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4 - 6 December 2023

Conference Proceedings

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Business to Business and Supply Chain Management

Boundary Spanner Resource Mobilisation in Social Enterprises

Ava Yu, The University of Western Australia
Malliga Marimuthu, La Trobe University
Daniel Prior, UNSW Canberra at the Australian Defence Force Academy

Abstract:
Social enterprises continue to emerge as important contributors to social, economic, and environmental sustainability. Obtaining and using resources necessary to achieving the social enterprise mission is challenging, however. Social enterprises typically rely on goodwill, and this can limit resource accessibility. Social enterprise boundary spanners are principally responsible for resource mobilisation, yet little is known about how they engage in such behaviours. In this paper, we develop a literature-based, preliminary typology to categorise boundary spanner resource mobilisation behaviours in social enterprises. Our preliminary typology includes four social identities: social activist, social enabler, social creator, and social investor, who engage in four resource mobilisation behaviours: resource identification, resource acquisition, resource use and resource allocation. Our typology is an initial attempt to understand social enterprise boundary-spanning and resource mobilisation beyond the short-term, social entrepreneur-centric notions in the current entrepreneurship and marketing literatures.

Keywords: Frontline; Ecosystem; Not-for-Profit; Value co-creation; Marketing for Good

Stewardship Oriented Behaviors in Manufacturer-Distributor Relationships: Antecedents & Consequences on Relationship Performance

Vikas Goyal, Indian Institute of Management, Indore

Abstract:
Purpose: Drawing on stewardship theory and self-determination theory literature, this study develops a conceptual model for engendering distributor's stewardship oriented behaviors (SOBs) in manufacturer-distributor relationships.
Design/methodology/approach: Matched primary dyadic data collected from 237 key informants of manufacturers and distributors in the Indian Pharmaceutical and FMCG industry was used for empirical testing of our propositions through structural equation modeling approach.
Findings: Findings, show that key elements of intrinsic and identified motivation play a pivotal role in encouraging distributor's SOBs. Distributor SOBs generate higher relationship performance outcomes for the manufacturer. The effect of antecedents was also moderated by manufacturer's effective communication with the distributor.
Originality: The study introduces concept of SOBs to marketing channel literature, thereby extending channel theory by drawing attention to the distributor's intrinsically motivated positive behaviors that are in the best interest of manufacturers.
Research implications: Our results document four different factors as antecedents to distributors' SOBs, which manufacturers can strategically incorporate in their relationship policies with distributors.

Keywords: Manufacturer-distributor relationships, stewardship oriented behaviors, intrinsic motivation, identified motivation, relationship performance, stewardship governance.

Artificial Intelligence (AI), Business-to-Business (B2B) Customers, and The X Factor

Laurel Jackson, Western Sydney University
Hugh Pattinson, Western Sydney University
Hilal Hurriyet, Western Sydney University

Introduction and Research Aim:

Supply chains are rapidly transforming through advanced artificial intelligence (AI) capabilities. In this paper we address the need to better understand how this technology can be aligned with customer inputs, to "develop the X factor that will increase productivity by automating and augmenting business processes and create stronger relationships with customers by transforming processes" (Zhang, et al., 2021 p.11)

A key question for industry leaders dealing with the strategic implications of automation and digital technologies along the supply chain is what it will take to ensure synergy between human decision-makers and artificial intelligence to maximise the effectiveness of organisational decision-making. Kolbjørnsrud et al. (2017, p. 6) point out, "Organizations are entering a landscape characterized by unprecedented collaboration among managers and intelligent machines. There are no maps available yet for navigating through this challenging and unknown terrain". Nevertheless, Zhang et al, (2021, p. 11) exhorts managers to "recognize the malleability of this technology and the organization and ask how they can be shaped to develop the *X factor* that will increase productivity by automating and augmenting business processes and create stronger relationships with customers by transforming processes".

So, a key question arising for industry leaders dealing with the strategic implications of automation and digital technologies along the supply chain is what it will take to ensure synergy between human decision-makers and artificial intelligence to maximise the effectiveness of organisational decision-making.

This study proposes a conceptual roadmap of how technology can be aligned with other organisational resources and stakeholder interests to develop the *X factor* to increase productivity by automating and augmenting business processes while integrating B-to-B customer input at all transformed process stages.

The key research question for this study is: **How can the application of AI to B2B Customer Knowledge Management contribute to strategic planning processes in a Customer-driven Third-Party Logistics (3PL) context?**

Sundarakani et al. (2019) point to the impact that digital transformation and Industry 4.0 with a 3PL (third-party logistics) context will have on decision-making in logistics and supply chain organisations and support the notion that decisions are more and more technology-reliant and that decision-making across the supply chain will lead inevitably to full automation of complicated logistics and supply chain related decisions influenced by Industry 4.0 related technologies.

Adopting AI has meant SCM can become more initiative-taking, providing the opportunity to deliver personalised services to customers. Sundaresan & Zhang, (2022, p.7) refer to the "virtuous cycle of engaging customers and collecting their data to improve their satisfaction" where AI systems engage with all stakeholders to participate in knowledge creation.

In this study within a 3PL context, we propose that a collective culture, inclusive of the customer, must be created in organizations to permit the effective creation, communication and sharing of new knowledge throughout the organization. AI provides the opportunity for smart solutions that can effectively incorporate customer data into the decision-making processes using Industry 4.0-related technologies, providing an opportunity for input from key customers into strategic decision-making processes and strengthening the knowledge creation and knowledge management processes. (Bettiol, et al., 2020).

Knowledge management (KM) is critical for creating the *X-Factor* needed to support increased supply chain management and strategic planning productivity. Combining customer knowledge with AI can deliver expanded human capabilities, which will help organisations (such as SC organisations) to interact with all stakeholders, particularly customers. According to Daugherty and Wilson (2018), these expanded human capabilities emerge from human and machine hybrid activities such that machines (AI) amplifying human insight and intuition, interacting with humans, and embodying human attributes could give humans superpowers (Daugherty and Wilson, 2018. P. 107). These expanded capabilities may become critical for competitive advantage.

Knowledge created and managed through combining human and AI capabilities also has implications for explicit and tacit knowledge (Nonaka & Takeuchi, 1995), which are included in this study.

Conceptual Model

Few frameworks integrate Knowledge Management and AI within a customer and business context. Bag et al. (2021) present a framework for Big Data-powered artificial intelligence on customer knowledge creation, user knowledge creation and external market knowledge creation as part of B2B marketing decision-making. This study adapts elements of the Bag et al. (2021) framework, with explicit and tacit knowledge (Nonaka & Takeuchi, 1995) and elements from Daugherty and Wilson (2018), into a new Conceptual Model – see Figure 1.

