social Media Influencers Manage To Keep It Authentic While Collaborating With Brands

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Abstract:
Authenticity is a multifaceted construct that is associated with originality, truthfulness and genuinity. Authenticity is a crucial issue in the context of influencer marketing but, paradoxically, it is also threatened by influencer marketing. This paper addresses the importance of authenticity in the context of SMIs to highlight the relevance of the implementation of strategies by SMIs (Social media influencers) to be and feel authentic while collaborating with brands. In particular, this paper investigates how sport & fitness influencers in the Italian industry identify the strategies to preserve their personal authenticity while collaborating with brands. Results show that SMIs in the Italian sports industry adopt personal authenticity management strategies that are characterized by two variables: loyalty to brands (high-low) and values (concreteness, passion, genuineness). Combining these two elements a framework composed of six strategies is outlined: distant authenticity management, pragmatic authenticity management, carefree authenticity management, emotional authenticity management, eccentric authenticity management, faithful authenticity management.

Keywords: Authenticity, Influencer marketing, Social media influencers

Research Poster

I Think, Therefore I Ignore: A Study On Disinformation's Credibility Perceptions And Sharing Intentions Over Social Media

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Abstract:
This paper evaluates the influence that bandwagon heuristics (conceptualized as the number of likes and comments' valence) and actively open-minded thinking (AOT) have on the credibility and sharing of disinformation over social media. Across two experimental studies totaling 449 participants, Study 1 finds a direct link between the sharing intention of social media posts containing disinformation and an interactive effect of AOT on such bandwagon heuristics. Study 2 demonstrates that for posts containing disinformation, the number of likes have a significant influence on sharing intentions, but not credibility, whilst comments have a significant influence on credibility, but not sharing intentions. Furthermore, Study 2 found the influence of AOT attenuates the effects of such heuristics. Overall, this research contributes to extant literature and practice by demonstrating the influence of particular bandwagon heuristics and on disinformation's credibility and sharing over social media as influenced by AOT.

Keywords: Social Media; Bandwagon Heuristics; Actively Open-Minded Thinking (AOT)

Services, Retailing and Customer Experience

The Role Of Salesperson Interaction And Customer Emotions In Enhancing Brand Loyalty: An Empirical Examination Among Female Intimate Apparel Shoppers.

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Surej John, Eastern Institute of Technology

Introduction and Research Aim

Over the years, women around the world have changed their perspective on intimate apparel from being a basic necessity to a fashion garment. The increasing demand from women who are looking for innerwear to increase their self-esteem has changed the outlook of the market. The global women's lingerie market was valued at 35 billion USD in 2018 and is expected to be worth US$ 78,662.5 million by 2027 (The Insight Partners, 2020). Intimate apparel is viewed as a personal product that women have to purchase throughout their lives. Sales management of intimate apparel items possesses various challenges compared to that of general product categories. First of all, there is a lack of standardization in the size and design of intimate apparel items and this creates challenges for women to select the right (in terms of shape and size) products (Hart & Dewsnap, 2001). Women also experience a continuous change in their shape and size through different stages in their life cycle making it even harder to determine the right size and product even by themselves. Most women are found to be vulnerable (stress, frustrated or upset) with the available product assortments and often require assistance and advice from salespersons in making their purchases (Tsarenko & Strizhakova, 2015). It has been observed that most salespeople in charge of sales of intimate apparel in various types of retail stores are women. Considering that saleswomen play a significant role in female customers' intimate apparel purchase decisions, there is little known about the uniqueness of the interaction between the female customers and saleswomen in the purchase of personal products. Hence the current study investigates the female customers' perception of the saleswomen interaction and its effect on their emotions and relational outcomes.
We address two research questions in line with this aim:

RQ1: How do saleswomen's empathic interactions with female customers influence their shopping for intimate apparel items?
RQ2: How do customer emotions influence female intimate apparel shopping behaviours?

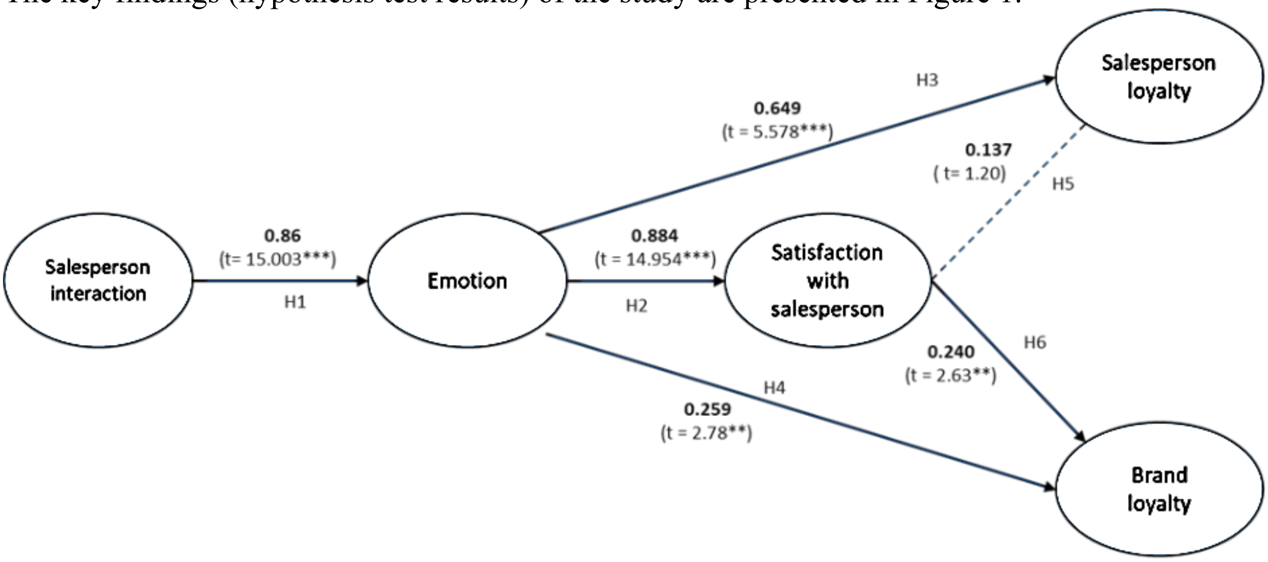
Conceptual Model

The conceptual framework and hypotheses are based on the foundations of appraisal theory (Fredrickson, 2004, 2013) and broaden and build theory in psychology and marketing (Ellsworth, 2013; Ellsworth & Scherer, 2003; Moors, Ellsworth, Scherer, & Frijda, 2013). Appraisal theory suggests that an individual's emotions are resulting from their exposure to various organism's appraisals. Appraisals refer to the perceptions of environmental changes that are relevant to its well-being (Ellsworth, 2013). In the context of sales encounters, the salesperson's acts of empathic interactions may arouse positive emotions among their consumers. The broaden and build theory on the other hand, helps to explain the effect of experiencing positive emotions. According to Ellsworth and Scherer (2003), emotions are formed by the individual's perception of reality (i.e., what is being experienced). In most circumstances, both mind and feelings are inseparably connected in forming emotions. The broaden and build theory focuses on how positive emotions expand an individual's thoughts and actions and become more resourceful in terms of knowledge, social connections, and state of mind (Lussier & Hartmann, 2017). The theory states that emotion arises momentarily during the appraisal of an event or situation and has an affective component that is long-lasting (Fredrickson, 2013). The theory confirms that positive emotions expand the individual's thinking and action to explore new information, experiences, and connections that build on to enrich the individual's resources. In the context of intimate apparel shopping, positive emotions affect consumers' luminal and subconscious levels, and serve as the internal motivator of shopping behaviours (Valor, Antonetti, & Crisafulli, 2022). Based on the theoretical foundations of appraisal theory and the broaden and build theory, the following relationships were proposed to test.
H1: Salespersons' empathic interaction relates positively to customer emotion
H2: Salespersons' empathic interaction relates positively to salesperson satisfaction

H3: Customer's positive emotion experienced during the interaction leads to salespersons' loyalty.
H4: Customers' positive emotion experienced during the interaction leads to brand loyalty
H5: Satisfaction with salesperson leads to salesperson loyalty
H6: Satisfaction with salespeople leads to brand loyalty

Methodology
Quantitative research methods were employed. Initially, a self-administered online questionnaire has been developed and distributed across the social media pages of the lead authors. Malaysian female consumers who were adults, and have recently purchased intimate apparel were identified as the potential respondents of the study. Snowball sampling techniques were employed for reaching potential respondents. Friends and networks of the authors were further requested to share the link of the survey to their friend circles and networks. Data collection lasted for nearly 3 months from September to November 2020. The study received 301 fully usable responses by the end of the data collection period. The sample consists of women aged between 18 and 60, located in the Klang Valley, the centre of Kuala Lumpur city of Malaysia. Structural equation modelling techniques were employed for inferential data analyses.

Results
The key findings (hypothesis test results) of the study are presented in Figure 1.



Fit indices: X^2/df = 2.89; NFI= 0.92;RFI=0.90; TLI = 0.93; IFI =0.95; CFI =0.95, RMSEA =0.07. X^2/df =ratio of Chi-square to degree of freedom, NFI=Normalised fit Index, RFI = Relative Fit Index, IFI = Incremental Fit Index, CFI = Comparative Fit Index, RMSEA = Root Mean Square of Approximation. *p<0.05; **p<0.01;***p<0.001. Dotted line indicates non significant relationship.

Figure 1**:** Path analyses estimates

Implications for Theory and Practice
The study offers valuable implications to sales management practices. Salesperson's empathic interactions with female customers are found to generate positive customer emptions resulting in purchase behaviours. The quality of interaction that unfolds between salespersons and customers helps the salespeople to respond to their customers' emotions. These results confirm the findings of Clark (2020) suggesting that salesperson characteristics stimulate consumer's sales fulfilments. The current study also suggests that salesperson gender plays an important role in selling intimate apparel to female shoppers. Recently, it is found that female shoppers prefer to work with gay male sales associates while shopping for non-intimate apparel and cosmetics (Rosenbaum, Russell, & Russell-Burrnett, 2017). In the context of intimate apparel sales, the female sales staff is found to be capable of detecting and relieving customer emotions generating a greater opportunity to exhibit superior performance in assisting customer purchase decisions.

Results suggest that proper customer interaction and sales persons' adaptability in offering personalised service play an important factor in customer satisfaction. The study findings imply that proper training in identifying and responding to diverse customer emotions helps to enhance sales performance. In the context of intimate apparel sales, salesperson's interactions are not found to significantly influence salesperson loyalty, but it does on brand loyalty. This implies that female shoppers are more likely to recall the positive experiences they have had in the past and intend to re-purchase the same brand/s they have purchased from earlier sales encounters.

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Prosumer Experience In The Era Of New-age Technologies: Constituents And Nomological Network

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Abstract:
In recent decades, service firms are using new-age technologies to encourage consumers to become prosumers by encouraging them to build products or services they intend to consume and that becomes part of their overall prosumer experience. This research investigates the determinants and nomological network of prosumer experience, in the smart retail sector, by using self-determination theory. Data was collected using a survey and analysed using partial least square (PLS) path modelling. Results show that prosumer experience is a second-order reflective construct consisting of five components: prosumers' empowerment, enjoyment, accuracy, privacy and security. The findings also show that prosumers' motivations i.e., autonomy, relatedness and competence influenced prosumer experience with behavioural intention and quality of life as outcomes. Prosumer experience acts as a mediator between prosumer motivations and prosumers' quality of life and their behavioural intentions towards prosumption.

Keywords: Prosumers, New-age technologies, Self-determination theory

Data Use In Customer Experience Management

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Abstract:
Customer experience management has become a managerial priority. It involves obtaining deep understanding of the customer, and nowadays technological advancements allow firms to capture an abundance of customer data through e.g. data mining. However, what happens between "obtaining customer data" and "using these data in decisions related to customer experience management" is still a black box in the customer experience literature. Hence, we aim to explore how customer data is used to improve the customer experience. We will use a combination of methods (e.g., in-depth interviews, observation of managerial webinars, case studies; follow-up survey) to develop a processual model of how data is used in customer experience management. We intend to contribute to filling this black box in the customer experience management literature and guiding managers in making data-based decisions related to improving the customer experience.

Keywords: Customer experience management; data; customer experience.

Customer Personas As A Means Of Understanding Customer Engagement

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Abstract:
This study examines how customers can be better understood and grouped by developing customer personas. Customer personas are profiles that depict customer characteristics based on selected criteria. Customer personas have long been utilized in service design literature and practice. In marketing research, however, little attention has been paid to the concept. The purpose of this qualitative study is to identify and describe the different customer personas of a Finnish textile brand. The customer personas were examined from the customer engagement point of view: by investigating what motivates customers to stay engaged with the company. Eleven customer personas were identified from the data, including 1) Tradition keeper, 2) Supporter of domesticity, 3) Bargain hunter, 4) Aesthetician, 5) Textile fanatic, 6) Seasonal decorator, 7) Stingy shopper, 8) Quality-conscious shopper, 9) Analytic shopper, 10) Gift buyer, and 11) Hypermarket shopper. Customer personas can be a valuable approach to increasing customer understanding. Thus, more research is needed concerning the topic.

Keywords: Customer personas, customer engagement

Addressing Service Profit Chain With Ai And Ei

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Abstract:
In view of the prevalence of artificial intelligence (AI) – powered applications in service organisations, this paper draws on service profit chain theory and proposes these applications as a service product for employees (referred to as internal customers) and customers. The outcome of which is to examine the influence of AI service quality on internal and external customer loyalty. Customer satisfaction and engagement are modelled as mediators in AI – customer loyalty relationships. Two studies were undertaken with employees and customers in Australian-based hotels to examine these relationships. The results show that AI service quality is significantly related to internal and external customer satisfaction and engagement. Both internal and external customer engagement have significant effects on customer loyalty and play a significant mediation role in the service quality – customer loyalty relationship. Discussion and implications of the research findings are provided for researchers and practitioners.

*Keywords:*artificial intelligence; service quality; service profit chain

Service Research On Refugees: State Of The Art Of The Literature

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Introduction and Research Aim

By the end of 2021, 27.1 million refugees had been exiled from their home countries due to conflict, environmental change and persecution (UNHCR 2022a). This ever-increasing number of refugees is one of the most pressing issues for both developed and developing countries (Finsterwalder, 2017). Service provision plays a key role for refugees on their refugee (service) journey and will help them to return back to normal life. Although recently the topic seems to have gained more traction in the service community (e.g., Cheung & McColl-Kennedy 2019, Finsterwalder, 2017; Kabadayi 2019), there is a lack of service research regarding the global refugee crisis. Therefore, the aim of this study is to systematically review and contextualise the literature on service provision for refugees and to identify research gaps.

Methodology

This study follows a systematic literature review (Snyder, 2019) utilising the two key words "refugee" and "service" to search journals' titles, abstracts and keywords in the two databases EBSCOhost and Scopus. We selected only peer-reviewed journal articles published in English from 2000 to 2020 and filtered the results in the Economics and Business and Management disciplines. To these 642 journal articles identified, an additional 116 articles were added from manually screening the reference lists, as recommended in the PRISMA guidelines (Moher *et al*., 2009). From these two sets with a combined total of 758 articles, 17 duplicate papers were removed. Of the remaining 741 articles, 446 papers were excluded after a screening of the abstracts as the keyword "service" could not be located. Of the residual 295 articles a full text examination was undertaken. No further service context could be identified within 193 papers and these were excluded. Thus, 102 journal articles are included in this study.

Results, Discussion and Implications

We identified *ten emerging themes*: 1. refugee access and adaptation to healthcare services; 2. refugee child and youth service provision, 3. public and private refugee support services, 4. refugee camp services, 5. refugee educational services, 6. refugee employment services and service industries, 7. refugee housing services, 8. interpretation and communication services for refugees, 9. service provision for special refugee groups, 10. refugee service research priorities.

Relating to the *geographical study context*, close to 65 percent (72/102) of the articles analysed focused on eight countries only, with the Australian context being the most prominent with 22 articles (19.8%), followed by the USA (14; 12.6%), Canada (9; 8.1%), the UK (7; 6.3%), and New Zealand, Sweden, Germany and Turkey which had five articles (4.5%) each. Countries that historically have had higher numbers of refugees, mostly transitional and developing countries in phase 2, are low in English language studies. While studies in the native languages might exist, these country/region contexts require more attention. These include Uganda, Pakistan and Sudan and do not feature in this SLR but have some of the highest numbers of refugees (UNHCR, 2022b). There is a focus on studies in developed countries, despite the fact that developing countries host over 83 percent of refugees (UNHCR, 2022a).

In terms of *methodology* used, close to 70 percent of the articles included in this study were qualitative in nature and most of these employed the interview method. However, service researchers are encouraged to employ a wider range of qualitative methods, such as observation and (n)ethnography, also in combination, for richer insight into refugees' service needs and service-related issues. Scholars could utilise quantitative methods to achieve a more representative overview of issues to identify potential solutions to the refugee crisis on a broader scale. Mixed methods are also underrepresented to study refugees' service experience. For example, studying refugee service providers facilitating the service experience across the phases might lend itself to such an approach. Receiving feedback from refugees along their refugee (service) journey might necessitate brief online quantitative surveys

available in their native language that they can access via their smartphones in the first phase of their journey. During the transition phase qualitative research could be added, possibly increasing the comfort levels of refugee respondents by using group interviews. For the third phase, a mixed methods approach can be employed, potentially even in the host country's language.
In terms of *research focus*, in contrast to the first two phases (6.4% and 15.5% of studies), the exit phase has received much more scholarly attention (78.2%). No empirical studies focused on issues across phases except for the articles noting the need to doing so in theme 10 – research priorities. Only four articles in theme 10 covered several phases, showing the need to address multiple phases and phase transitions, also across the themes, to better understand how each phase and service-related issues impact on another.

In terms of the *specific phases*, a low number of themes (4/10) and articles (7/102; 6.4%) addressed the *entry phase*. Only three articles addressed important themes for phase 1, i.e. 'refugee access and adaptation to healthcare services', 'refugee child and youth service provision', and 'public and private refugee support services', in contrast to four conceptual research priorities articles focused on this phase (theme 10). This may be due to hardship in accessing data because this phase of the refugee journey is risky and dangerous for refugees and researchers might have no or only very limited access to refugees who are still in their home country. However, service researchers could interview recently arrived refugees in phase 3 to understand their service needs and experiences during phase 1.

More attention is also required for the *transition phase*. Five of the ten themes have been addressed here in 17 articles (15.5%) as follows: theme 1– refugee access and adaptation to healthcare services (four articles), 3 – public and private refugee support services (3), 4 – refugee camp services (4), and 5 – refugee educational services (1) with five articles highlighting research priorities (theme 10). Several studies in this phase focused on enabling refugee camp services. However, a lack of centring on the refugees *in* the camps is apparent. While collecting data in such contexts might even be much more challenging than for phase 1, it has been suggested that online data gathering might be a potential means (Finsterwalder *et al*., 2021). Theme 2 – 'refugee child and youth service provision' has no studies which is rather alarming as these young refugees are particularly vulnerable during the transition phase (Ahsan Ullah, 2018). Lastly, no theme 8 – 'interpretation and communication services for refugees' research could be found for phase 2.

In the *exit phase*, a wide range of service needs and issues of refugees have been studied covering all but one theme (4 – 'refugee camp services') with a total of 86 articles (78.2%) addressing this phase. The relatively high number of studies on the final phase may be due to the level of importance attached to the successful integration of refugees into host societies as well the relative ease of access to data. Theme 1 – 'refugee access and adaptation to healthcare services' (26 articles) and theme 3 – 'public and private refugee support services' (18), received considerable attention. Other areas require more analysis, such as theme 2 – 'refugee child and youth service provision' (3) and theme 7 – 'refugee housing services' (3). The remaining themes have had moderate numbers of studies (6–9 articles) undertaken.

Although the 102 papers analysed topics related to service, few articles from within the service research community in service or marketing journals have been found. While the initial 17 studies and calls to action are encouraging, more work with researchers and practitioners from different disciplines, backgrounds and regions is required (Boenigk *et al*., 2021).

Conclusion
This SLR has sought to emphasize the need for greater collaboration beyond the service research domain, thereby helping to close some of the gaps in service-related refugee research as well as building bridges between researchers and practitioners. The refugee crisis requires a concerted effort by researcher and practitioner communities as well as government agencies.

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Understanding Sustainability Domains And Consumer Perceptions In A Retail Context

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Introduction and Research Aim

Concerns around sustainability-related issues such as environmental degradation and human rights continue to pervade both business and society (Lunde, 2018). From a marketing disciplinary perspective there have been persistent calls to consider how sustainability practices can create possible solutions to address some of these grand challenges. Despite this focus, gaps remain in our understanding of consumers' perceptions and knowledge of sustainability. Greater insight is needed on how perception and knowledge correspond to sustainable behaviours (White et al., 2019), particularly within the retail sector (Kumar et al., 2021). Although many retail businesses recognise the importance of sustainability and are implementing sustainable practices, little is known about how consumers' respond (Palakshappa and Dodds, 2020; Ruiz-Real et al., 2019). The purpose of this study is to examine consumer perceptions and knowledge (literacy) of sustainability to provide a deeper understanding of sustainable consumption in a retail context. Specifically, we investigate consumers understanding of sustainability and whether their level of sustainability literacy influences their perceptions of sustainability in the various domains (for example, environmental, societal, community) and their purchase intentions and behaviour with sustainable retailers. We pose the following research questions:

RQ1: How are levels of sustainability literacy associated with consumer perceptions of the meaning of sustainability?

RQ2: Is there a relationship between levels of sustainability literacy and the importance consumers place on various sustainability domains for retail businesses?

RQ3: Is there a relationship between levels of sustainability literacy and support for purchasing from sustainable retailers?

Conceptual Background

To conceptualise and measure sustainability as a multi-dimensional construct in the retail context we draw on Corporate Social Responsibility (CSR) literature, specifically the CSR domains developed by Öberseder et al. (2014). The seven domains include community, employee, shareholder, environmental, societal, customer and supplier (Öberseder et al., 2014). The strength of these scales is that they cover a range of aspects that help measure a holistic view of sustainability. We also utilise Wei et al. (2018) constructs of eco literacy and willingness to pay more for green products and adapt them for a broader sustainability context.

Methodology

An online survey of sustainability measures was conducted by an international market research firm via a nationwide omnibus in New Zealand during July 2020. The survey collected 1,042 responses, weighted to reflect Statistics New Zealand's census profiles of gender, age and location. Survey questions asked relevant to this research included - what aspects of sustainability respondents identified with ("What does sustainability mean to you"), a modified implementation of the seven CSR domain scales (Öberseder et al., 2014) with 25 of the 36 CSR domain measures adapted to the sustainability context. For each of the *sustainability domain* measures respondents were asked "How important is it that a retail business/brand implements or are involved in the following". We adapted from Wei et al. (2018) *willingness to pay more* items for sustainable products and eco-literacy items to measure *sustainability literacy*. A factor analysis broadly confirmed the *sustainability domain* constructs, although two of the domains were combined to become Shareholder/Supplier; the latent constructs were standardised (mean =0, standard deviation = 1). We then parcelled the sustainability literacy construct into "low" (from low to 0.8 standard deviations below the mean) and "high" (from 0.8 standard deviations above the mean; those in-between were classified as "medium") and used ANOVA to analyse the various constructs by these literacy levels.

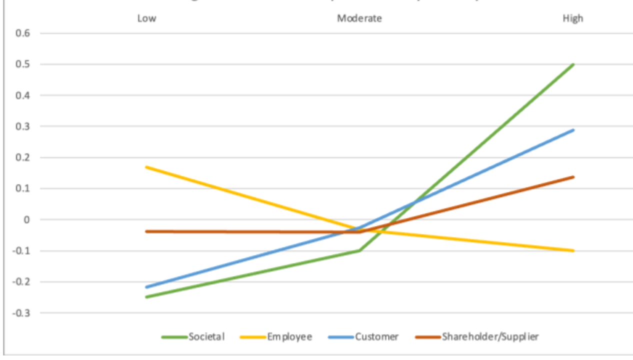
Results and Discussion

In examining RQ1, the most frequently indicated meaning of sustainability was 'Being environmentally responsible', mentioned by 72% of respondents; the highest literacy level group mentioned this the least often (65%) versus the lowest literacy group (76%), suggesting that respondents with a higher self-reported knowledge level have more concern about other aspects than just corporate 'environmental' response (Table 1). 'Using renewable resources' was the second-most commonly indicated, and again the high literacy group mentioned this significantly less frequently than the low literacy group. However, the high literacy group more frequently indicated concern with being 'Socially responsible', 'Having a social well-being focus rather than economic progress' and 'Traceability of products'. For the relationship between the three *sustainability literacy* levels and the *sustainability domains* (RQ2), four domains were significant (Figure 1); two (Environmental, Community) did not show significant differences between the literacy levels and are omitted. The joint construct Shareholder/supplier returned a P-value of 0.058, showing no difference between low and medium literacy levels, and a significant increase at the higher level. The Societal and Customer domains showed a significant uplift at higher levels of literacy (P-values <0.001). The employee domain showed a significant downwards trend with higher literacy (P=0.007), indicating respondents do not associate employee issues, such as safe work conditions, as part of sustainability. For RQ3 low levels of sustainability literacy were associated with indifference or a lack of knowledge on purchase intentions, whereas the higher literacy group was much more supportive of retailers implementing sustainable practices. When asked "How often do you buy a product that has come from a business that implements sustainable practices", the low and medium literacy groups mostly indicated 'don't know' (57% and 26% respectively), whereas the high literacy group indicated 'often' or 'very often' (38% and 35%). For "Willingness to pay more" for products from sustainable retailers, the high literacy group was the most supportive, with 69% indicating they were likely or very likely willing, versus 33% for the low literacy group (while noting that willingness does not necessarily lead to purchase behaviour due to the purchase intention-behaviour gap: Carrington et al., 2010).

Table 1: Sustainability aspects by literacy level

Literacy level	Environmentally responsible	Renewables	Socially responsible	Traceability	Social well-being	Sample size
Low	75.8	71.7	38.9	25.4	18.4	244
Medium	73.9	67.9	40.3	27.4	20.2	563
High	65.0	59.0	48.7	33.3	27.4	234
Total	72.3	66.8	41.9	28.2	21.4	1041
Trend	*down*	*down*	*up*	*up*	*up*	

Figure 1: Sustainability Domains by Literacy level



Implications for Theory and Practice

We contribute to the discipline by furthering understanding of how sustainability is perceived and what drives sustainable consumption in a retail context. Consumers with high self-reported sustainability literacy have a broader view of sustainability including environmental, societal, community and stakeholder/supplier concerns. Furthermore, sustainability literacy leads to more frequent purchasing from sustainable retailers and a willingness to pay more. Implications for retailers include considering implementing sustainable practices that not only positively impact the environment but society, communities, and their shareholders and suppliers. There is a need for education on the broader issues of sustainability, which could lead to more sustainable behaviours by customers and retailers.

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The Role Of Culturally And Linguistically Diverse (cald) Customers' Experiences In Multi-cultural Service Encounters (mcse)

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Introduction and Research Aim

Since various Australian servicescapes are increasingly more culturally diverse (AHRC, 2014; Satyen & Becerra, 2022) this proposed research aims to examine how perceived or real cultural differences impact experiences and benefits that culturally and linguistically diverse (CaLD) customers gain during the service exchange. Accordingly, the proposed research will address the following objectives. **RO1**: test a conceptual model to help explain the overall service experience. **RO2**: examine the impact multicultural readiness potentially plays in engagement and co-creation. **RO3**: investigate the effects of service co-creation on customer experience. **RO4**: investigate how customer experience potentially impacts the overall service experience and service co-creation. These will help answer the following research question. **RQ1**: What influences CaLD customers' evaluation of the benefits derived from service encounters?

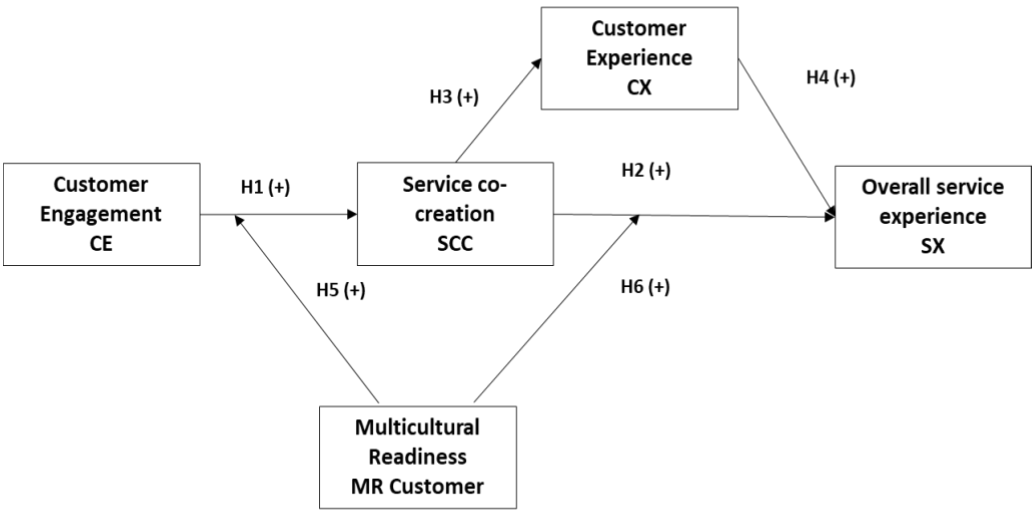
Background and Conceptual Model

Given the limitations of the intercultural service encounter (ICSE) framework (Sharma et al., 2009; 2012) to explain service settings that involve multicultural service encounters (MCSEs), this study is grounding in the service-dominant (SD) logic perspective (Vargo & Lusch, 2008). SD logic offers the potential to provide a wider view of the service ecosystem and thus help identify potential sources of 'tension' in broader MCSE service contexts. In such ecosystems, where multiple actors are guided by their informal institutions of rules, meanings, norms, and symbols (e.g. Akaka & Vargo, 2015) this means co-creation is also driven by the maintenance of the institutions. Thus, it is proposed herein that service co-creation can positively affect customers' overall service experience and this effect is partially mediated through the customer experiences arising from service co-creation. A conceptual model (see figure 1) helps explain the link between the key constructs in MCSE settings. In service contexts characterised by customer empowerment (e.g., Prahalad & Ramaswamy, 2000) the study of service encounters is incomplete without investigating the role of co-creation. The SD logic view (Vargo & Lusch, 2008) proposes customers are always a co-creator of the value in exchange processes. Oertzen et al. (2018) try to resolve the conceptual pluralism linked to co-creation by developing a definition of service co-creation which denotes collaborative activities between customers and providers with a service - influenced by actors in the network. Thus, customer engagement (CE) is pre-requisite to service co-creation. Vivek et al., (2012) proposed a CE definition relevant in a quickly changing environment driven by the growing influence of the customers' networks. They depict CE as the intensity of customer participation in the firm's activities and the associated connection with its offering. In the context of MCSEs, if differences in cultural institutions are mitigated by customers readiness to engage, then higher levels of CE will increase the intensity of service co-creation. Thus, in multi-cultural service settings, it is hypothesised that: *H1: Customer engagement has a positive effect on service co-creation*.

Based on existing evidence that service co-creation affects customer benefits - captured as their assessment within experience dimensions (Verleye, 2015), it is also hypothesised that: *H2: Service co-creation has a positive effect on the overall service experience*. Higher co-creation between actors are required to produce a relevant and meaningful customer experience (CX). Becker and Jaakkola (2020) identify two conflicting traditions in the CX literature. One views CX as a response to a stimulus and the other as an assessment of its quality. This conceptual contradiction in defining CX can be reconciled by taking an approach of accepting two different constructs and making a clear distinction between them. This research proposal thus adopts the perspective that CX is an instant customer response to the stimuli which arises during the service encounter. Service experience (SX) is conceptualised herein as an overall evaluation of the customer benefits derived from the service encounter. Empirical studies on how co-creation influences outcomes (O'Brien et al., 2015; Guo et al., 2015) do not specifically identify the mechanism which co-creation processes transform into customer benefits, but operationalising co-creation through experiential dimensions (Verleye, 2015) indicates a link between customer co-creation and CX. Therefore, it is proposed that the customer co-creation effect on SX is partially mediated by CX. Hence: *H3: Service co-creation has a positive effect on customer experience*. On the basis, that CX can positively influence the evaluation of the experience and encounter outcomes (Kahneman et al., 1997), and the evidence of co-creation experience effects on customer benefits, it is further hypothesised that: *H4: Customer experience has a positive effect on the overall service experience*.

Multicultural readiness (MR) is depicted as individuals having the ability to acquire and process multicultural knowledge to accept cultural differences, adapt one's own behaviour and communicate effectively with people from other cultures (Daneshfar et al. 2021). In the context of MCSEs, customers may find it difficult to engage with a service provider due to perceived or real cultural differences unless they are ready to successfully navigate this type of a service encounter. Thus, in multi-cultural service settings it is hypothesised that: *H5: Multicultural readiness positively moderates the link between customer engagement and service co-creation.* A key premise of SD-logic postulates the application of skills and knowledge is a fundamental aspect of exchange (Vargo & Lusch, 2016). Typically, the maintenance and change of cultural institutions help to drive the co-creation (Akaka & Vargo, 2015). Since customer MR contribute to upholding their cultural institutions, it is hypothesised that: *H6: Multicultural readiness positively moderates the link between service co-creation and overall service experience.*

Figure 1: Conceptual Model



Methodology

A mixed methods approach (e.g. Regnault et al., 2018), comprising phase 1 (qualitative) and phase 2 (quantitative) will investigate factors impacting the overall service experience in MCSE settings, within NGO service contexts. Phase 1 (focus group of customers from CaLD backgrounds) will help confirm the conceptual validity of constructs derived from the literature. In phase 2, scale reliability and model fit will be tested on a small sample (n=50) in a pre-test online survey. This will be followed by a full field online self-administered study comprising 400 respondents. This will culminate in helping test the proposed conceptual model (figure 1).

Contributions

This research aims to provide a better understanding of MCSEs in an NGO service eco-system setting through the lens of customers' multicultural readiness and their experiences. The study is expected to extend our knowledge about MR in service settings.

Implications for Theory and Practice

The research provides useful insights into the effects of MR on CE, the ability to-create experiences leading to service outcomes. The conceptual model helps service providers develop strategies to better serve CaLD customers. It also addresses the knowledge gap in understanding how service co-creation effects customer benefits by making a conceptual distinction between CX as an instant response and SX as an overall customer outcome.

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How Virtual Reality Impacts Consumer Shopping Decision Making: The Role Of Mental Imagery And Boundary Conditions

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Abstract:
Virtual reality (VR) has been increasingly used in and reshaping online shopping. Current studies investigated how consumers feel during their VR shopping experiences, while how VR facilitates their imaginations and expectations of the presented product remains unknown. Moreover, whether VR outperforms traditional mediums under different conditions remains undecided either, thereby leading to inconsistent research findings across extant studies and relatively niche uses of VR in the retailing industry. As such, this study investigates how VR shopping facilitates consumer mental imagery and behavioural response under different conditions. This paper proposes that immersive VR elicits more concrete and specific mental imagery and consumer purchase intention than the non-immersive one. Moreover, the effectiveness of virtual shopping environment would depend on different product types and consumer prior product experiences, as the immersive feature of VR plays a more significant role in marketing hedonic products to consumers who do not have abundant product knowledge. This study devises a between-subjects experimental design and employs the SPSS PROCESS macro for data analysis technique. The research outcomes would provide great insights into consumer product-related virtual shopping experiences and the effectiveness of VR shopping under different circumstances. It would also contribute to the construal level theory, Elaboration of Likelihood Model, and cognitive load theory by applying and examining them in the context of VR shopping. Additionally, this study would suggest retailers and managers to put emphasis on facilitating consumer mental imagery, as it would be a significant component of consumer VR shopping experiences. Furthermore, this study would also make practical implications for retailers and practitioners in terms of how to best implement VR in the retailing industry by identifying the boundary conditions of VR.

Keywords: VR shopping, Immersion, Mental imagery, Product type, Product prior experiences, Purchase intention

Frontline Employees And Service Inclusion For Disabled Consumers

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Abstract:
People with disabilities are a significant consumer segment who have ordinary needs and wants. The existing studies on disabled consumer have a demand side focus, and they mainly adopted qualitative methods to investigate disabled consumers' service experiences and the barriers they encounter. This study focuses on supply side by investigating the impact of corporates' service inclusion design on frontline employees (FLEs)' perceived service quality to disabled consumers. The study will utilise a quantitative research method. Data will be collected from a sample of FLEs from the service organizations in the Gold Coast region, Australia. The findings of this investigation should add to the theories on the service inclusion design for disabled consumers. Further, this research should develop generalizable empirical implications for service organizations on enhancing service quality to disabled consumers.