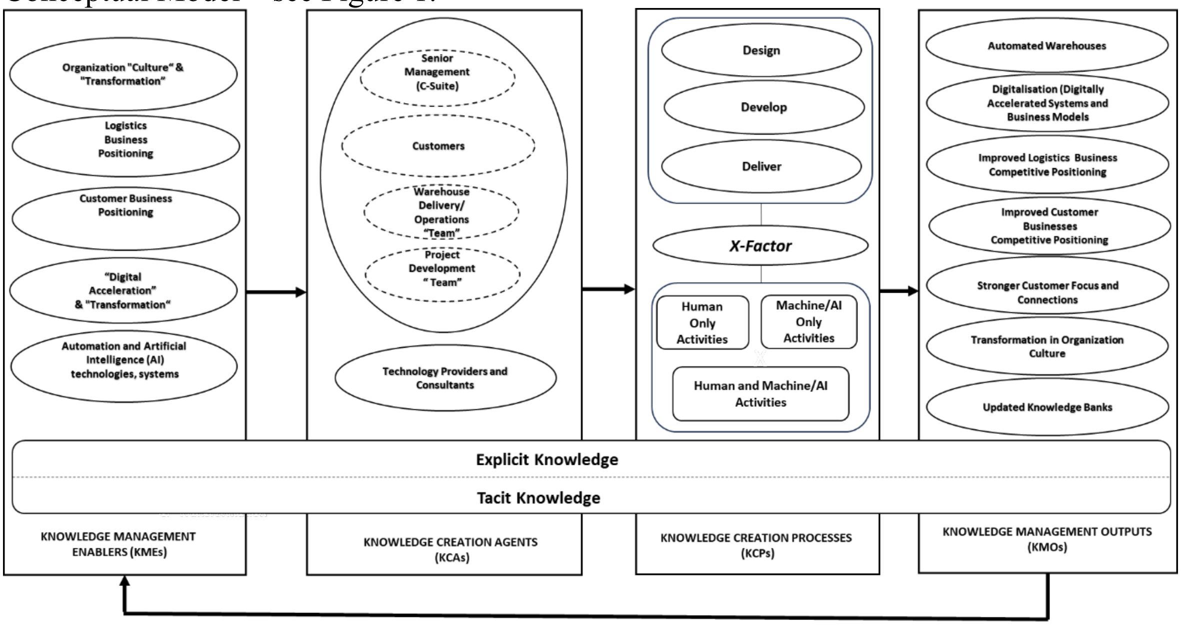

Figure 1: Knowledge Management and AI for B2B Decision-Making: 3PL Context (Adapted from Bag at al 2021, Nonaka and Takuechi 1995, and Daugherty and Wilson 2018)

Implications for Theory and Practice

In addition to conventional perspectives on knowledge management and strategic decision-making within an SC and B2B context, there is a significant academic contribution adding an *X-Factor* for AI capabilities interacting and coevolving with human capabilities, especially customers, to deliver business value and sustainable competitive advantage. New forms of visualisation and principles for B2B Customer Knowledge Management in SC (3Pl) and other B2B contexts represent future research directions. Managerial contributions include roadmaps for developing B2B Customer Driven Knowledge Management and strategic solutions incorporating AI/Human *X-Factors*.
The next stage of this study is a case study of Linfox's (one of Australia's largest Logistics companies) transformation of 3PL warehouses using automation and AI.

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Key Account Management Maturity: A Preliminary Framework

Daniel Prior, The University of New South Wales Canberra at the Australian Defence Force Academy
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Abstract:
Key Account Management (KAM) is a well-established method where companies prioritize the relationships with those customer relationships of greatest interest and value over other customer relationships in their portfolio. This allows companies to focus scarce resources on customers where a high return is likely. The application of KAM varies widely from company to company and, while this reflects differences in context, it also raises questions for companies that seek to understand whether their KAM practices are consistent with an overall standard. In this paper, we present the idea of 'KAM maturity' to address this gap. KAM maturity resembles an alignment between the company operating environment, company strategy, and company capabilities. We outline the core considerations for companies that seek to ensure KAM maturity.

Keywords: Capabilities; resources; customer relationships

Social Enterprise Network Resource Acquisition: A Preliminary Conceptualisation

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Abstract:
Resource acquisition is crucial for social enterprises, just as it is for commercial enterprises. Resources external to social enterprises exist within a broader network, and consequently, network characteristics are important considerations. While current research focuses on resource acquisition in commercial enterprises, it is unclear whether the same assumptions hold in social enterprise contexts. In this study, we propose that network position (i.e., network centrality), network density, and network type (interpersonal, commercial, and community) are key dimensions that affect social enterprise resource acquisition. Social enterprises are more likely to rely on personal and community networks than commercial networks. Social enterprise network centrality in high-density networks is likely to enhance the propensity for resource acquisition in social enterprises. The contribution of this study is a preliminary conceptualisation of social enterprise network resource acquisition. The propositions raised in this study also provide avenues for future empirical exploration of social enterprise network resource acquisition.

Keywords: Network centrality, network density, network type

Trust You, But Trust Your Outsourced Company?

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Drew Drew Franklin, University of Auckland
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Abstract:
This research investigates the antecedents of trust within an outsourcing situation. Previous research has identified a number of antecedents to trust in a dyadic context, but experience suggests that a triadic relationship, particularly when the outsourced company has a direct relationship to the customer (a closed triadic relationship) will call for different antecedents. There is little research on this topic to date, although outsourcing is deeply studied in the supply-chain literature. The method used is qualitative comparative analysis, based upon 46 face-to-face semi-structured interviews. The constructs identified by thematic analysis of the interview transcripts are then quantified and calibrated to allow quantitative analysis by fsQCA. Four configurations of conditions are contained within the solution set indicating equifinal pathways to success. Each of these pathways is briefly described and their relevance to relationship theory and outsourcing practice are discussed. Non-technical terminology is used so those unfamiliar with fsQCA can follow.

Keywords: Trust, outsourcing, fsQCA

B2B Relationship Dynamics: How Do Relationships Evolve?

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Abstract:
The dynamics of Business-to-Business (B2B) relationships have an important impact on the actions of participants in the relationship. However, most findings are based on cross-sectional studies implicitly treating the relationships as time invariant. This research uses a rich dataset which tracks 4,186 relationships from 2001 to 2018 giving us 455,504 observations. The data includes both quantitative and qualitative responses allowing us to use advances in text analysis to derive rich insights and recommend relevant managerial actions. We use Hidden Markov Model (HMM) to study how the relationships evolve and identify four hidden states - "occasional vendor", "preferred vendor", "trusted vendor" and "strategic partner", in addition to a "termination state". We find that the number of services, type of services, relationship length, and overall satisfaction ratings help identify and distinguish these states. We expect that the findings will provide managers with relevant insights to ensure that their relationship evolves with time.

Keywords: B2B Relationships, HMM, Text Analysis

Training Clients in Digital Marketing: The Key to a Good Relationship

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Rory Mulcahy, University of the Sunshine Coast
Jacqueline Burgess, University of the Sunshine Coast
Meredith Lawley, University of the Sunshine Coast
David Fox, University of the Sunshine Coast

Abstract:
In the wake of a global pandemic, digital marketing has become critical for Australia's 2.6 million small businesses, leading to a surge in enquiries and complaints to the Australian Small Business and Family Enterprise Ombudsman (ASBFEO) about digital marketing providers. Our study, a pioneering national and global collaboration between the University of the Sunshine Coast and the ASBFEO, examines the Business-to-Business (B2B) relationship between these two parties using a mixed-methods approach. Our findings delineate four stages of the B2B relationship, from initiation to termination, and highlight challenges arising from mismatched expectations, misunderstanding needs, and opaque return-on-investment scenarios. Furthermore, trust seems to be nurtured when providers offer training as part of their services. Significantly, around 30% of respondents reported disputes, underscoring the necessity of our research for the enhancement of these B2B relationships and the recognition of future research avenues.

Keywords: B2B relationships, digital marketing, small business

Investigating Climate Change Risk-Opportunity with Engagement Perspective

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Abstract:
While there has been a lot of chatter about how climate change is impacting the businesses and the prevention steps, very little is known about climate change risks and opportunities. This paper explores how knowledge about market-generated climate change risks and opportunities by a firm influences its decision to reduce emissions from its value-chain. The paper also investigates the moderating effect of board diligence on the relationship. With data from 211 firms from 24 industries over a five-year period, we find that climate change risk identification drives supplier engagement for value-chain emissions, whereas opportunity identification drives customer engagement. Board diligence as a moderating factor increases the effect of risk identification on both customer and supplier engagement. With data from diverse sources and rigorous methodology, we expand our knowledge on climate change and the boundary of marketing literature by investing its implications on firms and subsequent behaviour.

Keywords: value-chain, risk-opportunity, engagement

Construing Sales Performance and Life Satisfaction From Quiet Ego: The Mediating Role of Adaptive Selling and Emotional Intelligence

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Introduction and Research Aim:

Researchers praised the view that salespeople with noisy egos have the highest sales performance (Weinberg, 2019). Some research has also shown that the high-performance salesperson always tends to win and keep the other person's affection, no matter what competitive behaviour, psychological manipulation, or cunning behaviour they conduct, to increase sales performance (Bonney et al., 2020). Recently research has started to investigate the opposite of the noisy ego - the quiet ego, characterised by four factors: growth-mindedness, detached awareness, perspective-taking, and inclusive identification (Wayment & Bauer, 2017). Nonetheless, research on the impact of the quiet ego in business, let alone the mechanism leading to adaptive selling behaviour and, ultimately, sales performance, has been scant. Apart from ego, employees' work performance and subjective well-being could be determined by their intelligence (Gardner, 1999). Thus, the current study aims to examine the impact of the quiet ego on sales performance and life satisfaction, as well as the mediating role of adaptive selling and emotional intelligence.

Theoretical Background and Research Model

Sales performance has long been researched. In contemporary selling contexts, adjustments to selling situations are considered necessary to enhance the ability of sales professionals to anticipate and promptly resolve buyer business problems (Weitz et al., 1986). As such, Weitz et al. (1986) proposed the concept of adaptive selling, which refers to the awareness and understanding of the nature of the situation and changes in sales behaviour during interactions with each customer. As practitioners consider ways to enhance their salespeople's adaptive selling ability, researchers have suggested that psychological factors may enhance or inhibit their salespeople's adaptive selling behaviour (Wayment et al., 2015). A review of extant literature suggested that scant empirical research has been done concerning the role of factors such as quiet ego in construing sales performance. The quiet ego is understood as one's own identity when lowering the ego helps one overcome selfism and listen and view others objectively; therefore, overcoming egoism is argued to be an attempt to approach a more compassionate life and achieve lasting happiness and well-being (Wayment & Bauer, 2017). Besides, prior research has suggested that emotional intelligence determines work performance (Shamsuddin & Rahman, 2014). Emotional intelligence is defined as one's ability to understand their and others' emotions to support thinking and behaviour to establish better interpersonal relationships; it is social intelligence – one type of human intelligence in the theory of multiple intelligences (Gardner, 1999). Emotional intelligence consists of four dimensions: Self-emotion appraisal; others' emotion appraisal; use of emotion; and emotion regulation (Wong & Law, 2002). Research also provided evidence that quiet ego could affect emotional intelligence and subjective well-being (Liu et al., 2021). Life satisfaction is considered one of the components of subjective well-being, referring to an overall cognitive assessment of the quality of life, taking into account the living situation (Diener et al., 1985). Nonetheless, limited research has been done explicitly on the mechanism from quiet ego to emotional intelligence to sales performance. To address gaps in the literature, hypotheses and the below model have been proposed as in Figure 1.

Methodology

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: quiet ego from Wayment et al. (2015); adaptive selling from Weitz et al. (1986); emotional intelligence from Wong and Law (2002); sales performance from Peasley et al. (2020), life satisfaction from Diener et al. (1985). Both quiet ego and emotional intelligence are second-order reflective-reflective constructs. Using convenience sampling, this study collected 255 responses from salespeople working in companies located in big cities in Vietnam. After the quality screening, 221 responses were usable for data analysis with SmartPLS software. The survey questionnaire also included categorical variables such as gender, age group, sales experience, marital status, education, income and working field (*Descriptive statistics to be presented at the conference)*.

Results and Discussion

Scale reliability, convergent validity and discriminant validity were assessed before the hypothesis testing examination. Findings showed that all but one hypothesis was supported. H3 was not supported, indicating that quiet ego does not have statistically significant impact on life satisfaction. H1 and H2 were supported in line with prior research concerning the impact of quiet ego on adaptive selling and emotional intelligence (Gilbert et al., 2022; Liu et al., 2021). H4 and mediation analysis findings further supported the suggestion by Liu et al. (2021) that the quiet ego indirectly impacts life satisfaction through emotional intelligence. The finding of supported H5 is consistent with Shamsuddin and Rahman (2014), who suggested that emotional intelligence affects sales performance. Finally, the result of H6 provided further evidence for the direct link between adaptive selling and sales performance (Charoensukmongkol & Suthatorn, 2021; Franke & Park, 2006). The examination of R2 suggested that quiet ego explains 65.4% variation of emotional intelligence, 36.8% adaptive selling, 40.9% life satisfaction and 63.1% sales performance. Additional mediation analyses indicated that emotional intelligence significantly mediates the relationship between quiet ego and sales performance and between quiet ego and life satisfaction. Furthermore, findings also revealed that adaptive selling significantly mediates the path from quiet ego to sales performance.

Implications for Theory and Practice

The research contributes to relevant literatures on egoism, emotional intelligence, subjective well-being, and selling and sales management regarding the mechanisms of quiet ego to sales performance and life satisfaction through the mediators of adaptive selling behaviour and emotional intelligence. Managers can draw on insights from the findings to develop selection and recruitment, and training strategies and plans to enhance their salespeople's performance. Specifically, sales managers may employ salespeople with quiet ego traits who may exhibit positive adaptive behaviour during customer interactions and indirectly increase their sales performance. But managers must train them to change their approach to customers flexibly, recognise and develop new business opportunities using their own quiet ego by listening to customers with compassion. Furthermore, emotional intelligence could also be a criterion in job specification as this has been shown not only affects sales performance but also helps with salespeople's well-being. Like any research, the current study does not escape from limitations such as cross-sectional study. Future studies, such as longitudinal studies or with more variables or with triangulation of sales performance data, are recommended.