Keywords: Service Inclusion, Disabled Consumers, Frontline Employees

Making Ai Credible For Better Consumer-ai Experiences

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Abstract:
Artificial intelligence (AI) has rapidly grown in the last decade, with its applications becoming widespread in several areas of marketing. Marketers still face the challenge of AI aversion from consumers due to several shortcomings in AI's outputs, implementation, or communication. Extant research has studied ways of making AI more responsible for consumers. But the effect and mechanism of such improvements on consumer experience and downstream consequences are still not well known. This paper develops a conceptual model to show how consumers' perceptions of AI's credibility, such as fairness, accountability, and transparency, can improve their justice perceptions of AI, which in turn improve consumer-AI experiences and downstream consequences such as sharing, collaborating, interacting, or engaging with AI-powered offerings. This study contributes to the growing research on consumer behavior with AI in marketing. Marketers can avoid AI aversion and elicit positive consumer responses by making their AI applications more credible.

Keywords: AI credibility, Consumer experience, Justice theory

Can Chatbots Increase Forgiveness After Service Failures?

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Sven Tuzovic, Queensland University of Technology
Udo Gottlieb, Queensland University of Technology

Abstract:
Chatbots are increasingly implemented and have widely reshaped the customer service experience. Prior research has found that disclosing chatbots will increase customers' trust and have positive effects on customer perceptions of service experience in chatbot-related failure settings which are caused by chatbots' incapability. However, limited research has expanded the impacts of chatbot disclosure into different contexts. It is unclear of customers' perceptions toward chatbots after service failures happen in the general context such as wrong delivery orders. In this research, we focus on customers' perceptions of chatbots as service recovery agents and whether disclosing chatbots will alter customer forgiveness after service failures. This paper presents a quantitative study in progress to investigate the influence of chatbot disclosure/non-disclosure on customer forgiveness. This research aims to offer theoretical and practical suggestions for chatbot disclosure strategies in service recovery and contribute to current chatbot disclosure literature.

Keywords: chatbots, customer forgiveness, service failures.

What Makes A Brand Stand Out Online?

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Jennifer Romaniuk, Ehrenberg-Bass Institute for Marketing Science

Abstract:
Electronic commerce (e-commerce) has seen exponential growth in consumer usage in recent years. This research explores the design elements that help a brand to stand out to shoppers in competitive e-commerce and in-store environments. The research involved a survey of n=954 US consumers from the USA, which contained mock-up e-commerce and in-store shopping environments for three categories, with consumers asked to select the brand that stands out and to explain the reason for brand selection (open-ended response). The findings revealed that while colour is a key reason why brands were chosen across both shopping environments, it is more significant in-store. A potential explanation is the inability to use a colour-blocking tactic online. In contrast, familiarity was more commonly mentioned within e-commerce than in-store, highlighting the importance of building and using familiar design elements prior to listing in online stores. The exploratory results will help marketers and designers create more noticeable brands online.

Keywords: E-commerce, Branding, Marketing

Should I adopt An Integrated Virtual Clinic?

Amit Shankar,Indian Institute of Management Visakhapatnam

Abstract:
The purpose of this study is to investigate consumers' adoption intention behavior toward the virtual clinic. Theory of planned behavior (TPB) and status-quo-bias (SQB) are used as underpinning theories to investigate the effects of enablers and inhibitors, respectively. The mediating role of perceived value on the association between enablers, inhibitors, and adoption intention. The study also investigates how mediating effect of perceived values varies at different levels of perceived information privacy concerns. Data is collected from Indian consumers using a structured online questionnaire. The study's findings will enrich technology adoption and online health especially emerging virtual clinic literature. The study helps healthcare services providers understand consumers' adoption intention of the virtual clinic.

Keywords: Virtual clinic; Perceived values; Status-quo-bias

Appraisals Of Sharing Services Given Sharing-community-belongingness

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Nhat Le, BI Norwegian Business School
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Abstract:
Given lacking insights into the interplay between sharers' belongingness to a *sharing consumption community* (SCC) and internal exchanges of social values among community members through sharing consumption practices, the purpose of this study was to advance knowledge on this matter. We focused on how SCC belongingness drive usage scope, usage know-how and usage trust in sharing services, which ultimately sways appraisals of such services. A survey of 4425 random consumers was conducted in Norway, the US, Australia, and China. Structural equation modeling showed how increasing SCC belongingness amplified usage scope, usage know-how, and usage trust, which ultimately influenced appraisals of sharing services. The level of belongingness to a sharing consumption community exercised indirect effects via all the consumption-specific variables upon sharing services appraisals. The indirect routes via usage scope and usage trust revealed the strongest indirect effects. This pattern of indirect effects was evident across and within all country samples.

Keywords: Sharing-Community-Belongingness, Usage-know-how, Usage-trust

How Should Entrepreneurs Respond To Co-creation Comments To Achieve Crowdfunding Success?

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Abstract:
Co-creation activities between entrepreneurs and backers are evident in reward-based crowdfunding. Aside from contributing money, backers can post comments to suggest product improvement ideas before the product is marketed. Studies on how backers' co-creation in the form of comments influences crowdfunding performance is still under researched. Little is known about how entrepreneurs should respond to co-creation comments. We aim to investigate the impact of different backers' co-creation comments (co-ideation, co-evaluation, and co-design) on crowdfunding performance and whether entrepreneurs' responses might moderate this effect. Based on a panel dataset of 472 crowdfunding projects with 16,240 observation days, the results show that backers' co-ideation and co-evaluation comments positively impact the crowdfunding performance but not co-design. Furthermore, reply speed negatively moderates the impact of backers' co-evaluation on the funding amount. We also found that positive reply sentiment negatively moderates the impact of backers' co-ideation on the funding amount, but positively moderates the impact on the number of backers. This study contributes theoretically by measuring different co-creation types as previous research mostly considered customer co-creation as a homogenous activity.

Keywords: Co-creation, Crowdfunding Performance, Crowdfunding Comments, Message Sentiment.

Improving Digital Consumer Journeys Through Sensory Marketing

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Introduction and Research Aim

Consumer journeys include a set of touchpoints or interactions between consumers and the firms, leading to pleasure and painful moments depending upon the nature of interaction and level of satisfaction achieved from it (Scaraboto & Figueiredo, 2022). Deducing the best business-action for every touchpoint regarding all the segments and channels puts huge pressure on marketers for defining the ways in which data, people, and technology should interact (Lemon *et al*., 2016). In a study, Wörfel, Frentz & Tautu (2022), reveals that firms consistently emphasising on infusing sensory dimensionality in the digital world (DW) can form vivid connections with customers. Marketing managers and researchers classify this approach and model as *sensory marketing,* that is, "marketing that engages consumers' senses and affects their perception, judgement, and behaviour" (Krishna, 2012, p. 332). However, the marketing semiotics has largely focused on studying the role of one of the *five modality* at a time, that is, "the five senses of sight, hearing, touching, smelling, and tasting" (Kolb & Whishaw, 2003, p. 174; Cornelio *et al*., 2021). For instance, impact of visual design in digital marketing communications (Bashirzadeh *et al*., 2022), importance of advertising music (Liu *et al*., 2022). This study argues that firms integrating multi-modal sensory cues in DW can influence consumer decision-making at every touchpoint of digital consumer journeys. Furthermore, it argues that additional data management of sensory marketing-based digital actions and interactions between consumers and firms can lead to engaging consumer experience. Though few studies have introduced the concept of sensory-enabled technologies in the digital environment (Petit *et al*., 2019; Heller *et al*., 2019), these have overlooked the role of such technologies and other digital technologies like artificial intelligence (AI), social media, and internet of things (IoT) in optimizing and orchestrating digital consumer journeys.

Therefore, *the aim of this study is to explore 'whether a dearth of multi-modal sensory cues affect our ability to influence consumer decision-making process in the DW*?', and '*whether it leaves an ample scope of sensory marketing research opportunities in the DW*?' Since, future consumers will make most of their decisions online; thereby examining the potential of multi-modal cues in digital environment has gained some recent momentum (Laukkanen *et al*., 2022; Petit *et al*., 2022). Interestingly, the technological systems based on sensory marketing can facilitate advanced multi-modal consumer engagement in DW (Elder and Krishna, 2022). However, if the data arising from such consumer engagement is mismanaged, it can degrade the consumer experience leading to disjointed consumer journeys, a fragmented view of consumers, and a bad consumer experience. Moreover, the scientific literature regarding the data management guidelines for multi-sensory interaction in DW and its role in delineating strategies for developing various business processes is extremely scarce. The research gap above leads to our first research question (**RQ1**): *What is the role of sensory marketing in setting-up strategies for digital consumer journey management?* Moreover, there is no consensus regarding how data from multi-sensory interaction in combination or in parts can facilitate smooth and seamless consumer journeys. Thereby, it motivates us to explore our second research question **(RQ2)**, that is, *what are the different mechanisms through which sensory marketing can improve consumer journeys in DW?*

Conceptual Model

Based on the literature review, this study clearly defines the role of sensory marketing in optimizing and orchestrating digital consumer journeys, thereby providing important insight regarding RQ1. Herein, the role of various digital technologies is studied, primarily, AI, immersive technology (AR/VR), IoT, social media, and haptic technology. In addition, the study analyzes trends on growing-need for smell and taste in digital world. Further, it follows MacInnis (2011) and White *et al.* (2019) for answering RQ2 by developing the BIRDS framework. Herein, firms can improve digital consumer journeys by utilizing the data generated from the multi-sensory touchpoints to delineate strategies for developing following business processes: Branding (B), Information-processing (I), Roadmapping (R), Digital transformation

(D), and Synchronization (S). Further, the framework leads to the identification of five different mechanisms through which firms can strategically influence consumer decision-making in digital world. Finally, based on these mechanisms, the study posits several novel propositions and future research directions.

Methodology

Initially, the literature review regarding consumer journeys began with the selection of top marketing journals, that is, *Journal of Marketing, Journal of Consumer Research, Journal of Marketing Research,* and *Journal of the Academy of Marketing Science*. These journals are featured in the top 50 *Financial Times* list. Based on these journals, the literature search was performed using particular keywords on Scopus database. The keywords are as follows: Journey* and Consum* or Custom* and Sensor* or Sense* and marketing* or behavio* and digital* or online* and world* or environ* or setting* or space*. Following White *et al*. (2019), the extracted articles were analysed and bundled into themes, which represents five processes of the BIRDS framework. These five processes appeared most frequently in the initial literature review as emerging concepts, and therefore were used to assimilate the review in a comprehensive manner. Furthermore, the search was refined by including information technology, management, economics, and behavioural science journals. This led to the identification of 280 articles, herein, 30 articles were used to compose the introduction and 250 articles represent BIRDS processes.

Results and/or Discussion and Contributions

Based on the literature review, a comprehensive BIRDS framework is developed. The framework highlights the sensory marketing capabilities of generating additional data for improving consumer journeys in the digital world, thereby bridging the gap in the existing literature. The five processes represented by BIRDS can strategically influence consumer decision-making across cognitive and affective dimensions through following mechanisms: *boosted consumer engagement, improved spatial representation, reduced journey time, decreased pain points*, and *strong emotional arousal.* Herein, more number of strategic opportunities with AI, AR/VR, and haptic technology across affective dimension were identified during pre and post purchase stages of consumer journeys.

Implications for Theory and Practice

Theoretically, this study presents a pioneering investigation of orchestrating the consumer journeys through sensory marketing in digital world in a comprehensive BIRDS framework, thereby significantly adding to the scientific literature of marketing and consumer behaviour. Besides, the BIRDS framework can spur future researchers for developing new ideas to explore sensory marketing-based digital consumer journey management empirically. Practically, marketers can become more agile and innovative by strategically leveraging BIRDS framework for developing hyper-connected business environment. Herein, marketers can develop a holistic view of consumers and predict consumers' intent during pre-purchase stage by bringing together real-time consumers' behavioral, transactional, and demographics data, fixing data silos and gaining complete ownership of data. Furthermore, it can help them in creating personalized solutions for the consumers eventually satisfying their cognitive, emotional, sensorial, and experiential needs. Moreover, firms can deliver engaging consumer experience across every channel by seamlessly connecting every consumer touchpoint through AI-orchestrated journeys. In addition, firms can gain consumers' trust by delivering omnichannel service experience throughout the consumer journeys through integrated conversational-AI, IoT-based self-service, and VR-interaction solutions across every channel.

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When Service Is Disrupted, Community Is Key: A Membership-based Study

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Abstract:
COVID-19 led to many service disruptions across industries. Some industries were forced to cease operations, while other membership-based services attempted to adopt new digital offerings. These disruptions altered the customer experience for members of these services, and potentially altered the relative importance of different factors that impact customer experience outcomes. This research investigates how the impact of different customer experience factors changed pre, during, and post service disruptions for a fitness and leisure membership organisation. Results show that the impact of functional aspects such as facilities and member services became less important to customer experience, while the impact of community engagement and member communications changed in both degree of importance, and the direction of impact. The results provide important contributions for understanding of how service disruptions impact customer experience, and provides practical guidance for firms in creating engaging customer experiences post-COVID.

Keywords: service disruption, member satisfaction, member experience

Can The Bop Consumers Shop Online?

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Abstract:
Despite their voluminous purchasing power and corporates turning their attention towards the base of the pyramid (BOP) consumers with innovative products, substantial research has not been carried out on the online shopping behavior of this potentially large market. This study investigates the triggers of online shopping intention of BOP consumers using the Value-based Adoption Model (VAM). We conducted semi-structured in-depth interviews with 52 BOP respondents from India. Our thematic analysis indicates four perceived benefits and three sacrifices influencing BOP consumers' perceived value for shopping online, subsequently determining their adoption behavior. This study unfolds several unknown benefits and sacrifices of shopping online. Besides, it also brings out how the BOP consumers trade-off between the benefits and sacrifices of online shopping, contributing to the BOP and VAM literature. The findings of this study will help e-commerce marketers adopt appropriate strategies to enhance BOP consumers' online shopping intentions.

*Keywords**:** Online shopping; BOP; Value-Based Adoption Model (VAM)*

Customer Participation And Quality Signalling In Severe Service Failures

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Abstract:
This study investigates the role of customer participation (CP) in severe service failures and its impact on service-related outcomes, while examining quality signalling as a boundary condition of these effects. Based on two experimental studies, we highlight the critical role of CP in mitigating the negative relationship between service failure severity and service-related outcomes and establish its mediating effect. Customers are more likely to participate in service recovery when facing severe service failures, which in turn influences the evaluation of service-related outcomes. Second, we reveal the counterintuitive role that quality signals play in service failure situations. Specifically, they reduce customers' degree of participation in service recovery and weaken the positive effects of CP. This research offers insights for managers to capitalise on CP, along with handling quality signals that present 'double edge sword' effects within unsatisfactory service encounters.

Keywords: Customer participation; quality signalling; service recovery

Circularity Within Service-dominant Logic: The Role Of Perceived Ethics On Trust, Reciprocity And Relationship Quality In Sharing Economy Platforms.

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Abstract:
As technology and data rapidly advances, so too does the potential for data and privacy breaches. While considering the role of circularity within an S-D logic framework, this paper explores the concept of perceived ethics on relationship quality dimensions, while considering the mediating role of trust and reciprocity, and moderating influence of co-creation intentions on this relationship. The findings of this research are expected to provide clarity on the importance of perceived ethics, trust and reciprocity on the value co-creation process and relationship quality outcomes.

Keywords: S-D logic; value co-creation; circularity

“We Are A Community!”: Understanding Social Runners’ Consumer Community Psychology And Behaviours From A Collective Consumption And Co-creation Perspective

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Xueli Wang, Tsinghua University

Abstract:
Social running groups become an increasingly popular culture phenomenon in many countries and regions. Aiming to understand how members’ collaborative consumption on sport activities, together with their running groups and their peer members, this study first reviews and summarizes previous literature on similar collectives, proposes a structural model hypothesizing relationships between group satisfaction, group identification, group expected future, social bond, and various collaborative consumption behaviours including retention, ambassador behaviour, positive word-of-mouth, and proactive participation. Via an empirical study on 299 Chinese social runners, this research finds significant influences of group identification, group expected future, and social bond on different behaviours, but with variation. Group satisfaction, however, is found no direct but significant indirect impacts on behaviours via other constructs. The findings provide empirical evidence on understanding social runners and their psychology from a consumer journey perspective, and shed lights on discussing consumer engagement, co-creation, and collective consumption.

Keywords: Social runner community, co-creation, collative consumption.

Is Footfall All?

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Steven Dunn, The University of South Australia
Anne Sharp, The University of South Australia
Charles Graham, London South Bank University

Abstract:
High street retailing performance is underpinned by footfall. A retailer's ability to attract this footfall into store is a key measure of retailing effectiveness, known as the Store Entry Ratio. This research is a replication of Graham, Kahn, and Illya's (2017) paper that found a constant relationship between footfall and the Store Entry Ratio within a category. However, the Store Entry Ratios varied slightly according to the market share of the retailer, with larger retailers having a higher Store Entry Ratio. Using observational research across two locations, two categories, and 12 stores, we collected 96 hours of footfall and entry data. The findings support those of Graham et al. (2017); retailers exhibit similar ratios across a category but do vary in line with their market share, likely reflecting the greater Mental and Physical Availability bigger retailers possess. This consistent category Store Entry Ratio allows for valuable benchmarking of store performance.

Keywords: Retailing, Footfall, Store Entry Ratio

Consumer Fears Towards Humanoid Social Robots

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Abstract:
Nowadays, more and more humanoid-social robots work alongside humans to interact with customers during service interactions demonstrating their abilities to respond to the users' requests, replicating human behaviours at the same level of human-to-human interactions. Resistance can be attributed to unjustified fears of advanced technology. Service literature show that humanoid-social robots that replicate human characteristics generate more positive human-robot interactions than non-humanoid robots. However, novel research demonstrates that individuals have negative attitudes when interacting with human-social robots. This research investigates consumers' negative reactions to humanoid-social robots based on fear of technology, specifically technophobia and techno-fear. Two online experimental studies with participants recruited on Research Cloud were performed to test the moderating role of technophobia and techno-fear on the intention to use humanoid-social robots. Our results challenge current literature demonstrating that replicating human unique human characteristics provoke negative effects on human-robot interactions and not the other way.

Keywords: humanoid-social robots, human-robot interactions, fears toward technology

Examination Of Social Presence And Co-creation In Learning Services: The Moderating Roles Of Stage Of Learning And Power Distance Belief

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Mark Uncles, The University of New South Wales
Veronica Jiang, The University of New South Wales

Introduction and Research Aim

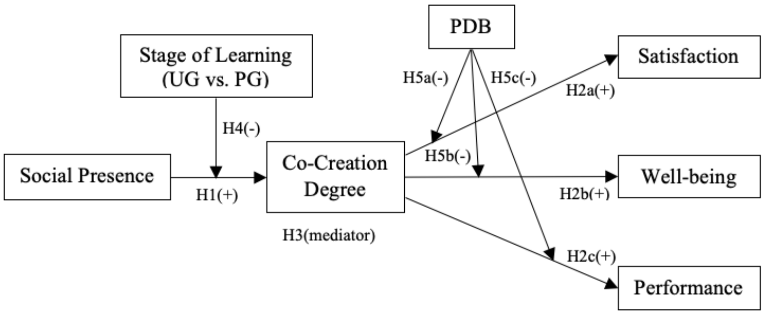
Across the globe, higher education (HE) is a central feature of the knowledge economy (Powell & Snellman, 2004). It has become a consumer-centric service (Tu et al., 2021) involving many education stakeholders. In recent times, it has been challenging to manage and deliver educational services because of the shift from in-person learning and teaching activities to the full or partial adoption of online or hybrid teaching. These approaches remove or limit the presence of people—education tends to be experienced individually rather than collectively. Traditionally, co-creation (CC) in HE is believed to result in greater student satisfaction (e.g., Kasnakoglu, 2016), well-being (e.g., Hsieh et al., 2018), and performance (e.g., Simpson et al., 2019). However, with the transition to more online and hybrid teaching, it is intriguing to explore how the desired student outcomes can be achieved. In response, this study answers three research questions: (1) What is the impact of social presence on CC in learning? (2) What attenuates the relationship between social presence and CC? (3) What attenuates the relationships between CC and its consequences?

Background and Conceptual Model

CC in HE refers to the process of integrating students' resources (e.g., capabilities) and institutional resources (e.g., staff, facilities) to generate mutual value for both groups (Dollinger et al., 2018). It has attracted significant attention from CC researchers, but most studies focus on upstream (e.g., Elsharnouby, 2015) or downstream CC (e.g., Sutarso et al., 2017). Little is known about the moderators between CC antecedents and CC, or CC and its consequences. The digital transition from face-to-face to online learning during the pandemic has drawn attention to social presence, which refers to how saliently others' existence is perceived (Osei-Frimpong & McLean, 2018). More prominent social presence is linked to more interaction and intimate communication (Short et al., 1976)—conditions that amplify the CC degree in services. Thus, we predict a positive relationship between social presence and CC degree in HE (*H1*). Yu et al. (2021) also showed that the stage of learning mitigates this relationship as postgraduates (PGs) tend to be more mature to learn independently than undergraduates (UGs). Hence, we propose that the stage of learning negatively moderates the relationship between social presence and CC degree (*H4*).

Meanwhile, self-determination theory identifies competence, relatedness, and autonomy as crucial psychological needs for growth (Deci & Ryan, 2000). Meeting these needs is associated with positive outcomes like satisfaction and well-being (Ryan & Deci, 2000). While dialogue, autonomy, readiness, and transparency are the four building blocks of CC (Yu et al., 2021), a higher CC degree implies a better fulfillment of the three psychological needs. Accordingly, we predict that CC degree positively relates to satisfaction, well-being, and performance (*H2*) and mediates the relationship between social presence and CC consequences (*H3*).

In addition, individuals' cultural values, such as individualism and collectivism, are believed to moderate value creation (Chan et al., 2010; Hsieh, 2015). Low PDB may boost the fulfillment of competence, relatedness, and autonomy as it views education as a process of personal involvement (Dekker & Fischer, 2008; Tu et al., 2021). Contrarily, high PDB might impede the fulfillment of the three psychological needs as individuals with high PDB expect and accept hierarchy and inequality to a large extent (Oyserman, 2006). So, we propose that PDB negatively moderates the relationships between CC degree and the consequences (*H5*).



Methodology

We report results from an experiment (*Study One*) and a survey (*Study Two*) to test the conceptual model. In *Study One*, we recruited university students and randomly allocated them to a high (i.e., group) versus low (i.e., individual) social presence scenario on Zoom. The assumption is that participants in a group (vs. individual) condition will perceive a higher social presence level. All participants watched a video clip from a LinkedIn statistics course. Afterward, participants in the group (vs. individual) condition worked on practice questions in groups (vs. independently). All participants were required to send their answers to the experimenter individually. Lastly, they completed a survey comprising ten quiz questions, CC-related and personal-related questions. We hired 64 group participants and 58 individual participants. The range of the session size was three to nine. All participants received a $15 gift card as a reward. In *Study Two,* we see whether the findings replicate. We surveyed 339 students who earned course credit for their participation. The survey was adapted from *Study One* after removing the quiz questions. Specifically, we adapted scales from Iman et al. (2021), Paharia and Swaminathan (2019), and Yu et al. (2021) to measure social presence, PDB, and CC degree, respectively. All questions used the 7-point Likert scale.

Results, Discussion, and Contributions

Our manipulation check showed that the social presence in the group condition is significantly higher (M_{group}=4.10, $M_{individual}$=3.35, p=.01**), as we expected. Moreover, both studies attested that social presence is positively related to CC Degree, in support of H1 (p_1=.04*; p_2=.00***). Also, results proved that CC Degree is positively related to satisfaction (p_1=.00***; p_2=.00***) and well-being (p_1=.00***; p_2=.00***), supporting H2a and H2b. However, H2c was rejected (p_1=.54), which may be because the quiz questions only tested the application of two formulas, which were not challenging enough to distinguish the performance of participants statistically.

Noticeably, social presence is positively related to the three CC consequences in both studies. However, H3 was supported that CC Degree fully mediates this relationship except in *Study Two*, where social presence partially mediates the relationship between social presence and satisfaction ($p_{c'}$=.02, $B_{c'}$=.12). H4 was only supported in *Study Two*, which showed that the positive relationship between social presence and CC degree is attenuated for PGs (p_2=.05*). Furthermore, results in *Study Two* indicated that the higher PDB leads to a weaker relationship between CC degree and a) satisfaction (p_2=.02*), b) well-being (p_2=.01**), in support of H5a and H5b. Nevertheless, higher PDB is associated with a stronger relationship between CC degree and satisfaction (p_1=.00***) in *Study One*, supporting the opposite of H5a. This contradiction might be caused by the sampling (e.g., participants' bias), the experiment design (i.e., the setting interferes with participants' PDB or experimenter's bias), or the interaction effect between PDB and an unknown factor.

Implications for Theory and Practice

Empirical insights about the social presence and CC consequences help justify investing in social presence and co-creative learning artifacts, especially after the pandemic. For example, hiring a teaching assistant to manage online interactions might be one of the ideas to boost the social presence, thereby enhancing the CC degree and its consequences. Given student diversity in HE universities, understanding the role of PDB also supports research-based decision-making at the management level. For instance, universities could survey commencing students regarding their PDB, although this study also highlights some of the controversies about PDB and sheds light on the insignificant relationship between CC degree and students' performance (c.f., Brennan et al., 2018). Future studies along these lines are encouraged to deepen our understanding of CC consequences and its moderators.

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Meaningful Digital Engagement In Healthcare

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Abstract:
Healthcare service providers are increasingly relying on digital mediums to deliver services, which undoubtedly requires consumers to be both motivated and engaged for successful outcomes. To fully achieve the benefits of digital health (e.g., efficiencies without compromising on effectiveness), service providers need to go beyond simply gaining consumers' likes or comments (i.e., the conventional behavioural customer engagement) and engage consumers in a more meaningful way. Drawing on the meaningful work literature combining an understanding of motivation and engagement, this study conceptualises meaningful digital engagement as consumers' motivated active interaction with the focal service provider or other consumers on digital platforms, characterized by a significant and positive process for the consumers. We propose that meaningful digital engagement has three dimensions: positive meaning, meaning-making through engagement, greater good motivations; and examine them by performing a preliminary analysis of 30,967 secondary textual data over 5-year period from an online healthcare consumer peer-support community.

Keywords: meaningful digital engagement, digital health services, textual analysis

Consumers' Fairness Perception Of Inconsistent Measurement Units In Omni-channel Retailing

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Introduction and Research Aim

Digitalization is changing the retailing landscape drastically. Technology enables consumers to seamlessly transition between channels; hence, consumers engage more frequently in channel-hopping, e.g. between online and offline channels (Flavián et al., 2020). As such, consumers are confronted with different price information, including corresponding measurement units and thus unit prices. Managing this omni-channel customer experience is gaining traction in literature and in practice (Rahman et al., 2022). In general, consumers expect price information to be consistent across all channels (Huré et al., 2017). However, recent studies show that pricing at the same retailer can vary by channel; therefore, there appears to be inconsistencies in price information across retail channels (Chatterjee & Kumar, 2017; Fecher et al., 2020; Homburg et al., 2019). Independent of the chosen retail channel, the mandatory indication of the unit price as additional price information is intended to help the consumer make the best possible purchase decision (Yao & Oppewal, 2016). Unit prices enable direct price-quantity comparisons between different products of the same product category (Manning et al., 2003). Hence, the question arises what happens when consumers are faced with inconsistent price information and what impact this has on fairness (Haws & Bearden, 2006). An emerging stream of research is investigating consumer reactions to price differences across channels and their perception of fairness (Bertrandie & Zielke, 2019; Choi & Mattila, 2009; Fassnacht & Unterhuber, 2016; Homburg et al., 2019). Nevertheless, none of these studies take inconsistent measurement units across channels into consideration. Therefore, this research addresses the following research question: How do consumers perceive inconsistent measurement units in an omni-channel setting?

Theoretical Background and Hypotheses Development

In the theory of cognitive dissonance, Festinger (1957) replaces the word *inconsistency* with the term *dissonance*. Further, individuals attempt to reduce psychologically uncomfortable states of dissonance and strive for more balanced states of consonance. Inconsistent measurement units across channels could also reflect a perception of inequity. As a result and which is also suggested by equity theory, individuals might change their behavior or reduce their input to eliminate any feeling of dissonance or inequity (Adams, 1965; Festinger, 1957). Some authors argue that inconsistencies across channels could cause cognitive dissonances and thus lead to confused or even angry consumers and hence negatively impact consumers' purchase intention (Homburg et al., 2019). We therefore propose:

H_1: *Inconsistent measurement units reduces consumers' purchase intention.*

A possible explanation for this might be consumers' fairness perception. Fairness perceptions depend on whether the outcome of a transaction or process is evaluated as reasonable, acceptable or just (Bolton et al., 2003; Xia et al., 2004). For a process, procedural justice can be seen as the conceptual foundation (Lind & Tyler 1988). Procedural justice describes the process by which outcomes are achieved and whether a person's or a company's actions are considered as fair (Maxwell 2002). Regarding pricing, consumers value consistency and the status quo; i.e., the more frequently a pricing norm is applied, the higher the fairness perception (Dickson & Kalapurakal, 1994; Maxwell, 2002). Applied to price information, this could mean whether the retailer "followed the rules" when showing price information (e.g., consistent measurement units across channels). The literature shows that higher fairness perceptions have a positive impact on consumers' purchase intention (Campbell, 1999; Kukar-Kinney et al., 2007; Maxwell, 2002) whereas deviations from pricing norms can cause negative fairness perceptions (Choi & Mattila, 2009; Garbarino & Maxwell, 2010). Thus, we suggest:

H_2: *Procedural fairness perception mediates the effect of inconsistent measurement units on purchase intention.*

Methodology

The study employs a hypothetical shopping scenario implemented in an online survey in a one-factorial between-subject design (measurement units: consistent vs. inconsistent). Participants were randomly assigned to one of the two experimental groups. In the scenario, participants first visited the website of a retailer and later the *same* retailer's brick-and-mortar store. As a product we used wall paint with either the measurement unit of price per litre or price per square metre. Consistency of measurement units was manipulated by showing participants either the same measurement unit information in the online and the offline channel (for instance both price per litre) or a deviating measurement unit in the different channels (for instance online: price per litre, offline: price per square metre) of the *same* retailer.
Respondents were asked to evaluate their purchase intention on a well-established scale (Grewal et al., 1998) using a 7-point scale (1= completely disagree; 7= completely agree). To measure procedural fairness, we adapted a 7-point scale (1= completely disagree; 7= completely agree) from marketing literature (Garbarino & Maxwell, 2010). Four indicators were presented to check whether the manipulations worked as intended. 236 participants passed the manipulation check (55.51 % female, 28.60 (SD= 9.74) years).

Results

On average, participants confronted with consistent measurement units across channels show a significantly ($t(234)= 3.254$, $p< 0.001$, $d= 0.424$) higher purchase intention ($M= 5.11$, $SD= 1.40$) than participants confronted with inconsistent measurement units ($M= 4.47$, $SD= 1.53$) which supports H_1. To test H_2, we conducted a mediation analysis using model 4 of the PROCESS macro (Hayes, 2022) with a bootstrap sample of 5,000. Measurement unit served as the independent variable, procedural fairness as the mediating variable and purchase intention as the dependent variable (see figure 1 for the complete model). The indirect effect of procedural fairness on purchase intention is significant ($a\times b= -0.117$, 95% BC_a CI [-0.226, -0.035]). Therefore, procedural fairness partially mediates the effect of inconsistent measurement units on purchase intention, thus supporting *H_2*.

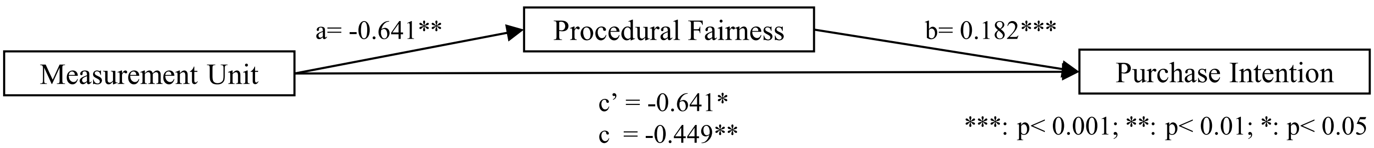

Figure 1: Mediation model and results

Implications for Theory and Practice

This paper contributes to the price fairness and omni-channel retailing literature by providing important insights into consumers' fairness perception during their omni-channel customer journey across channels. We show that even minor inconsistencies, such as inconsistent measurement units across channels, can reduce consumers' fairness perception and purchase intention.

Practitioners and omni-channel retailers should bear in mind that even such minor inconsistencies across channels are recognized by consumers. Literature shows devastating effects from negative fairness perceptions (Xia et al., 2004). Therefore, such pricing behaviour could lead to lower overall sales and thus jeopardize the company's long-term success. We strongly recommend retailers to streamline price information across channels.

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Unintended Consequences In Mundane Service Settings

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Abstract:
Improving customer well-being through service has been highlighted as a research priority in recent years, but research to date has neglected mundane service experiences in favor of more explicitly transformative contexts. The present study's focus on commuting responds to calls to extend TSR to a wider range of service settings and to explore the unintended consequences that customers experience. Based on in-depth interviews and survey data, this mixed method study adopts the perspective of the customer journey to explore how service experience touchpoints affect customer well-being. Critically, the findings indicate that negative well-being may be an unintended consequence of otherwise satisfactory service experiences.

Keywords: service experience touchpoints; well-being; mundane service experiences

The Role Of Social Presence In An Anthropomorphic Chatbot-customer-interaction

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Introduction and Research Aim

Digital technologies like chatbots are changing the way customers interact with companies (van Doorn et al., 2017). Nowadays, many companies are using chatbots. Customers spend an increasing amount of time in digital environments where they use chatbots. Chatbots are becoming an increasingly powerful tool to address customers efficiently and effectively (Sands et al., 2020). There are many possible chatbot applications along the entire customer journey, up to the handling of the whole purchase process. Thereby, chatbots are often designed anthropomorphically (Crolic et al., 2022). In general, anthropomorphism can be seen as an important construct for understanding customers' responses to chatbots as it facilitates the social interaction of humans and nonhumans (Blut et al., 2021). However, there is no common consensus whether the anthropomorphism of new technologies, such as chatbots, has positive or negative effects (Blut et al., 2021; Crolic et al., 2022; Mende et al., 2019).

Computers can be seen as social actors and social rules are applied while interacting with computers or digital technologies (Nass et al., 1994; Reeves & Nass, 1996). Yet, there is little known about the role of anthropomorphism in chatbot-customer-interactions (Crolic et al., 2022) and the impact of anthropomorphic chatbots on customer experience (Sands et al., 2021). Furthermore, there is only little research on the role of anthropomorphism in chatbot-customer-interactions in the purchase phase. The aim of this study is to contribute to the role of anthropomorphism in chatbot-customer-interactions within the purchase phase. In particular, we investigate the effect of anthropomorphism on the intention to reuse as well as the mediating effect of social presence. With our study, we address the following two research questions: (1) What influence does anthropomorphism has on the intention to reuse chatbots? (2) What role does social presence play in this relation?

Theoretical Background

According to media equation theory (Reeves & Nass, 1996) and the paradigm of "computers are social actors" (Nass et al., 1994), people respond in a social way when they interact with computers or new communication technologies. They apply social rules of human-human interactions to interactions with computers (Nass et al., 1994; Reeves & Nass, 1996). These social rules are applied mindlessly in interactions with computers or new communication technologies such as chatbots, which exhibit anthropomorphic cues (Kim et al., 2013; Nass & Moon, 2000). In this context, anthropomorphism describes the attribution of human-like properties, characteristics, or mental states to nonhuman agents. Anthropomorphism is influenced by three psychological factors: sociality, effectance, and elicited agent knowledge (Epley et al., 2007). It can satisfy two basic human needs, the need for social connection and the need to experience competence, e.g., control and understanding of the environment (Epley et al., 2008). Anthropomorphic chatbots can be perceived as real social actors. A greater feeling of social presence increases this perception (Kim et al., 2013). Social presence describes the extent to which someone believes that someone or something is really present (Heerink et al., 2010). Thus, one of the basic needs, the need for social connection (Epley et al., 2008) can be satisfied by chatbots. Anthropomorphism can lead to a feeling of social presence (Blut et al., 2021). In addition, an important factor for the success and acceptance of a chatbot is the intention to reuse the chatbot. Customers who are satisfied and have had a good experience are usually more likely to reuse the chatbot.

H_1: Consumers' perception of chatbot anthropomorphism influences their intention to reuse the chatbot.

H_2: Social presence mediates the effect of consumers' perception of chatbot anthropomorphism on reuse intention.

Methodology and Procedure

This study employed a hypothetical trip booking scenario implemented in an online survey in a between-subjects design. Participants were randomly assigned to one of the two experimental groups (anthropomorphic low vs. anthropomorphic high). Anthropomorphism in chatbot-customer-interactions was manipulated by showing participants either a chat interaction with a high or low degree of chatbot anthropomorphism. To manipulate anthropomorphism within the purchase process, the chatbots' image, the way the chatbot expresses itself, and the formality of the conversation was varied between the groups. Manipulation success was assessed using an established scale (adapted from Crolic et al., 2022). Respondents were further asked to evaluate the perceived social presence of the chatbot (adapted from Toader et al., 2020) and their reuse intention (adapted from Moriuchi, 2021). All measurements were based on 7-point Likert scales (1 = Strongly disagree; 7 = Strongly agree). The sample comprises 111 participants (33.17 (SD = 5.66) years, 53.2% female).