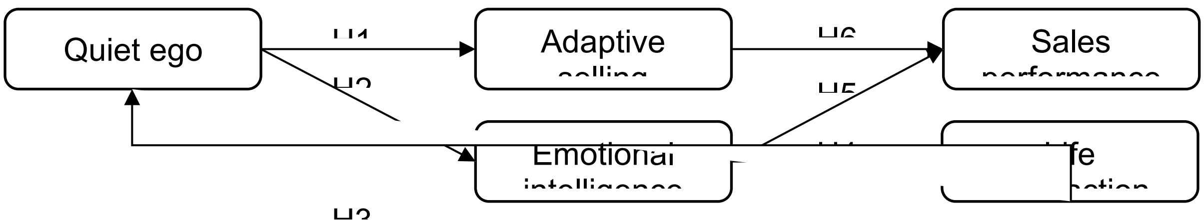

Figure 1. Proposed research

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Why Don't Small Businesses Take Professional Advice, and What Can Professional Service Advisers Do About it?

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Abstract:
Despite evidence that taking professional advice reduces risk and facilitates growth, small business owners (SBOs) 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 SBOs, and what can professional service advisors (PSAs) do about it. We adopted an inductive grounded theory approach and interviewed 30 SBOs and 20 PSAs to develop rich and dyadic insights. Based on the findings, we develop an empirically grounded framework that identifies six key reasons that explain why SBOs do not take professional advice, and six matching strategies that PSAs use to mitigate these reasons and facilitate advice uptake by SBOs. This study contributes to the B2B and services marketing literature by offering new insights and more holistic understanding about advice rejection and advice uptake facilitation in client-adviser relationships.

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

Unintended Consequences of Business-to-Business Social Media Use

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Abstract:
A growing body of research recognizes the dark side of social media use for business-to-business (B2B) trust development. However, current studies overlook the complexity of B2B interactions on social media platforms. The supplier-customer social media interactions in a supply-chain network—customer–supplier–supplier triad setting transmit mounting social cues and may lead to an inferior sense-making experienced by the observer suppliers, thus eroding B2B trust. Drawing on 27 semi-structured interviews, we aim to explore how social media enabled customer-supplier interactions influence other suppliers' perceptions and responses, thus eroding trust. Our research presents a model that depicts how the features of social media platforms lead to unintended consequences on observers' cognition, emotion, and behaviors, thus eroding B2B trust. This study contributes to the knowledge of social presence theory and the dark side of B2B social media use. Practical implications about B2B social media use and trust development are also provided.

Keywords: Business-to-business social media use, Dark side, trust

Stewardship Oriented Behaviors in Channel Relationships: An Empirical Investigation of its Twofold Effects on Relationship Performance Through Curtailing Opportunism and Enhancing Compliance

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Abstract:
Purpose: Recent developments and incidental examples of covenantal relationships in distribution channels suggest that a rethinking of the theoretical perspectives on supplier-distributor relationships is needed. This paper builds on the tenets of covenantal relationships and stewardship theory and offers a complementary and nuanced understanding of channel relationships beyond the existing channel governance models.
Design/methodology/approach: We theorize and empirically test how a stewardship approach through distributors' stewardship orientation (DSO) is likely to facilitate enhanced relationship performance (RP) in channel relationships. Matched-dyadic data from 237 supplier-distributor dyads in the Indian FMCG and pharmaceutical industry provide support to our theorization.
Findings: Our findings show that DSO positively affects firm RP not only directly but also indirectly through a twofold mechanism, i.e. reduced distributor's opportunism and enhanced distributor's compliance.
Originality: The study is first to show the importance of stewardship perspective in analyzing supplier-distributer relationships and investigates the direct as well as indirect impact of DSO on supplier's RP.
Research implications: Our research paves the path for extensions of future research on the application of stewardship perspective in several interfirm contexts such as alliances, joint ventures, firm partnerships including distribution channel relationships.

Keywords: Covenantal relationships, Distributor Stewardship Orientation, Stewardship Theory, Relationship Performance, Opportunism, Compliance.

The Impact of Service Relocation During a Major Event on Organizational Agility

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Abstract:
In today's rapidly changing and unpredictable business landscape, organizational agility has emerged as a critical factor for firms seeking sustained success and competitiveness. Major events, such as natural disasters, political upheavals, and global pandemics, present significant challenges to business operations, necessitating strategic decisions regarding service relocation in business-to-business (B2B) settings. This paper investigates how service relocation during the major event influence a firm's development of organizational agility. Methodologically, our exploratory qualitative case study relies on in-depth interviews and content analysis of secondary data, focusing on Alliance Aviation, a company that relocated its maintenance, repair and overhaul (MRO) service activities during the Covid-19 pandemic. The paper conceptualizes service relocation and major events in terms of the effects that such events can have on firms' organizational agility, which refers to the ability to respond and re-adapt to uncertain, and turbulent environments. Our findings indicate that service relocation during major events plays a vital role in fostering organizational agility.

Keywords: Service Relocation, Major Event, Covid-19 pandemic, Agility, Aviation

Exploring the Impact of Strategic Green Orientation on Firm Performance: A Focus on Sustainable Product and Process Design

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Abstract:
Sustainable product design represents a potential approach to attain an environmentally friendly, green business orientation. An alternative avenue towards achieving strategic green marketing orientation involves the adoption of sustainable business processes like sustainable product design and sustainable process design. However, the extant literature also asserts that not all organizations benefit from the adoption of green practices. The objective of this study is to investigate the mediating mechanism of green orientation on firm performance. To empirically validate our proposed hypothesis, we utilized a sample of 200 employees as respondents from a prominent chemical company in India. The results indicate that sustainable process design has a more significant impact on firm performance for companies that have embraced a green orientation, compared to those that focus solely on sustainable process design.

Keywords: Strategic Green Marketing Orientation, Sustainable Product Design, Sustainable Process Design

Consumer Behaviour

Does It Hurt or Protect? The Effect of Affective Commitment on Unethical Behavior Toward Transgressing Brands

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Abstract:
Brand transgressions receive widespread coverage, especially with the rise of social media. Considerable research has documented the downstream positive consequences of affective commitment including word-of-mouth, repurchase intentions, and brand loyalty. However, it has been suggested that affective commitment toward brands can have a dual effect; it can 'buffer' or 'amplify' consumer backlash against the transgressing brand. The current research seeks to address this question and examine managerially relevant brand- and transgression-related moderating factors that affect this relationship. A series of four studies examines the effect of affective commitment on unethical behavior toward the transgressing brand. Moderators of this effect; transgression agency responsible (Study 1), transgression type (Study 2), brand remedial measures (Study 3), and brand apology (Study 4), and the mediating mechanism of guilt (vs. shame, anger, betrayal) is established. Theoretical and managerial implications of the findings are also discussed.

Keywords: affective commitment, brand transgression, unethical consumer behavior

Identifying Generic and Industry-Specific Brand Loyalty Antecedents

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Introduction and Research Aim

International researchers have done several brand loyalty studies and even a few studies focusing on South Africa, where brand loyalty models have been applied to specific industries. Such studies on brand loyalty are focused on, for example, the baby care products industry (Jadhav, Upadhyay & Bhatt, 2021), the chemical emulsion market (Samudro & Susanti, 2021), the banking sector (Bisschoff & Salim, 2014; Taoana, Quaye & Abratt, 2022), hospitality (Scholtz, 2014), online booking platforms (Joubert, 2020), arts festivals (Burger, 2015), the tourism industry (Eksteen, 2018), children's soft drinks (Bisschoff & Bester, 2018), agricultural buying (Bisschoff, 2021; Hill, 2017; Wiese, 2014), wholesale pharmaceuticals (Du Plooy, 2012), fresh chicken to consumers (Schmulian, 2019), pet food (Basson, 2015), and fast-moving consumer goods (Moolla & Bisschoff, 2012), to mention only a few. However, there is limited research on a general brand loyalty model. As of date, no has been developed, tested and scientifically validated for South Africa that applies to multiple industries in South Africa. As such, no validated general brand loyalty model exists that can be used for a general business or multi-faceted enterprises that do not specialise in selling a single product or product line.

The aim of this study is then to:

> *Develop a unified model consisting of generic antecedents and industry-specific antecedents to measure and manage brand loyalty.*

Two research questions address this aim:

> **RQ1: Which generic brand loyalty antecedents apply to all industries?**
> **RQ2: Which industry-specific brand loyalty antecedents apply to specific industries only?**
> **RQ3: Can generic- and industry-specific antecedents be confirmed in a unified model?**

Theoretical background

Researchers have identified many brand loyalty antecedents over the years (Dandis & Eid, 2022; Dick & Basu, 1994; Jacoby & Chestnut, 1978; Ong *et al*., 2018). However, these researchers commonly found that irrespective of the number of antecedents used to measure brand loyalty, the seminal multi-dimensional model of Jacoby and Chestnut (1978) remains important and that both the attitudinal and behavioural antecedents are required to measure brand loyalty. Therefore, this perspective proposes that brand loyalty measurement must include attitudinal and behavioural elements. Based on Dick and Basu's (1994:108) multi-dimensional model of brand loyalty, Dandis and Eid (2022) conclude from their study that the strongest conceptualisation of brand loyalty is to use a multi-dimensional approach that considers both attitudinal and behavioural aspects.

Locally, after an extensive study of past and present brand loyalty models, Moolla (2010:150) initially identified more than 100 potential antecedents to measure and manage brand loyalty from multiple applications and industries. Scrutinising the popularity of the antecedents, Moolla identified 96 validated brand loyalty antecedents from his theoretical analysis of the brand loyalty models. Later, Moolla and Bisschoff (2013) reduced the number of brand loyalty antecedents to 26 and then to 12 (Bisschoff & Moolla, 2015). This final list of 12 antecedents was retained after the literature review confirmed their relevance in modern measurement applications. These 12 antecedents and their respective measuring criteria have since then, also been tried, tested and statistically validated in more than 15 other industries (Bisschoff, 2021:40). Examples of these industries include the banking industry (Bisschoff & Salim, 2014; Taoana *et al*., 2022), hospitality (Scholtz, 2014), pet food (Basson, 2015), fresh chicken (Schmulian, 2019), generic and branded medication (Du Plooy, 2012), membership services (Muller, 2012), cosmetics (Mashava, 2016), and even in the children's soft drink market (Bisschoff & Bester, 2018). The model was also used in the agricultural industry, where studies by Wiese (2014) and Hill (2017) validated the model to measure the brand loyalty of farmers towards their agribusinesses.

Methodology
The database consists of data from a combination of studies on brand loyalty. All these studies have used the standardised Moolla questionnaire (2010). The questionnaire, empirically validated by Moolla and Bisschoff (2012b) and Bisschoff (2021), was used to capture the perceptions of the respondents using a seven-point Likert scale (1 = strongly agree; 7 = strongly disagree). The model consisted of 50 questions designed to measure the 12 brand loyalty influences. These include *Customer satisfaction, Switching costs, Brand trust, Relationship proneness, Involvement, Perceived value, Commitment, Repeat purchase, Brand affect, Brand relevance, Brand performance,* and *Culture*. All the studies were ethically approved.

The data were also tested for reliability. All these studies returned favourable alpha coefficients above 0.70. The database consists of 2035 cases and has satisfactory data normality ($<.50$), multicollinearity ($VIF \leq 3$; $Slovin \geq .20$; $.40$) and reliability ($\sigma \geq .80$).

Results and Discussion
The results show three generic brand loyalty antecedents: *Brand affect, Repeat purchase,* and *Brand trust*. The other nine antecedents are industry-specific because they are unimportant to all industries. This means managers and academia investigating brand loyalty can confidently measure these three antecedents. They proved relevant to any industry; hence, they are considered primary antecedents of brand loyalty. The other antecedents are also important. However, not all of them are relevant to all industries. This means practitioners and researchers should select from this list of antecedents fitting the industry under investigation. These antecedents are thus industry-specific and secondary antecedents.

Confirmatory factor analysis discarded two and retained seven industry-specific antecedents with good model fit (CMIN/df=2.6; CFI=.996; NFI=.993; RMSEA=0.04). They are *Brand benefits, Customer service, Brand relevance, Relationship proneness, Switching costs, Brand performance,* and *Culture.* It is also noteworthy that both behavioural and attitudinal antecedents were retained in the model. Only one “other” antecedent (*Customer service*) was retained.

Implications for Theory and Practice:
In theory, this paper contributes to the consumer brand loyalty behaviour’s body of knowledge. It provides a new approach to brand loyalty antecedents and how to select the correct model or antecedents for a specific study. This means that, in practice, this study empowers practitioners and researchers to improve their selection of antecedents. Attitudes drive behaviour, so improving the attitudinal antecedents should positively influence behavioural antecedents. It is postulated that, in practice, managers will also make better brand loyalty business decisions.

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Mobile Banking Relative Advantage and Ease Of Use: Mediating Role Of Attitudes

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Introduction and Research Aim

Mobile banking has revolutionized the banking sector, offering a convenient and efficient way for customers to perform financial transactions. The adoption of mobile banking is influenced by various factors, including perceived ease of use, relative advantage, and attitudes towards the technology.

Perceived ease of use is defined as the degree to which a user perceives that using a particular technology is free from effort. Many studies have shown that perceived ease of use is a significant predictor of mobile banking adoption (Almin et al., 2022; Owusu et al., 2020). When customers perceive mobile banking as easy to use, they are more likely to adopt the technology. Relative advantage refers to the degree to which a user perceives that a technology is better than the one it replaces (Surendran, 2012). Mobile banking has several advantages over traditional banking, including convenience, accessibility, and speed (Wisniewski, 2022). Research has shown that customers who perceive mobile banking as having a relative advantage over traditional banking are more likely to adopt the technology (Hanafizadeh et al., 2014). Moreover, users who perceive a strong relative advantage are often more patient when encountering usability issues or difficulties in learning how to use the mobile banking platform. They are willing to navigate through the learning curve because they see the potential rewards. Attitudes towards mobile banking are shaped by various factors, including perceived ease of use and relative advantage. Attitudes play a crucial role in the adoption of mobile banking, as they influence customers' intentions to use the technology (Gupta & Arora, 2017; Mazhar et al., 2014). Positive attitudes towards mobile banking can lead to increased adoption rates.