Results and Discussion

On average, participants in the highly anthropomorphic group rated the scenario as significantly more anthropomorphic (M = 3.30, SD = 1.59) than participants in the low anthropomorphic group (M = 2.38, SD = 1.19) (-0,92, BCa 95% CI[-1.03, -0.27], $t(102.13) = -3.45$, $p < 0.001$, $d = 0.65$). Thus, the manipulation of anthropomorphism was successful. To test the mediating effect of social presence, we conducted a mediation analysis using model 4 of the PROCESS macro (Hayes, 2022) and 5,000 bootstrapped samples with anthropomorphism as the independent variable, social presence as the mediating variable, and reuse intention as the dependent variable. Results show a significant indirect effect of anthropomorphism on customers' reuse intention through social presence. The bootstrap confidence intervals do not include zero ($b = 0.15$, BCa 95% CI[0.01, 0.29]), which supports H_2. The direct effect of anthropomorphism on intention to reuse the chatbot (-0.08, $p > 0.05$) is not significant, thus H_1 is not supported. Therefore, social presence is a total mediator of the anthropomorphism effect. Figure 1 shows the mediation model employed in the study.

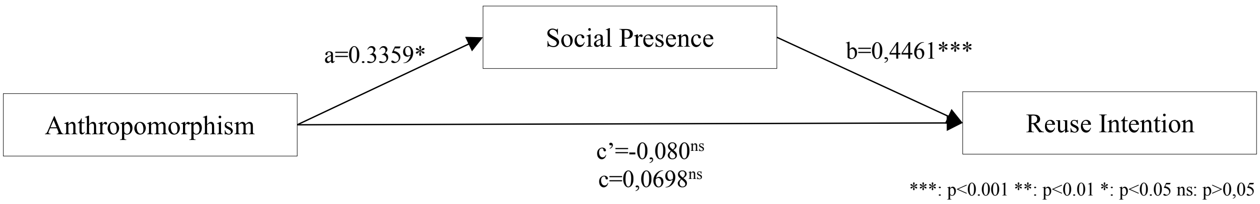

Figure 2 - Results of the mediation analysis

Implications for Theory and Practice

There is growing research in the field of anthropomorphism in chatbot-customer-interactions. Our study makes an important contribution to research by examining the role of social presence and the intention to reuse a chatbot. Our findings show that anthropomorphism has a positive influence on social presence and social presence in turn has a positive impact on reuse intention. However, we cannot show a direct effect of anthropomorphism on the intention to reuse.

Thus, an anthropomorphic chatbot can be considered as a social actor, and social rules are applied. It is therefore important for practitioners to be aware of the influence of the chatbot's design as anthropomorphic chatbots have a greater social presence leading to a higher intention to reuse the chatbot. Therefore, it is important to implement a human image and a personal approach when developing the chatbot.

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Price Fairness Perceptions Of Ai Pricing Mechanisms

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Abstract:
Artificial intelligence is increasingly used in dynamic pricing. These algorithms allow the seller to exploit consumer data in order to assess the consumers' willingness to pay and to use algorithms that collude with other sellers and engage in price fixing. This experimental paper looks at consumer responses (price fairness, procedural fairness perceptions and purchase intentions) to these algorithms. The results indicate that consumers oppose algorithms that draw on personal data but do not care about algorithms that collude with other sellers. The results indicate that regulating the use AI algorithms needs to go beyond disclosing information on the type of price setting algorithm used in price setting.

Keywords: dynamic pricing, price fairness, AI pricing

Channel Integration And Customer Loyalty: Role Of Shopping Values And Gender

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Introduction and Research Aim

Retailers (e.g., Ikea, Walmart, Best Buy, Nike, and Macy's) are investing heavily in omnichannel retailing to remain relevant in a hypercompetitive marketplace (Zhang et al., 2018). The International Data Corporation (IDC) report finds that multi-channel shoppers report 15 percent higher lifetime value than single-channel shoppers (Kruger, 2015). A growing body of literature suggests a positive effect of channel integration (the central tenet of omnichannel retailing) on outcomes like sales growth, customer satisfaction, and patronage (Cao & Li, 2018; Li et al., 2018; Zhang et al., 2018). Yet, research on the mechanism explaining the above positive relationships remains nebulous (Gao & Huang, 2021). Building on Gao et al. (2021), we offer two alternative explanations of the positive relationship between channel integration and customer patronage intentions. The first explanation posits that channel integration enhances the cognitive customer experience via utilitarian value (Tueanrat et al., 2021). The second explanation argues that channel integration improves the hedonic customer experience through hedonic value (Jebarajakirthy et al., 2021). There is a need to investigate the above propositions empirically. Shopping value is a widely used theoretical paradigm in retailing literature comprising utilitarian and hedonic values. Most previous studies focus on exploring channel integration's cognitive benefits (e.g., customer satisfaction and trust). Still, limited attention has been paid to examining the role of hedonic benefits. Recent studies also observe a difference in the shopping behavior of male versus female customers, especially in an omnichannel setting (Ameen et al., 2021). It is unclear if the above explanations hold both in the case of male and female shoppers.

The study aims to investigate empirically (i) the mediating role of utilitarian values and hedonic values in the relationship between channel integration and customer loyalty; and (ii) the moderating role of gender in the above relationships. We address two research questions in line with this aim i.e.

RQ1: Which of the utilitarian versus hedonic values better explains the relationship between channel integration and customer loyalty?

RQ2: Do the above relationships hold for both male and female shoppers

Background and Conceptual Model

Cao and Li (2018, p. 200) define channel integration as "the degree to which a firm coordinates the objectives, design, and deployment of its channels to create synergies for the firm and offer particular benefits to its customers." It comprises six components: integrated product & price, integrated promotion, integration information access, integrated transaction information, integrated order fulfillment, and integrated customer service. Drawing from the Stimulus-Organism-Response (hereafter S-O-R) model (Mehrabian and Russell, 1974), the study considers channel integration as the stimulus which positively influences consumers' internal states (here utilitarian and hedonic value), resulting in the demonstration of approach behavior (here customer loyalty). The S-O-R model has been used to explain relationships in omnichannel contexts (Zhang et al., 2018). Furthermore, it also posits the moderating role of gender in explaining the above relationships. Consequently, we hypothesize the following relationships: (i) utilitarian value mediates the positive relationship between channel integration and customer loyalty (utilitarian path); (ii) hedonic value mediates the positive relationship between channel integration and customer loyalty (hedonic path). Prior studies demonstrate the difference in male shopping behavior compared to female shoppers regarding technology usage while shopping. In traditional retailing, studies suggest that men are more utilitarian-oriented than women while shopping (Noble et al., 2006), whereas women are more hedonic-oriented than men (Meyers-Levy & Sternthal,1991). In an omnichannel setting, Ameen et al. (2021) found the positive effect of shopping experience attributes (service excellence, convenience, etc.) on customer purchase intention to be significantly greater for males than females. It is still unclear if the findings of the traditional retailing contexts also hold in an omnichannel setting. Hence, we hypothesize: (iii) the mediating role of utilitarian value between channel integration and customer loyalty is more significant for males than females, and (iv) the mediating part of hedonic value between channel integration and customer loyalty is more important for females than males.

Methodology

The study was conducted in the context of two Indian furniture retailers who have invested heavily in omnichannel retailing. A structured questionnaire was designed in which measurement items on the concerned constructs were adopted from prior studies. The study considered previous customer experience with a retailer, product category involvement, and internet expertise as control variables. The questionnaire was pretested on a sample comprising multi-channel shoppers and retailing experts. Following Sudman (1980), data were collected from 760 customers of the selected retailers in India. The sample included 302 females and 468 males. The age classification was as follows: less than 18 years (0.5 percent), 18-less than 25 years (20.1 percent), 25 – less than 45 years (62.2 percent), 45 – less than 60 years (14.1 percent), and 60 years and above (3.0 percent). Both procedural and statistical remedies were employed to ensure that common method variance does not pose a significant threat to data analysis (Podsakoff et al., 2003). Data analysis was conducted using PLS-SEM (SmartPLS 3.9) as channel integration was conceptualized as a second-order formative construct comprising six first-order reflective constructs. PLS-SEM is also distribution-free, exploratory, and prediction-oriented, making it suitable for this study. The assessment of the measurement model reveals adequate validity and reliability of the underlying constructs. R-squared and Stone-Geisser's Q^2 values were also above their acceptable limits.

Results and Discussion and Contributions

The findings support most of the above-stated hypotheses. However, the mediating effect of the hedonic value (β=0.273; p=0.000) is greater than that of the utilitarian path (β=0.140; p=0.000). The direct effect of channel integration on customer loyalty is not significant in the presence of both the above paths (β=0.050; p=0.254). Furthermore, the effect of product category involvement on customer loyalty was also not significant (β=0.011.; p=0.734). Multi-group analysis was performed to assess the moderating role of gender in the hypothesized relationships. The direct effect of channel integration on customer loyalty is insignificant for both male and females (male: β=0.023; p=0.702; female: β=0.101; p=0.135). The indirect effect of channel integration on customer loyalty through utilitarian value was significant in the case of males and females (male: β=0.134; p=0.001; female: β=0.139; p=0.000). There is no significant difference in the above indirect effect for males compared to females (β=0.-.005; p=0.039). Similarly, the indirect effect of channel integration on customer loyalty through hedonic value was also significant in the case of both males and females (male: β=0.254; p=0.000; female: β=0.303; p=0.000). It was greater for females than males, though the difference was not statistically significant (β= -0.049 p=0.557). Interestingly, the effect of product category involvement on customer loyalty was not significant for both males and females separately (male: β= -0.011; p=0.792; female: β=0.014; p=0.783).

Implications for Theory and Practice

The study makes a significant contribution to channel integration literature by extending the works of Gao and Huang (2021) and Zhang et al. (2018). Prior studies focus mainly on cognitive benefits as a critical driver of customer loyalty in omnichannel retailing (Tueanrat et al., 2021). We extend the existing knowledge by demonstrating an alternate path linking channel integration and loyalty through hedonic benefits. We show that hedonic value plays a more significant role in explaining the relationship between channel integration and customer loyalty than utilitarian value. It is in line with Hure et al. (2017) who argue the main focus of channel integration is to provide pleasure and joy to customers while shopping than merely enabling them to accomplish shopping goals and functional benefits. Channel integration efforts should concentrate more on providing enjoyment and pleasure to customers than merely providing price comparison, wide assortment, relevant information, and immediate possession. The above relationships hold for both male and female shoppers. There is no significant difference in the shopping behavior of male and female shoppers concerning omnichannel retailing. This contradicts prior findings that differentiate between male and female shopping behavior in offline and online retailing contexts. However, females are more likely to derive utilitarian and hedonic value while shopping in an omnichannel retailing environment. With the majority of respondents in the study being married (68.3 percent), the contradictory findings may be due to the shared decision-making (family decision) involved in buying home furniture in a family (Davis, 1970). Studies on shared decision-making treat a family as a single decision unit wherein the steps in consumer buying behavior (from need identification to post-purchase) collectively by both husband and wife (Martinez & Polo, 1999). The above understanding will help retailers better utilize their investments in channel integration by maximizing customer loyalty. Future studies may conduct a comparative analysis of the above-stated hypotheses between single vs omnichannel retailers. Furthermore, a comparative assessment may be conducted to examine the results in case of purchase situations for products where individual decision-making (e.g., personal computers) is involved than shared decision-making.

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The Interplay Between Customer Experience And Emotional Intelligence

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Introduction and Research Aim

AI (artificial intelligence)-enabled chatbots are unique because they combine technologies to simulate human intelligence in processing information and responding to customers, creating practical and highly flexible solutions to specific situations (Abdulquadri et al., 2021). AI chatbots are a business need because they can instantly communicate with customers at any time and place, thereby facilitating customer engagement. In light of Blau's (1964) social exchange theory, customer engagement represents the reciprocation process in which customers who enjoy a favourable experience with an object would likely reciprocate by engaging with the object (Pervan et al., 2009). Nonetheless, it is noted that AI chatbots lack the EI, arguably the essence of human intelligence, to recognise difficult human situations and respond appropriately (Huang & Rust, 2020). Feelings are inextricably linked to intellectual processes, which affect the content, expression, and manner in which humans experience feelings (Macula, 2017). Whether AI chatbots could impact customer behaviour across market settings remains to be tested. In addition, there is growing interest in customer experience and customer experience management due to the availability of multiple channels, increasing interactivity and choices (Kuppelwieser & Klaus, 2021). There are many different conceptualisations of customer experience; however, a key aspect is the affective state resulting from customer interaction with service providers (Kuppelwieser & Klaus, 2021). This warrants research on how customer experience with various channels could drive their engagement with the company and whether the customer's EI plays a contingent role in the formation of customer engagement from customer experience with both AI chatbots and human service providers.

Theoretical Background and Research Model

Under Blau's (1964) social exchange theory (SET), customers are predicted to reciprocate with positive thoughts, feelings, and behaviours towards an object (e.g., a brand) upon receiving specific benefits from the relationship with that object (Pervan et al., 2009). In the light of reciprocity, customer engagement has been deemed as what the customer brings to the business rather than being limited to cognitive associations (Hollebeek, 2011). In this study, customer engagement is defined as customers' behavioural, cognitive, and emotional interactions (Hollebeek, 2011). Several studies, such as Makudza (2020) and Srivastava and Kaul (2016), revealed that if customers have a better experience, they will become more and more engaged with the business, which in turn will be loyal to the business and will spend more to buy your products and services. Good interaction with service providers will lead to a pleasant state, and interaction indicates the customer's involvement with the brand or organisation (van Doorn et al., 2010). AI Chatbot has been applied in many fields, especially in the service industry, such as the hotel industry, to innovate business operations and improve customer experience and decision making (Lu et al., 2019). Prentice and Nguyen (2020) suggested that when customers get a good experience with AI, they tend to engage more with and ultimately become more loyal to the business. Thus, it could be argued that: *(H1) Customer experience with service providers positively affects customer engagement; (H2) Customer experience with AI chatbots positively affects customer engagement.*

EI is important in people's lives, as it is related to regulating one's own emotions and the emotions of others and guiding their thinking and behaviour to better interact with others. (Prentice et al., 2020). As customers interact with employees, their EI can enhance their experience. Customers with high EI will have more energy and find it easier to empathise with and demonstrate their understanding (Prentice et al., 2020). When customers empathise with service employees, they can perceive a more favourable service experience and engage more with the business. But the energy and enthusiasm can cause backfire as customers deal with EI-lacking chatbots. Thus, it could be argued that: *(H3) Customer EI elevates the relationship between customer experience with service providers and customer engagement; (H4) Customer EI lessens the relationship between customer experience with AI Chatbots and customer engagement.*

Methodology
To achieve the research aim, this study employed a quantitative research design. The research was conducted in Vietnam, a context frequently suggested in emerging market literature (Sheth, 2011). The scale items of constructs were adopted from extant literature: Customer experience with service providers from Prentice and Nguyen (2020); Customer experience with AI chatbots from Roy et al. (2017); Customer engagement from Rather (2020); and EI from Law et al. (2004). Using convenience sampling, this study collected 565 responses. The survey subjects are customers using AI-enabled chatbot support services for their queries on mobile applications, websites, or social channels of service providers that adopted AI to empower their autoresponder. After the quality screening, 536 responses were usable for data analysis. Descriptive statistics show survey sample consisted of 52% male and 48% female. The age group of the survey sample accounted for the highest percentage from 18 years old under 30 years old, accounting for 44%, and the lowest was over 40 years old, accounting for 9%. The group with a university degree accounted for the highest percentage, 52%. SmartPLS software was used for data analysis.

Results and Discussion
Scale reliability, convergent validity and discriminant validity were assessed before the hypothesis testing examination. Two items were omitted after the first SmartPLS run to ensure satisfactory scale assessment tests. The results show that customer experience with service providers significantly influences customer engagement ($\beta=0.49$, $p<0.001$). In contrast, customer experience with AI chatbots has a lesser yet positive impact on customer engagement ($\beta=0.14$, $p<0.001$). This result is consistent with Parise et al. (2016) and Makudza (2020). Besides, EI significantly affects customer engagement ($\beta=0.44$, $p<0.001$). Furthermore, the findings show that EI regulates the formation of customer engagement from both customer experience with service providers ($\beta=0.06$, $p=0.025$) and customer experience with AI chatbots ($\beta=-0.08$, $p=0.007$). The results are also consistent with Prentice et al. (2020).

Implications for Theory and Practice
First, the study contributes to the digital transformation literature with theoretical insights into the impact of customer experience of AI-empowered chatbots and customer experience with human service providers on customer engagement. The study recognises the use of AI chatbots as a tool to deliver a positive customer experience and customer engagement. Second, the study explains how technology can impact customer behaviour from an emerging country's perspective. Customer access to technology is a documented concern in the emerging market literature (Viswanathan & Sridharan, 2012). The research also extends the EI body of knowledge concerning the contingent role of EI in the relationship between customer experience with humans or chatbots and customer engagement. From a practical perspective, managers need to pay attention to internal marketing and branding efforts, including employee training, and improving employee attitudes and performance so that frontline service providers can deliver a good customer experience. The study also highlights that AI chatbots can be used as an alternative tool to deliver customer experience and drive customer engagement. Businesses can profile different customer groups of different EI levels and manage customer experience differently with the data collected. This study is not without limitations that could be venues for further research, such as a sectional survey in just a market context.

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Reimagining Healthscapes: An Investigation Into Primary Health Care Providers' Early Response To The Challenges Of The Covid-19 Pandemic

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Abstract:
This study investigates General Practice (GP) Medical Centres' response to the Covid-19 pandemic in the areas of service planning and management during the first six months of the community outbreak in New Zealand. Using a multiple case study design, we conducted 86 in-depth interviews with staff from 16 GP centres. Results show three key activities that were critical in keeping New Zealand (NZ) communities safe during the initial outbreak. These involved leadership in health service planning (including workforce planning, new operational processes and expansion in the use of ICT systems); environment disinfection (using national guidelines, education and establishment of respiratory clinics and expanding testing sites in GP medical centres); and education and outreach to the patients including the protection of Māori, Pasifika and remote communities.

Keywords: General Practice Centres; Covid-19; Primary Care

Customer Lifetime Value For Corporate Valuation - A Driver For Sustainable Business Model Innovation

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Abstract:
Firms cannot continue operations routinely without considering their impact on the environment and society. The rapid change involved in meeting net zero targets by 2050 pose potential risks to their competitive advantage by successful sustainable business models. The paradigm shift from selling goods to services encourages businesses to reconsider value creation by way of customer need fulfilment in their offerings (Gummesson, 1994), propagating the idea of dematerialisation – reducing material flow to production and consumption, easing the environmental burden (Mont, 2002). Service-oriented business models such as product-service systems (PSS) decouple revenue from volumes produced, extracting maximum value from each unit (Barquet, Seidel, Seliger, & Kohl, 2016). PSS are known to positively affect customer loyalty (Santoso & Erdaka, 2015) and prolong the relationship with the customer, elevating customer lifetime value (CLV) and increasing the value of the firm. We suggest that this has potential to drive sustainable business model innovation accelerating dematerialisation.

Keywords: product service systems; servitization; corporate valuation

Metaverse: Challenges And Opportunities In Service Consumption And Delivery

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Abstract:
The metaverse is an emerging online virtual world technology that is widely seen as the next evolution of the Internet that can transform online customer experience. The unique characteristics of the metaverse may potentially address some online service delivery challenges and offer novel opportunities for enhancing service outcomes. Firstly, the realistic virtual environment of the metaverse enables an unprecedented immersive online customer experience. Secondly, the expressive nature of the avatar in the metaverse reflects consumers' different virtual identity motivations and broadens service consumption. Thirdly, the anthropomorphic design of metaverse bots simulates social presence in the real world. This paper examines these issues drawing from the theorising of immersion, virtual identity reconstruction and social presence. This paper concludes with theoretical implications for researchers studying the nature of the metaverse and practical guidelines for service firms operating in the metaverse environment.

Keywords: metaverse, service consumption, service delivery.

When The Good Of The Many Outweigh The Good Of The Few: The Case Of Hotel Quarantine

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Abstract:
Transformative services are designed to uplift human well-being, yet paradoxically, by necessity and design, they can also generate harms. To date, such harms have seldom been explored. Drawing from the transformative service research (TSR) and service design literature, this conceptual article illuminates and codifies the foreseen and unforeseen harms in transformative services using the illustrative case of the Australian hotel quarantine system that was designed to limit the spread of COVID-19 but resulted in various harms. The typology of harms provides guidance for researchers and practitioners working in the transformative service space to identify foreseen and unforeseen harms, develop strategies to mitigate harms foreseen, and recognize the consequences when the imbalance of well-being and harm are tipped in worrying ways, at least for some.

Keywords: transformative service research, harm, hotel quarantine.

The Relationship Between Service Dimensions And Service Trade-offs: A Conceptual Study

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Abstract:
This conceptual paper links service trade-offs with service dimensions, service priorities, and shared services in the higher education sector in Malaysia. A systematic review of the key literature from 1969 to 2022 concerning the evolution of trade-off models, scales, and dimensions attributing to service trade-offs, service dimensions, service priorities, and shared services was assessed. Following this, a new conceptual model is proposed to reflect the need for today's Higher Education service delivery from a broader perspective. Based on reviews of the existing models, there is no convincing evidence of the existence of a conceptual model that incorporates service trade-offs, service dimensions, service priorities, and shared services from the HE service provider's viewpoint. Therefore, a conceptual model with service priorities and shared services acts as a framework to heighten the service trade-offs of the HE service delivery. The discoveries are reflective of today's HE service delivery.

Keywords: Service dimensions, service priorities, shared services, service trade-offs, higher education

Understanding Engagement Intensity

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Introduction and Research Aims

The role of intensity in engagement research has been noted since its earliest conceptualisations (e.g. Brodie, Hollebeek, Jurić, & Ilić, 2011; Vivek, Beatty, & Morgan, 2012). Indeed, one of the earliest definitions describes engagement as "the *intensity* of an individual's participation in and connection with an organisation's offerings or organisational activities, which either the customer or the organisation initiates" (Vivek et al., 2012, p. 127). In fact, although precise definitions of engagement are disputed, there is broad agreement that it will always vary in intensity and affect firm results (Fehrer, Woratschek, Germelmann, & Brodie, 2018; Malthouse et al., 2013). However, existing perspectives on engagement intensity are often limited to a simple continuum from disengagement (i.e. no engagement) to high, or active, engagement (Dolan et al., 2019) and fail to address the embeddedness of engagement in specific institutional settings or the oscillating nature of engagement with identifiable manifestations liable to wax and wane over time (Alexander, Jaakkola, & Hollebeek, 2018; Brodie, Fehrer, Jaakkola, & Conduit, 2019). Questions remain over how different levels of intensity should be managed (Bolton, 2011); how dispositions relate to intensity (Storbacka, Brodie, Böhmann, Maglio, & Nenonen, 2016); how changing levels of engagement can be conceptualised (Ng, Sweeney, & Plewa, 2020); and to what extent intensity might vary across phases and processes (ibid). In this paper we seek to consider how the nature of engagement intensity can be informed through the lens of the duration of the engagement episode; and hence extending our understanding of engagement as a dynamic and iterative phenomenon.

Background

While various conceptualisations of engagement exist, there is a general acceptance that it involves customers' voluntary contribution, or resource investment, in interactions with the focal brand (Hollebeek, Srivastava and Chen, 2019; Harmeling, Moffett, Arnold, & Carlson, 2017). The nature of engagement intensity is understood in a range of ways from relating to engagement impacts (van Doorn et al., 2010), the precise formulation of the interaction (Azer & Alexander, 2018), the level of emotion present (Harmeling et al., 2017), or the nature of the behaviour observed (Peters, Chen, Kaplan, Ognibeni, & Pauwels, 2013). If the perspective of engagement as the investment of resources in brand interactions is adopted, high engagement intensity would see greater levels of cognitive, emotional, behavioural, and social resources contributed to the focal brand (Hollebeek et al., 2019). Ng et al (2020) also note how literature on engagement intensity proposes a continuum which can include: passive (less active), non-engagement (no interaction), and disengagement (withdrawal of) engagement. Whilst it is important to account for low levels of engagement intensity (e.g. passive) the inclusion of non- or disengagement is perhaps misleading as in these cases no engagement exists (ergo no intensity either!). Indeed, the authors note that "few researchers have sought to understand the wide spectrum of CE, in terms of its level or intensity" (Ng et al., 2020, p. 242).

Conceptual Framework

To address these gaps in understanding of engagement intensity we focus on active engagement and, for clarity, retain two categories of low and high intensity in line with other studies (e.g. Malthouse et al, 2013) (see Figure 1). Noting, however, that engagement can be considered on a continuum from low levels of engagement intensity (i.e., consistent with fewer resource investments) to higher levels of engagement intensity. Our second axis adds the dimension of engagement duration, reflecting the temporal nature of engagement interactions between actors. This draws from literature recognising the temporal nature of engagement (e.g., Chandler and Lusch, 2014) and is consistent with the perspective of engagement as a series of engagement states in a broader iterative engagement process (Alexander et al., 2018; Bowden, 2009; Brodie et al., 2011; Costa et al., 2014; Li et al., 2017). Thus, we develop a typology of six categories of engagement intensity which are as follows:

- Sustained low intensity engagement – here engagement is observable over the long term but at relatively low levels of (cognitive, emotional, behavioural or social) resource investment. This would be akin to behavioural brand loyalty or even brand love (Sarkar & Sreejesh, 2014), and accompanied with routine behaviours such as word-of-mouth recommendations (Chu and Kim, 2011).
- Episodic low intensity engagement – here engagement, still at low levels of intensity, is more regular and likely encompasses engaging with specific firm offerings (e.g. engagement marketing campaign (Harmeling et al., 2017) and providing product/service ratings or reviews to accompany brand interactions (Azer and Alexander, 2018).
- Occasional low intensity engagement – encompasses irregular or one-off instances of engagement such as likes and shares on social media seen as 'low levels' of engagement (Peters et al., 2013; Dolan et al., 2019)
- Sustained high intensity engagement – encompassing long term, multi-faceted engagement between actors with regards to a focal brand; for example, membership and active involvement in an online (or in person) brand community (Jaakkola & Alexander, 2014).
- Episodic high intensity engagement – would encompass more active, routinised engagement interactions, such as those engagement behaviours consistent with content creation (i.e., YouTube/Tik Tok) or through innovation labs (Blasco-Arcas et al., 2020).
- Occasional high intensity engagement will require an ad-hoc or irregular engagement with the focal brand at a high level of intensity. This may reflect the nature of the focal engagement object (e.g. a once-off event) or the individual engaging with a product or service on a singular occasion (Alexander et al., 2018).

	Low intensity	**High intensity**
Sustained	Sustained low intensity engagement	Sustained high intensity engagement
Episodic	Episodic low intensity engagement	Episodic high intensity engagement
Occasional	Occasional low intensity engagement	Occasional high intensity engagement

Theoretical Implications

There has been mixed evidence of success of engagement for firms from positive (de Oliveira Santini et al., 2020) to negative (Beckers, van Doorn, & Verhoef, 2017). To further understand the nature of engagement, there is a need to consider the form and consistency of engagement is inconsistent and how they may engender different outcomes. Occasional low intensity engagement may drive short-term engagement interactions (e.g. likes, shares etc) but what real impact does it have on firm performance or consumer behaviour long-term. Sustained high engagement can be rewarding, but a challenge for firms to maintain and could also lead to over-engagement and potential consumer burn out. Understanding types of intensity can help organisations plan and manage engagement activity with more certainty around objectives and outcomes. Psychosocial and contextual influences will determine the type of engagement intensities that emerge and manifest over a longitudinal period; however, there is currently limited knowledge of these dynamics. The development of a typology of engagement intensity provides a framework for a future research agenda to investigate and further understand the magnitude and temporal nature of engagement interactions.

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The Role Of Shopping Mindsets In Omnichannel Shopping

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Introduction and Research Aim

Current omnichannel models integrate channels and touchpoints for customers to use them in a continuous fashion, where they can roam across channels at any time of the purchasing process (Asmare & Zewdie, 2022). As the boundary between physical and online channels dwindles, omnichannels aim to provide a holistic and seamless customer experience (Shen et al., 2018). However, shopping behaviour within the omnichannel environment is not the same for all individuals (Rodríguez-Torrico et al., 2020), with researchers highlighting the importance of studying how shoppers attain value to an omnichannel shopping experience (Silva et al., 2018). To address the gap, this study proposes that the shoppers' decision-making styles (i.e., maximiser vs satisficer styles) will influence how they perceive the shopping value of an omnichannel experience and in turn, their intention to continue to use it for future purchases. The following research question is addressed in line with this aim:
RQ: What influence do decision-making styles exert on shoppers' perceived omnichannel shopping value and their intention to continue to use omnichannel shopping?

Background and Conceptual Model

Decision-making styles were originally developed by Simon (1955), and were conceptualised based on the theory of bounded rationality. It distinguishes between two types of individuals: maximisers and satisficers. Decision-making styles have different effects on the individual's decision processes and outcomes (Iyengar et al., 2006). Compared to satisficers, maximisers invest more time and effort in gathering information before making a decision (Mao, 2016), conduct more active information searches, and use information to reach an optimum outcome (Kim, 2022). In contrast, satisficers search for a satisfactory option by evaluating limited options and spending less time. Thus, it is anticipated that maximisers will benefit from the increased amount of information available through omnichannels (e.g., social media platforms, customer reviews, virtual-try-on, mobile apps, etc), which they can use in parallel during the purchase decision process to attain the optimum shopping outcome. It is predicted that:
H1. Maximisers as opposed to satisficers will show a higher omnichannel re-usage intention.

According to Lai (2010), maximisers spend more time and effort making a decision not only to attain their goals or find the best possible outcome, but also because they find searching and evaluating alternatives to be enjoyable. Drawing on this knowledge, we predict that providing a shopping environment that involves hedonic and utilitarian shopping values will result in promoting omnichannel usage intention. Hedonic shopping is a combination of enjoyment, fun, and pleasure that contribute to a positive experience, while utilitarian shopping value reflects the efficient acquisition of products that can be thought of as reflecting a goal-directed outcome (Jones et al., 2006). Therefore, we expect omnichannel shopping values to mediate the effect of decision-making styles on omnichannel usage intention. Formally, we advanced that:
H2a-b: The effect of decision-making styles on omnichannel re-usage intention will be mediated by a) hedonic and b) utilitarian omnichannel shopping values.

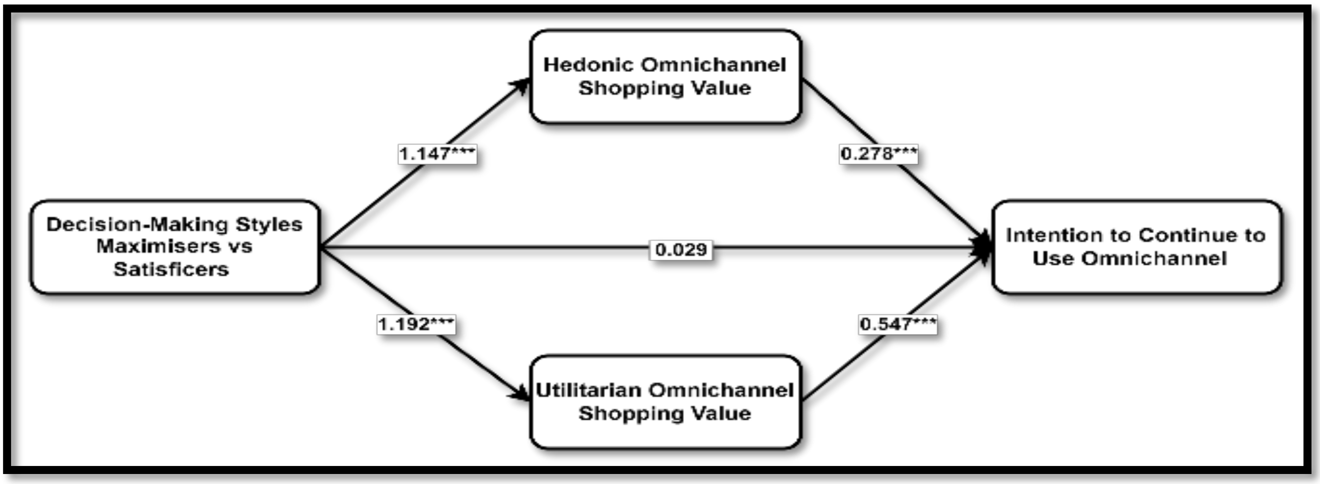
Methodology

We conducted two follow-up studies: an experiment and a survey study. **Study 1** (the experimental study) tested the direct effect of decision-making styles (H1). Participants (n = 129) were randomly assigned into one of the two priming conditions (maximisers = 69 vs satisficers = 60). The study used a priming task consisting of five questions adapted from Ma and Roese (2014); Mao (2016). These questions are designed to prompt participants to think of either the best (maximisers group) or the good enough (satisficers group) option for a given decision. The manipulation checks confirmed the effectiveness of the priming task, as maximisers showed a higher tendency to maximise their decisions compared to satisficers ($M_{maximisers} = 6.04$, $SD = 0.57$, $M_{satisficers} = 4.81$, $SD = 0.77$, $F(1, 127) = 234.681$, $p < .001$). Participants in both conditions were presented with the same omnichannel shopping task, which directed them to shop for a smartwatch using a range of online links provided to them. After shopping and choosing a product, participants were asked to return to the questionnaire page to reflect on their omnichannel shopping experience. They were presented with measures of omnichannel re-usage intention adapted from Gao et al. (2021). **Study 2** consisted of a survey study (n = 227), which aims to replicate the findings from study one and add a test for the mediation effect of omnichannel shopping values. Participants were asked to recall previous experiences using omnichannel stores. Participants were allowed to complete the questionnaire if they had recently purchased a product using two or more channels from the same retailer. They were asked to assess re-usage intentions and omnichannel shopping values, which were adapted from Gao et al. (2021) and Yu et al. (2011), respectively. At the end of the questionnaire, they answered a 9-items Maximising Tendency Scale (MTS) adapted from Diab et al. (2008), to measure the participants' decision-making styles. MTS was averaged and a single factor used based on the median split. There is substantial theoretical and empirical support for the split between maximisers and satisficers using MTS, particularly by Schwartz et al. (2002). Thus, 124 participants scored above the median (maximisers), and 103 were below the median (satisficers). Both studies were pretested, with minor modifications needed.

Results and Contributions

Study 1: An ANOVA test showed that maximisers have a higher intention to continue to use omnichannel than satisficers ($M_{Maximisers} = 5.08$, $SD = 1.46$, $M_{satisficers} = 4.36$, $SD = 1.29$ $F(1,127) = 8.733$, $p < .001$) Thus, H1 is accepted. **Study 2**: The ANOVA test conducted using the survey data replicated the direct effect found by Study 1 ($M_{Maximisers} = 5.80$, $SD = 0.84$, vs $M_{satisficers} = 4.81$, $SD = 1.15$, $F(1,225) = 56.313$, $p < .001$). Further, the PROCESS macro for SPSS with Model 4 was used to test H2a-b. The results confirmed the full mediation effect of hedonic and utilitarian omnichannel shopping values, with the 95%CI excluding zero, and a total indirect effect (*b* = 0.971, 95% CI = [0.733, 1.223]). See Figure 1 for detailed results of the mediation effects. Hence, H2a-b is supported.

Figure 1. Study 2 results and mediation analysis.



Implications for Theory and Practice

Extant literature shows that shoppers who use omnichannels purchase more items, spend more, and pay higher prices compared to single-channel shoppers (Mishra et al., 2021), but very few studies examine what drives shoppers' intention to use omnichannels. In fact, many studies refer to satisfaction with the omnichannel experience as a predictor of re-usage intention. This research shows that shoppers assess shopping values during their omnichannel experiences, which are influenced by their decision-making styles. Consumers who are cued to adopt a maximiser decision style perceive higher utilitarian and hedonic omnichannel shopping values and are more inclined to continue navigate omnichannel environments. Retail managers should encourage shoppers to make the most of their omnichannel structures to make the best choices. Further, providing consumers with fun, enjoyment, and the ability to achieve their goals will motivate them to desire to choose omnichannels in future purchases.

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The Role Of Perceived Gratifications On Virtual Conversational Assistants' Privacy Concerns

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Abstract:
Natural language processing and deep machine learning enable VCAs to understand, process, and respond to users' utterances in real-time. Users can talk with VCAs in a human-like way and VCAs are able to engage in dialogue with them. This procedure along with all the benefits that users realise are also associate to a potential risk for users of being heard by VCAs and therefore this erodes trust. Nevertheless, VCAs usage is increasing worldwide. Bearing in mind that users are not naïve about privacy issues, this research aims to investigate why people are willing to make themselves vulnerable by using VCAs. We have conducted 31 in-depth interviews with users of Siri, Alexa, and Google Assistants in 5 countries, which illustrate that anthropomorphic features make users perceive gratifications in different form, compared with the interactions experienced with previous machines. These perceived gratifications cause that users ignore privacy risks and uncertainty, allowing for building trust between humans and machines.