Attitudes mediate the relationship between perceived ease of use, relative advantage, and mobile banking adoption. Several studies have shown that attitudes towards mobile banking mediate the relationship between perceived ease of use and adoption (Alalwan et al., 2017; Prastiawan et al., 2021). Attitudes also mediate the relationship between relative advantage and adoption (Krishanan et al., 2016). As indicated by these studies, there is a positive correlation between relative advantage and ease of use. When a mobile banking service offers clear relative advantages, such as convenience, cost savings, and advanced features, it often invests in making the platform easy to use. Conversely, when a mobile banking platform is designed to be user-friendly and intuitive, it enhances users' ability to realise the relative advantages more effectively. As such, a higher perceived relative advantage is positively correlated with mobile banking adoption. When individuals perceive that using mobile banking offers significant advantages over traditional methods, they are more likely to adopt it. Similarly, greater ease of use is positively correlated with mobile banking adoption. When individuals find mobile banking easy to use, they are more inclined to adopt it because it reduces the perceived effort and frustration associated with the technology. Attitudes mediate the relationship between relative advantage and ease of use of mobile banking by influencing how individuals perceive, respond to, and make decisions regarding the technology. Positive attitudes can amplify the perceived relative advantage and ease of use, facilitating adoption, while negative attitudes can serve as barriers, potentially impeding adoption even when these two factors are favourable.

Perceived ease of use, relative advantage, and attitudes are important factors in mobile banking adoption. Perceived ease of use and relative advantage influence attitudes, which in turn mediate the relationship between these factors and mobile banking adoption. Banks need to focus on enhancing the perceived ease of use and relative advantage of mobile banking to improve attitudes towards the technology and increase adoption rates. As such, the purpose of this paper was to determine whether attitudes play a mediating role between perceived relative advantage and ease of use of mobile banking among South African Generation Y customers.

Background and/or Conceptual Model

The study is grounded in the technology acceptance model (TAM) proposed by Davis in 1989. The main objective of the research is to investigate whether attitudes play a mediating role in the relationship between perceived relative advantage and ease of use of mobile banking among male and female customers belonging to Generation Y. Generation Y is defined as individuals born between 1986 and 2005 and was specifically targeted in this study due to their significant representation in the global population (Miller & Lu, 2018) and their role in driving digital finance (White, 2021).

Methodology
The study utilized a descriptive and single cross-sectional research design. Self-administered questionnaires were employed, using a previously validated scale (Nor & Pearson, 2008), to collect data from a convenience sample of 334 Generation Y mobile banking customers aged 18 to 24 years. Fieldworkers collected the data through the mall-intercept method, and participation in the study was voluntary. The questionnaires included demographic information and measured the participants' attitude towards mobile banking (ATT), as well as their perceptions of ease of use (EOU) and relative advantage (RA). Each construct included three items. The participants' responses were recorded on a six-point Likert-type scale. Data analysis was performed using SPSS, including calculations of mean statistics, assessment of internal-consistency reliability, and mediation analysis using the PROCESS macro, Version 4.2.

Results and Discussion
The study verified the internal-consistency reliability by demonstrating that all Cronbach alpha values were above 0.7 (Malhotra, 2020). The means were calculated above 3.5 for each construct, which can be interpreted as Generation Y customers perceiving mobile banking as being more advantageous compared to traditional banking and easy to use. In addition, they display a positive attitude towards mobile banking. To check whether attitude mediates the relationship between perceived relative advantage and ease of use, mediation analysis was done. The results of the relationships are illustrated in Figure 1 and summarised in Table 1.

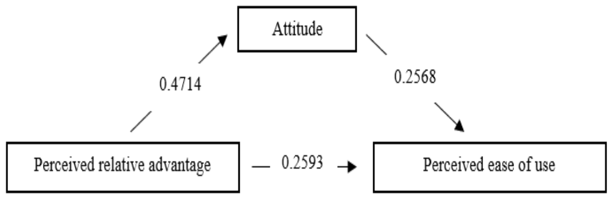

Figure 1: Perceived relative advantage and ease of use of mobile banking: mediating role of attitudes

Figure 1 shows that the effect of perceived relative advantage on attitude was statistically significant (b=0.4714, se=0.0465, p=0.001). The effect of attitude on perceived ease of use was also significant (b=0.2568, se=0.0685, p=0.002). In addition, the direct effect of perceived relative advantage on perceived ease of use was significant (b=0.2593, se=0.0665, p=0.001). The total effect and indirect effect of perceived relative advantage on ease of use was also significant, as shown in Table 1. Collectively, the results suggests that two customers who differ by one scale point in their perceived relative advantage are estimated to differ by 0.380 units in their perceived ease of use, with the customer with higher perceived relative advantage reporting greater perceived ease of use. They differ by 0.121 units in perceived ease of use because of the positive effect of perceived relative advantage on attitudes towards mobile banking, which in turn increases perceived ease of use. Independent of this mechanism, the two customers are estimated to differ by 0.259 units in perceived ease of use, with the customer with greater perceived relative advantage reporting improved perceived ease of use. In addition to the p-values lower than 0.05, the confidence intervals (LLCI & ULCI) also did not include zero, which further supports the total, direct and indirect effects of perceived relative advantage on perceived ease of use. In other words, customers who perceive mobile banking as superior to traditional banking, will display a positive attitude towards it, and in turn perceive mobile banking as easy to use. Independent of this process, customers who think mobile banking has a relative advantage will also think that mobile banking is easy to use.

Implications for Theory and Practice

The adoption of mobile banking is influenced by various factors such as perceived relative advantage, perceived ease of use, and attitude. This study, similar to other studies mentioned earlier, found that attitudes towards mobile banking play a mediating role in the relationship between Generation Y mobile banking customers' perceived relative advantage and ease of use. Understanding this relationship is important for several reasons. Mobile banking services aim to provide convenience and efficiency to users. By examining how attitudes mediate the relationship between perceived relative advantage and ease of use, retail banks can gain insights into user behaviour. Moreover, knowing whether attitudes mediate this relationship can highlight areas where users might have positive or negative perceptions. If attitudes play a mediating role, retail banks can work on improving these perceptions to enhance the overall user experience. This may involve addressing concerns or promoting the advantages of mobile banking more effectively. Furthermore, the adoption of mobile banking services is influenced by user perceptions and attitudes. If attitudes are found to mediate the relationship between perceived relative advantage and ease of use, businesses can focus on strategies to positively influence these attitudes. This could lead to increased adoption rates, which are important for the success and growth of mobile banking services. In addition, analysing attitudes as a mediating factor can help in market segmentation. Different groups of users may have varying attitudes toward mobile banking services, which can influence their preferences and behaviours. Understanding these differences can help retail banks tailor their offerings to specific segments of the market. Also, retail banks that can effectively shape and manage user attitudes in favour of their mobile banking services are likely to outperform competitors with less insight into this relationship.

Table 1: PROCESS macro mediation results

Outcome variable: Attitude						
	Coeff.	se	t	p	LLCI	ULCI
Perceived relative advantage	0.4714	0.0465	10.1284	0.001	0.3799	0.5630
Outcome variable: Perceived ease of use						
	Coeff.	se	t	p	LLCI	ULCI
Perceived relative advantage	0.2593	0.0665	3.9014	0.001	0.1286	0.3901
Attitude	0.2568	0.0685	3.7483	0.002	0.1220	0.3915
Total effect of Perceived relative advantage (X) on Perceived ease of use (Y)						
	Coeff.	se	t	p	LLCI	ULCI
	0.3804	0.0592	6.4222	0.001	0.2639	0.4969
Direct effect of Perceived relative advantage (X) on Perceived ease of use (Y)						
	Coeff.	SE	t	p	LLCI	ULCI
	0.2593	0.0665	3.9014	0.001	0.1286	0.3901
Indirect effect of Perceived relative advantage (X) on Perceived ease of use (Y)						
	Coeff.	BootSE	BootLLCI	BootULCI		
	0.1210	0.0397	0.0512	0.2073		

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Effects of Motivation on Engagement Across Domains

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Introduction and Research Aim

Lack of pro-social engagement has been identified as a persistent problem across broad swaths of modern life. In political and civic affairs, for instance, lack of participation poses an existential threat to public institutions and the fabric of democracy (e.g., Delli Carpini, 2000; Prior, 2005). In healthcare, failures to heed experts' recommendations cause epidemic-levels of unnecessary illness and premature death (e.g., Cramer et al., 2008; Noar et al., 2007). In the workplace, worker apathy, employee turnover, and active disengagement cost organizations billions of dollars annually (e.g., Cheang & Applebaum, 2015; Gallup, 2017; Rampersad, 2006).

Issues of problematic disengagement have been broadly studied within these domains, but rarely if ever been studied *across* these domains, however. To date, there has been little or no effort to look for commonalities in the causes of problematic disengagement across the various domains, and little effort to determine whether marketing strategies used to promote greater positive engagement in one domain might be translated effectively for use in others.

The current study examines the role of motivation on pro-social engagement within and across the domains of politics, health, and the workplace through the lens of self-determination theory (SDT; Deci & Ryan, 2002; Ryan & Deci, 2000). In line with this aim, the research proposed the following hypothesis and research questions:

- H1: There will be a significant relationship between type of motivation and level of engagement across the three domains of this study such that the more inner-directed the perceptions of motivation to engage in activities within each domain, the greater will be the level of engagement within that domain.
- RQ1: Are there differences in levels of engagement across domains?
- RQ2 Can those differences be accounted for by level of motivation?

Background and Conceptual Model

The primary conceptual model examined in this study is self-determination theory (SDT; Ryan & Deci, 2000), which suggests engagement is a function of motivation, and that internally sourced motivations are associated with greater and more positive engagement than externally sourced motivations. A central tenet of SDT is the existence of "three broad types of motivation: intrinsic, extrinsic, and amotivation" (Losier et al., 1993, p. 154). With intrinsic motivation, "the activity is seen as an end in itself as opposed to a means to some ends" (p. 154). Activities that are intended to accomplish objectives are examples of extrinsic motivation, which can be subdivided into self-determined and non-self-determined types. Amotivation can be looked on as a type of extrinsic motivation without a clear objective, as in being blown by the wind or drifting on the tides of fortune. From the perspective of an academic researcher, *amotivation* might be like not knowing why you are doing your research; *non-self-determined extrinsic motivation* might be like doing your research to obtain grants and promotions; *self-determined extrinsic motivation* might be like doing your research because you like being regarded as a good researcher; *intrinsic motivation* would be like doing your research for the joy of being immersed in your research.

Methodology

The study was conducted as a survey-based experiment with participants (N=1,015) drawn from Amazon's Mechanical Turk virtual workforce and randomly assigned to one of three different experimental conditions in which they were assessed for level of engagement and type of motivation within one of three domains of human activity: politics, health, or the workplace. Data collection was conducted in July 2016, before the pandemic and before the advent of AI-powered bots and widespread use of VPNs that have since rendered use of the MTurk workforce problematic. Best-practice recommendations for online experiments including multiple attention checks were included in the survey design (Chan & Holosko, 2016; Crump et al., 2013).

Engagement was measured using the Utrecht work engagement scale (UWES; Schaufeli & Bakker, 2004), a multi-item measure generally regarded as the most widely used scholarly measure of work engagement (Knight et al., 2017).

Motivation was measured using a single question adapted from a prior study (Losier et al., 1993) asking participants why they invested as much energy in their activities within their randomly assigned domain, with four choices aligning with the four types of motivations noted above.

Results

The hypothesis and research questions were tested using a two-way analysis of variance (ANOVA) with engagement as the continuous dependent variable and motivation type (4 levels) and domain (3 levels) as categorical independent variables. The ANOVA and post-hoc tests provided support for H1: from least inner-directed (i.e., amotivation) to most inner-directed (i.e., intrinsic), each level of the four-level motivation variable produced significantly higher levels of engagement than the previous level across each of the domains.

In answer to RQ1 and RQ2, the analyses found that levels of engagement in the political domain were significantly lower than in the healthcare and workplace domains, which were essentially the same. The difference seemed to be accounted for by the greater numbers of participants in the political domain who identified with the amotivation option, for which the corresponding answer was, "I don't know. I don't see what good it does me."

The results contribute to the marketing literature by providing actionable evidence of the relationship between motivation type and engagement that can be generalized across domains of life and industry as a topic for further study or development of marketing strategies.

Implications for Theory and Practice

With its findings emphasizing the power of intrinsic motivation, this research offers a suggestion to marketing strategists to focus on satisfaction of their target audiences' internal needs and desires rather than their externally focused goals. It also illuminates some of the inherent differences in engagement across the different domains and provides a potentially useful measurement option that may contribute to future cross-discipline studies of engagement advocacy and marketing strategy.

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The Downside of AI-Generated Diversity Representation

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Abstract:
In this paper, we investigate the effect of brand's representing diverse consumer groups with AI-generated models. We show that stigmatized consumers, or those that a brand is trying to represent, react negatively when their diversity representation is AI-generated. Our research ads to knowledge regarding personalization in advertising. While prior research has shown that personalized ads can lead to improved attitudes, better purchase intentions, and other favorable outcomes, our findings suggest that may also be a downside to hyper personalization when AI is used to generate models that are like the viewer and when the view is a member of an underrepresented or stigmatized group. Together our findings enrich marketing knowledge by providing evidence that attempts for diversity representation can have negative effects.

Keywords: Diversity, Virtual environments, Brand attitudes

Challenging Clean Meat Naturalness Perceptions: The Role of Consumer Mindsets

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Abstract:
Clean meat has emerged as a promising solution to many of the issues resulting from conventional meat production. However, acceptance remains a crucial challenge, significantly influenced by perceptions of unnaturalness. Previous research has demonstrated the limited success of messaging strategies aimed at countering these perceptions. Across two experimental studies, this research breaks new ground by examining these strategies through the lens of mindset theory. In Study 1, we present findings illustrating that strategies challenging the importance of naturalness are effective in promoting clean meat acceptance among consumers with a growth mindset. In Study 2, we demonstrate how complementing such messaging strategy with a specific form of creative narrative can make it effective among consumers with a fixed mindset too. Our findings are informative theoretically, extending mindset and narrative theories to the context of clean meat acceptance and, practically, suggesting novel ways to promote clean meat.