Keywords: Anthropomorphism, Gratification, Privacy risk

The Evolution And Scope Of Service Encounter Research: a Systematic Literature Review And Informetric Analysis

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Abstract:
The service encounter has been a central concept of services research for almost four decades, yet has evolved dramatically, not least due to digital technologies and customers' more active co-creation roles. It thus seems timely to evaluate how the concept and related research streams have evolved through a comprehensive informetric analysis. We apply co-citation and text-mining analysis to 994 relevant articles, revealing 10 clusters of related research.

Keywords: Service Encounter, Informetric Analysis

Conceptualising And Measuring Perceived Agency Sharing In Customer-ai Interactions

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Abstract:
Service encounters increasingly offer AI-powered features, from add-ons recommendations and virtual try-ons, to aftercare solutions, in order to support customers throughout their journey. These novel forms of customer service, involving AI rather than humans, not only transform the overall customer experience but may play an important role in shaping customers' sense of agency in the buying process. The aim of this paper is to conceptualise and develop a scale to measure perceived customer agency during customer-AI interactions. Understanding the role of agency sharing in AI-customer interactions is 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 service encounters and with it, the type of risks associated with human-AI interactions. Future research may use measures of perceived agency to further understand the nature and impact of customer-AI interactions in a service context on traditional marketing factors.

Keywords: Agency, Artificial Intelligence, Shared Customer Journey

Effects Of Expiry-based Promotions On Perishable Goods Shopping

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Abstract:
Consumer decision-making around perishables close to their expiry date is an understudied area in marketing. Adopting a dual-process framework, this paper investigates how expiry-based price promotions affect consumer purchase intentions for perishables and the mediating role therein of emotions, risk and quality perceptions. Findings from four experiments show that, while price discounting has a strong effect on purchase intentions, after controlling for price effects, consumers are less likely to purchase near-expiry products that are on 'quick-sale' promotion. Further, they show that consumers' prevention orientation moderates the effects of quick sale promotions on purchase intention and their mediators. By providing a better understanding of influences of promotion signals and discount levels, expiry dates and consumer regulatory orientation on emotions, perceptions and purchase intentions, the paper will help: 1) retailers better manage their sales and inventories, 2) consumers to get greater value for their purchases and 3) reduce food wastage.

Keywords: Expiry-promotions, dual-process, regulatory focus

Beyond Heteronormativity: Gender Neutralism And Inclusivity In Service Encounters

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Abstract:
Over the years, service encounters have transformed drastically. In any service setting, the customer interacts with the service provider comprising human or technology interface and other customers during service consumption. It is important for the customer to feel included and safe while they are in a servicescape. LGBTIQ+ as a consumer segment is gaining more visibility among marketers and researchers as the lucrative segment with huge market potential. However, to make them inclusive in any servicescape and give them the same experience as any other customer, we need to explore their experience beyond the lens of heteronormativity. The current study explores the perception of safe space and social inclusivity during a service consumption of the LGBTIQ+ community and heterosexuals. Based on the findings of the two qualitative studies, we examined the influence of heteronormativity and openness to experience on social inclusivity. The result supports all the hypotheses in the theoretical framework suggesting the role of heteronormativity and openness to experience influencing attitude toward gender neutralism and social inclusivity.

Keywords: social inclusivity, heteronormativity, LGBTIQ+.

Ai Enabled Chatbots In Retail Sector

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Introduction and Research Aim

Imagine you visit an online shopping store selling a wide range of products to buy a laptop and some jewellery. The online store offers you to choose between an Artificial Intelligence (AI) enabled chatbot recommender system or a human recommender system, which would help you in suggesting products based on your needs. Which one would you opt? Will your choice of recommender system depend on the type of product (utilitarian/hedonic) and the perceived financial risk associated with your purchase? Will it also depend on how willing you are towards trying innovative technologies in the retail sector? There is a widespread presence of innovative AI-enabled recommender systems in today's retail marketplace (Longoni and Cian, 2022). However, can AI-enabled recommender systems replace the need for real human recommenders for both utilitarian and hedonic products and for shoppers with different characteristics and traits?

With the introduction of AI-enabled chatbots, retailers can now easily target customer needs and solve their problem in an efficient and transparent manner. Chatbots can be an effective way to communicate with customers. They can answer frequently asked questions, recommend products, address grievances and collect valuable data from your customers before diverting the call to a telesales executive, if needed. The chatbots can be programmed to self-learn from past data to keep refining and personalizing their subsequent interactions with the customers. Tommy Hilfiger and Burberry as well as other smaller brands have installed chatbots to help their customers see through their collections. AI recommender systems are being used by Netflix and Spotify to suggest movies, web-series or music.

Given the pervasiveness of AI-enabled recommender systems, recent research in marketing and allied fields have explored consumers' adoption of AI-enabled recommender systems (Bakpayev et al., 2022; Jin & Eastin, 2022; Longoni, Bonezzi & Morewedge, 2019; Pillai, Sivathanu & Dwivedi, 2020). However, there is a paucity of studies which explores the effect of product type and shopping goal on choice of recommender systems. We examine the same in this study and also investigate whether perceived financial risk and personal innovativeness of the shopper effect the decision-making process while choosing between a human recommender and an AI-enabled chatbot. With the help of three experiments using several behavioural and attitudinal meaures, we examine scenarios when shoppers prefer or avoid recommender systems.

Background and/or Conceptual Model

Personal innovativeness, perceived financial risk and choice of recommender systems

Consumers' personal innovativeness is a personality trait and differs across individuals (Khare, Singh & Khare, 2010). Consumers high on personal innovativeness tend to seek out novel products and are willing to adopt upcoming technologies as compared to consumers who are low on personal innovativeness. Innovativeness can be directly linked to the consumers' novelty-seeking experience and affects openness to latest technologies (Hirunyawipada & Paswan, 2006). We argue that consumers high on personal innovativeness will prefer AI-enabled chatbots over human recommenders as compared to consumers scoring low on innovativeness.

Perceived financial risk is the amount of financial risk associated with any purchase (Ariffin, Mohan & Goh, 2018). It involves the financial risk associated with acquiring as well as maintenance of the product. We argue that consumers who perceive high financial risk would choose a human recommender system over an AI-enabled recommender chatbot. This is based on the various uncertainties associated with AI and machine learning based recommendations.

Product type and shopping goals

Products can be utilitarian or hedonic in nature based on type of benefits it provides. Products which help consumers achieve functional goals are classified as utilitarian products while those focusing on helping consumers achieve experiential or pleasure related goals are classified as hedonic products (Dhar and Wertenbroch, 2000). Similarly, shopping goals can be classified as utilitarian and hedonic based on the type of goal which a consumer is willing to fulfil. Previous research posits that AI recommenders are better capable to assess utilitarian attribute value as compared to hedonic attribute value (Longoni and Cian, 2022). On the contrary, human recommenders are better in assessing hedonic attribute value which are related to sensations, emotions and experiences from the real world.

Methodology

To test the hypotheses of our study, we used three experiments in which three different scenarios were provided to shoppers using websites to make frequent purchases. All the shoppers were above the age of 18 years and made an average number of 5 purchases or more every month from online shopping websites like Amazon. Data were collected on attitudinal and behavioural measures of purchase intention, personal innovativeness and perceived financial risk using a 7-point Likert type scale. In study 1 (sample size – 129), we used paired sample t-test to examine whether intention to purchase based on human recommender and AI recommender differs for a neutral product like a DSLR (providing both utilitarian and hedonic value; product chosen based on manipulation check on the type of value it provides). We also examined whether personal innovativeness and perceived financial risk affect the decision-making. In study 2 (sample size – 151), we examined the same when a utilitarian goal was activated and a utilitarian product like a laptop was displayed. In study 3 (sample size – 144), we examined the effect of personal innovativeness and perceived financial risk on choice of recommender systems across a hedonic goal and a hedonic product like jewellery.

Results and Contributions

The results of Study 1 shows that for a neutral product there is no significant difference in preference for a AI-enabled recommender system and a human recommender system. However, consumers high on personal innovativeness preferred AI-enabled chatbots and consumers low on personal innovativeness preferred human recommenders. Similarly, consumers perceived high financial risk had a significantly higher preference towards human recommender. The results of Study 2 highlights that for a utilitarian product and utilitarian goal, consumers prefer AI-enabled chatbots irrespective of their personal innovativeness and risk perceptions. The results of Study 3 highlights that consumers prefer human recommenders for hedonic products and for fulfilling hedonic goals irrespective of their personal traits.

Implications for Theory and Practice

The study extends the existing literature on AI-enabled recommender systems by providing scenarios where it would provide more value to the consumers as compared to a human recommender. The results would help the retail websites using AI-enabled chatbots to better manage their resources by suggesting chatbots to consumers looking for utilitarian products or having a utilitarian shopping goal.

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Research Poster

The Role Of Product Descriptions In Cbec

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Abstract:
Cross Border E-Commerce *(*CBEC) has grown rapidly in recent years, creating many economic benefits for both sellers and consumers. With these trends, sellers and platform providers are required to continuously improve their services. There is a limit in the number of studies that research the effect of product descriptions on actual purchasing behavior in E-Commerce. A mixed research method research has been conducted, based on the scales referenced from prior studies to build scales of measurement and Hierarchy of Effects Model (HOE) to investigate the role of product descriptions in the actual purchase behavior of Vietnamese consumers (Y and Z generations). Collection of survey data took place involving a sample of three hundred consumers. The results show that product descriptions have enormous influence on actual purchase intention and enduring involvement of consumers. This investigation offers contributions to studies based on HOE theory and practices for sellers regarding product description and consumer behavior relationship.

Keywords: Cross Border E-Commerce, Hierarchy of effect model, actual purchase behavior

Research Poster

The Impact of Co-Location of Departments on Joint Sales in Retail Stores

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Abstract:
Retail stores have finite space in which they decide the arrangements of departments. Using store blueprints and sales data from a retailer across 64 stores for 52 weeks, this research presents the importance of considering the co-location of departments on joint sales. Using robust econometrics, we make four key contributions to theory and practice. First, this research highlights that co-location has an inverted U-shaped relationship with joint sales. Second, we contribute analyze the type of department (complementary versus substitutes) and show differential impact of their locations inside a store. Third, we find that implementing different layouts for adjacent departments will enhance joint sales. Finally, we explore the role of varieties offered by departments and found that adjacent departments should have different number of offerings than each other to ease the consumer's decision-making process. Through this research, store managers can make co-location decisions for their store departments.

Keywords: co-location, joint sales, store assortment

Research Poster

The Influence Of Customer Involvement And Engagement On Co-creation Of Service And Customer Satisfaction In B2b Context

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Abstract:

One of the digital products increasingly used by company is Software as a Service (SaaS). SaaS is a cloud-based application uses to support company's daily operations. SaaS has a unique characteristic; the service is customized to meet customer's unique needs. Hence, co-creation of service is important in SaaS, and customer involvement and engagement may play significant role. The purpose of this research is to examine the effect of the customer involvement process on the development of SaaS on co-creation of service and customer satisfaction, with customer engagement as mediating variable. Data were collected using an online questionnaire from 282 of SaaS users who were the decision makers of the selected SaaS provider, and then analysed using PLS-SEM. The results show that customer involvement in the development of SaaS applications has a significant positive influence on co-creation of service and satisfaction, however, there were no mediating effect of customer engagement.

Keywords: Customer Involvement, Customer Engagement, Co-creation of Service

Research Poster

Consumer Perceptions Of Online Retailing Versus Traditional Retailing

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Abstract:
Online shopping has become a lucrative market for many businesses as consumers integrate the Internet into their daily lives. While online shopping is successful, it is not as popular as initial studies predicted it would be. One reason for this is the level of perceived risk that consumers face in the online environment, which is influenced by several factors. This paper investigates if the presence of a physical store affects the perceived risk associated with online clothing shopping in Cape Town, South Africa. A conclusive research design was utilised employing a non-probability quota, two-stage restricted judgemental sampling method. The study found that perceived risk is higher in click only stores compared to click and mortar stores, and that perceived financial risk is the most significant driver of this difference. The findings of the study have both academic and managerial applications which will provide valuable insights into both spheres.

Keywords: Online-shopping, trust, perceived-risk

Social Marketing, Macromarketing and Public Policy

Sustainable Prescription Patterns

Philip Stern, Exeter
Giang Trinh, University of South Australia
Malcolm Wright, Massey

Abstract:
Sustainable Healthcare requires benchmarks related to prescribing in order to ensure that excessive prescribing behaviours and anti-social outcomes associated with addictive medicines such as Oxycontin can be quickly identified.

This paper starts to address this issue by examining prescribing of three anti-depressants in the UK over two years, in order to explore regularities in patterns of prescribing. The paper utilizes the well-established stochastic NBD model to evaluate prescribing and we show that it provides a robust approach which both describes and predicts physician behaviour.

The findings demonstrate that prescribing by doctors can be modelled as a random process and the underlying stochastic assumptions have important implications for policy makers, pharmaceutical and healthcare marketers. These implications include the monitoring of prescribing, appropriateness of segmenting and targeting doctors, predicting future doctor prescribing behaviour and rapidly identifying unsustainable patterns of prescribing through deviations from established stochastic benchmarks.

Keywords: Sustainable prescribing; patterns and predictability.

Business Data Privacy Practices In Contact Tracing: A Double-edged Sword

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Balkrushna Potdar, The University of Tasmania

Introduction and Research Aim

Contact tracing plays an important role in supporting public health and safety during the COVID-19 pandemic (Centers for Disease Control and Prevention, 2021). In many countries, proximity tracing has been adopted in hospitality venues where people provide contact details to hospitality businesses to support governments' rapid proximity tracing (Lin et al., 2021; Williams et al., 2021). However, such contact tracing triggers customers' privacy concerns, especially in the Western countries where privacy is highly valued (Fahey & Hino, 2020; Rowe, 2020). Noticeably, privacy issues have become prevalent in the hospitality industry with increasing external security threats (Gwebu & Barrows, 2020). Many reports show that customers become reluctant to disclose their information and even provide false information for contact tracing (Jervis-Bardy, 2020). Therefore, hospitality businesses need to understand how to address privacy concerns around contact tracing in order to promote customer cooperation and maintain good customer relationships.

Recent studies on customer data privacy call for incorporating gossip theory into customers' perceptions of business data privacy practices (i.e., how businesses collect and manage customer data) (e.g., Martin, Borah, & Palmatier, 2017). According to this theoretical view, transparency and control of the practices are the two major factors that determine customers' privacy concerns and vulnerability (Martin et al., 2017; Morey, Forbath, & Schoop, 2015). However, there is a theoretical gap regarding how these perceptions influence customer commitment to the business. Moreover, given that governments could intervene in customer privacy issues, recent research further suggests that the role of the government in shaping customers' perceptions of businesses' data privacy practices should be explored (e.g., Lwin, Wirtz, & Williams, 2007; Martin & Murphy, 2017). Therefore, our study aims to examine how customers evaluate businesses' data privacy practices and develop subsequent responses. We address two research questions in line with this aim:

- RQ1: How do perceived transparency and control of businesses' privacy practices influence customer commitment to the businesses?
- RQ2: How does government support affect the impact of perceived transparency and control of businesses' privacy practices?

Background and Conceptual Model

Gossip theory is an emerging theoretical perspective that provides explanations for customer responses to privacy issues (Martin et al., 2017). Once customers relinquish their information to a business, they are absent from the management of their information. They then tend to have concerns about the safety of their information and feel vulnerable to becoming a gossip target due to potential risks such as data breaches and unauthorized data access (Aiello et al., 2020; Martin et al., 2017). As a result, they tend to protect their privacy and respond to the business negatively (Martin & Murphy, 2017).

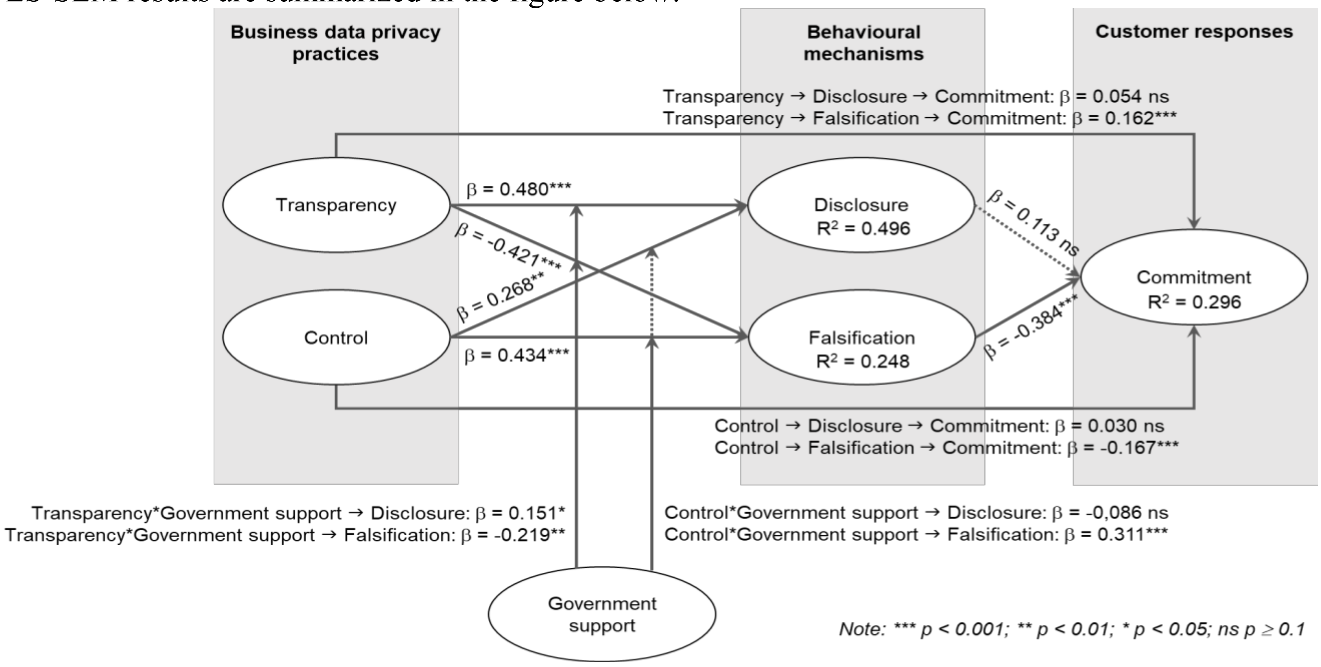
Based on gossip theory, transparency and control are the two key factors that customers apply to evaluate a business' data privacy practices (Martin et al., 2017). As such, transparency and control of contact tracing practices can influence customer responses including cooperation (e.g., disclosure and falsification) and commitment. We propose that perceived transparency of a business' privacy practices has a positive effect on customers' commitment to the business. In contrast, perceived control exerts a negative impact on commitment because it compels customers to reassert their autonomy and flee to regain more control (Ma, Tang, & Kay, 2019; Yap et al., 2021). These effects are mediated by customers' disclosure and falsification behaviours which are behavioural indicators of their privacy concerns. We also propose that government support moderates the effects of data privacy practices.

Methodology

We conducted a survey (including a brief introduction about contact tracing at a restaurant chain, accompanied by a battery of the questionnaire items) to examine customers' responses to contact tracing. To operationalize our constructs, we adapted measurement items validated by previous studies, e.g., *Transparency, Control*, and *Commitment* items from Martin et al. (2017), *Disclosure* items from Morosan (2018), *Falsification* items from Norberg and Horne (2014), and *Government support* items from Sheng, Zhou, and Li (2011). In total, we recruited 365 valid customers from the U.S. to participate in this survey through Amazon Mechanical Turk. The collected data were analysed by partial least squares structural equation modelling (PLS-SEM) due to its flexibility and complexity of the research model.

Results

PLS-SEM results are summarized in the figure below.



Implications for Theory and Practice

First, we advance the understanding of how customers respond to businesses' data privacy practices. Our research demonstrates that transparency and control have distinct effects: transparency strengthens truthful cooperation and commitment, while control creates symbolic cooperation and reduces commitment. *Second,* we uncover the behavioural mechanisms underlying the effects of transparency and control in privacy practices, contributing to gossip theory (Martin et al., 2017). Compared with disclosure, falsification is a sensitive behavioural indicator of privacy concerns around privacy practices and significantly determines customer commitment. *Third,* our research is one of the first to demonstrate how government support shapes the effects of perceived transparency and control of businesses' privacy practices, thus advancing customer data privacy literature (e.g., Lwin et al., 2007; Martin & Murphy, 2017). Noticeably, government support can have double-edged consequences under the circumstances of high privacy risk since it can strengthen the unintended effect of control in increasing falsification. *Finally,* our research offers practical implications for improving data privacy practices and encouraging customers to cooperate with contact tracing. Businesses should include the design and implementation of privacy practices in their customer relationship management. For example, they should provide clear, understandable, and relevant information regarding their data collection and protection through posters, social media, and websites, as well as consider how their customers evaluate the control of data before and after data provision. Governments should support businesses in facilitating cooperation between customers and businesses by providing policies, guidelines, technology, and education.

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Deontological Vs. Teleological Evaluations: A Meta-analysis

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Abstract:
Although deontological and teleological evaluations are widely explored in relation to ethical decision making, their effects on ethical responses remain a disputed issue. This brings great relevance for public policy makers when developing communications and interventions to encourage compliance. A deontological evaluation is one's rule-based evaluation whereas a teleological evaluation is one's consequential evaluation. We conducted a meta-analysis of 316 effect sizes obtained from 53 research articles to investigate to what extent deontological and in which contexts teleological evaluations influence ethical judgements and intentions. Our findings reveal that the overall effect of deontological evaluations on ethical responses is stronger than for teleological evaluations; however, the magnitude of effect is contingent on various moderators. Deontological evaluations are stronger in organisational contexts and when there are financial implications to the ethical issue. Whereas the effect of teleological evaluations is stronger when the issue involves the natural environment.

Keywords: Ethical decision making; Deontological and teleological evaluations; Meta-analysis

Political Consumer Behavior At The Bop: Policy Implications

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Abstract:
This study examines how the base of the pyramid (BOP) consumers make voting choices. This two-phase mixed-method study indicates that information dominance and low accessibility of information affect the political attitude of the BOP voters. Attitude to voting for a candidate leads to herd behavior when mediated by perceived coercion and moderated by socio-economic vulnerability and gender. Therefore, the fundamental attitude→ intention→behavior mechanism that typically occurs during consumer decision-making is modified to information accessibility and dominance→perceived coercion→attitude→herd behavior→intention for the BOP consumers during their voting decision-making. This study contributes to the political consumption behavior by indicating how the BOP voters decide to vote in a vulnerability and coercion-dominated unique environment. The findings help the political marketers serve their electorates in the BOP markets. The study aids the policymakers in adopting appropriate strategies to protect BOP voters and ensure they can make unconstrained voting choices.

Keywords: Coercion; Herd behavior; Base of the Pyramid (BOP) Voting.

The Intention-behaviour Gap In Helping Others

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Yang Song, The University of South Australia
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Introduction and Research Aim

Research assists charities to secure support by investigating influences on helping behaviours, which enables more effective and efficient targeting and messaging. Intentions are used when behavioural data is not available, which can give reliable results when used carefully (Morwitz & Munz, 2021), so are often used as a proxy for behaviour (Shang, Sargeant, & Carpenter, 2019). Knowing the stated intentions of individuals helps in setting strategies and allocating resources. However, the intention-behaviour gap (henceforth, IBG) is well-known to occur and is due to at least three causes: human nature, methodological issues and theoretical frameworks employed when planning research. It is no surprise that such a gap exists; the size of the gap is of interest, so that financial forecasts can take this into account.

The aim of this study is to quantity the magnitudes of the gap and explore the reasons for the gap. We address two research questions in line with this aim:

> **RQ1:** what proportion of respondents who intend to help do not, and how does this vary across cultures and type of helping
>
> **RQ2:** which variables influence the probability that respondents will follow through on their intention to help

Due to space limitations, we report a quantitative approach to RQ2 here. Authors (2022) report a qualitative investigation of RQ2 and a quantitative investigation of RQ1.

Background and/or Conceptual Model

Our theoretical framework for the investigation of the IBG was the RAA (Ajzen 1991; Fishbein & Ajzen 2011), including past behaviour. Other plausible influences that have found support in the literature on charitable intentions and behaviours (not the IBG) were also included, for example loneliness and social connectedness, trust in formal charities to pass on donations to those in need, etc.

Methodology

We examined the case of helping behaviours longitudinally and cross-culturally in an attempt to quantify how the gap varies across cultures (Australia, China and New Zealand), modes of helping (formal and informal, i.e. charities vs. friends and family) and form of gift: money, time, physical goods. We measured intentions and then behaviours three months later. We explored 3x2 forms of giving in 3 countries, giving 18 response possibilities, as shown graphically below. This design was repeated over both time periods, as show below.

	Australia		NZ		China	
Money	Formal	Informal	Formal	Informal	Formal	Informal
Goods	Formal	Informal	Formal	Informal	Formal	Informal
Time	Formal	Informal	Formal	Informal	Formal	Informal

Table 1: Research design

Respondents were individually matched across waves, so individual level analyses were conducted, avoiding problems with interpreting aggregate statistics, i.e. the ecological fallacy (Piantadosi et al. 1988). Analysis used R v4.1.3. Due to the large number of potential explanatory variables (well over

100) and the small sample sizes in some cells of the research design (below 100 in 4 cells, minimum 57 for Money, Informal, New Zealand), commonly employed linear explanatory models, e.g. multiple regression and structural equation modelling, could not be used because the number of free parameters exceeded sample size. We use a machine learning package, mlr3automl (Hanf, 2021), which is part of the mlr3 system for R (Lang et al., 2019). Due to the well-known problems of interpreting "black box" machine learning models, results from this stage of analysis were triangulated with more familiar interpretable methods, primarily chi-square tests of differences in proportions and *t*-tests.

Results

The automated machine learning approach we employed surfaced an interesting factor not previously discussed in the papers we reviewed regarding the IBG when we were planning our research: extraversion, or in the context of the scale we used, the three items that surfaced could be thought of as measuring social connectedness, an aspect of extraversion. Each cell in the research design was explored by running a *t*-test, i.e. examining the differences in the mean of the three items between respondents who intended to help and did so (CY, i.e. consistent yes) and those who intended but did not behave (IBG):

- "*I am an outgoing person*"
- "*I can find companionship when I want to*"
- "*I feel in tune with the people around me*"

Differences between individual items and also a factor score summarising all the 3 items were examined. Of the 54 comparisons individual item comparisons, only 11 were significant, however CY was higher than IBG in 49 of them. Of the 18 factor score comparisons, only 3 were significant, however CY was higher than IBG in 15 of them. Admittedly, this is weak evidence of an influence, however those items were not specifically designed to measure extraversion, rather, they were items that belonged to a social connectedness scale, which is usually used to measure loneliness. The other items in the scale were not significantly different.

Implications for Theory and Practice

The finding that extroversion is associated with variation of IBG was unexpected, however clues to that relationship have appeared in previous research, although this aspect is not widely known, with the sources we found after reviewing our results having low citation rates, e.g. Cho & Auger (2017) only cited 9 times, Kline et al. (2019) cited 29 times; Lim, Bouchacourt & Brown-Devlin (2021) cited 5 times (Google Scholar). When we conducted our literature search we sorted and filtered by citation count, so did these papers did not inform our research design. Kline at al. (2019) note that among the papers included in their meta-analysis, the influence of extroversion on pro-social personality traits (not behaviour or intentions) was mixed, and overall they concluded that extroversion was not an influential factor in their analysis of the "Big 5" personality factors. Cho & Auger (2017) reported bivariate correlations of Extroversion with involvement and engagement with pro-social organisations, but they were low (.12 - .18) and suffer from the well-known problem of weak bivariate correlations being prone to shrinking to zero when additional factors are included in a multivariate analysis. Ackerman (2019) examined intention to donate as a response to exposure to social media advertising, so is only tangentially related to our research aim.

Hence we are confident that our finding of linking extroversion directly to intentions and behaviours (via the IBG) is probably novel. The face validity of extraversion/social connectedness being related to the IBG (in that higher scores are associated with lower rates of IBG) seems clear. However this could be due to a sense of connectedness leading to an increased sense of obligation, conversely it could be an increased sense of benevolence, i.e. a pull vs. push or extrinsic vs. intrinsic factor. The precise psychological mechanisms behind the empirical regularity remain to be explored.

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Using Artificial Intelligence For Health Behaviour Change

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Abstract:
The development of digital technology and artificial intelligence (AI) provides new possibilities for social marketing scholars seeking digital technology to intervene in people's health behaviour. The main purpose of the study is to examine the drivers of consumers' use of digital and AI products to change their health behaviours from a micro perspective. Attempts to change current research remain mostly in the field of practical applications, and the phenomenon is not clear on the determinants and barriers to people adopting technology to help them perform their behaviour. The quantitative method was adopted. Data were collected from an online survey (n=307), samples focus on or use digital or AI technology products (ages 18 - 60). The results confirm that digital attitudes and desire factors can mediate the relationship between intention and performance. And later assessments of how emotions affect behaviour change. The results provide theoretical support for using AI to change health behaviour and improve participation validity.

Keywords: social marketing, digital technology, artificial intelligence.

A Typology Of Overinclusive Recycling

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Abstract:
Those who recycle tend to do so with good intentions. However, even good intentions can lead consumers to contaminate recycling through the inclusion of nonrecyclable materials. This contamination can lead to loads of recoverable materials being sent to landfill or for energy recovery. This research proposes and tests vis consumer survey a typology of overinclusive recycling behaviour. Overinclusive recycling is segmented into wish-cycling, know-cycling and arbitrary disposal based on insights from industry and literature. Potential predictors of overinclusive recycling were also identified: environmental concern, recycling knowledge and confidence in one's waste sorting. Testing supports two of the classification types: wish-cycling (where consumers have low confidence in their waste sorting but are hopeful when placing an item into the recycling that it will be recycled) and know-cycling (where consumers have high confidence in their waste sorting and incorrectly believe material is recyclable).

Keywords: Waste, recycling, consumer behavior.

Fundraising Design In A Competitive Market: Integrating Donor, Beneficiary, And Fundraiser Characteristics To Improve Fundraising Outcomes

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Cassandra Chapman, The University of Queensland
Ernan Haruvy, McGill University
Prof Greg Allenby, Ohio OH University

Abstract:
Successful fundraising involves the simultaneous consideration of three actors: a donor, a beneficiary, and a charity raising the funds. Fundraising appeals therefore should match donor motivations to preferred organizational and beneficiary attributes. However, diverse donor motivations present a challenge for effective fundraising design in a competitive market. In this paper, we propose an integrated method of analysis that combines multiple conjoint analyses for understanding preferences for charities and beneficiaries, with donor text and scaled responses describing their motivations. We apply our model to data collected from a national survey of donors in Australia and find evidence of five donor archetypes: 'Cancer Carers' (24%), 'Effective Altruists' (19%), 'Animal and Nature Lovers' (16%), 'Emergency Responders' (23%), and 'Feel-good Do-gooders' (18%). These archetypes display substantially different preferences and motivations, and require different charitable appeals. Results provide important guidance for fundraising design in a competitive market.

Keywords: Charitable giving, competitive analyses, archetypal analysis.

Why Do You Drink So Much? Youth Binge Drinking Behaviours: Online Insights

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Abstract:
While evidence indicates youth alcohol consumption is decreasing, youth binge drinking continues to be at an alarming level. Research is required to uncover reasons behind why Australian youth consume alcohol so that more effective social marketing interventions can be designed to combat the binge drinking culture. This paper reports the first stage of a multi-method study. The aim of this study is to understand current drinking behaviours of our youth. Qualitative data collected directly from participants in the form of on-line written responses to the questions asked during on-line focus groups held over 8 consecutive days in January, 2019. Participants ranged between ages of 15 and 17 years. Over 400 posts were made in the eight-day period. NVivo was used to analyse the data received. Findings suggest that there needs to more focus on the positive consequences in education and social marketing interventions, thinking about the gains of not binge drinking.

Keywords: binge drinking, qualitative, focus groups; online focus groups; emotions; rational behaviour.

Zero-alcohol And Aisle Placement

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Girish Prayag, The University of Canterbury
Andrew Vonasch, The University of Canterbury
Johnpaul Smith, The University of Canterbury

Abstract:
New Zealand's binge drinking culture costs approximately $68.2 million a year in Canterbury alone, and $7.85 billion nationwide. A contributing factor is alcohol norms. Previous research focuses on the effects of promotion, sponsorship, branding and product design. Consideration of the effects of zero-alcohol beverage aisle placement on alcohol norms has not been researched. A four condition, between groups, randomly assigned experiment based on aisle placement and a control group was conducted. The experiment findings showed that aisle placement of zero-alcohol beverages did not have an effect on social norms around acceptability of drinking alcohol, increase intention to buy alcohol, or intention to consume alcohol. There were no significant differences between Māori or Pasifika and the general population, or between genders. However, those who had seen zero-alcohol beverages before were significantly more likely to consume zero-alcohol beverages and perceive more social norm acceptance of consuming zero-alcohol beverages than those who had not seen the drinks before for sale in a supermarket or liquor store.

Keywords: Social Marketing, Public Policy, Zero-alcohol, Alcohol

Mindfulness As A Tool For Social Marketing Campaigns?

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Linda Brennan, RMIT University and Fight Food Waste Cooperative Research Centre
Lukas Parker, RMIT University and Fight Food Waste Cooperative Research Centre

Abstract:
One-third of food waste occurs in households and is a critical problem worldwide. Although mindfulness shows potential for behavioural changes such as reducing excessive eating, there is scant research about the use of mindfulness as a tool to design social marketing campaigns to reduce household food waste. This study explores the influence of mindfulness cultivated through yoga practices on reducing household food waste. We interviewed 20 yoga practitioners and 50 non-practitioners to explore the influence of mindfulness on food-saving behaviours. The results indicate that yoga practitioners tend to save food due to their meta-awareness that they are interconnected to the environment, their preference for a non-materialistic lifestyle, and their shared values with their peers. Conversely, non-practitioners save food for financial purposes or as a responsibility to society. We suggest that mindfulness may be helpful to integrate into food-saving social marketing campaigns, as it may assist in shifting values, forming communities, promoting non-materialist lifestyles, and disrupting waste-related habits.

Keywords: food waste, mindfulness, sustainable consumption

Understanding Activists' Shaping Strategies In The Plant-based Proteins Market

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Julia Fehrer, The University of Auckland

Introduction and Research Aim

Recent calls in the sustainability transitions literature recognize the need for research into how organizations might deliberately shape their external environment for improved environmental or social outcomes (Köhler et al., 2019). One theoretical perspective that offers promise in this area is market-shaping, defined as the intentional efforts of market actors to change or maintain market systems (Hawa et al., 2020; Nenonen et al., 2019b). This paper aims to fulfil two interconnected research aims. First, where extant market-shaping literature has predominantly focused on the shaping efforts of commercial enterprises (Stathakopoulos et al., 2022) this paper explores shaping by activist organizations – typically closely associated with the development of moral markets (Georgallis & Lee, 2020). Second, the market-shaping literature agrees a shared market vision is needed for effective shaping to occur. A market vision is a market-shaper's "view on how the market should be configured" (Storbacka & Nenonen, 2011, p. 253). However, while achieving a market vision might involve simultaneous delivery of multiple strategies (Flaig et al., 2021), little attention has been paid to what these different strategies might be. In response, *this study aims to explore the different market-shaping strategies used by activists who share the same market vision, and how those strategies are interpreted by stakeholders*. The vehicle for this exploration is the market for plant-based meat alternatives (PBMAs) in New Zealand (NZ), and the activities engaged in by activists to move the country towards wholesale veganism. PBMAs include both analogue ('fake') meats and whole-plant-based proteins not unintended to look or behave like meat products.

Background

The market-shaping concept has gained in popularity in recent years amongst both scholars and practitioners (Sprong et al., 2021). Markets are defined as "complex adaptive socio-technical-material systems, consisting of institutions, actors, practices, and discourses that organize particular economized exchanges" (Nenonen et al., 2019a, p.252). Diverse actors might engage in shaping efforts alone (Kindström et al., 2018) or in collaboration with others (Baker & Nenonen, 2020). However, most studies explore commercial firms motivated to improve their competitive positioning or profitability (Stathakopoulos et al., 2022). With few exceptions (e.g., Baker et al., 2019; Fyrberg Yngfalk & Yngfalk, 2019), marketing literature has largely ignored market-shaping by activists. But within organizational theory, social movements have been identified as influential in the development of 'moral markets' (e.g., sustainable forestry, or fair-trade goods) by signifying and meaning-making through 'framing' activities (Benford & Snow, 2000). Framing strategies by these groups typically fall on a continuum from 1) those that adopt 'diagnostic framing' – involving identification of the problem and attribution of blame, and 2) those that adopt 'prognostic framing' – the promotion of solutions to identified problems. This study, herein, shows that while social movements may indeed share a collectively held market vision, their framing activities can occupy the full spectrum from diagnostic to prognostic, and be interpreted by stakeholders as anywhere from alienating and destructive to helpful and constructive.

Methodology

This study adopts a qualitative interpretative methodology. Primary data comprises 53 interviews with 36 participants collected in three phases over almost two years between August 2020 and July 2022. Participants represent many dimensions of the market system for proteins in NZ – those in favour of PBMA market growth (i.e., activists, PBMA producers, a PBMA industry collaborative network), those against (i.e., meat industry), and those agnostic (i.e., agriculture ministry, crop farming industry, supermarkets, food innovation hubs, food scientists). Interviews lasted between 30 and 75 minutes in duration. As this project is still in development, this working paper focuses on activists as the protagonists of this study. The five activists interviewed (in 8 separate interviews) represented different organizations – one focused on the promotion of veganism (hereafter Act1), one comprising health professionals focused on promoting healthy nutrition (Act2), and three different organizations focused on promoting animal rights. Of these, two (Act3 and Act4) described themselves as 'radical' (i.e., engaging in deliberate public 'disobedience'). The other animal rights activist (Act5) described their organization as having deliberately 'deradicalized' in recent years. Secondary data in the study includes 56 media articles and numerous reports and industry publications. The approach to data analysis adopted in this study was grounded theory, beginning with open coding then axial coding, and finishing with selective coding (Strauss & Corbin 1997).

Findings

All activists interviewed shared a vision of the future where animal agriculture was eliminated and NZ was wholly vegan. However, the framing activities employed to influence market development were vastly different. Act3 and Act4 represented different but related (self-described) 'radical' animal rights organizations – both engaged in diagnostic framing activities. Protests were organized through closed social media accounts involving a loose collection of members associated with both organizations. The organizations vocally identified animal farming as culpable for animal rights violations and NZ's very high per capita greenhouse gas emissions. These groups focused almost exclusively on undermining the ethics of animal farming (by protesting at food festivals, community events, and in supermarkets). PBMA entrepreneurs expressed dissatisfaction with these organizations, and avoided any formal association with them despite often being personal friends with the activists involved. PBMA entrepreneurs were already conscious of being held accountable by many consumers for traitorously *"threatening the* [animal agriculture-based] *economic backbone of NZ"* in their promotion of non-animal products. All the other activist organizations engaged in prognostic framing. Act5's organization had in recent times deliberately refocused its strategy on the promotion of veganism to achieve its animal rights goals. The organization promotes online vegan recipes and 'vegan challenges.' Similarly, Act1 promotes veganism but predominantly attempts to frame new market representations through the establishment of annual vegan food competitions and awards ceremonies. These competitions draw on the legitimacy of celebrity chefs as judges to determine the best vegan pies, chocolate, cheeses, etc. Categories are highly competitive, and PBMA producers who win are assured strong media attention and extra distribution opportunities. Drawing on the significant legitimacy of medical qualifications, Act2 also employs prognostic strategies through a health and nutrition framing of veganism vs. meat consumption. In so doing, Act2 had directly influenced official government health guidelines in 2020 by inducing a reduction in recommended daily meat consumption.

Implications for Theory and Practice

In contrast to most research in market-shaping, this study focuses on activist groups shaping markets. Rather than viewing activist groups as an amorphous whole working towards a shared market vision, different approaches and their interpretation by stakeholders are contrasted. Where extant research shows undermining ethics of incumbent practices can be an effective market-shaping strategy (e.g., Baker et al., 2019), in this case, numerous stakeholders interpret it as unhelpful in the NZ context. Through the two years of data collection, non-activist interview participants began to increasingly adopt a conciliatory tone towards the meat vs. PBMA debate, describing it as *"both/and, not either/or."* Hence, it seems market-shaping strategies need to be socially, politically, and culturally palatable. Finally, legitimacy-seeking and generation of new representations encourages stakeholder collaboration, increased awareness of alternative approaches, and consumer experimentation and openness.

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Incentive Orientation Of Social Media Guidelines In Crisis Communications: A Catalyst For Constructive Employee Voice

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Abstract:
This paper explores the application of the organizational communication concept of employee advocacy within the context of crisis communication. Drawing on the social exchange theory, this paper proposes that incentive-oriented social media guidelines (SMG) can enhance employee advocacy in crisis situations, thereby challenging the conventional "one single voice" approach by restricting employee's engagement on social media. In addition, drawing on social information processing theory, the authors further propose that supervisors' online voice behaviour can positively influence employees' work-related engagement on social media, fostering internal, informal influencers, advocating on behalf of the organisation under challenging situations.

Keywords: Crisis communications, social media, employee advocacy

The Socially Benevolent Underdog: How An Underdog Brand Status Inspires Consumers' Charitable Donation And The Moderating Effect Of Attitude Toward Monetary Donation

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Abstract:
This paper explores how businesses, especially small ones, can exercise their social responsibility by soliciting consumer charitable giving through communicating an underdog brand status. A controlled experiment supported our hypothesis that when an underdog brand status is communicated, which highlights its external disadvantages as well as its passion and determination to overcome all odds, it inspires consumers' charitable donation. We further identified that consumer attitude toward helping others (a sub-dimension of attitude toward monetary donation) moderates the proposed effect. Our findings contribute to the prior literature by showing that an underdog brand status stimulates effects beyond consumer purchase. As such, underdog can be seen as a socially benevolent brand status. We suggest that social responsibility is not only a duty for giant corporations but that small businesses can also contribute. Despite facing resource limitations, small businesses can still leverage their seemingly inferior underdog status to promote consumer philanthropy.

Keywords: Donation, Inspiration, Underdog

Listen, Learn, Lean, Align: Learning From The Fringe To Engage Communities And Create Positive Impact

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Abstract:
The Sustainable Development Goals (SDGs) have become a global impact framework showing the enormous number issues to be addressed. One common element for addressing these issues, and one with which many companies struggle, is community involvement. Without communities, creating and implementing solutions is difficult or impossible. Each have different experiences of the problems and different perceptions of value. Without their involvement, creating and implementing any solutions is difficult if not impossible. Many companies, however, struggle with including and working with communities.

This paper uses the lessons from 21 local organisations addressing poverty in the Philippines and provides a case study of on Philippines organization to present a 4Ls problem solving activation and community involvement framework. Developed in a highly complex context – poverty - this framework can be applied by organisations to address wicked problems in their pursuit of achieving SDGs and creating positive socio-environmental impact.

Keywords: Poverty, communities, impact

Who Goes Hungry In Australia - Profiling Food Insecure Individuals During Covid-19

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Introduction and Research Aim

Food insecurity refers to having limited access to safe, nutritious and adequate food for a healthy, fulfilling and active life (FAO, 2022; USDAFAO, 2022). The magnitude of food insecurity is a growing concern worldwide towards achieving the UN Sustainable Development Goals - #2 Zero Hunger by 2030. According to FAO et al. (2020), 25.9% of the global population experiences food insecurity. Whilst often considered in terms of low- and middle-income countries, increased evidence suggests that it is also prevalent in high income countries (i.e., Carrillo-Álvarez et al., 2021).

COVID-19 has exacerbated the challenge of food insecurity globally with unprecedented disruptions of food supply chain (World Food Programme, 2020) resulting in substantial inconvenience for consumers (IPSOS, 2020). The pandemic has also had a profound effect on the prevalence of food insecurity (Louie et al., 2022) in Australia. For instance, food insecure Australians seeking food relief doubled in 2020 to 31 percent, compared to 15 percent in 2019. 43 percent of food insecure Australians went a whole day hungry at least once a week in 2020, compared to 30 percent in 2019 (Foodbank, 2020). Efforts of food relief organisations, such as Foodbank, are reaching around 60 percent of food insecure Australians (Pearson and Amarakoon, 2019).

Existing research recognises the complexity of the factors causing food insecurity. Although situational factors (e.g., loss of employment, natural disasters) are considered to increase the probability of food insecurity (Barrett, 2010; Mungai et al., 2020), previous research reveals that socioeconomic factors such as age, gender, employment status, household income, housing status, educational attainment, country of birth (e.g., Bowden, 2020; Coles Rutishauser and Penm, 1996; Kleve et al., 2017; Moon et al., 1999; Temple, 2008) significantly predicts food insecurity. Since the pandemic is not over yet (World Health Organization, 2022) and the unfavourable consequences of COVID are not expected improve in the months ahead (McKinsey&Company, 2022), additional research on food security in Australia is required to determine the scope of food insecurity experienced at various stages of the pandemic (Louie et al., 2022). Moreover, detailed understanding of characteristics of food insecure groups is an essential first step in developing targeted interventions (Pearson and Amarakoon, 2019). Acknowledging the significant socioeconomic factors on previous research and the need for further analysis of food insecurity, the purpose of this study is to determine the socioeconomic factors associated with food insecurity in Australia during COVID-19. A better understanding of the predictors of food insecurity can help developing targeted programs to address food insecurity across the country.

Methodology

We used the nationwide Foodbank's food recipient survey data (n=992) collected between June and July 2020. The online survey was administered to Australians aged 18 years and older who experienced food insecurity in the last 12 months. The survey consisted of multiple sections including socio-demographics factors, food insecurity levels, psychological and physical impact, reasons for seeking/not seeking assistance. Food insecurity was measured with one item in 4 levels ranging from "Not food insecurity" to "Severe food insecurity". Age was measured in years. While gender, marital status, immigrant status and indigenous variables were measured in categorical level. Lastly, household income was measured in ordinal level. Participants ranged from 18-78 years old (M_{age}=41.14, SD_{age}=13.425) of which 42.3% were males, 46.8% married, 22.7% had a weekly household income of \$1200 to \$1999, 78.9% Australian-born, and 79.6% non-indigenous people. 78% of the participants indicated they had experienced severe food insecurity in the last 12 months. We did an ordinal regression analysis using the Clog-log link function to determine the significant predictors of food insecurity in Australia due to the dependent variable (food insecurity) being measured at the ordinal level ('0=Not food insecurity' to

‘4=Severe food insecurity’). Prior to doing the analysis, we checked the assumptions of multicollinearity among the independent variables and proportional odds and the data showed no signs of violation.

Results and Discussion

Age, gender, marital status, immigrant status and indigenous people except household income were significantly associated with higher levels of food insecurity. A decrease in age was associated with an increase in the odds of experiencing food insecurity. The odds of females experiencing food insecurity was .372 times less high than males. Significant differences observed among different age and gender groups can perhaps be attributed to social stigma associated with seeking food relief. For instance, there is a general understanding that males are less reluctant to seek assistance compared to females. If this is similar in the context of food insecurity, further research attention is needed. Compared to widowed, only the odds of married people experiencing food insecurity was significant and .182 times less high that of widowed. A probable explanation of this result may be that being married significantly enhances the family income and reduces financial distress (Light, 2004). The odds of Australian born people experiencing food insecurity was 1.961 times higher that of immigrants. Finally, the odds of indigenous people experiencing food insecurity was 1.892 times higher that of non-indigenous people. Preliminary examinations of survey data suggests that both Australian-born and indigenous people feeling that “others need assistance more than self”, “feeling embarrassed of what others would think”, “feeling ashamed/inadequate to depend on charity” are among some of the key reasons differing them from seeking assistance (Foodbank, 2020). Although income has been among the most consistent predictor of food insecurity (i.e., Furness et al., 2004; McKay et al., 2019), we have not found any significant effect of household income on food insecurity. It may have been due to the distribution of income level in the sample. 50.6% of the participants had a household income equal or higher than $1200 per week. It may be assumed that the high level of household income in Australia (Seivwreight et al., 2020) could result in higher level of food availability in Australia. Therefore, food insecurity could not be predicted based on household income.

Implications for Theory and Practice

The results support that socioeconomic factors could estimate food insecurity in Australia during COVID-19. Given the high rates of food insecurity during the pandemic, identifying the factors that contribute to food insecurity would help governments and organisations to develop programs for a food secure nation.

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Understanding Consumer Segments In The Fresh Produce Category And Their Acceptance Of Emerging Agricultural Technologies

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Introduction and Research Aim

The aim of this study is to identify consumer segments in the fresh produce category (fruits and vegetables) and examine their acceptance of horticulture using Controlled Environment Agriculture (CEA), Genetic Editing (GE) and Farming Automation (FA) technologies (for more information please see Ng & Mahkeswaran, 2021). Our study is using demo- and psychographic factors, including product preferences, attitudes toward society and future issues in the food supply to identify archetypical consumer segments. Our research questions are as follows: (1) How can fresh produce buyers be segmented based on their demo- and sociographic characteristics? and (2) What does an archetypical consumer who accepts/rejects CEA, GE and FA production look like?

Background

Rapid population growth and climate variability pose significant challenges for global food security (Kogo et al., 2021). While modern agriculture mostly kept pace with the evergrowing need for human food, current agricultural practices, due to their excessive use of water, chemicals, and the erosion of arable land, have been found as unsustainable and not fit for feeding future generations (Page, 2020). Thus, the agricultural sector requires a paradigm shift toward fundamentally more sustainable production. Some promising technologies to achieve this goal are CEA, GE and FA (Folta, 2019).

However, to be implemented successfully, it is important to understand how these technologies are perceived by global markets and how likely consumers are to accept and adopt them (Thomas et al., 2022). Prior research established that demographic and psychographic factors can be important predictors of consumer acceptance of sustainable food products (Szejda, 2021) and impact farmers' willingness to adopt sustainable production practices (Jain, 2017; Rodríguez-Ortega et al, 2016). Attitudes toward environmental issues, such as climate change, are a major driver for more favourable adoption (Li et al., 2021). Against this backdrop, we use demo- and sociographic factors to profile New Zealand consumers of fresh produce and examine their willingness to adopt produce from CEA, GE and FA.

Methodology

The study used online survey data collected in New Zealand (n=1,563) over a 4 week period in June 2022. The sample's demographic profile represents the New Zealand population. The questionnaire included an introductory explanation of CEA, GE, and FA technology and questions regarding product preferences in the fresh produce category, lifestyle factors, attitudes toward society, perceived issues regarding future food supply, as well as participants' willingness to buy fresh produce from farms using those technologies. Most items were adopted from published research and consistently used of a 5-point-Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Final data analysis was conducted using SPSS software. Consumer segmentation was conducted using a cluster analysis. We employed a two-step process including a hierarchical cluster analysis to determine the optimal cluster number and a k-means cluster analysis to establish final cluster groups. One-way ANOVA (with post-hoc Tukey test) analysis was performed to analyse mean differences in gender, age, and willingness to purchase between final clusters.

Results and Discussion

The cluster analysis identified four distinct consumer segments with F-tests indicating that all questionnaire items had a statistically significant (p <.001) impact on the cluster grouping (see Table 1). 'The engaged purists' are the largest segment (n=478), mostly female and skewed toward middle and higher age, and put strong emphasis on unsprayed fresh produce that is nutritious, tasty, and sustainable from traditional farms (e.g., using soil and natural sun). These consumers have an active lifestyle, enjoy cooking, travelling, and want to stay connected via social media. While they have some level of distrust toward the good-will of their government and large corporations, the preservation of their cultural heritage is important to them and they express worry about issues related to future food supply. This group showed the lowest willingness to purchase CEA, GE, and FA produce.

Table 1: Four consumer segments for fresh produce

Preferences when buying fresh produce	**1**	**2**	**3**	**4**
How a fruit or vegetable looks in appearance is important	3.65	3.55	3.32	4.29
Eating fruits & vegetables that are nutritious is important	4.66	4.52	3.95	4.41
No chemicals and pesticides on fruits & vegetables is important	4.40	4.00	3.37	4.19
Buying fruits & vegetables that have a low impact on the environment is important to me	4.00	3.54	2.76	4.25
The price of fruits & vegetables is important	4.55	4.53	4.04	4.31
That fruits & vegetables are grown in soil is important	4.00	3.60	2.98	4.19
Fruits & vegetables being grown in natural sunlight is important	4.12	3.77	3.04	4.21
The taste of fruits & vegetables is important to me	4.62	4.67	4.04	4.18
I try to avoid genetically modified food	4.01	3.59	3.07	4.19
Buying fruits & vegetables from a farmers market is important	3.50	2.97	2.62	4.30
Lifestyle factors				
Being in nature makes me very happy	4.46	4.13	3.66	4.14
I enjoy cooking	3.96	3.59	3.38	4.20
Traveling is exciting	4.56	4.51	4.00	2.07
I frequently donate money to charities or community services	3.13	2.62	2.57	4.13
I live an active lifestyle	3.60	3.27	3.11	4.30
I share many of my day to day activities through social media	2.20	1.55	2.08	4.31
I love night clubs, meeting people and need the pulse of the city	2.07	1.68	2.12	4.09
Health and well-being are very important	4.47	4.05	3.75	4.21
My religious faith is extremely important	3.15	1.42	2.75	4.27
Attitudes toward politics, economy, and culture				
I trust big companies have the consumers' best interests in mind	2.34	2.13	2.57	4.25
I trust government institutions have citizens' best interests in mind	2.64	2.64	2.75	4.18
I talk with friends about problems related to the environment	3.77	3.08	2.77	4.29
Next generations have a right to enjoy the present cultural heritage	4.29	4.06	3.72	4.27
Concerns about future issues relating to food supply				
Climate Change is an urgent threat for life on this planet	4.30	4.26	3.20	4.32
Affordable food will be a problem in the future	3.83	4.20	3.51	1.75
The food waste we create will be a real problem	4.16	3.99	3.13	4.21
The supply of clean drinking water will be an issue in the future	4.36	4.22	3.49	4.25
The rate of population growth poses issues to future food supply	4.05	4.14	3.46	4.31
Mean age group	3.73	4.19	3.44	2.20
Mean gender	1.70	1.55	1.50	1.36
Willingness to purchase CEA produce	3.46	3.70	3.57	4.17
Willingness to purchase GE produce	2.83	3.11	3.20	4.13
Willingness to purchase FA produce	3.45	3.61	3.58	4.09

Note: Values shown are final cluster centres and were all significant at the <.001 level. All values based on a 5-point Likert scale. (1) Engaged purists, (2) Indifferent apathists, (3) Future deniers, (4) Naive pragmatists. Age groups: 1= 18-24, 2= 25-34, 3= 34-44, 4= 45-54, 5= 55-64, 6= >65 years; Gender: 1= male, 2= female.

The 'indifferent apathists', with the strongest skew toward older age groups, are not really discerning when it comes to their fresh produce. While nutrition, taste, and price are very important to them, the way fresh produce is grown and its environmental impact is only of moderate importance. These consumers are rarely seen at farmers markets. ‘Indifferent apathists’ consider religion an unimportant aspect of their life. They like to be in nature and to travel but do not share their experiences on social media. They consider health and wellbeing important and somewhat enjoy cooking. The nightlife is nothing that excites them and they do not tend to donate to charities. These consumers have a high level of distrust in the good-will of their government and large corporations, perhaps a reflection of a lack of faith in other people. However, they have an awareness and a moderate level of concern about future issues in food supply. While this group shows a moderate willingness to buy produce from CEA and FA, they are hardly willing to buy produce involving GE technology.

The ‘future denier’, a slightly more mature clientele, stands out as the most uncritical consumer of fresh produce. Important to them are mostly nutrition, taste, and price but they are not very concerned about produce being grown in soil and sunlight. They do not worry much about pesticide use or the general environmental impact of their produce and are not often seen at farmers markets. They are moderately interested in health and wellbeing and somewhat enjoy cooking. Being in nature is somewhat enjoyable to them and they like to travel. They do not have an interest in religion or charitable giving. These consumers are somewhat distrustful toward the good-will of government and large corporations and are the segment that worries the least about preserving cultural heritage. They seldom talk about environmental issues, which is also reflected by the fact that they are the segment that seems to worry the least about climate change and future issues in the supply of food. ‘Future deniers’ are somewhat willing to purchase produce from CEA and FA, but barely accepting of GE.

The last group are the ‘naïve pragmatists’, the youngest segment with a skew toward males. They are the ‘I want it all’ type of consumer. Quality of their food is highly important for them with a preference for organic produce that is grown on traditional farms. They enjoy being out in nature but find traveling quite boring. Living an active lifestyle, health and wellbeing, and cooking are important aspects of their life and they like to share those experiences on social media. Their religious faith is very important to them. They seem to care a lot for others as they frequently donate to charities or other community services. They like to go to bars and night clubs enjoying the activities vibrant cities have to offer. Interestingly, ‘naïve pragmatists’ are very trusting in the good-will of their government and large corporations, and strongly support preservation of their cultural heritage. They often talk about environmental issues, demonstrating their awareness of climate change and concerns about future food supply. However, in opposition to the other three consumer segments, these consumers do not deem food affordability a problem in the future, perhaps due to a strong belief in the ability of science and technology to solve this issue. This could explain why ‘naïve pragmatists’ show a strong willingness to buy produce from CEA, GE, and FA.

Implications for Theory and Practice

Findings of this study extend the theory on consumer acceptance of sustainable food technology by revealing important demographic and psychographic factors that determine consumers’ willingness to accept produce from CEA, GE, and FA enhanced agriculture. They further built a framework to establish homogenous consumer segments which allows stakeholders to enhance targeted communication to relevant consumer groups. This is practice-relevant to policy makers and food marketers alike, as they can better target science education toward sceptical consumers such as the ‘engaged purists’, the ‘indifferent apathists’, and the ‘future deniers’. This could amplify further adoption of these technologies to meet sustainability goals of the 21st century.

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Deceptive Autonomy: Why Homeowners Favour Fossil Heating

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Abstract:
With Germany facing climate protection and current supply challenges due to the Ukraine conflict, a shift from individual, fossil heating systems to sustainable solutions such as district heating (DH) is crucial. To explain low connection rates to DH, we focus on the concept of perceived autonomy. Based on attribution theory, we assume that homeowners tend to feel more independent with their fossil heating system than they are objectively.
Conducting a paper-pencil-survey (n = 196) and applying structural equation modelling, we were able to (a) develop a reliable and valid measurement tool of perceived autonomy, (b) find a significantly positive effect on satisfaction with individual, fossil heating systems, and (c) unveil a discrepancy between perceived and objective autonomy. On a theoretical level, we contribute to research on heating system choice and extend attribution theory. While also providing important insights for suppliers and local cooperatives when implementing sustainable energy systems like DH.

Keywords: sustainable marketing; autonomy; attribution theory

How News Media Framings Influence People's Behaviour Toward The Covid-19 Pandemic

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Abstract:
Media framing on mass media allows social marketers to change people's points of view and behaviours toward social issues. Using media framing theory and social information processing theory, this study examined the extent framings toward the COVID-19 pandemic outlook impact people's emotions (fear, anger), and subsequent supporting behaviours (protection, detection, and sharing). A 2 (high risk vs. low risk) x2 (gain vs. loss outcomes) experiment designed research was conducted in Vietnam with 605 participants. The findings confirm that elaboration of the framed news triggers both fear and aggressive feelings, which leads to participant corresponding intention, either more or less willing to follow the instructed messages they receive to protect themselves as well as to share good practices. Moreover, the gain-loss framing in the news effect works well that strengthens/weakens news readers' intentions. The findings provide both theoretical and practical implications for public health practitioners to improve their communication strategies through mainstream media.

Keywords: media framing, citizen behaviour, eWOM, COVID19

Bank Customers Experiencing Gambling Related Harm - Exploring An Ethics Of Care

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Abstract:
Our paper presents a brief summary of the findings from a social marketing project that aimed to support bank customers experiencing gambling harms. Our conceptual approach draws upon feminist and bio-socio-material scholarship on the ethics and politics of care, to consider whether and how financial institutions should intervene on gambling harm. We employed a three stage research design consisting of: 1. Systematic literature review, 2. Narrative interviews with gamblers, family members, gambling stakeholders, and 3. Co-design workshops. Our research identified a strong imperative for banks to act, but also some critical considerations concerning ethics, privacy, stigma, and cultural safety, and representation. Outputs from the project included a toolkit of recommendations for banks to support customers experiencing gambling harm, and blocks, digital nudges, and support services developed by our project partner – a leading Australian bank. We consider the implications for social marketing theory, research and practice.

Keywords: Care, Ethics, Critical Social Marketing

Exploring Family Nutritional Practices: Insights For Interventions In The Community Sport Context

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Abstract:
There is potential for community sport participation to facilitate broad and habitual improvements in family nutrition, beyond enhancing the health profile of food and beverages sold at the venue. This in-progress research conducted with VicHealth and Football Victoria applies practice theory to understand the community sport environment and how this impacts family nutritional practices to inform interventions in this space. Preliminary findings from *in situ* observations and depth interviews highlight the materials, competences, and meanings that constitute these nutritional practices, and the bifurcation of these practices across training and game days. Training days are characterised by strongly automated routines, while game days are more flexible and social, with spontaneous nutritional choices motivated by enjoyment. These preliminary findings have implications for the design of nutritional interventions in the community sport context regarding the focus and timing of the intervention.

Keywords: nutrition, sport, intervention

Adoption Of Reusable Packaging: How Do Motivators And Barriers Vary?

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Abstract:
Reusable packaging as a product-service system (PSS) in the circular economy requires a system change for producers, retailers, and consumers. An online survey of a demographically representative sample of New Zealanders (n = 1054) was conducted to investigate the perceived barriers and motivators for reusable packaging systems and how this varies between consumer segments. This study contributes to the literature by presenting an understanding of the differences in consumer perceptions of reusable packaging. Our findings inform marketing strategies for supermarkets, sustainable packaging stores, and social marketing campaigns to reduce plastic usage.

Keywords: reusable packaging, circular economy, sustainability

Identifying Factors Facilitating Or Preventing Sustainable Practice Change

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Introduction and Research Aim

This paper reports one study within the larger National Environment and Science Program (NESP 4.12) project that was focussed on identifying factors enabling and preventing behaviour change in the context of growing sugar cane. This study is contrast with many of the other studies arising in the three-year project, which involved people's self-reports. This study took an observational approach to understand what was happening in practice. This study focuses on sugarcane farming practice change. Sugarcane is a major agricultural crop that is considered to be a main contributor to doubling of annual discharge of nutrient loads to the GBR catchment area (Queensland Government 2022).

The Reef 2050 Long Term Sustainability Plan (Reef 2050 Plan) has served as a joint plan between the Australian and Queensland Governments since 2015. This plan, endorsed by the UNESCO World Heritage Committee, serves as a shared blueprint for managing the Great Barrier Reef (GBR) and is aimed at improving Reef health and resilience. In response to this plan, a considerable number of projects have been implemented with the aim of improving the ecological health of the Great Barrier Reef (GBR). Some projects have focused on changing farming practice to reduce loads of catchment-sourced stressors, principally nutrients, fine sediment and pesticides which cause damage and disrupt the natural balance of Reef ecosystems (Queensland Government 2018). Data collected by project stakeholders has tracked expenditures, detailed farmer engagement with and uptake of programs, described project elements and, to a lesser extent, recorded outcomes such as reductions in nitrogen, pesticides and/or sediment run-off to track progress in mitigating the impact of sugarcane farming on the Reef Lagoon. The Reef 2050 Water Quality Improvement Plan 2017-2022 (Reef 2050 WQIP) identified that changes in on-ground management, improvements to program design, delivery and evaluation systems were an urgent need. Calls were made for acceleration in approaches to ensure that the intermediate and long-term targets outlined in the Reef 2050 Plan could be met.

Method

The study focussed on funded sugarcane growing practice change projects that had been conducted with the aim of enhancing water quality as part of the effort to contribute to the Reef 2050 Long Term Sustainability Plan. Publicly available peer-reviewed articles, government and industry reports were collated and analysed. Most scholarly databases are closed platforms that are only accessible to the scientific community and paying subscribers. This evidence review sought to identify what information could be accessed by any stakeholder with an interest in understanding how sugarcane management practices and land use could be changed. Therefore, the data focussed on the ten-government funded sugarcane growing practice change projects that were selected by Federal and State Government as the focal projects for the there-year project. Evidence was collected utilising Google Scholar. Google Scholar permits researchers to search across many disciplines and sources and capture peer-reviewed and non-peer reviewed literature that is openly available for all to access, such as conference papers, industry and government reports which can add substantial depth to the analysis (Hopewell, Clarke and Mallett 2005; McHugh and Domegan 2010; Petticrew and Roberts 2005).

A broad set of search terms was chosen to capture publicly available materials for the selected sugarcane practice change focussed projects (RP 161, RP 20, RP 167, Reef Trust 3, Project Uplift, Project Catalyst, Project 25, CQ 161, Repeated Reverse Tenders, Smartcane BMP) that were published prior to September 2020. A total of 872 publications were retrieved, and 406 duplicate records were removed. Abstracts, article titles, keywords, subjects and executive summaries of the remaining 466 records were examined to identify all records that matched the search terms listed above. 436 references were then excluded because they included records that did not report on sugarcane growing practice change, or included conceptual, theoretical, methodological or formative studies, were not peer-reviewed literature or government or industry reports, or studies that are irrelevant to water quality and the GBR. Twenty-nine records remained including content that focussed on farmers or growers' engagement, practice change, nitrogen reduction, pesticide reduction, and water quality improvement. Records which did not include any reporting of evaluation of behaviour change were excluded, yielding 21 unique records. The backward and forward searches yielded no additional studies. A grounded approach was utilised to collect, summarise and map the available data to identify common ideas, topics and patterns that emerged repeatedly from the data and data was sorted to generate themes (Braun and Clarke 2006; Clarke, Braun and Hayfield 2015).

Findings and Discussion

This study identified factors that contribute to program engagement and the adoption of sustainable sugarcane growing practice change. These are: encouraging partnerships between government and industry, developing effective communication between different stakeholders by illuminating conflicting interests and reducing negative messages, supporting land owners with training and education, encouraging grower and community leadership, providing necessary funding and financial support to encourage innovation and adoption of new technology, focussing all efforts on return on investment (rather than environmental benefit) and addressing social support. Further, the absence of these factors can hinder program effectiveness. Addressing factors which act as barriers to engagement with programs, and hence practice change, will improve program performance. Specifically, addressing the lack of readily available and equally effective alternatives to pollutants that would not reduce farm productivity, increasing monitoring and evaluation of current efforts were identified as mechanisms that needed to be applied increase practice change. Other issues that would hasten progress on the Reef 2050 plan were overcoming competing stakeholder interests.

Past research had identified limited trust in program regulators (Arklay et al. 2018; Breetz et al. 2005), limited communication and involvement (Aarts et al. 2014), lack of alternative methods, limited networking opportunities and poor access to educational support (Grover and Gruver 2017) as barriers to farmers' adoption of practice change. This study identified additional factors that are enabling or preventing farmers' engagement in sugarcane practice change programs designed to improve quality of the water in the GBR.

Implications

This study is the first of its kind to offer a synthesis of existing knowledge drawing on publicly available monitoring and evaluation data from ten recent Australian projects. The current study identifies barriers and enablers to engagement, making it clear that without engagement behaviour change cannot be reasonably expected. Identifying these factors is critical to provide support and guidance to improve investment and planning decisions related to farmers' practice change programs, which in time should translate into water quality improvement benefitting the World Heritage Area of the GBR and adjacent catchments. The study offers new insights for farming practice change, identifying factors that enable or prevent engagement and adoption of practice change among cane farmers. It has also contributed to demonstrating a scarcity of monitoring and evaluation reports that are publicly accessible by any stakeholder – which will be contributing directly to a lack of trust.

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Advancing Transformative Social Marketing: A Theory-synthesis

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Abstract:
Social marketing has been criticised for its historical 'singular' approach to knowledge and practice. The concept of *Transformative Social Marketing (TSM)* was introduced as a more expansive approach; however, further conceptual development and operationalisation are needed to support practice change. Applying a theory-synthesis approach, we draw on Empowerment Theory and Self-Determination Theory to (re)conceptualise TSM as 'a co-creative process that empowers and enables people operating within ecosystems to willingly participate in social innovation and transformation.' We subsequently propose a set of *TSM Benchmarks (TSMBs)*. The TSMBs integrate theoretically derived principles related to empowerment and self-determination addressing limitations of the original TSM model and providing a standard of practice. The TSMBs acknowledge that empowerment is a multi-dimensional process and self-determination is a product of person-environment interactions. Our conceptualisation and operationalisation of TSM demonstrates how social marketers can work alongside people in a participatory process of value co-creation that empowers and enables.

Keywords: co-creation; empowerment; transformative social marketing
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Attitudes Towards The Control Of Recreational Cannabis.

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Abstract:
To inform future regulation and control of recreational cannabis this study examined attitudes regarding the perceived effectiveness of legalisation and prohibition. 358 individuals completed a survey examining their attitudes towards six pro legalisation and six pro prohibition arguments as a function of preferred control of recreational cannabis: legalisation, decriminalisation or prohibition. Logistic regressions revealed how attitudes varied as a function of preferred control. All participants favoured recreational cannabis being treated as a health and social issue rather than a legal issue and believed prohibition has not worked. Although those supporting legalisation and decriminalisation perceived benefits to legalisation (e.g., increased drug education; reduced black market), legalisation was also perceived to have several risks (e.g., counterproductive to smoke free). The findings show support for cannabis being treated as a health and social issue, however, alternative models of control, or at least further development of legalisation proposals, informed by public opinions, are necessary.

Keywords: Recreation Cannabis; Reform; Legalisation

Collaborative Repair: An Exploration Of Repair Cafes

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Abstract:
Repair is an underexamined phenomenon in the marketing and consumer behaviour literature. Self-repair is hampered by a number of factors, which include lack of access to parts, repair manuals, and the risk of invalidating product warranties. Given these constraints, repair cafes have developed around the world to assist consumers to repair their possessions. Repair cafes are pop-up community events where consumers bring items for repair and collaborative with expert volunteers to fix them in exchange for a donation. Limited research exists around collaborative repair that is undertaken at repair cafes. This exploratory study seeks to better understand expert volunteers who offer their time and expertise for free at repair cafes. Using semi-structured qualitative interviews conducted with 20 expert volunteers in New Zealand, the motivations, benefits, and impediments to repair experienced by expert volunteers are explored. Preliminary results are provided.

Keywords: Repair, Repair Cafes, expert volunteers

Consumption Tax Evasion: A Social Norms Perspective

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Abstract:
Tax evasion not only can create unequal opportunities for tax-compliant and non-compliant businesses, but it also hampers the government's earnings and in turn their ability to serve their people. Most of the studies have only investigated the act of deliberate evasion by the central actor and ignored the role of supporting actors such as consumers. Consumers can indirectly help businesses to evade taxes by not asking for invoice for their purchases leading to consumption tax evasion (CTE). This study used scenario implanted survey to investigate the social norms influence on the intention to participate in CTE. The study contributes to the Tax evasion literature by untangling the differential effect of descriptive norms and injunctive norms. Results indicate that consumers witnessing others participation in CTE get influenced for participation CTE. But consumers with high injunctive norms against the CTE refrain from participation in CTE even after witnessing others participation in CTE.

Keywords: Consumption tax evasion (CTE), Descriptive norms, Injunctive norms

Evoking Altruism: Storytelling In Different Narrative Modes

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Abstract:
This study explores the narrative transportation effect associated with different narrative modes when using stories to elicit altruism. Personal resonance and multidimensional narrative transportation are recognised as mechanisms of storytelling's impact on altruism, and narrative mode is hypothesised to moderate these relationships. Narrative transportation theory, the empathy-altruism hypothesis, and positioning theory serve as the theoretical foundations for this study. An online survey with four scenarios, required participants (*n*=468) to read a story of a person experiencing homelessness in three different narrative modes or a general text about homelessness. The results demonstrate that personal resonance and narrative transportation lead to altruism, yet the extent and nature of the impact depends on how a story is told. This research is one of the first to consider these relationships and will assist organisations in building narrative tools to encourage altruistic behaviours.

Keywords: storytelling, narrative mode, altruism.

Organic Food Purchase Behaviour: A Mediation - Moderation Model

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Introduction and research aim

Organically produced food has been recognised as an important factor for addressing unsustainable food consumption, which is criticised as a primary contributor to non-communicable diseases and ecological degradation (Notarnicola et al., 2017). Extant research has revealed the motives, barriers, and determinants of the purchase and consumption of organic food (Rana & Paul, 2017). However, scant research has systematically investigated relationships between such dimensions (Dorce et al., 2021; Kushwah et al., 2019). More complex models underpinned by multi-theories to understand sustainable consumption as organic food purchases have been encouraged (Koklic et al., 2019) with the inclusion of moderating and mediating variables (Eberle et al., 2022). This study aims to contribute to the literature by presenting an integrative model that explains how different factors affect consumers' attitudes and purchase behaviour towards organic food.

Underpinning theories and concepts

Perceived benefits of a product relate to associated consumer values and motives, which also inform consumers' attitudes and behaviour (Dorce et al., 2021). Motives are the primary facilitators of behaviour. Consumers consider various motives in the context of sustainable food choice: egoistic, hedonic, and altruistic (Honkanen et al., 2006); the significance or associated hierarchy may vary across contexts, such as culture and product categories (Eberly et al., 2022).

Knowledge – Attitude – Behaviour (KAB) theory is a rational choice theory, which assumes that different levels of knowledge vary in attitudes toward a behaviour, which then turns into behaviour execution (Kallgren & Wood, 1986). The theory explains the knowledge–behaviour gap, which is often related to sustainable behaviour. However, empirical support for the KAB theory in sustainable food consumption is still lacking (Martin & Simintiras, 1995).

The theory of planned behaviour (TPB) by Ajzen (1991) shows power in explaining volitional sustainable behaviour constrained by resources (i.e. time, money) and effort, such as organic food purchases (Scalco et al., 2017). Nevertheless, the theory has received criticism for its limitation in predicting long-term behaviour and overlooking explicit motivational content (Abu Hatab et al., 2022). Researchers recommend consideration of how temporal frames link to the motivation of sustainable behaviour (Hall & Fong, 2007).

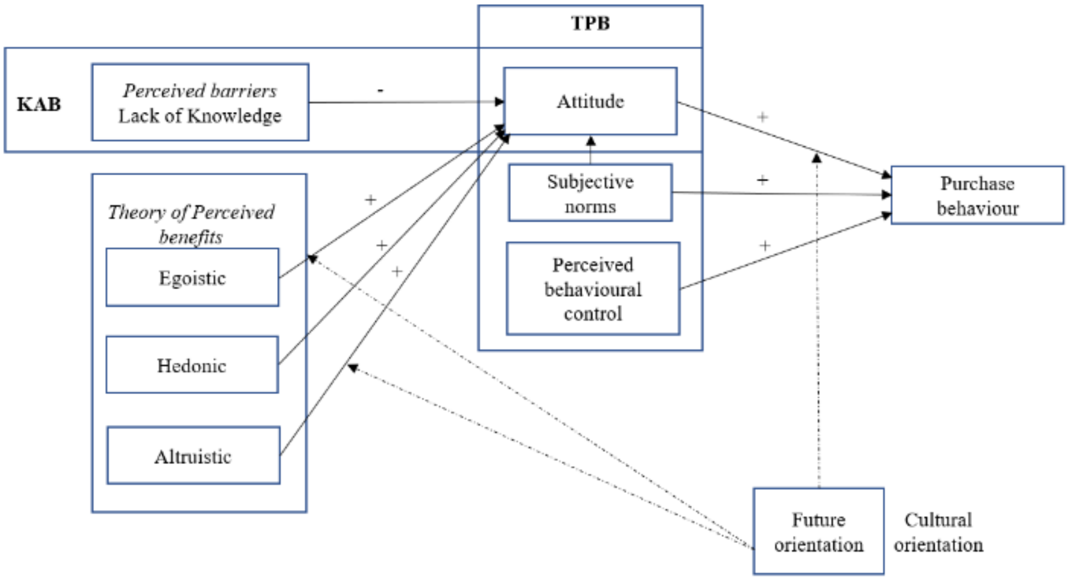
Future orientation is a culturally temporal value that reflects the extent to which individuals in societies engage in a particular behaviour with their concerns about its future outcomes (Carmi & Arnon, 2014). Future orientation is a foremost factor in sustainable consumption as consumers weigh trade-offs between immediate gains (i.e., good taste) and distant gains (i.e., health) (Gad Mohsen & Dacko, 2013). Chekima et al. (2019) suggest the moderating effects of future orientation on the relationships between product attributes, environmental attitude and organic food consumption. Still, the authors encourage further research to elicit its role in organic food contexts.

Proposed conceptual model for organic food purchase and consumption

Figure 1 illustrates an integrative framework for understanding organic food purchase. This model links components of the KAB, perceived benefits, and cultural values with organic food purchase intention through key behavioural determinants in the TPB, including attitude, subjective norms, and perceived behavioural control (PBC).

As shown in Figure 1, organic food consumption's perceived benefits and barriers exert attitudes toward the related purchase. Lacking knowledge, the main prohibitor to following a healthier diet with sustainable products such as organic food (Rana & Paul, 2017), impacts attitudes negatively. In contrast, egoistic benefits (e.g., health and safety), hedonic benefits (e.g., sensory enjoyment), and altruistic benefits (e.g., good for farmers, animals, and the environment) serving as primary drivers of organic food purchase pose positive impacts on attitudes. Consumers often consider the contributions of organic food to personal and others' well-being compared to non-organic alternatives when making purchase decisions (Honkanen et al., 2006). Social influences reflected by subjective norms and self-control perception presented by PBC are also positively related to the behaviour (Scalco et al., 2017). Attitude is expected to partially mediate the relationships between benefits, barriers, subjective norms, and purchase behaviour. Future orientation, a culturally temporal value, strengthens the impacts of egoistic and altruistic benefits on attitudes and the impact of attitudes on purchase behaviour. Recent research reveals that consistency between attitude and health-supporting behaviour is stronger when future orientation is high (Chekima et al., 2019).

Figure 1 – The integrative approach for purchase behaviour toward organic food



Contributions and implications

This study responds to calls for more advanced theoretical research into sustainable food consumption (Koklic et al., 2019). The combination of different theories in the conceptual model presented in this paper is expected to bring a more insightful perspective on consumers' purchase behaviour toward sustainable food options. Firstly, the integration of the applied influential theories, including KAB, TPB, theory of perceived benefits, and cultural value theory, should provide wider insights into what encourages and hinders consumers' organic food choices. Importantly, it elicits multi-dimensional benefits and interactions in predicting organic food purchase behaviour. Second, the integrative approach explains attitude formation, which is the significant predictor of sustainable food purchases in prior research. The importance of attitude drives by its direct impact on behaviour and indirect pathways. Third, to the best of the authors' knowledge, this is the first framework suggesting the moderating role of cultural values in the causal chain of benefits – attitudes – purchase behaviour in the sustainable food context. In the case of a high future orientation, egoistic and altruistic benefits and credence quality aspects of organic food are expected to show stronger impacts on attitudes toward consuming the product; the relationship between attitude and purchase behaviour is also anticipated to reinforce. Fourth, adding a cultural value can justify the discrepancies in promoting organic food products in different markets and cultural groups.

Overall, this study will also support stakeholders interested in promoting sustainable food consumption and organic food. A better understanding of what leads consumers to purchase behaviour can be the foundation for effective campaigns for public health organisations and marketers.

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Using Engagement To Change Entrenched Consumption Practices Around Food Waste

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Abstract
Gaining insights into a possible institutional change around Food Waste (FW) becomes an important issue while the simple but entrenched consumption practices underlie the FW behavior. The current research aims to approach this need by investigating the role of Actor Engagement (AE) in practice change.

Using Netnography, this research aims to explore the daily institutional efforts of actors engaged with online communities built by Love Food Hate Waste (LFHW) on Facebook in two different contexts.
Preliminary findings identify the strategies used by practitioners to promote FW-reducing practices and corresponding patterns of AE behaviors (AEBs) as a form of institutional work accommodating different stages of practice change.

Findings highlight the possibility of ensuring purposeful AE and suggest observing and organizing AEBs to have a reflexive and adaptive approach to practice change.
The research can broaden the landscape of AE research toward fostering sustainable consumption behaviors and social engagement marketing.

Keywords: Food Waste, Actor Engagement Behaviors, Practice Change

Do Financial Incentives Increase Covid-19 Vaccination?

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Abstract:
To combat the enormous impact of Covid-19 on population health, many governments across the world introduced financial incentives to encourage vaccination. However, there is limited and mixed evidence on whether financial incentives increase vaccination. This research aims to provide a systematic analysis of the effect of financial incentives introduced in 26 states of the US between January and July 2021 on Covid vaccination. We compiled an extensive dataset on Covid vaccination, incentives and state characteristics from multiple public sources. Using a logistic diffusion model, we investigated the association of different dimensions of financial incentives (total value, number of recipients, form, certainty etc.) and state characteristics with the speed and eventual number of adopters of Covid vaccines. We found that the speed and the eventual adoption of Covid vaccines were associated with state characteristics such as collectivism, social vulnerability, vaccine hesitancy, education etc., but not with financial incentives.

Keywords: Covid-19 vaccination, Vaccination uptake, financial incentives and consumer behaviour

'Liking Me': Perceived Age -related Changes On Wellbeing And Life Satisfaction In Midlife Women.

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Abstract:
Self-perceptions of aging as related to gains and losses influence our psychological wellbeing and evaluation of our life satisfaction. This study targets midlife or 'middle-age', a significant period of life transition when prevailing age stereotypes may impact outcomes of healthy aging and wellbeing. This is especially so for midlife women who often encounter personal and intergenerational stressors and losses associated with aging. This study examines the role stereotypes play on perceived age-related losses and gains, psychological wellbeing (PWB) and subjective wellbeing (SWB) of midlife women. Our result suggest positive age perceptions were associated with higher age related gains and with higher PWB. Conversely, negative age perceptions were associated with higher age related losses and lower PWB. The findings highlight the need for social marketers to engage in discussions around dismantling stereotypical views of aging perpetuated by the media so as to promote healthy aging and wellbeing in later life.

Keywords: Midlife women, age related wellbeing, stereotypes

Beyond Fear, Guilt And Shame: Contextualising A New Way Of Motivating People In Social Marketing

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Abstract:
From environmental, economic and social perspectives food waste is a significant issue. Food waste occurs at every stage of the supply chain, so tackling the issue is difficult. With more than half of food waste occurring in households, focusing on consumer food waste and consumption makes sense. In particular, two key issues require further attention, first, maintaining good food behaviours and second, changing 'bad' food behaviours. Not unsurprisingly, tackling food waste has been called an emotive subject. This paper suggests a conceptual approach for developing a framework that incorporates behaviour change theory with our understanding of the roles emotions can play on motivation. We propose that a more granular understanding of emotions can be a better tool for influencing people's food waste behaviours and propose a coding framework for further research.

Keywords: Emotion, food waste, behaviour, conceptualisation

Licensed To Influence: Government Regulation And Financial Wellbeing

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Abstract:
The ability to make informed personal financial decisions is an empowering action that can transform lives and alleviate poverty, yet access to obtaining financial advice may be cost prohibitive for the average consumer. Alongside access to advice, women have historically been given less opportunity to gain the financial knowledge and skills that allow them to become financially capable. This study explores how women build their financial capability by increasing their self-efficacy via social media. Data were collection using semi-structured interviews with members and moderators of personal finance podcast communities. Results show that participation in social media communities can build financial self-efficacy. We argue that a warning from the Australian Securities and Investments Commission (ASIC) in March 2022 targeting financial influencers ('finfluencers') has had a negative impact on how personal finance is discussed in online communities, and thus a potential negative impact on the financial self-efficacy, capability, and wellbeing of women.

Keywords: Finfluencers, financial self-efficacy, online communities

Exploring Digital Addiction As An Institutional Field

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Abstract:
The study explores digital addiction which has emerged to have negative consumer impacts on everyday living. Whilst pervasive, digital addition is not clearly defined in the literature, and numerous conflicting understandings and meanings have emerged between key marketplace actors. For example, health organizations (i.e., WHO) have expressed concerns and intentions to classify digital addiction as a psychological disorder, however such desire remains hotly contested by digital service providers. Hence, this research empirically identifies the different and contradictory frames used to understand digital addiction – with a focus on how those views determine marketplace actors' roles and responsibilities. The qualitative study adopted framing theory to lens a thematic analysis of mainstream news media articles pertaining to digital addiction. The results of this analysis present a framework which outlines the various meanings held by marketplace actors and reveals general issues between key framings of digital addiction and dominant marketplace actors. We assert that this framework advances understandings in relation to digital addiction and supports the need to formally recognise this condition as a psychological disorder, while also igniting an agenda for the imposition of stronger regulatory interventions.

Keywords: Digital Addiction; Framing Theory; Marketplace Actors

Meaningless Claims Are Not Really Meaningless

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Abstract:
The present research examines how consumers evaluate products in the presence and absence of both substantive product attribute information as well as ‘meaningless’ claims. Meaningless claims are defined as information provided about a product or a brand which is devoid of any factual, substantive, objective, or concrete information but which consumers may nonetheless ‘believe’ is a useful claim on which to base their perceptions. Across three studies we predict and find that providing meaningless claims about being ‘friendly to’ or ‘caring’ about the environment is sufficient to increase consumer perceptions of how pro-environmental a product actually is, despite these claims offering no substantive objective product insight or attribute information. This has theoretical implications for how consumers evaluate product information and practical implications for policymakers in consumer protection and advocacy, justifying the need to protect consumers through regulation of meaningless environmental marketing claims and information.

Keywords: Sustainability, Greenwashing, Meaningless claims

Informed Financial Decision-making Interventions: Systematic Literature Review

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Abstract:
Young investors are quickly entering the retail investment space. These consumers are at financial risk due to low financial literacy and heuristics-based decision making. Policy recommendations should include ways to increase *informed* financial decision making to increase consumers' financial well-being. Our systematic literature review investigated information presentation types used within financial decision-making trials and interventions to provide insights into how a successful information presentation intervention might look like. The review uncovered that information presentations that are aligned to psychological drivers perform better than education-based presentations. Information framed such that consumers can fulfil their needs to learn/achieve and belong (e.g. social comparison frame) were most successful. Information prompts at the moment of decision making (e.g., low-intrusive phone-app prompts) – making behavioural patterns salient – provided the best trigger. These findings provide insights into what elements in information interventions may provide retail investors with the intrinsic motivation, self-determination, and ability for prolonged behaviour change.

Keywords: Retail Investors, financial decision making, information presentation, intervention

Acknowledgement
The authors would like to thank the Australian Securities and Investment Commission for their support of this research as part of their study of consumer financial decision making

Turtles Nesting And Lighting: Social Marketing Initiative

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Patricia David, Griffith University

Abstract:
Most sea turtle species are endangered or threatened worldwide, with threats causing harm to sea turtles predominantly human-induced. A key area of focus in this context is managing light pollution on coastlines; given the disruption it creates on both turtle nesting activities and hatchling navigation to the ocean. This study evaluates an initiative introduced on the Sunshine Coast where a motion-activated lighting system using a narrow 625nm peak intensity wavelength light was installed at two loggerhead turtle nesting beaches along the coastline. Using the Hierarchy of Effects Model, the study found that residents' awareness of the initiative increased significantly post-exposure. At the same time, their physical activity (e.g., walking on the beach) was not disrupted. Findings indicate that environmental changes can benefit wildlife while minimising human impacts. Implications for theory and practice are discussed.

Keywords:

Covid And Physical Activity Levels: Finding The Right Social Marketing Strategies

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David Waller, University of Technology Sydney

Abstract:
This study reports the results of a survey that investigates the impact of Covid-19 on physical activity and evaluates what happens to the levels of physical activity when a significant environmental impact is imposed. Covid-19 dramatically affected our environments, including the environmental factors of both privation and pathogenic agents. Privation is the absence of a variable that is necessary for a healthy state, e.g., time, and pathogenic agents are variables that cause unhealthy conditions, e.g., work hours, and long commutes. The survey of 499 members of the general public investigated the changes in the level of physical activity during Covid and the perceived reasons different segments were impacted. A changing environment is often a recommendation for social marketing behavioural change, therefore, an understanding of the impact of this natural experiment can inform future social marketing strategies to encourage to increase physical activity through upstream, meso-stream, and downstream environmental management.

Keywords: social marketing, physical activity, environmental factors.

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Effective Evaluation For Building Sustainable Programs

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Introduction and Research Aim

Evaluation is important, assisting project stakeholders and other interested parties, including investors, to learn more about the factors that support or hinder ability for the work being evaluated to meet the intended outcomes (McHugh and Domegan 2017). Evaluation can target project performance, project outcomes and project impact. Monitoring and evaluation are critical to understand if the aims and objectives of behaviour change programs are being successfully met. Project teams are funded to deliver activities and outputs for a timed duration. Evaluations inform adaptive management enabling improvements in project efficiency over time. Monitoring and evaluation data permit insights into practices that can be confidently applied to achieve the desired outcomes. A number of methods are typically used to evaluate whether changes have occurred including surveys (Rundle-Thiele et al., 2015), focus groups, interviews, and observation (Carins et al., 2017). In best practice evaluations, researchers apply measures to calculate and compare performance over time (longitudinal research design) against baseline data (before program), and where relevant compared and contrasted with a control group (no program treatment). Ideally, evaluations should be performed by a third party to enhance the reliability of the results and eliminate any biases.

Since the 1990's, parts of southeast Queensland have been recognised as an important koala habitat. The Koala Coast is recognised as one of the most significant natural koala populations in Australia, due to the large numbers of koalas living there and the genetic distinctiveness of koalas compared with other koalas in southeast Queensland. Koala population levels are steadily decreasing (Redland City Council, 2016) with an estimate of 80 per cent decline since 1996 (Rundle-Thiele et al., 2019; Rhodes et al., 2015). Therefore, urgent action is needed to conserve and protect this iconic species. Various preventable factors contributing to declining koala numbers include, but are not limited to, traffic and domestic pets, such as dogs (Queensland Government Department of Environment and Science, 2017; Holderness-Roddam & McQuillan, 2014). Realising the importance of koalas as part of the heritage of the Redlands area, the Redlands City Council (RCC) has implemented annual awareness campaigns (2018-2020) aiming to change residents' behaviours and contribute to koala conservation. The annual campaigns include a variety of approaches and campaign messages and were communicated through various channels including Variable Message Sign (VMS), mass media (outdoor and newspapers ads) and social media.

Method

A mixed method approach was conducted including two co-design sessions (n=20) and a pre and post survey (n=538) to provide thorough insights into the effectiveness of the koala conservation campaign from the community's perspective and identify strategies for design and development of the future campaign. Trischler et al.'s (2019) seven step co-design method was utilised to provide insights into the effectiveness of the koala conservation campaign from the community's perspective. Insights gained were utilised by campaign developers to develop the 21/22 koala awareness campaign. Then a post survey was conducted to examine whether changes occurred.

First, co-design method was conducted to engage stakeholders, e.g., researchers, practitioners and community members, to provide a thorough evaluation of the past three years of the koala awareness campaign. The aim of the co-design was to gain community likes and dislikes and identify alternate designs that could be applied in the next annual campaign. In co-design, stakeholders are involved as equal partners (Binder, Brandt, & Gregory, 2008; Goodyear-Smith, Jackson, & Greenhalgh, 2015) to provide value to the entire design process (Sanders & Stappers, 2008). This project involved conducting two co-design sessions (each session was 90-minutes long) with 20 participants in February 2021. Recruitment aimed to capture a variety of demographics (aged 18 to 65+) from the local community and local conservation groups supporting the RCC's koala conservation program. In each session, participants were asked to evaluate campaign materials that had been implemented in community over the past three years. Co-design participants worked in groups to collectively design a future koala awareness program that would work for them, and other people like them. Data collection included facilitator notes, feedback grids, team design sheets, video and audio recording of team's presentations. All recorded data was transcribed and anonymised. An open coding process was employed, emphasising key aspects participant's placed value on for future koala awareness program implementation.

Pre and post campaign surveys were administered to participants online between 2021 and 2022. The baseline and follow up surveys consisted of the exact same questions, including koala awareness, knowledge of koala fatality, perceived ability to protect koalas, and psychological factors that are associated with the intention to slow down at VMSs. To measure the effectiveness of the campaign, recall questions were also added to the post survey in the follow up, including unaided recall of campaigns, campaign locations, the content of the ads, and the ad channels. Data was coded using SPSS to identify themes for open ended questions. Chi-square, t-tests and ANOVA tests were undertaken to examine gender and age group differences. Campaign effectiveness was evaluated using independent samples t-tests and descriptive statistics.

Findings and Discussion

Results from the co-design session indicated the improvement of campaign messages and execution year on year, highlighting that the most recent campaign design was viewed as more attractive and informative, providing direct messages on how the community could contribute to taking actions to protect koalas locally. They preferred messages that give value, such as do it yourself tips and clear actionable steps that showed them actions that could be taken to save koalas and prevent them from being injured. Recommendations on effective approaches included the use of recent statistics and measurable results to indicate the impact on the numbers of koalas and results achieved in recent RCC campaigns. Utilising real local experiences, including highlighting success stories in the community and specific targeting of dog owners were also indicated as a priority to increase residents' engagement with the new campaign. Finally, enhancing outdoor media placements, social media and local events were recommended to increase outreach and uptake of the campaigns. Following the implementation of insights gained from the co-design sessions, pre and post surveys were conducted to assess campaign effectiveness. Results showed that 68.4% of respondents recalled seeing one or more of the campaign messages. Knowledge of koala fatality causes, and severity of fatality causes increased and 90.5% of residents reported slowing down behaviour at VMSs. However, no improvements in the number of koala sightings submitted were observed. Survey respondents reported that they did not know how to submit a sighting.

Implications and future research

This study draws attention to the importance of evaluation for successful behaviour change programs. While the study provides insight into campaign effectiveness, and it identifies areas for future improvement it also highlights the role of evaluation as a tool that can be used to identify areas for future improvement. Without thorough outcome evaluation, it is not possible to demonstrate whether a behaviour change project is achieving the desired effect. Insights from this study can be applied to guide the next iteration of the campaign in order to deliver better outcomes.

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Latent Class Analysis Of The Health And Wellbeing Of Midlife Men: Implications For Reimagining Health Promotion

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Abstract:
Midlife is a pivotal period in one's life course in terms of finding purpose, 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 perspective, a more nuanced social marketing approach is needed to influence midlife behaviour and promote health and wellbeing. We used data from the Ten to Men survey - an Australian longitudinal study on male health. We examined respondents in two waves that are at least 40 years old (wave 1 n=6,265; wave 2 n=5,711). We find that issues of masculinity, alcohol consumption family structure and education are associated with classification into a low health and wellbeing group. The findings highlight the need for a more insightful and reimagined discussion around midlife men's health and wellbeing and more nuance in approaching, informing, and engaging men in being healthy and well.

Keywords: Midlife, Men's health and wellbeing, Latent Class Analysis

Virtual Nature For Marketing? A New Zealand Pilot Study On Immersive 360° Vr Experiences For Nature Connectedness And Wellbeing.

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Abstract:
Immersive 360° VR technologies provide exciting avenues for social marketing. The aim of this pilot study was to create 360° virtual experiences of nature. Using a mixed method visual research approach we developed four proof-of concept 360° videos integrating spatial ambisonic sound. We investigated the extent to which participants felt the experience was real; preferences for different nature scenes; and the effect the experience had on positive and negative affect, as well as nature connection state. Study participants (n=63) considered the 360° nature experiences supportive, easy, efficient, clear, exciting, interesting, inventive and leading edge. It successfully evoked feelings of being there, spatial presence, involvement, and provided a relatively high realism simulation. Viewing 360° nature videos significantly increased the CNS state scores. Our findings have implications for the use of immersive 360VR for social marketing of e-health initiatives and how we can addresses and support global health and wellbeing.

Keywords: 360° VR, Social Marketing, e-health campaigns

Using The Moa Framework To Increase Sports Participation Among Indonesian Adolescents

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Abstract:
Underpinning the Motivation, Opportunity and Ability (MOA) framework, the research applied a social marketing approach to promoting student participation in sports in a low- and middle-income country context. Three studies were conducted in Indonesia. Study 1 involved surveys and interviews with different stakeholders, including teachers, and students, to gain insights to design interventions. Study 2 was related to a pilot intervention to encourage students to participate in a sports program. In Study 3, a formal intervention was implemented and evaluated through longitudinal survey data. The success of the intervention is attributed to the robust design and alignment with social marketing benchmark criteria. The research extends the MOA framework by examining the influence of gender on sports participation. The results of the research provide directions for practitioners to design effective interventions that drive behavior change in sports within low- and middle-income countries.

Keywords: social marketing, motivation, opportunity, ability, sports

An Investigation Of Children's Exposure To Harmful Marketing

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Introduction and Research Aim

The WHO-UNICEF-Lancet Commission has identified exploitative advertising and marketing as an important threat to children, identifying fast food, sugar sweetened beverages, alcohol, tobacco, e-cigarettes and gambling as key products children are harmed by (Clark et al., 2020). The aim of this study is to examine the setting and marketing mediums in which children are exposed to such unhealthy commodity (UHC) advertising in NZ.

Background

Public concern is mounting in NZ about the amount of harmful advertising children are exposed to and, in particular, the presence and marketing of fast-food outlets in high deprivation areas and its link to children's wellbeing (Helen Clark Foundation, 2022). Health groups are calling on the Government to take action against rising rates of childhood obesity by regulating junk food marketing targeted at children (Anthony, 2022). An important step in developing policy in this area is to understand where children are seeing these messages (setting and marketing medium).

Methodology

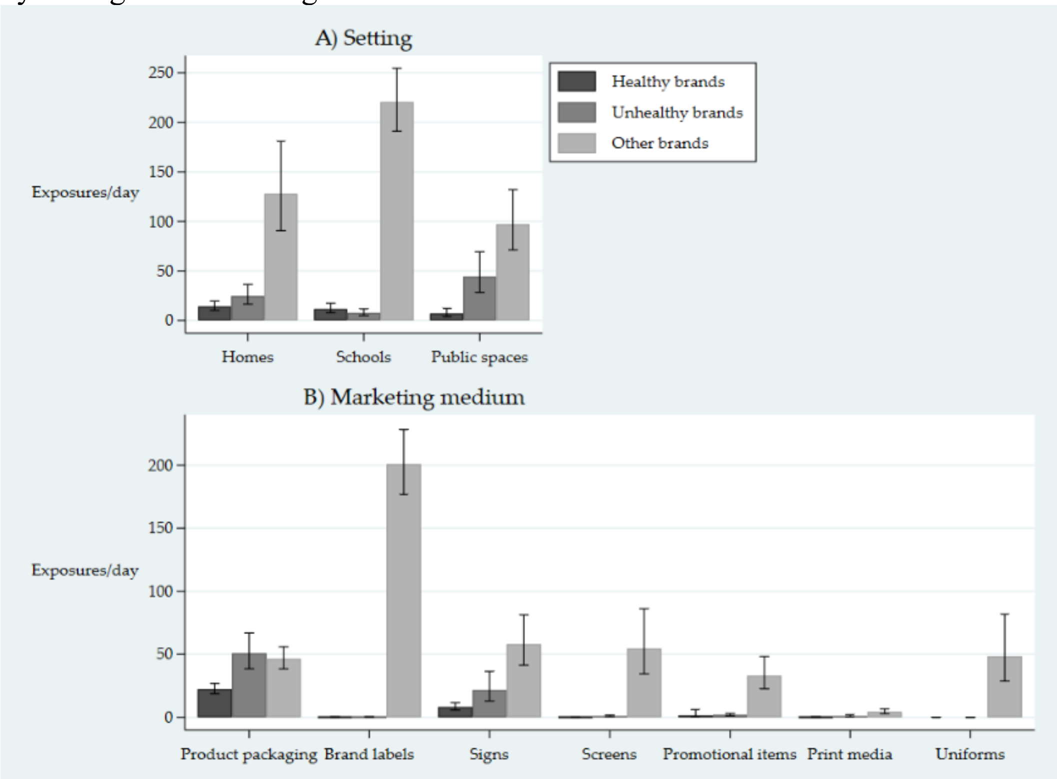
Kids'Cam was a cross-sectional, observational study that used automated wearable camera devices to capture the everyday experiences of children. Full details of the Kids'Cam methods and sampling are published elsewhere (Signal et al., 2017; Watkins et al., 2019). For this study, the images of a random sample of 90 participants stratified by sex, ethnicity and deprivation were coded for all marketing exposures for two full days (Thu and Sat). As well as the brand name and product category, the setting of each marketing exposure (e.g., home, street) was coded, as was the medium of the marketing event (e.g., sign, screen).

Following coding, marketing exposures were categorised into one of three health-related categories: 'UHC', 'social marketing and core food' and 'other'. The UHC code included all alcohol tobacco and gambling, and 'non-core' food marketing. Definitions for 'core' and 'noncore' foods and beverages were based on the WHO Regional Office for Europe Nutrient Profile Model (WHO, 2015). The social marketing and 'core' food category included social marketing messages typically promoting healthy behaviour (e.g. smokefree and anti-gambling campaigns) and core food. Core foods and beverages include those recommended for marketing to children, including breads and cereals. Non-core foods and beverages include those not recommended for marketing to children, including confectionery and sugary drinks. The 'other' category included all other product categories, e.g. electronics/technology, clothing, and media brands.

All statistical analyses were conducted in Stata 15. Mean daily exposure rates to commercial marketing by setting and marketing medium were estimated using negative binomial regression models, represented by the count of individual exposures divided by the exposure duration. Exposure duration was estimated by multiplying the number of images captured by each participant's camera by the median capture rate (seven seconds), with one day specified as 10 hours of images

Results and Discussion

As reported in the main study (Watkins et al., 2022), children were exposed to a mean of 554 brands per 10 hour day. Participants were exposed to more than twice as many UHC brands (mean of 76 per 10 hour day, 95% CI 55, 105) as 'social marketing and core food' brands (mean of 32, 95% CI 26, 39). 'Harmful commodity' marketing included a mean of 68 exposures/day to noncore food, six exposures to alcohol and two to gambling. The majority of participants' marketing exposures (80%) were from 'other' marketing, a mean of 445 exposures per day. Children from the most deprived households were exposed to significantly more UHC brands than those from the least deprived households (RR 1·87 95% CI 1·03, 3·39). In the current study we explored this exposure by setting and medium. Figure 1 below shows children's mean exposure to UHC, social marketing and core foods and 'other' marketing brands, by setting and marketing medium.



Results show children are exposed to UHC advertising most often in public spaces and see the least pro-social or core food in this setting. While children see a lot of marketing in school most of this is social-marketing, core food or 'other' marketing. In relation to marketing medium, product packaging and signage were the dominant media for UHC marketing.

The United Nations has called on member states to reduce the level of commercial marketing; to identify spaces which should be free of marketing, and, to ensure a diversity of messages (UN General Assembly, 2014). The results presented here provide useful data to inform policy discussions to address these concerns. The findings suggest marketing privileges commercial messages and sideline the voice of alternative social marketing and not-for-profit messages, and suggests public spaces, which should be safe spaces for children, are the dominant setting for exposure to UHC marketing.

In conclusion, this study found that children are repeatedly exposed to harmful marketing through product packaging and signage, predominately in public spaces, with messages overwhelmingly promoting 'unhealthy' relative to 'healthy' products.

Implications

Children's right to health under the UN Convention requires special emphasis on the "provision of primary and preventive healthcare and of public health education" (Unicef, 1989, Article 24). This requires us to support and encourage children to make healthy choices, minimize cues for unhealthy behaviours and help them understand risks via social-marketing messages. The results of this analysis suggest this is not happening - children are seeing too much unhealthy commodity marketing, most of it in their neighbourhoods in the form of packaging and signage. The results support the need for policy to increase the diversity of messages in public spaces. Our findings suggest that alcohol, unhealthy food and gambling marketing often occur in public spaces and that targeted bans and joint regulation of such marketing would be an important step in reducing the potential harm to children.

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Food Security In Developing Countries: Climate Change And Other Key Challenges

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Abstract:
This paper explores how food security in a developing country (Bangladesh) is impacted by multiple factors and adverse weather conditions. Our main focus is the small scale farmer/producer in three different farming districts in Bangladesh. The study is based on the lived experience of beef and milk agripreneurs. Data was collected from 25 in-depth interviews with farm-based entrepreneurs, government officials and non-government organisations (NGO) representatives. Results show that while farmers are sometimes able to overcome some of the many challenges in food production, their efforts are often in vain in the face of adverse weather conditions coupled with a high level of bureaucracy and corruption in many levels of agencies and institutions that are supposed to support them.

Keywords: Food security, Climate change, Bangladesh

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Destigmatising The Cannabis Industry In South Africa: A Mixed Methods Literature Review And Research Agenda

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Abstract:
Despite a global move toward the legalisation of the cannabis industry, cannabis firms still face myriad obstacles a result of stigma, yet lack a comprehensive and integrated framework for destigmatisation. This paper employs a mixed methods approach to build a destigmatisation model through a systematic literature review, and subsequently consults a working group of cannabis industry professionals to develop an industry-focused research agenda to inform the emerging industry's practices. Destigmatisation strategies were qualitatively classified into the main categories of Hiding, Conforming and Structural Responses – identified as stigma perpetuation strategies; and Affirming, Challenging and Infusing – identified as destigmatisation strategies. Destigmatisation research areas were quantitatively ranked by the working group. Affirming is found to be at the heart of destigmatisation, and an industry-collective approach to destigmatisation is identified as a high priority research need. This study serves to inform destigmatisation processes and catalyse high priority research needs for the cannabis industry.

Keywords: organisational stigma, core stigma, destigmatisation

Seniors’ Internet Skills, Risk Perception & Digital Participation

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Abstract:
Engaging with information and communication technology (ICT) and participation in the digital economy is increasingly becoming synonymous with social inclusion, which puts disengaged individuals at risk of social exclusion. One important reason for the lack of ICT engagement relates to perceptions of risk associated with use. This study investigates how senior Victorians perceive different ICT engagement risk categories. Based on 22 interviews and 708 surveys of senior Victorians living at home, we discover six distinct categories of perceived risk associated with ICT usage. We investigate how our categories of risk perception influence seniors’ willingness to participate in the digital economy. We discover that some risk perceptions hinder digital engagement while other risk perceptions may be caused by digital engagement. We also find that although internet skills moderate the relationship between risk perception and digital engagement, it may strengthen or weaken the relationship between our risk perceptions categories and digital engagement.

Keywords: Senior Consumers, Perceived Risk, Digital Inclusion.

Understanding Older Consumers' Continuance Of Digital Health Technology

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Mike Reid, RMIT University
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Abstract:
Consumers over the age of 60, face significant challenges to utilising digital health technologies (e.g., eHealth, mobile apps for health etc.). While consumer research on technology adoption has been prevalent, fewer studies have evaluated the impact of digital health technologies on older consumers' continuance. While these technologies constantly claim to improve health and well-being, little is known about how older consumers acquire this value over time. This study examines the post-adoption experience and use behaviour of digital health technology among older consumers through continuance theories, such as the Expectation Confirmation Theory and the Technology Continuance Theory. Further, the Paradox of Technology sheds light on the possible influence of the paradoxes faced by older consumers on continued use of digital health technology. The outcomes of this study have implications for social marketers, policy makers, UX designers, and other stakeholders concerned with older consumers continuance of digital health technologies.

Keywords: Older consumers, digital health technology, continuance.

Inequality And Marketing: A Retrospective-prospective Compendium

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Weng Marc Lim, Sunway University
Ranjit Voola, The University of Sydney
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Abstract:
Reducing inequality is the 10th United Nations Sustainable Development Goal (UN SDG 10). In response to multiple calls for marketing to play a more prominent role in reducing inequalities, we aim to (i) retrospect marketing studies on inequality and (ii) provide prospective suggestions to propel the role of marketing in reducing inequality. To do so, we adopt the PRISMA protocol and conduct a systematic literature review of 313 studies on inequality and marketing that were published in journals ranked "A*" and "A" by the Australian Business Deans Council. In doing so, we present a retrospective-prospective compendium of inequality and marketing, wherein (i) retrospective insights include (a) antecedents, types, and outcomes of inequality in marketing, (b) strength of marketing knowledge on inequality, and (c) theories, contexts, and methods of marketing research on inequality, whereas (ii) prospective insights include (a) theoretical and (b) practical implications for future research on inequality and marketing.

Keywords: Inequality, Marketing, Systematic Literature Review.

Participatory Social Marketing: Formative Research Insights

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Abstract:
Overweight and obesity are pressing public health crises. The transition from adolescence to young adulthood is a critical period for intervention yet evidence describing how best to engage and retain young people in prevention programs is scant. Social marketing has the potential to overcome such challenges faced in obesity prevention; however, the field has been criticised for applying methods that do not actively involve consumers and promote othering. Participatory design (PD) offers a promising avenue for advancing social marketing research and practice, and for improving obesity prevention. This paper reports preliminary outcomes from a formative research study involving a systematic review of PD application within the context of obesity prevention targeting adolescents and young adults and co-design workshops following a theory-driven abductive approach. Together, findings illustrate how theory, evidence, and consumer insight can be integrated into a participatory process of social marketing program design.

Keywords: social marketing; systematic review; co-design

Blurred Minds Academy: Evaluation Of A Social Marketing Product

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James Durl, Griffith University
Murooj Yousef, Griffith University

Abstract:
Health risks and financial burden are well documented concerning adolescents' alcohol and other drug consumption. Most often, responsibility of finding and delivering engaging and effective alcohol and drug education is placed on time strained teachers. While effective programs exist, fidelity issues in form of program delivery have been observed, resulting in limited impact of many evidence-based prevention programs. This study reports evaluation data from the Blurred Minds Academy (BMA), a program specifically designed to overcome fidelity issues and often observed outdated program curriculum due to the ending of funding. BMA provides students with gamified, curriculum and theory mapped modules while empowering teachers to facilitate an effective program delivery with efficient lesson planning resources. A pre-post questionnaire involving constructs and items from Social Cognitive Theory were utilised to assess outcome change. The sample contains 2777 students from 29 schools and 20 teachers in Australia. Repeated measure analysis demonstrated positive changes across key outcome measures (attitudes, self-efficacy, and social norms) following program completion. More than three quarters of teachers would recommend the Academy to other teachers. Key challenges facing the BMA product are discussed.

Keywords:

Improving Social Marketing Programs Using Cbe

James Durl, Griffith University
Timo Dietrich, Griffith University
Ben Williams, Griffith University
Sharyn Rundle-Thiele, Griffith University

Abstract:
Building marketing solutions that deliver health, social and environmental outcomes require effective processes, principles, and activities. The Co-create, Build and Engage (CBE™) process delivers a re-iterative three step process demonstrating where and how up to eight core-social marketing principles can be applied to deliver ideated solutions to target audiences. More detailed explanations of application of the co-creation and engage phases exist, yet ambiguity remains regarding activities undertaken within the 'Build' stage, specifically regarding how learned insights from the co-creation phase are translated into solution design. This study explains how insights obtained from the co-creation stage were used to further extend and improve the [*Name redacted*] program. Principles and activities undertaken to iterate the program are summarised alongside documentation of decisions made, and challenges faced in developing each iteration. Examining these distinct iterations highlights both the re-iterative and strategic nature of CBE™ while also demonstrating how insights generated during co-creation are embedded into program improvements.

Keywords: CBE, Social Marketing, re-iterative.

Empowering Women: Market Consequences, Mechanisms, And Contingencies

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Abstract:
Past studies investigate whether empowering disadvantaged female employees to close the gender gap (i.e., gender equality at work) influences the performance of organizations (e.g., productivity, financial performance). Unlike these studies, drawing on signalling theory and social identity theory, this research examines the effects of gender equality at work on consumer attitudes and behaviours, the underlying mediating mechanisms, and the moderating effects of contingency factors. Based on three experimental studies across four industries with a total of 4844 consumers, this research confirms that gender equality at work increases consumers' congruence with and trust in the firm, which induces stronger intentions to purchase and spread positive word-of-mouth. These effects are moderated by gender, masculine values, zero-sum gender beliefs, and gender inequality awareness. These findings enable scholars to understand the mechanisms and contingencies underlying the market impact of empowering female employees, and they allow managers to seek ways to increase their market performance.

Keywords: gender equality at work, female empowerment, consumer reactions.

Factors Influencing Credit Attitude

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Johannes-Hugo van Schalkwyk, North West University

Introduction and Research Aim

Australia and South Africa, like many other countries, are battling unsustainably high levels of consumer debt made even worse by increasing interest rates (O'Brien, 2021). There are various reasons for this. Though many consumers were forced deeper into debt by Covid 19 global consumer credit has steadily been rising for several decades now (Stock, 2021). This started with society gradually shifting from savings and shunning debt to normalizing and actively embracing debt. This shift has several external causes, among them modern advertising and marketing (Czarnecka & Mogagi, 2020) and financial literacy in an ever more complex financial environment (Kurowski, 2021). There are however also several internal factors contributing to a consumer's propensity for taking on debt and becoming overindebted. This study will examine the internal factors most often identified from previous studies and combine those factors into one model to show how they impact a consumer's attitude towards debt.

The aim of this study is:
To determine the relationship between social comparison, materialism, status consumption, attitude towards money, impulsive buying, and attitude towards credit.

We address two research questions in line with this aim:
RQ1: Does a relationship exist between social comparison, materialism, impulsive buying, and a positive attitude towards money
RQ2: Does social comparison, materialism, impulsive buying, and a positive attitude towards money indicate a positive attitude towards credit

Background and/or Conceptual Model

The conceptual model in Figure 1 below shows the variables Status consumption (SOC), Materialism (M), Impulsive buying (IB), Attitude towards money (AM), and Credit attitude (CA).

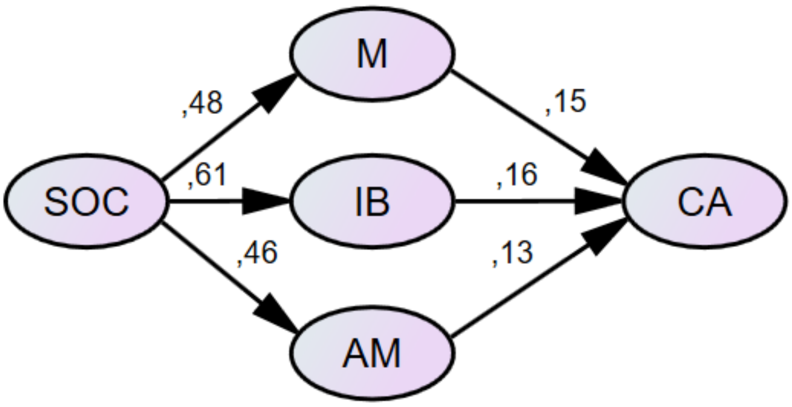

Figure 1 – Conceptual model, Credit attitude as dependent

The conceptual model hypothesises that Social comparison increases and is mediated by Materialism, Impulsive buying, and Attitude towards money, towards Credit attitude. *Social comparison* is the "tendency to compare one's own status to that of others in determining whether or not one has enough". This leads some consumers to where larger and more frequent purchases become necessary to satisfy their competitive appetite often using credit to do so (Norvilitis & Mao, 2013). *Impulsive buying* is "a consumer's tendency to buy spontaneously, unreflectively, immediately and kinetically" (Rook & Fisher, 1995). Impulsive buying is associated with the desire for immediate gratification, which is linked to irresponsible credit behaviour (Norvilitis, 2014; Adams & Moore, 2007). *Attitude towards money* determines if money acts as an external motivator for a person (Monteiro *et al.,* 2014). Several previous studies have found a correlation between how people see money and their attitude towards debt (Harnish *et al*., 2018; Robb & Sharpe, 2009). *Materialism* is defined by Belk (1985) as “the importance a consumer attaches to worldly possessions”. Several studies have found a correlation between materialism and a positive attitude towards debt to the extent that materialism has been as a predictor for debt appetite and tolerance for higher levels of debt (Donnelly *et al*., 2013; Ponchio & Aranha, 2008; Fitzmaurice & Comegys, 2006).

Methodology

This quantitative research followed a descriptive research design utilising a single cross-sectional sample. Convenience sampling was used and a total of 700 questionnaires were distributed. Data were collected using a self-administered questionnaire that included scales from published studies. The variables used were from verified studies, which included: social comparison by Norvilitis and Mao (2013); materialism by Richins and Dawson (1992); impulsive buying by Rook and Fisher (1995); attitude towards credit by Xiao *et al.* (1995) and Davies and Lea (1995); attitude towards money by Tang and Chiu (2003).

Results and/or Discussion and Contributions

A total of 700 questionnaires were distributed of which were 630 completed to a satisfactory degree. The results of the initial EFA indicated adequate values and fit into factors as per the literature. Reliability and validity were tested, which showed satisfactory results. Descriptive statistics showed that all items and variables had sufficiently high means and skewness between -1 and 1. Thus, following adequate EFA (with KMO and Bartlett’s test) as well as acceptable reliability and validity, the conceptual model was tested. The conceptual model in Figure 1 (not reproduced here in respect of space) showed that model fit (IFI, TLI, CFI, RMSEA, SRMR) showed acceptable values. Therefore, the model aligns with proposed literature and will be discussed in the following section.

Implications for Theory and Practice

Consumer debt has become a serious issue in many countries around the world and consequently many governments have introduced some form of consumer credit regulation (O’Brien, 2021; Kelly-Louw *et al*., 2016). Schools, universities, and other organisations have also introduced financial literacy programs intended to help people make better financial decisions which have had some success (Richins, 2011; Robb & Sharpe, 2009). Marketing, social media and personal attitudes towards credit and possessions on the other hand often drive increased spending and credit use. This includes social media companies and influencers who often present a distorted picture and an enhanced reality to trigger competitive spending and stimulate demand for their products (Czarnecka & Mogagi, 2020; Tiggemann *et al*., 2018). Given the high rates of credit use and the essential role credit plays in the modern economy marketers, consumers and credit providers will have to have to find a way to manage credit in a responsible way. Although credit providers in the past have complied with, often strict, credit regulation, this has proved to be insufficient, and governments will have to adapt legislation to remain current with changing market conditions (O’Brien, 2021). Financial literacy education will also need to be adopted to take cognisance of the changing consumer culture and pressure social comparison through social media presents, especially to younger consumers.

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Product Availability, Buying Behavior And Marketing Action: Insights From The Bop Marketplace

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Introduction and Research Aim

The development agenda 2015-2030 of the United Nations' Sustainable Development Goals (SDGs) emphasized how organizations, notably private sector firms, can and should contribute to resolving social issues in an attempt to balance the triple bottom line (United Nations, 2015). In particular, Prahalad and others (e.g., Prahalad and Hart, 2002; Prahalad and Hammond, 2002) through their conceptualization of the Bottom of the Pyramid concept, proposed that multinational corporations could support the poorest sections of society by offering affordable products through business model innovations, and at the same time, maximise profitability, given the size of the BoP market. Several studies, however, have argued that instead of extending access to products that could improve the lives of the poor, many BoP ventures are exploitative, offer non-essential commodities to vulnerable consumers who have little or no market experience, and use marketing action such as advertising appeals to create aspirational demands in (e.g., Karnani, 2009; Jaiswal and Gupta, 2015).

As a result, there is a need to examine these divergent views of the BOP concept - on whether it is beneficial or exploitative to the poor. However, there is a clear gap in available research regarding the impact of marketing actions on BoP consumption behaviour. Existing studies either provide anecdotal evidence or are conceptual in nature (Davidson, 2009; Karnani, 2007). A few empirical studies that exist have adopted exploratory and qualitative approaches to examine how marketing affects consumption behaviour (Jaiswal and Gupta, 2015). The present study is an attempt to examine consumer behaviour and firm actions in a BoP market in India. In the same study, we examine the supply-side aspects related to access and product availability and also the demand-side aspects related to the buying behaviour of the poor. We examine whether marketing actions affect consumers' re-allocation of scarce budgetary resources and, as a result, whether the poor end up buying discretionary products instead of essentials ones.

Background

Since its conceptualization over two decades ago, two broad perspectives have emerged for understanding the motives driving consumer behaviour at the BoP. The rational motive perspective suggests that the BoP consumer, knowing her/his economic constraints, would prioritize his/her basic needs such as food, sanitation, healthcare, and education over aspirational needs such as beauty, cosmetics or festivities. The second perspective questions this rationality assumption by offering various psycho-social motives and explanations, and evidence, for understanding consumer behaviour at the BoP. Using the Self Determination Theory, Chakravarti (2006) argues that while networks at the BoP may be impoverished, they are strongly experienced, and there is a lot of pressure to engage in these networks, thereby resulting in the consumption of products or services that conform to an ideal social self. Others (e.g., Jaiswal and Gupta, 2015) use compensatory consumption theory to posit that individuals suffering from a lack of self-esteem tend to compensate for it by consuming status products like jewellery (Jaikumar et al., 2018), or spending on status signalling events like weddings (Viswanathan, 2007). Thus, given the multiple factors affecting consumer choice and decision making at the BoP, including factors influencing consumption of non-essential commodities, it becomes imperative to understand whether BoP consumers adopt economic and rational perspective, or if they end up consuming products that they were better off without, but for their availability and aspirational appeal driven by marketing actions.

Methodology

Following a month-long period of observations and sample selection, we construct a roster of all the products available (216 products) at a local retail store in a BoP sample in Delhi, followed by data collection on store-level purchases of a 21-household sample for 5 days and for 99 individuals. This roster is dissected along several dimensions and is used for constructing a household level store-based consumption profile along with data on store-level purchases collected later. For the available food products, a Nutrient Profile is constructed using label information and data from the Indian Food Composition Tables (National Institute of Nutrition, 2011) for calorie, carbohydrate, protein, fibre, and fat content. We also record what is purchased from the store, by which member of the household, belonging to which household, and at what time of the day. This is combined with the product roster to generate a dataset showing consumption from the store for every household. In addition, we conduct five in-depth interviews using a snowball sampling approach, followed by two FGDs with randomly selected members from different households- male and female adults, to understand their experiences as consumers. We also conduct ten judgment-based spot interviews at the point of purchase to understand why a certain product was being purchased, who initiated the purchase, and what was its use or expected benefit.

Results and Contributions

Our results show that out of the available choices before consumers, the majority are nonessentials. Further, out of total purchases made, consumers purchase more nonessentials than essentials. We also find that higher budget spending may not necessarily mean more consumption of essentials, and instead, may reflect the higher costs of essentials as compared to non-essentials. Also, exposure to advertisements using celebrity appeals, availability of lower entry prices and small pack sizes, point of purchase displays, and strong distribution and easy availability are found to influence buying behaviour, product recall, and preference for brands, and often promote the consumption of non-essentials. Within non-essentials, a sizeable spending on tobacco, beedi, cigarettes, and pan masala has been described as a big strain on the limited means available before these households, and these being unwholesome goods, represents a social and health welfare challenge. Also, energy-rich diets containing a higher amount of sugar or salt, low on dietary fibre and carbohydrates are consumed across the sample, along with high-calorie consumption and alcohol and tobacco use, which are primary reasons for the increasing prevalence of disorders like heart diseases, under and over nourishment, hypertension, and diabetes (NIN, 2011). On the supply side, non-essentials are, on an average, cheaper than essential commodities, have lower entry prices, and are heavily promoted, all of which have implications for consumer welfare, especially for vulnerable consumer groups like the BoP who have limited market interactions, low levels of literacy and higher sociopsychological pressures within impoverished social networks (Chakravarti, 2006).

Implications for Theory and Practice

There is a need for a more nuanced understanding of BoP consumers and the impact of marketing actions and consumption on their wellbeing (Martin and Hill, 2012). In this work, we study consumer behaviour of the BoP population and how it is shaped by marketing actions and messages through field-level data collection. From a managerial standpoint, we find that simply increasing access may not necessarily imply welfare or better purchases being made at the BoP marketplace. Also, while marketing nonessential goods shifts purchase behaviour towards a non-optimal allocation of limited monetary resources available at the BoP, but if made available at comparable prices, consumers may be willing to switch from non-essentials to essential commodities. From a policy point of view, our study presents the need to reassess what is available at the BoP and how this segment allocates budget, especially to non-wholesome commodities like tobacco and sugary and salty food products, which contribute to malnourishment (NIN, 2011).

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A User Perspective On Transformative Gamification Services

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Introduction

The concept of transformative gamification is a new concept emerging from the dual paradigms of gamification and transformative services research (TSR). This concept was first introduced by Tanouri et al. (2019) and defined as games which focus on creating and maintaining uplifting changes in consumers' performances of health and well-being behaviours. It was then further investigated in other studies focusing on conceptualising this concept and different types of values transformative gamification services can provide for their users (Mulcahy et al., 2020; Tanouri et al., 2021).

Although previous studies significantly further the understanding of transformative gamification services and their position among other types of gamification and serious games, there seems to be a lack of research with regards to investigation of this concept from the users' perspective. This is particularly important since value co-creation and users' input are heavily emphasised in TSR (Anderson & Ostrom, 2015; Russell-Bennett et al., 2019) – which is the back bone of transformative gamification.

As such the aim of this study is to investigate the concept of transformative gamification from the users' perspective and understand what are the ingredients of a transformative gamification service from the perspective of the potential users. Doing so, this research focuses on addressing the below research question:

RQ: What are the main components of transformative gamification from perspective of potential end users.

Methodology

In order to address the above research question, co-design approach was used and information about users' perspective of an ideal transformative gamification service was collected through different activities during the co-design process. The co-design method has been shown to be a highly effective approach in designing health promotion interventions, transformative service design and social marketing gamification services (Dietrich et al., 2017; Kennedy et al., 2021; Schmidtke et al., 2020). It has been argued that collaborative behaviour change intervention design approaches such as co-design are more effective than expert-driven design approaches because they allow individuals to design interventions for themselves (Durl et al., 2022; Schmidtke et al., 2020).

For the purpose of this study the context of mental well-being was selected and participants were recruited from university students. The reason for choosing this context and audience was twofold. Firstly, mental well-being context seemed to be the most appropriate context as the behaviour change logic of transformative gamification is heavily inspired by cognitive behavioural therapy approaches (Tanouri et al., 2021). Secondly, young university students are considered as highly vulnerable to mental well-being problems (Epstein et al., 2019). There is also a plethora of research that encourages user-centric approaches in designing gamification services for this group (Dodero et al., 2014; Nicholson, 2015). The co-design approach selected for this research was based upon Trischler et al. (2019)'s extended co-design with addition of an storytelling component to further align co-design with the needs of vulnerable and audience as well as the requirements of mental well-being research.

Results

Data for this study was collected through 7 co-design workshops with 27 participants taking part in cart sorting and storytelling activities. After conducting thematic analysis using Yin (2011)'s framework, nine different themes emerged from the participants reflections and idea generations. Table 1 provides a brief summary of the emerged themes.

Table 2: Themes

Gamefulness The ability of a gamification service to grab users' attention and provide a joyful game-like experience	**User centricity** The extent to which the gamification service is tailored to meet the users' needs and preferences
Users' input The time and effort users need to invest in the gamification tasks	**Immersion** The extent to the game technology can provide an immersive experience
Edutainment Different forms by which gamification services can provide educational experiences for users	**Connectedness** The ability of gamification services to be accessible, shared, and played within social groups
Trustworthiness The ability of gamification services to provide an environment for users in which they feel safe and can share their personal information and engage with the gameplay	**Meaningfulness** The meaning beyond the hedonic aspects and the amusement they receive by interacting with gamification services
Cognitive/emotional response The ability of gamification services to emotionally or cognitively influence users	

Discussion and implications

The results of this study was mainly in line with previous conceptualisations of transformative gamification. However, it uncovered three themes namely trustworthiness and connectedness, and users' input for which there is a lack of research in transformative gamification. With regards to trustworthiness, although previous studies have touched on the fact that the absorption of individuals in gamification services can influence their privacy-related decision making (Trang & Weiger, 2021), there is still a dearth of research investigating the process of trust building in gamification services and how perceived trustworthiness can influence the possibility of behavioural and well-being outcomes. Therefore, it can be a venue for future research.

Concerning the connectedness theme, despite this theme often being reflected via gamification mechanics enabling user-to-user interactions, studies such as Tanouri et al. (2019) show that it can be related to the concept of social support and can mediate the relationship between value and behavioural outcomes. Therefore further investigation of the relationship between connectedness, social support, and the main mechanisms of transformative gamification can be considered as another area of future research. Lastly, regarding users' input, although previous research in services marketing and game design have addressed this issue via studies focusing on designing users' journey, there is still a lack of research in gamification research. Further research into gamification users' journey design can also lead to prolonged user engagement and enhance the uptake of such services which are among two issues that gamification researchers have long been striving to address. Therefore, it can also be a venue for future research.

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Travel and Tourism Marketing

Consumers' Reactions To Hotels' Donation Of Rooms: The Role Of Political Ideology

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Abstract:

During the COVID-19 pandemic, many hotels have donated their rooms to people in need, including frontline medical professionals and homeless people. However, very little research has been conducted to examine how consumers react to hotels' donation of rooms. We thus investigated how consumers' political ideology influences their reactions to hotels that have donated their rooms to homeless people (vs. medical professionals).

In four studies, we demonstrated that conservative consumers are less likely than liberal consumers to stay at hotels that have donated rooms to homeless people (vs. medical professionals) due to their stronger feelings of disgust toward the hotels. However, we further found that the observed effect was moderated by type of hotel (i.e., luxury vs. non-luxury).

Our research contributes to literature on political ideology and CSR as well as provide valuable insights for marketing managers in the hotel industry and policymakers about designing their room donation campaigns.

Keywords: Political ideology, Donation of Rooms, Feelings of Disgust

The Post-pandemic Shape Of Domestic And International Tourism

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Abstract:
Countries had previously closed their borders due to COVID-19. In response, governments and tourism bodies have attempted to spur domestic tourism through redeemable incentives such as hotel stays. However, as COVID-19 threats subside, borders are reopened to international visitors. Meanwhile sales-promotion research suggests that consumers may behave differently after a promotion. Going forward, they may switch from their previous brand and buy more of the promoted brand. They may stockpile i.e., stop or delay buying the promoted products. Consumers may also revert to their purchase behaviour prior to the promotion. Using the analogy of domestic tourism as the promoted brand, and international tourism as the non-promoted brand that consumers used to buy, we propose a list of questions to advance theoretical and practical insights into how domestic tourism businesses have been impacted by the pandemic, how they have managed to operate and how their marketing strategies have evolved post-pandemic.

Keywords: domestic tourism; COVID-19 pandemic; tourism strategies

Virtual Influencers In Tourism Marketing: Would You Follow?

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Abstract:
Virtual influencers have gained increasing popularity in the sphere of influencer marketing on social media. The use of virtual influencers has permeated across many industries including but not limited to fashion and beauty, entertainment, automobile and tourism. This research aims to investigate salient influencer and content related factors that prompt Instagram users' engagement with virtual influencers in a tourism context. Five online focus groups were conducted to identify attributes that may influence users' engagement and subsequently key attributes were used as stimuli for a survey experiment. A total of 309 valid survey responses were collected and analysed using discrete choice modelling. The research findings extend the current literature on social media engagement and assist tourism practitioners to leverage key factors in virtual influencer marketing. With ongoing constraints imposed by the global pandemic, the use of virtual influencers will be a valuable and innovative avenue for tourism marketing.

Keywords: Influencer marketing, virtual influencer, choice modelling

Virtual Reality Adoption In Tourism: A Comprehensive Perspective

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Abstract:
The present work investigates VR adoption from the consumers' value perspective based on their evaluation of the benefits and sacrifices. The study also integrated the element of anticipated regret and content availability and examined how these influence the individuals' VR adoption intention. The study adopted the combination of purposive and snowball sampling to reach the right respondents. 406 valid responses were obtained and utilized for further analysis using structural equation modeling. The results show that the perceived benefits have a more substantial influence on perceived value than sacrifices. However, the perceived telepresence was observed to exert a strong and significant influence on the perceived value of using VR. Further, the perceived health risk had a strong negative influence on the perceived value. Further, anticipated regret and content availability positively influences the individual VR adoption intention. Managerial implications have also been discussed.

Keywords: Anticipated Regret, Virtual Reality, Content availability

Effect Of Pre-visit Hotel's Star-Rating Safety Meanings On Post-Visit Intentions

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Abstract:
The COVID-19 pandemic has conditioned travellers to have the safety (from infections) of their stay as one of the top priorities in choosing their hotel. This work, in an initial effort using longitudinal research design, spanning from the pre-stay to the during-stay phase, examines the pre-stay safety perceptions of a hotel, shaped through its star-rating, on during-stay perceived safety, attitude, and future behavioural intentions. Data was collected from 452 guests in two phases at specific hotels who travelled during the COVID-19 period in India. The study findings confirm that pre-stay safety expectations, driven by meanings derived from the star-rating of a hotel, have a strong impact on the during-stay perceived safety and attitude, which in turn enhances future visit intentions of tourists. Finally, star-rating meanings are found to have a serial effect on future behavioural intentions, through safety perception, perceived safety, and tourist attitude.

Keywords: hotel star-rating; safety expectation; perceived safety.

Survival And Growth In Hotel Industry: Indonesia And Malaysia

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Abstract:
Hotel industry has been severely affected by the COVID-19 pandemic. How do hotel businesses in Southeast Asian countries survive and thrive through this difficult period? The current research aims to provide useful insights regarding business survival and growth strategies during global pandemic by studying the business strategies used in hotel industry in both Indonesia and Malaysia, which are the countries with high COVID-19 cases. The present study employed qualitative research using an archival research approach. Secondary data were collected from publicly available and accessible daily newspapers (printed and online versions) in Malaysia and Indonesia. The findings reveal that businesses in hotel industry mainly used market-widening, market innovation and market maintenance strategies to help hotels compete effectively in the dynamic market and enhance its competitive advantage during the low demand time. This study contributes to the tourism literature relating to survival and growth strategies in hotel industry during crisis.

Keywords: Survival strategy, hotel industry, COVID-19

Investigating Consumer Unforgiveness And Airlines Avoidance

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Abstract:
When service failure occurs in the airline industry, passengers experience more than negative emotions when they do not forgive the offending airlines. Unforgiveness does exist and it can lead to passengers distancing themselves from and avoiding the offending airlines. The current study examines unforgiveness in more depth considering its multi-dimensionalities, and its role in passengers' airline avoidance behaviour after service failure. An online survey was conducted with 403 respondents in several major cities in Indonesia, the fourth most populated country in the world. Structural Equation Modelling was employed, and the results highlight the significant mediating role of unforgiveness in the relationships between the key factors (i.e., service recovery and stability attribution) and the decision to avoid an airline and consumer trust of the airline. Other two important determinants including trust and alternative airline attractiveness were also shown to influence airline avoidance.

Keywords: Unforgiveness, airline avoidance, travel behaviour

Clusilience: Reconnecting Spatio-temporal And Resilience Dimensions

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Michael Hall, The University of Canterbury
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Abstract:
Tourism and hospitality businesses are highly susceptible to internal and external shocks and change that can potentially shift the structure and nature of tourism systems, as evidenced by the COVID-19 pandemic. Some shocks, such as those associated with disaster and crises, force governments to spend millions on supporting tourism businesses, rebuilding infrastructure, and restoring destination images. Since tourism businesses are often spatially fixed, and can be part of informal and formal networks in a location, the resilience of businesses and that of the entire network should be at the forefront of recovery priorities and preparedness strategies. Integrating the broader resilience, organisational resilience and clusters/network literatures, this study provides a conceptual lens, referred to as "clusilience" to explain the relationship between resilience and co-located tourism businesses.

Keywords: clusilience, tourism clusters, tourism networks

The Role Of Creative Self-efficacy Of Employees In Facilitating Employee And Organizational Resilience, And Financial Performance Of Tourism Firms

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Chaminda Dassanayake, Rajarata University

Abstract:
Using social cognitive theory as the theoretical lens, this study examines whether employee resilience contributes to organizational resilience and financial performance of tourism firms. We also examine whether self-creativity developed outside of the workplace can influence employee resilience and organizational resilience. We test these propositions among 478 tourism and hospitality organizations affected by COVID-19 in Sri Lanka. Results suggest that employees' creative self-efficacy have a significant positive influence on employee resilience and planned resilience but, contrary to our predictions, lessens adaptive resilience and financial performance. Employee resilience only affects planned resilience but not adaptive resilience. Employee resilience and adaptive resilience have positive influences on financial performance of the firm. Implications for theory and practice are offered

Keywords: creative self-efficacy, employee resilience, organizational resilience

Impact Of Crisis Strategies On Customers' Response

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Abstract:
The COVID-19 impact on the airline industry is substantial. This paper proposes a model of the customers' response to the marketing mix strategies during the pandemic—a literature review conducted in the crisis management domain. The review revealed that crisis communications strategies proposed by Coombs (2007) dominated the airlines' response to the crisis. The result demonstrated the role of perception of responsibility in moderating the relationship between crisis communication and customer response. Prior research has overlooked the impact of the marketing mix strategies expressed by other communications during the pandemic. As a result, this study proposes a conceptual model to explore the relationship between the marketing mix strategies during COVID-19 in the airline industry and the customers' response. In addition, it explores the moderating effect of customers' perception of airlines' responsibilities for the marketing mix strategies. The model is expected to help examine the impact of marketing mix strategies during low responsibility crises and extend the implementation of Attribution theory beyond the Situational Crisis Communication Theory (SCCT) perspective.

Keywords Crisis Marketing Strategies, Customers' response, Attribution Theory, Airlines' Crisis Management, Covid-19, Marketing strategies, Brand Equity

Is Consumer Social Media Engagement Developed By Visual Aesthetics And/or Information Quality?

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Introduction and Research Aims

Tourism is considered as one of the most contributing industries to the achievement of the Indonesia national long-term development plan. The advancement of the Indonesia tourism industry was acknowledged by the *World Travel & Tourism Council* on 2019 as the country with the most rapid growth tourism industry in South East Asia (ranked 1st), in Asia (ranked 3rd), and in the world (ranked 9th). These facts validate the significance of Indonesia tourism in the global tourism industry. On the other hand, the government; through the Ministry of Tourism and Creative Economy; realized that although the performance of the tourism industry has always been impressive in the last few years, that has been dominantly contributed by Bali. It is urgent for Indonesia to introduce some other areas to be the next major tourism destinations in Indonesia, so that this country has more to offer to the international tourists, which eventually leads them to spend more days and more money in multiple destinations in Indonesia. For that reason, the Indonesia Ministry of Tourism and Creative Economy listed the top 10 Indonesia priority new tourism destinations. The list consists of 10 destinations considered as having great potential in attracting tourists, but still receives low interests from the tourists to visit due to low level of destination awareness.

Introducing new tourism destinations is important to encourage the tourist spending more days and money in Indonesia. Some campaigns have been started to initiate the awareness building among the international public. In order to introduce those top priority (but less known) tourism destinations, social media platform Instagram has been chosen as the primary marketing communication vehicle, because the platform fits with the target market profile of the destinations (the millennials). Most of the 10 priority tourism destinations are located at the area with limited infrastructure, an area that is physically challenging to go to, and hence, they are most likely to attract younger more than elder tourists.

Based on the Elaboration Likelihood Model (Petty and Cacioppo; 1986), high level of consumer engagement indicates an effective persuasion. As on Instagram, consumer engagement is normally shown by liking or commenting on the content posted on the platform (Kusumasondjaja, 2018). Although Instagram has been widely adopted to attract consumers to make reservations, the absence of literature on social media engagement hinders tourism marketers to effectively take advantage of the potential of social media to boost sales performance. This may lead the hotel marketers to opportunity lost, as 55% of millennial consumers are more likely to make decisions based on the destination's social media presence (Mellone, 2021). For that reason, the aim of this study is:

> To examine whether or not message cues (information quality) and/or peripheral cues (visual aesthetics) used on Instagram posts lead to different levels of consumer engagement.

Therefore, these following research questions in line with this aim were addressed:

> RQ1: How do the different levels of visual aesthetics and information quality on a destination's Instagram content lead to different levels of consumer engagement?
>
> RQ2: How does the interaction of visual aesthetics and information quality on a destination's Instagram content lead to different levels of consumer engagement?

Methodology

A content analysis was performed on 12,158 posts published on the official accounts of Indonesia destinations from 1 January to 31 December 2020. There are 6 Instagram accounts of Indonesia 10 new priority tourism destinations investigated in this study; which are the Borobudur, Morotai, Wakatobi National Park, Bromo, Labuan Bajo, and the Lake Toba.

Referring to the content analysis process suggested by Krippendorf (2019), all 12,158 Instagram content investigated for this study were captured. Then, every content was coded for their visual aesthetics and information quality, and recorded for the number of likes and comments the content gained. There were 2 coders involved in the coding process to ensure the reliability of the coding results. The reliability of the coding process was measured using intercoder reliability; which scored 91.5% (indicating high level of reliability).

For the independent variables (visual aesthetics and information quality), the data was collected using a coding proses, where for visual aesthetics, code 0 was used for classical aesthetics and code 1 was used for expressive aesthetics, while for information quality, code 1 was used for high quality while code 2 was used for low quality. The operationalization of the independent constructs is explained in Table 1. Meanwhile, for the independent variable (consumer engagement), the number of likes and comments received by all content investigated in this study were converted into a *z* score, ranged from 1 to 5 (1=very low, 5=very high), to solve the issue of data normality. ANOVA was then used to analyse the data.

Table 1. Operationalization of the Constructs

Constructs	Dimensions	Operationalization
Visual Aesthetics	***Expressive***	An object is visually presented in a complex, unsymmetric, cluttery, and more colourful
	Classical	An object is visually presented in a systematic, symmetric, clear, neat, and less colours
Information Quality	***High Quality***	A caption is written completely the basic information about the destination attributes (marketing mix)
	Low Quality	A caption is written incompletely the basic information about the destination attributes (marketing mix)

Results

There were 12,158 Instagram content eligible for further analysis. Among them, there were significantly more Instagram content of tourism destinations using expressive aesthetics (65.46%) than those using classical aesthetics (34.54%) (χ^2 = 327.902, p < 0.001). However, Instagram content using classical visual aesthetics gained significantly higher engagement (M = 4.42, SD = 0.012) than those using expressive aesthetics (M = 4.26, SD = 0.012) (χ^2 (df = 1, n = 1,158) = 124.333, p < 0.015).

Moreover, there were more Instagram content of Indonesia tourism destinations using low information quality (74.46%) than those using high information quality (25.54%) (χ^2 (df = 1, n = 1,158) = 134.814, p < 0.001). However, Instagram content using high information quality in its caption generated higher consumer engagement (M = 4.54, SD = 0.012) than the ones using low information quality in their captions (M = 4.51, SD = 0.012) (χ^2 (df = 1, n = 1,158) = 124.814, p = 0.056). Nevertheless, interestingly, the difference is not significant.

Result of the interaction effect tests show that Instagram content adopting a combination of classical aesthetics and high quality information obtained consumer engagement higher than any other combinations of visual aesthetics and information quality (M = 4.55, SD = 0.013) (F(1,176) = 172.891, p < 0.002, η^2 = 0.791). Meanwhile, Instagram content using a combination of expressive aesthetics and low quality information generated consumer engagement lower than any other combination of visual strategy and information quality (M = 4.14, SD = 0.013) (F(1,176) = 53.778, p < 0.002, η^2 = 0.791).

Discussion, Research Implications, and Limitations

This study primarily found that (1) Instagram content of Indonesia tourism destinations designed with classical visual aesthetics obtained higher consumer engagement than the ones with expressive visual aesthetics. Meanwhile, (2) Instagram content of Indonesia tourism destinations using different level of information quality in their captions did not generate significantly different consumer engagement, and (3) Instagram content of Indonesia tourism destinations using a combination of classical visual aesthetics and high-quality information obtained higher consumer engagement than content using any other combinations of visual aesthetics and information quality; meanwhile, the Instagram content using a combination of expressive visual aesthetics and low information quality obtained lower consumer engagement than content using any other combinations of visual aesthetics and information quality. This particular finding extends the Elaboration Likelihood Model theory to the tourism and Instagram contexts which offered a theoretical contribution of this study that on the platform, peripheral cues are more persuasive than message cues. This result may be due to the strong visual nature of Instagram that facilitates the persuasiveness of a visual object.

Although content analysis enables researchers to observe and obtain actual behaviours, it is quite challenging to understand the meaning beyond the liking and commenting behaviour. This might be the limitation of this study. Future research might address this limitation by doing in-depth interviews on the meaning of liking or commenting behaviour, or to design an experimental study in order to be able to obtain clearer information about consumer behaviour on social media.

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Advice Network Of Tourism Entrepreneurs: Co-owner Advisor, Advice Frequency, Advisor Seniority And Entrepreneur Advisor

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Abstract:
Through the lens of entrepreneur advisor, advice frequency and advisor seniority, this study investigates advice seeking among Chinese tourism entrepreneurs whose advice network contains co-owners. The sample included 494 respondents, amongst which 275 respondents sought advice from co-owners. Comparison between multiple regression analysis results split by the presence of co-owner advisor supported the negative role of advice frequency and advisor seniority on subjective firm performance relative to competitors, as well as the moderation effect of entrepreneur advisor on the direct relationship between advisor seniority and firm performance, for advice network with co-owners. However, the relationships were not corroborated for advice network without co-owner advisors. Findings indicate that when entrepreneurs' advice network contains co-owners, advice frequency and advice network seniority tend to negatively influence firm performance, while the number of advisors who are entrepreneurs attenuates the negative effect of advisor seniority.

Keywords: co-owner advisor, advisor seniority, entrepreneur advisor

What Is The Relationship Between Event Brands And Place Brands? A Quantitative Study Using The Example Of The "bunte Republik Neustadt" Event In The Neustadt District Of The City Of Dresden.

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Abstract:
This study reveals the impacts of event brands on place brands. The relationship between event brands and place brands is examined using the event “Bunte Republik Neustadt” in the Neustadt district of Dresden, Germany. As part of a quantitative research approach, an online survey for data collection was conducted. We found a significant positive relationship between event brand attractiveness and place brand attractiveness. Additionally, event brand experience is significantly related to the customer’s place brand experience. Event brand attractiveness positively affects event brand experience as well as place brand attractiveness significantly positively influences place brand experience. Regression analysis showed a significant positive relationship both between event brand attractiveness and brand loyalty and between place brand attractiveness and brand loyalty. Brand loyalty is positively affected by both the event brand experience and the place brand experience. The event brand experience is significantly positively related to the customer’s place brand experience.

Keywords: Event Brand; Place Brand; Brand Loyalty

Solo Female Travellers: Selecting Destinations To Experience Solitude And Connectedness

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Introduction and Research Aims

Solo travellers make up 11% of the overall travel market, while 84% of them are solo female travellers (SFTs) (Condor Ferries, 2020). The understanding of solo female travel is multifaceted, ranging from staying alone the entire trip at one end to joining another travelling group at the other end (Yang et al., 2022). As SFTs are motivated to experience both solitude and connectedness while travelling alone, the current study examines the contexts and settings that fulfil both of these needs. The research question guiding this study is:
RQ: How do SFTs attempt to fulfil their need for solitude and connection through destination selection?

Background and Theoretical Concept

Motives of travelling alone for women are diverse and many solo travellers prefer to join group trips alongside their solo journeys (Haugen, 2018). Hence, SFTs may have distinct preferences for travel settings in fulfilling their solitude and connection needs during their solo journeys. Future solo travellers are generally seen as being motivated by solitude (Leith, 2020), which is also a characteristic of SFTs (Yang et al., 2019). In contrast, travel is also identified as a means of connectedness (Gössling et al., 2018), which is no longer an exception for SFTs as they encounter and sometimes seek various non-solo episodes.

Long et al. (2003) identified three physical settings for experiencing solitude. They include home, public places, and nature. While Long et al. (2003) focus on experiencing solitude in absolute aloneness, this study extends the notion of 'solitude settings' to conceptualise the solitude experience of SFTs in absolute physical aloneness and the presence of others in travelling. Further, rather than merely identifying the setting, this study aims to comprehend the features of the setting that SFTs may look in experiencing solitude and connectedness during their solo journeys. Linking to tourist motivations, the findings of this study can be broadly explained by "push" and "pull" factors as proposed by Dann (1977). This paper argues that identifying pull factors as motivators in destination selection of SFTs will provide a more nuanced understanding to the unique needs of this growing traveller segment.

Methodology

This study adopted a qualitative in-depth interview strategy with 34 SFTs who have travelled alone internationally. Participants were recruited through snowball sampling and the interviews were conducted on Zoom. The interviews continued until they reached meaning saturation. Ethical approval for the study was obtained from the Massey University Human Ethics Committee (Ethics Notification Number: 4000025040). Reflexive thematic analysis as recommended by Braun and Clarke (2006) was used to analyse the data. Transcripts were open-coded to generate initial concepts from the data. Once the patterns appeared, subthemes were categorised, and themes were identified accordingly.

Findings and Discussion

The data revealed a central theme of 'context of the setting'. Certain features of these settings are related to solitude settings as described by Long et al. (2003). The context of the setting was important as it enabled the SFTs in this study to experience solitude and connect with others as per their desire. The subthemes of safety, people's behaviour, non-touristy attractions, and ease of access emerged from the data.

Safety was a prime feature that defined the context of the setting for SFTs to experience solitude and connect with locals and other travellers when they wanted to; "element of safety that I would feel comfortable being by myself" (Gloria). SFTs consider ensuring safety while travelling alone as their own responsibility (Yang et al., 2018). Safety was considered a prime feature across various settings a SFT travels (e.g., while travelling, in accommodation, visitor attractions, restaurants and bars, etc.). Safety allowed SFTs to be comfortable being on their own and interacting with strangers in building connections.

People's behaviour defined the context of the setting for SFTs to be on their own and/or build connections. SFTs preferred people to be non-judgemental about their solo status to experience solitude; "I don't like people staring at me, I can enjoy the whole place better when I know nobody's looking or judging and it's just me walking" (Priya). Interacting with friendly others helped SFTs to expand their horizons of knowledge and experience, which was perceived as an achievement of SFTs (Poopale Ratthinan & Selamat, 2018). People being solo-friendly, and their helping mentality helped SFTs to feel less anxious to be on their own and ask for help if they were in need; "where people are naturally helpful and at the same time who mind their own business, a good balance of both is important for me" (Ashley).

SFTs preferred to travel to non-touristy attractions as it enabled them to be away from other travellers and to experience more intimacy. Hoa stated, "touristy is not my attractive place, so I will spend time in quiet areas like maybe some hidden place that other tourists would not normally go to". Visiting non-touristy attractions allowed SFTs to actively engage in seeking information about the place, helping them to deeply engage in the travel experience; "when little obscure things pop up, I find them fancy and I get a bit obsessed and feel that I must go and see those places" (Madusha).

SFTs in this study used public transportation within the countries they travelled to. Hence, ease of access was a feature they preferred. In doing so, SFTs felt a sense of achievement as they were navigating the tourism space on their own and without seeking help from others. SFTs considered being able to travel various places alone, enhanced their feelings towards positive aloneness and resulted in a feeling of empowerment. Samanta states "with good public transportation it will help me to find my own way without depending on others. I want to be independent even in such things, I think I learn to handle things on my own". While ease of access is a key motivation of travellers (Andreu et al., 2006), SFTs in this study considered it as a key feature that defines the context of the setting.

Implications for Theory and Practice

The current study expands the understanding of solitude settings by extending it to the travel context. Further, in contrast to solitude, this research adds to the knowledge in terms of the context of the setting preferred by SFTs in connecting with others while travelling solo. Further, the findings also add knowledge to the and "pull" factors in the context of SFTs' destination selection behaviour by emphasising solitude and connectedness as distinctive motives of SFTs.

This study is part of a larger research project examining the solitude and connectedness experience of SFTs. Hence, the aggregate findings will bring important insights to DMOs, tourism local bodies, and potential future SFTs in making informed decisions. The findings of this study can be utilised by DMOs in promoting destinations and developing solo female travelling-friendly marketing initiatives to attract SFTs. DMOs may consider promoting best practices (e.g., appropriate staff behaviour) and developing amenities in ensuring safety and accessibility of the destinations frequently visited by SFTs.

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Wuthering Atmospherics: Connecting Tourists To Destinations

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Abstract:
While atmosphere in tourism is often viewed through the lens of atmospheric cues of service environments, it remains unclear how the concept can be framed theoretically, in the context of tourist experience. The primary aim of this study is to provide insight into the role of atmosphere in tourist experiences, especially in enhancing visitors' physical and emotional connectedness with destinations. Our study is set in a literary tourism destination, and conducts an exploratory analysis of visitors' evaluations and accounts of their experience of the destination's main attractions. Four significant themes were uncovered, contributing to enriching tourism experiences, which we posit relate to atmosphere: *weather conditions*, *vivid natural landscape*, *bodily immersion in the setting* and an *intimate ambience*. In revealing these aspects, we expand knowledge on the importance of identifying atmosphere aspects that make tourism experiences memorable and engaging, and that can be used to market destinations as unique and suggestive.

Keywords: atmosphere, destination brand, tourist experience,

Domestic Travel Motivations: Post Covid

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Abstract:
The COVID-19 pandemic has had major impacts globally (socially and economically); the tourism industry has been especially hard hit. The impact has been particularly felt in countries that have implemented strict international border control, such as New Zealand. Domestic tourism has been the main succor for tourism practitioners in New Zealand for over two years, and the uncertainty of how and when borders would reopen to international visitors, along with the (un)stability of boarder control, means that this could be the case for some time. Domestic tourism has the potential to not only support the struggling tourism industry during the pandemic but also assist in the recovery process, as international levels slowly return. This study investigates domestic travel motivations and the effects of travel risk perception on domestic tourists in New Zealand - in relation to their travel behaviours right now, and when the borders re-open.

Keywords: domestic travel motivations, risk perception, COVID-19
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Tourism Policy And Practice In Regional Western Australia: Perspectives Of Destinations Stakeholders

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Abstract
Tourism has been identified as one of Australia's five critical sectors (Deloitte 2013) and regional tourism is an important part of the sector. Despite this, there has been little research into what makes regional tourism successful or how tourism policy and practices are undertaken. This research contributes to filling this gap by examining where such policy is generated and where it is implemented. Tourism policy-related documents were examined and in-depth interviews with key informants were analysed using the Leximancer program to explore themes and the concepts contributing to them. The results are analysed to capture interviewees' *"lived experiences"* in planning, managing, and measuring tourism, and suggested tourism destinations have characteristics that are determined by tourism's importance to the destination, e.g., the economic climate and its impact on corporate and leisure travel, and this determines policy direction that has unique managerial implications for each destination.

Keywords: tourism, policy, stakeholders.

Totally Awesome! How 'expected' Awe Influences Future Travel Intentions

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Abstract:
The purpose of this research was to test whether narrative-based advertisements elicit higher levels of expected awe than image-based advertisements, and whether the expected awe acts as a potential causal mechanism influencing travel intention. Two experiments were conducted to test hypotheses and identify the underlying causal mechanism influencing travel intention. Findings show narrative-based (vs image-based) tourism advertisements elicit greater "expected" awe in viewers. What is more, the expected awe mediates the effect of the advertisements on travel intention. The findings from this research appear to be the first to demonstrate that narrative-based ads can elicit 'expected' awe in viewers. The current research also contributes to the literature on 'mental transportation' by providing a much more nuanced understanding of the transportation concept. This research also adds to the literature on tourism marketing by identifying awe as a key causal mechanism that influences travel intention.

Keywords: Tourism advertising, Emotions, Awe

Is It Worth The Hassle? Dealing With Crowds And The Effects On Wom

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Catherine Bentham, The University of Auckland
Gavin Northey, Griffin University
Steve D'Alessandro, The University of Tasmania

Abstract:
Overcrowding in tourism is a key issue, yet the full effects of crowding are unknown. This study determines the effects of perceived crowding on word-of-mouth (WOM) intentions, as well as the underlying influence of spatial displacement and anticipated satisfaction on this relationship. A survey experiment, comprised of US residents with the propensity to travel, found a negative effect of perceived crowding on WOM intentions. Additionally, this study found a mediating role of spatial displacement and anticipated satisfaction; with spatial displacement negatively related to WOM intentions, contrary to anticipated satisfaction which was positively related. This research provides managers and marketers with guidelines for strategy development and advertising advice to minimise the effects of perceived crowding on WOM. Moreover, it is one of the first studies to empirically demonstrate the effect of perceived crowding on WOM intentions. It extends the existing theory to provide a deeper understanding of the effects of crowding in tourism.

Keywords: Overcrowding, spatial displacement, word of mouth

Virtual Tourism: A New Possibility For Non-pharmacological Interventions In Dementia Prevention And Treatment

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Abstract:
Increasing numbers of people are suffering from dementia, a psychological disorder for which there is still no cure. In response to such a global health challenge, this conceptual study highlights the possible benefits of virtual tourism for people with dementia, especially when mobility is severely limited by pandemic or disease. Based on positive psychology, virtual tourism could be a prospective intervention for prevention and treatment of dementia. By synthesizing relevant literature, this paper also identified an under-researched tourist group and identifies critical directions for academics and practitioners in the tourism, marketing, and medical disciplines.

Keywords: Virtual tourism; Dementia prevention and treatment; Non-pharmacological interventions

Analysis Of Searching Behavior Patterns Of Smart Tourism By Country

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Abstract:
Smart tourism behavior generates a large amount of information. From the perspective of public sector and business, the most important benefit associated with technology is the incremental growth of information, which can identify the preferences or needs of tourists' behavior from the data, and then improve or provide relative services to enhance the consumer experience and create more business opportunities to upgrade the industry. This research analyzes the behavior patterns of visitors searching websites by country through The Taipei Travel weblogs, and finds that all countries' travel website browsing behavior patterns show "number of page views" as a intermediary variable. In terms of time spent online, Asian countries (Japan, Hong Kong, Singapore, Malaysia, Thailand), with the exception of the Philippines, prefer to access the Internet after work, while European and American countries, including Canada and the United States, prefer to access the Internet in the morning. In terms of visiting frequency, both Canada and the United States, the longer it takes to visit a website after the first time, the longer they stay on The Taipei Travel, while the other countries, including Japan, Hong Kong and Singapore, do the opposite. In terms of how information is obtained, the only country that likes to actively search and obtain travel information is Japan, while the countries that like to obtain travel information passively are Canada, Hong Kong, Singapore, the United States, and the Philippines. Based on the results, we can disseminate relevant information to the visitors of each country according to their preferences.

Key words: Website weblogs, Website Searching Behavior Patterns, Intermediary variable.

Subjective Age And The Use Of Novel Technology

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Abstract:
As novel technologies are reshaping the tourism and hospitality industry, it is crucial for managers to understand what factors determine travellers' decision to accept them. The present research investigates how subjective age—how old or young an individual *feels*—influences the intention to use new technologies in the travel context. Building on prior research on technology acceptance and subjective age, we hypothesize that feeling youthful increases the intention to use novel technology and that perceived enjoyment mediates this effect. Three experimental studies tested these hypotheses. In Study 1, individuals with younger subjective age showed greater intention to visit the robot-staffed hotel because they perceived it as more enjoyable. In Study 2 and 3, we manipulated participants' subjective age and replicated the effect of subjective age on the intention to use a robot-staffed hotel (Study 2) and airport self-service kiosks (Study 3). These findings offer both theoretical and practical implications.

Keywords: subjective age, technology, perceived enjoyment

Examining Factors Affecting Destination Image And Behaviour Intentions In Periodic Hallmark Business Events

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Introduction and Research Aims

Periodic Hallmark (i.e. large-scale, regularly occurring) business events (e.g. conventions, exhibitions and trade fairs) (PHBE) and associated business tourism, have arisen as a mechanism for encouraging economic activity (Dwyer et al., 2000; Rogerson, 2005) and brand imagery (Richards & Palmer, 2012) for the destinations that host them. Over time, events of this nature frequently become synonymous with a destination (Getz, 2013). The World Travel and Tourism Council's (2019) report demonstrates that the economic value of global business tourism is over 1263 billion USD, which includes delegates spend on travel, accommodation, entertainment, shopping, and pre/post-event tours. Evidently the economic benefits of business events are well-established, yet research is deficient in identifying consumer-based factors that contribute to their success (Wang & Jin, 2019). Specifically, greater theoretical and empirical understanding is required around the event and destination cues (i.e. aspects relating to event itself and host destination infrastructure) as perceived by the PHBE consumer, affect positive destination image perceptions that, in turn, influence behavioural outcomes toward the event and the host destination. Event consumers interaction with the destination and their touristic needs vary based on event type (Wang & Jin, 2019). To date, understanding event consumption experiences and associated consumer behaviour outcomes have been limited to the study of leisure events (Carneiro et al, 2019; Çevik & Şimşek, 2020; Lee & Chang, 2017). Rinallo et al. (2010; 2017) present various reasons why the attributes of 'hallmark business events' are different to 'hallmark leisure events'. Rinallo, Borghini & Golfetto (2010, p.252) explain that the B2B domain presents a very different experience for the consumer. PHBE tend to be major events, often marked by "sensorial overwhelming, information overload, and physical fatigue" (Rinallo, Borghini, & Golfetto, 2010, p. 252). By comparison, Rinallo et al. (2010) evaluate emotional stimuli produced by leisure event attendees in leisure event settings as more likely to include "fun, fantasies and feelings". Therefore, these stimuli have been found to create different emotional states and cognitive processes for business event attendees, such as, being immersed in the products being exhibited (Rinallo et al., 2010). Thus, the nature of the PHBE experience is different and needs further work. Whether PHBE can influence consumer decision making (in relation to the intention to revisit the event and destination), thus influencing destination image, is not well understood. Furthermore, existing studies do not fully capture perceptions of non-event attributes (i.e. destination attractions and amenities) that affect destination image perceptions and behaviours. Although the quality of event experiences can be expected to be a critical determining factor in how an individual perceives the image of a destination (Arnegger & Herz, 2016), this relationship has not been investigated fully in business event literature (Sarmento & Simões, 2018).

To this end, we addressed two research questions:

RQ1. What attributes of hallmark business events, as perceived by PHBE consumers, influence their perceptions of event image and destination image?

RQ2. To what extent does a PHBE consumer's destination image influence their future behaviours toward XX and YY?

Background and/or Conceptual Model

This study draws upon the Stimulus-Organism-Response (S-O-R) paradigm from environmental psychology (Mehrabian & Russell, 1974; Baker et al., 2014) to delineate interrelationships among determinants of image formation in a PHBE setting. Further, as we are investigating what attributes of PHBE influence the overall destination image formation, the concepts of experiencescape (Pizam & Tasci, 2019), eventscape (Tattersall & Cooper, 2014), destination experience (Chen, Suntikul, & King, 2019; J.-H. Kim, 2014) also inform the proposed framework. Our proposed framework predicts that various aspects of the event and host destination environment (acting as stimulus) cause changes to an individual's cognitive and affective processes (acting as organisms which evoke emotional responses) in the form of overall destination image perceptions. Here, it is theorised that overall destination image is a multi-dimensional construct comprised of 1) event image, 2) destination image and 3) industry image. This overall destination image construct then further influences patterns of individual behaviour (acting as responses).

Methodology

Given limited PHBE research, 41 semi-structured in-depth interviews with 25 business event experts and 16 business event consumers (delegates) were conducted in Bangladesh. As the context for data collection, Bangladesh was identified as an emerging destination for PHBEs, attracting large numbers of international business tourists. Interviews were conducted via Zoom as the most appropriate face-to-face interviewing method in the context of COVID-19 research parameters. Each interview lasted between 30 minutes and 1.5 hours. All interviews were recorded and transcribed, and data was coded by applying themes derived from literature and from the emergent data via NVivo software. Member checking was carried out in three phases (Transcription check, re-interviewing to refine findings and 2 focus group discussions to validate findings) to discern the coding validity, reliability, with minor modifications occurring as a result of enacting the coding process (Birt, Scott, Cavers, Campbell, & Walter, 2016; Lincoln & Guba, 1985).

Results and/or Discussion and Contributions

Findings indicate that the perceptions of a PHBE delegate are influenced not just by the event event experience, but also the wider destination where the event takes place, along with any in-situ industry engagement that occurs. These three facets of PHBE experiences collectively play an important role in destination image formation. As such, three levels of cues (event cues, destination cues, and industry cues) and three levels of images (event image, destination image and industry image) have emerged from the study. When discussing the event cues in PHBE contexts that can influence the overall destination image perception of an event consumer, the findings revealed eight main event cues specific to PHBE, which are *1) Sensory cues, 2) Functional cues, 3) Social cues, 4) Innovation cues, 5) Reputation Cues 6) Value add-ons activity cues 7) Media and PR cues, and 8) Safety and security cues.* Under the destination cues *Customs and Immigration Experience* has emerged as a new dimension that can influence the perception of a PHBE consumers in the formation of their overall destination image. Finally, a new cue *'Industry Cue'* has emerged from the data, which represents the PHBE consumers interaction with industry (e.g., factory visit, industry visits and meeting clients) can influence their perception of the industry of the host country and can also stimulate their overall destination image formation. By integrating this new knowledge and understanding, a new conceptual framework of PHBE experiencescape is created. This new dimension explains how an industry experience can formulate the overall/holistic experience of a PHBE consumers, and their importance in the formulation of the overall destination image. Therefore, both PHBE organisers and the host city government should work as a team in delivering a memorable pleasant experience to PHBE consumers to influence their future decisions of returning and recommending the event, and destination and investing in the host destination.

Implications for Theory and Practice

The findings aim to inform practitioners and policymakers on the allocation of resources to those critical activities embedded in PHBE and destination-related activities to stimulate favourable destination images and behaviours towards the event and host destination. Moreover, the host destination government can use these findings in designing their destination experience by effectively targeting the PHBE consumer to maximise the economic benefits of hosting PHBE.

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How Do Foreign Tourists React To Mistranslations?

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Abstract:
Machine translation has been in widespread use for intercultural service encounters (ICSE). For example, restaurants need to have their menus translated into foreign languages for foreign tourists. Although accuracy has been dramatically improving, there are still mistranslations. Generally, mistranslations should be corrected to avoid trouble between foreign customers and service providers. However, mistranslations can also work as accidental humor. This study examines how translation failures found on a restaurant menu can affect consumer perceptions via a scenario experiment. The results reveal that perceived humor engendered by mistranslation increases consumer desire to interact with their service providers as compared to no translations. That effect is mediated by customers' warm perceptions of the restaurant. The study contributes to an ICSE study on the positive effects of improper translation. For practitioners, it is important to try to communicate with foreign customers in their native tongue, even if that effort is sometimes imperfect.

Keywords: Intercultural service encounters (ICSE); mistranslation;customer desire to interact with service providers.

Airbnb Online Experiences: A Mixed Method Design

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Mingming Cheng, Curtin University

Abstract:
This research investigates the rapidly growing Airbnb online experiences and their impacts on participants recommendation. Using online reviews, a two-stage sequential mixed method was performed. Our results show the host of Airbnb experiences is the most frequently mentioned dimension. Participants' positive experience with Airbnb online experiences hosts enhance the positive relationship between participants' educational experience and recommendations. This study makes important contributions to the consumer psychology literature by providing deep insights into the emerging peer-to-peer online experiences.

Keywords: Airbnb; Online experience; Online reviews; host

Information Framing And Adoption Of Virtual Tourism Applications

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Tobias Otterbring, University of Agder
Babak Taheri, Nottingham Business School, Nottingham Trent University

Abstract:
The study aims to examine how information framing (negative vs positive) influence the adoption of virtual tourism applications. Using three between subject experimental designs, data were collected through Prolific Academic Limited, a popular online participant recruitment platform from United Kingdom region. The study found that the participants in the negative framing condition reported significantly higher levels of pandemic travel anxiety than participants in the positive framing condition. Similarly, the participants in the negative framing condition reported significantly higher adoption intentions of virtual tourism than participants in the positive framing condition. Next we found that pandemic travel anxiety served as the mediator, between information framing and participants' virtual tourism intentions. Finally, manipulating the negative information framing across different negative conditions, we observed similar findings across all types of negative effect irrespective of pandemic or non-pandemic related negative events.

Keywords: information framing, travel anxiety, virtual tourism

Ecotourism, Motivations And Impacts On Consumers' Identity

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Introduction and Research Aim

Since 1965, ecotourism has evolved as an interesting alternative tourism within both the tourism industry and academic research (Van De Merwe,1996). Due to environmental problems caused by oil spills, lack of appropriate toxic waste management, growth in nuclear weapon and energy use (Noe & Snow, 1990), people are becoming more aware that they are not unsusceptible to any ecological disasters and that they cannot exist if the system is chaotic (Dunlap, 1980). Hirsh and Dolderman (2007), however, argue that, because the fundamental cause for those environmental problems is consumers' detachment from nature, once an individual-nature connection is established an empathy for the environment would emerge. Ecotourism, therefore, provides this connectedness between the individual and nature that potentially leads to a sense of human-environment relatedness, which in return would result in what Bragg (1996) refers to as the "ecological self-concept". In this regard, the concept of environmental self-identity is still fairly new (Teeroovengadum, 2018); especially in relation to ecotourism, where there is paucity in exploring the impacts of ecotourism on the consumer's identity formation.

The present ethnographic study will give us a nuanced understanding for the detailed effects of the ecotourism experience on the tourist's self-identity development. We explore how consumers use the experiences offered to him/her at ecotourism-sites to construct their self-identity and what values they assign to ecotourism after their experience. Accordingly, we employ an interpretivist approach to examine the consumers' personal view on ecotourism and their attitudes towards the ecotourism sites based on their experiences. By conducting first netnography, we will examine the interaction between people on social media and on travel websites related to ecotourism, as this allows us to gain a sense of what ecotourism represents to them. Then, then the researcher will engage in participant-observation at two ecotourism-sites in Algeria and The U.K., which also involves a number of semi-structured interviews with fellow visitors at those ecotourism-sites, to investigate how they have formed their views of the ecotourism activities and whether these activities change their attitudes or behaviour. How do their ecotourism experiences influence their overall attitude towards pro-environmental consumption and sustainability**?**

While this ethnographic research is still in progress, the present paper examines in the following literature review two main research questions:

RQ1: What are the underlying motivations behind a tourist's decision to visit eco-tourism sites?
RQ2: How do exciting or frustrating experiences at ecotourism sites affect the tourist's self-identity and value system?

Discussion of the Literature and Implication

Our thorough review of the literature found that the consumption of ecotourism is considered to be an important alternative type of tourism with high potential for contributing to a sustainable development (D'Souza et al., 2019) via its mediator role between consumers' attitudes and pro-environmentalism. What motivates tourists to choose ecotourism is closely related to their environmental self-identity – although that is not always the case. While the causal relationship between ecotourism and environmental self-identity is remarkable, Blamey and Braithwaite (1997) suggest that ecotourism is not necessarily a choice for only those who have pro-environmental concerns. In fact, it is also a conspicuous symbol of a desired social norm or identity (Beall et al., 2021). New findings suggest that projecting social status to others is a strong influencing factor in directing traveller towards ecotourism destinations (Beall et al). Moreover, what really seems to motivate the consumer to engage in ecotourism is the presentation of functional values: "uniqueness, utility and quality value" (Wiedmann, 2007), which have been found to play a major role. But more important is the emotional value, as consumers appear to be keener to choose ecotourism destinations when a destination carries a particular emotional appeal or allure for them (Jamrozy & Lawonk, 2017). According to Panda (2013), the emotional appeal could be either positive (i.e. love, pride, joy, humour, patriotism, humour or nostalgia) or negative (i.e. fear, guilt and shame). Once tourists are on the eco-tourism site and take part in the activities, this is when the characteristics of their self-identity(s) start to reveal themselves.

The influence of the environmental self-identity appears to have direct and positive impact on attitude towards ecotourism, as consumers with a stronger environmental self-identity are more willing to pay a premium and show in addition to their participation in ecotourism activities also a remarkable interest for ecotourism that goes beyond the trip itself. This proves the direct mediating effects of the environmental self-identity on tourists' attitudes and behaviour towards nature and local communities (Teeroovengadum, 2018). The pro-environmental behaviour can thereby work as agents in achieving sustainability and eco-tourism development. This finding is particularly true in case of community-oriented ecotourism, where the focus is on the support shown by the local communities (D'Souza et al, 2019). Moreover, a positive destination-image can positively affect the tourist's attitude towards the environment. Therefore, building or improving the eco-image of a destination facilitates the development of sustainable eco-tourism (Pham & Khanh, 2020).

However, experiencing an unwanted eco-tourism experience or an unpleasant event can result in not just eco-tourism but also of nature having a negative and discouraging appeal for the tourist. The tourist might respond with what Canniford and Shankar (2007) call a "practice of purification", whereby the tourist reacts towards unwanted circumstances as "betrayals" that harm the quality of his/her holidays. Although Canniford and Shankar (2007) were looking specifically at the context of the surfing culture, this activity is nature based and, hence, could be considered as a form of ecotourism. Still, concept of "practices of purification" has not been looked at within the context of ecotourism. This is strange, since a tourist may find the presented eco-tourism experience unauthentic and, subsequently, responds to it by justifying his or her experience in order to sustain the idea that nature (eco-tourism site) is separated from culture (sources that shape consumption). We can say that this action would be a potential reaction to the contradiction between the experienced simulacrum (MacCannell, 1973) and the consumer's and the society's pro-environmental self-identity that deliberately wants to protect what ecotourism-sites represent to it.

Implications for Theory and Practice

Due to the importance of ecotourism in minimising the negative effects of the tourism industry on the environment, culture and the welfares of local communities while maintaining the economic benefits, it is essential to explore this industry from various angles in order to find the best ways to advance the development of this type of tourism further. In terms of consuming ecotourism, we have found that it has remarkable effects on consumer's attitude and behaviour towards nature... and vice versa. The next steps in this research are to conduct the outlined netnographic and ethnographic data collection to explore the consumption of ecotourism from the consumer's perspective, and to discover the effects that different cultural contexts may have on this phenomenon and on the tourist's self-identity. The distinction between the eco-tourist and the regular tourist is still subtle (Sharpley, 2006), so the conceptual model of this study could be used in targeting eco-tourists. Afterwards Breakwell's IPT will be used for the data analysis to identify the characteristics of each stage in the formation of identity and how they occur in the two different contexts. Establishing a conceptual framework consisting of identity, ecotourism, and culture from a CCT lens will provide a theoretical contribution to the literature.

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Values, Motivations and Marketing

Understanding How Brand Credibility Impacts Our Evolutionary Tendencies

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Abstract:
Confronted with the emergence of COVID-19, pharmaceutical companies raced to develop vaccines, and governments encouraged individuals to get vaccinated as soon as possible to protect themselves and others in society. Yet society seemed divided in their attitudes and behaviours toward these vaccinations, which we suggest is partly due to perceived efficacy and safety differences between COVID-19 vaccines brands. To understand how brand credibility perceptions impact our attitudes and behaviours, we drew on evolutionary psychology and a mixed-method approach. Interviews with consumers provided qualitative evidence that our perceptions of vaccine brands heighten whether we value the self over social interests, reflecting the social dilemma. We then provided evidence of how; through a mediated process involving motivations for action. Further, we highlight the importance of creating a sense of urgency in influencing these brand perceptions and shifting more people to action over inaction. For practitioners, these findings guide activities encouraging social change.

Keywords: Evolutionary psychology; social dilemma; brand credibility.

Eco-innovativeness And Motivations In Green Innovation Adoption

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Abstract:
The number of consumers interested in innovations that help conserve natural resources and protect the environment has increased. However, in some cases, these green innovations have a debatable environmental impact driving away eco-consumers from using them. We look at the relationship of eco-innovativeness in the adoption of two green innovations that have received mixed opinions – shared e-bikes and e-scooters. Furthermore, we determine the role of environmental, hedonic, and symbolic motivations in their use. We surveyed users (n = 337) and non-users (n = 1001) of these shared microvehicles in Sweden. Results show that eco-innovativeness and different motivations in use are significant adoption factors. Interestingly, shared e-bike users are more hedonically motivated than shared e-scooter users. Conversely, shared e-scooter users are more symbolically motivated than shared e-bike users. Theoretically, we contribute to understanding the role of eco-innovativeness and the differentiation of consumer motivations in the adoption of green innovations.

Keywords: Green innovations, Eco-innovativeness, Shared micromobility

Benevolent Dogs And Selfish Cats: Owners Perceptions Of Their Pet's Values

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Abstract:
The current study examined whether owners perceive their pet dog or cat to have values that reflect the theoretical structure of human values. Australian pet owners (dog owners $n = 684$; cat owners $n = 438$) reported their own values and perceptions of their dog or cat's values. Multidimensional scaling plots of owners' perceptions of the values of their dog or cat reflect the theorized circular structure of the 10 basic values. Within person correlations showed that these perceptions were not simply based on self-projection. There were significant differences in perceptions of the value priorities of dogs and cats, in that cats were perceived to prioritise self-interested values more than dogs and dogs were perceived to prioritise benevolence values more than cats. These finding suggest that the boundary conditions for the theory of basic human values can be extended to perceptions of the values of non-human animals.

Keywords: personal values, pet's values, anthropomorphism.

Implicit Theories Of Values

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Abstract:
Across two studies, we introduce the concept of implicit theories of values and propose that people's perceptions of the values of unknown others are organized by the same compatibilities and conflicts that organize the known circular structure of personal values. In each case, we show that people form judgements about a fictitious other that correspond to the known circular structure of personal values when no specific information is supplied (Study 1) and when information about just one value-expressive behavior is supplied (Study 2). We found that when no value-expressive information is available, people tend to project their own values, but when even minimal value-expressive information is available, people use this information to infer the target's values. Our findings suggest that the structure of human values is so deeply engrained in our psyche that we implicitly use it when judging the values of other people with limited behavioral information.

Keywords: Personal Values, Value Structure, Implicit Theories.

Family Values: Socialising Children As Competent Consumers.

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Introduction and Research Aim

According to McNeal (2007), a central concern of consumer behaviour is how individuals become competent consumers and develop the ability to make independent, informed choices between competing alternatives. A recent research framework suggested by Moore et al. (2017), provides a comprehensive overview of the competing and complementary factors that need to be addressed when understanding how children internalise and assimilate the values that influence this competency. Four of their five factors are concerned with the role and influence of parents in relation to interactions in a range of consumption contexts. However, with the notable exception of O'Dougherty *et al.* (2006) Epp and Price (2008) and Minahan and Huddleston (2010), little empirical research has been conducted to understand the nature of these interactions and the role of values in relation to actual purchase behaviour. The aim of the present empirical paper, therefore, is to understand the nature of these interactions by investigating the role of parental values and their influence on the consumption behaviour of children in the context of supermarket shopping.

Background

Socialisation is a dynamic and continuous process through which individuals develop their identities and learn socially acceptable behaviours (Dotson and Hyatt 2005; Maccoby, 2007). These socialised behaviours, which are important for individual approbation and social cohesion (Moore *et al.,* 2017), are underpinned by particular values. For socialisation to be enduring, individuals need to internalise these values beyond mere acquiescence to, and reproduction of, them (Grolnick *et al.,* 1997; Barni *et al.,* 2011; Knafo and Schwartz, 2012). According to Grolnick *et al.,* (1997), internalisation is the process whereby individuals 'acquire beliefs, attitudes or behavioral regulations from external sources and progressively transform those external regulations into personal attributes, values or regulatory styles' (Grolnick *et al.*, 1997 p139). Through this dynamic process of internal assimilation and external negotiation, socialisation leads to the entrenchment of a coherent system of values and attitudes that motivate behaviour (Moore *et al.,* 2017). Parents' influence on children's consumption behaviour is pivotal to the development of long-term attitudes and beliefs. This is both in relation to underpinning values, which guide overall purchase decisions, and to more habitual ones such as product choice and brand preference (Connell *et al.,* 2014; Moore *et al.,* 2017).

Methodology

The study comprised two separate components. The first was an in-store shopping exercise where children were accompanied by the researcher to their regular supermarket and asked to complete a week's worth of shopping for their family. As items were selected, the children were asked to explain the reasons for their choices and the responses were recorded in field notes. Simultaneously, while the children completed the shopping exercise, in-depth interviews were conducted with the child's parent. These lasted approximately 45 minutes, were framed by a series of key questions and responses audio-taped. All responses were transcribed and each dyad was analysed according to the protocols recommended by Braun and Clarke (2006). Themes were derived by analysing the dyads to identify the relationship between parents' articulated values and children's explanations of their product choices.

Results and Discussion

The thematic analysis identified four overarching themes in relation to the role and influence of family values in the socialisation of children's consumption. The themes were related to the importance of education, frugality, agency and health. Education was contextualised in relation to the role of marketing and parental responsibilities to educate their children about its affects. There was frequent reference to the ways in which marketing used persuasive messages, including mass-media campaigns, merchandising, packaging design, in-store promotions and product-placement to influence product

choice. The majority of parents stated that they made conscious and deliberate efforts to educate their children on the role of marketing and advertising and the importance of critically assessing their motives, *"They (the children) need to be aware that advertising is very intelligently made to make you feel that you need that item."* (Parent 2). Frugality featured as prominently when parents explained the reasons for their consumption choices as it did when denying their children's requests for alternatives, *"The (shopping) policy is, if you buy it, you finish it, whether it's good, bad or ugly."* (Parent 12). Also, the opportunity to provide advice on, and the need for, deferring gratification encouraged the importance of considering longer-term aims and objectives based on personal goals and aspirations, *"Like sometimes I want to get magazines and stuff but she (Mum) tells me to save up money so that later in life I will have more money."* (Child 14). Developing a sense of agency and level of independence characteristic of competent consumers was closely related to the routinized and habitual nature of supermarket shopping. Children selected the majority of their purchases based on previous experience and these choice-sets were robust and consistent. The importance of habit was clear both in the degree of familiarity and assurance with, and preference for, individual product choices, *"I like our regular choices…I know what I need to get"* (Child 7). While habit has been recognised as an important influence on children's consumption behaviour, its relationship to the development of independent choice and agency has not.
Family values were most prominent in the emphasis placed on the importance of health and encouraging healthy eating behaviours, including establishing the requirements of a healthy diet and the need to consume fresh and wholesome and natural foods, *"I teach them about healthy eating rather than quality of the different items"* (Parent 4). The long term effects on children's consumption behaviour was also clearly articulated, *"If you teach your children about nutrition then gradually as they grow they will learn these things and they won't go out on a whim and buy things."* (Parent 9). Children were clear about the need to provide healthy choices and demonstrated strong adherence to parental values. Fruit and vegetables featured frequently on lists, *"Apples disappear quickly because they're good for lunchboxes"* (Child 1), *"We normally have carrots in out lunchboxes"* (Child 3), as did more nutritionally-rich types of bread: *"We usually have multi-grain bread"* (Child 4).

Implications for Theory and Practice

The importance of parents in the socialisation of their children's consumption behaviour is well understood (e.g. Chavda *et al.,* 2005; Chikweche *et al.,* 2012). Less well understood is the nature of this socialisation and the role that family values play in influencing children's consumption behaviour. Results from the present study suggest that parents use shopping as an opportunity to influence their children's consumption behaviour and to demonstrate and explicate their own values and attitudes towards consumption. Shopping decisions are considered part of a parental value system that is represented by general attitudes to consumption and enacted through specific examples of product choice.

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A Self-transcendent Route To Consumer Growth, Gratitude, And Brand Love

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Abstract:
Consumers often use products and services to expand their sense of self, e.g., Downloading the app "Duolingo" to learn a new language, expanding their communication capabilities. In particular, consumers engage in the process of self-expansion, i.e., incorporating 'other' resources or knowledge of another person/brand into the self, like the process of self-transcendence. However, to date, little is known about the motivational antecedents to this process as well as its outcomes. The current study aims to address this gap by investigating both eudaimonic motivation as an antecedent, and gratitude and brand love as relational outcomes of self-expansion. We propose that consumers who are eudaimonically motivated will experience a self-expansion process, aided by a product or service, and, as a result, will feel gratitude toward the brand and enhance the higher-order aspects of brand love.. This research aims to provide evidence that encouraging consumers eudaimonic desire for growth has positive and meaningful impacts for the consumer (especially their well-being) using the brand to become a better person.

Keywords: motivation, self-expansion, gratitude

Financial Self-regulation: Budgeting Versus Tracking

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Abstract:
Financial budgeting is often promoted as a means to attain financial goals. It involves categorizing expenses and setting up spending limits over a specific-time period (Galperti, 2019). Heath and Soll (1996) highlight the two fundamental steps to budgeting: setting a budget (spending limit) and tracking ongoing expenses against the budget. Extant research has mostly emphasized the importance of budgeting in achieving financial goals while little is known about the role of tracking. More importantly, the emphasis between budgeting (goal setting) and tracking (self-regulation) is often driven by cultural differences in regulatory focus (Aaker & Lee, 2001). Given the importance of tracking in financial goal attainment, we need a better understanding of how regulatory focus could impact factors that affect tracking persistence. This research aims to promote tracking persistence to help individuals control their spending, by either increasing saving or reducing debt.

Keywords: Budgeting, Tracking, Financial Goals