Keywords: Clean meat, naturalness, mindset, product narratives.

App Users’ Privacy Concerns: A Mixed-Methods Investigation

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Abstract:
The purpose of this research is to explore the mitigators of smartphone app users’ privacy concerns and to examine how those mitigators influence their privacy concerns and intention to install apps. Two studies were conducted. Study 1 adopted a qualitative method and collected data using semi-structured interviews. Study 2 employed a survey method and structural equation modelling was used to analyse the data. The findings of Study 1 showed that personalised services, number of downloads, experience of using apps, positive customer reviews, trusting beliefs, peer influence, privacy policy, and reputation are the mitigators of privacy concerns. The findings of Study 2 showed that all the mitigators, except number of downloads and experience of using apps, affect privacy concerns which in turn influence intention to install apps. This study contributes to the consumer privacy literature in the context of smartphone apps. The findings suggest some insightful recommendations to app developers.

Keywords: Smartphone apps; privacy concerns; app marketing

Exploring Motivations & Barriers of Electric Vehicles Adoption among Consumers

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Abstract:
The present research attempts to understand the consumers' perceived barriers and motivators while deciding to buy electric vehicles (EVs). The study has used a mixed method approach using Behavioral reasoning theory as its base framework. Interpretative Phenomenological Analysis (qualitative technique) was used to understand in-depth analysis (18 participants) of individuals' motivators and barriers towards the electric vehicle. The findings from the qualitative study were incorporated into a questionnaire survey (338 responses) to get consumers' purchase intention of using EV. The data was analyzed using PLS-SEM. The findings reported a significant positive impact of personal and social values on consumer's attitude. The 'reason for' and 'reason against' were noted to impact consumer decision-making process significantly. The findings will provide new insights to marketers to promote EVs better.

Keywords: Electric vehicle; Behavioral Reasoning theory; Motivators; Barriers

Understanding Consumer Misbehavior Involving Luxury Fashion Counterfeits

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Abstract:
There is a limited understanding of what allows consumers to engage in the unethical behavior of purchasing luxury fashion counterfeits. Grounded in the theory of neutralization, this study explores whether techniques of neutralization influence consumers' purchase intention of luxury fashion counterfeits. The data were collected using web-based surveys from 68 respondents, recruited using snowball sampling. Structural equation modeling was used to analyze the data. The findings reveal that the appeal to higher loyalties technique positively influences consumers' purchase intention of luxury fashion counterfeits. Thus, by presenting their behavior of purchasing luxury fashion counterfeits as a means to achieve a greater good, consumers justify their unethical counterfeit consumption. By drawing upon the theory of neutralization from the domain of criminology to explain the counterfeit purchase behavior of consumers, the study extends the scope of the theory. The findings can be utilized by luxury fashion brand managers to inform their anticounterfeiting campaigns.

Keywords: Counterfeit consumption, Luxury fashion counterfeits, Theory of neutralization.

Risk Perceptions and Luxury Fashion Counterfeit Consumption

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Abstract:
Grounded in the theory of reasoned action, this study examines the effect of social risk and legal risk on consumers' attitude and purchase intention towards luxury fashion counterfeits. The study utilized a sample of 68 respondents, who were recruited using snowball sampling technique owing to the sensitive nature of the study. The data were analyzed using structural equations modeling. Of the two dimensions of risk, only social risk was found to have a significant negative effect on attitude towards purchasing luxury fashion counterfeits, which in turn positively influenced counterfeit purchase intention. Additionally, the study lends empirical evidence to the previously disregarded mediating role of attitude in the relationship between risk (only social risk) and counterfeit purchase intention. These findings generate novel insights into the role of risk in shaping the counterfeit purchase behavior of consumers. The findings can also be utilized by luxury fashion brand managers to inform their anticounterfeiting campaigns.

Keywords: Luxury fashion counterfeits, Social and legal risk, Theory of reasoned action.

Beauty in the Eye of the Mindset-Holder

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Abstract:
Extant research documents that implicit theories of beauty (ITB) influences women's appearance management behaviours, specifically by heightening the perceived pressure to enhance their physical attractiveness, appearance anxieties, and cosmetic consumption. However, the qualifying role of ITB on how consumers derive interpersonal perceptions from women's physical attractiveness is not well understood. Across four studies, we draw on ITB to empirically demonstrate that the incremental (but not entity) theorists of beauty are more likely to make interpersonal inferences from a woman's physical attractiveness. This occurs only for incremental (but not entity) theorists of beauty as they make attributions about women's general competence from their physical attractiveness. These findings shed light on the nascent research on ITB, as well as the literature on beauty inferences and endorsement effectiveness. From a managerial perspective, these findings further provide insight into ITB's role as a crucial consumer-level factor that should be considered in developing endorsement strategies.

Keywords: Implicit theories of beauty; interpersonal perception; competence judgment

Unraveling the Impact of Opportunistic Product Recalls on Consumer Emotions, Brand Hate, and Behavioural Reactions: Insights from a Serial Mediation Analysis

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Abdul Salam, RMIT University
Attaullah Jatoi, Sukkur IBA University

Introduction and Research Aim

In 2021, U.S. companies issued approximately 1,000 recalls involving 35 million vehicles and equipment (Coleman & Posey, 2022; NHTSA, 2019). These recalls have had negative implications for brand image, quality perception, and resulted in revenue loss and market share decline (Dong et al., 2021; Eilert et al., 2017; Liu et al., 2017). Product recall pertains to the process in which a manufacturer retrieves a defective or unsafe product (Agrawal et al., 2022). Despite its extensive research, the area of product recall still lacks a comprehensive understanding of the behavioural reactions that ensue when a recall is negatively perceived by affected consumers. Therefore, anchoring our study in the affective events theory (Smith & Bolton, 2002; Weiss & Cropanzano, 1996), we investigate how consumers perceive an opportunistic product recall event and subsequently undergo a series of reactions, commencing with emotions such as anger and regret, leading to brand hate, and culminating in behavioural responses of protest and, potentially, revenge. This study attempts to address the following two questions in line with the aim mentioned above:

RQ1: To what extent does the influence of opportunistic product recall on protest behaviour and revenge behaviour depend on the mediating roles of consumers' anger and their brand hate towards the implicated car brand?

RQ2: To what extent does the influence of opportunistic product recall on protest behaviour and revenge behaviour depend on the mediating roles of consumers' regret and their brand hate towards the implicated car brand?

Background and/or Conceptual Model

Recalls address safety concerns, while opportunistic recalls reflect perceived opportunistic motives (Magno, 2012). Specifically, these involve organizations or dealerships exploiting customers by selling more repair jobs, promoting non-recalled products, concealing issues, and responding to external pressures (Astvansh et al., 2022; Magno, 2012). While numerous product categories and industries, such as automotive, consumer electronics, food and beverage, and pharmaceuticals and medical devices, face annual product recalls, our research specifically concentrates on the automotive industry, which has emerged as a prominent recipient of recalls in recent times (Pagiavlas et al., 2022). Extensive research has been conducted on car recalls from various perspectives. Previous studies have explored the detrimental impact of car recalls on firms' performance and market value (Chen et al., 2009; Liu & Shankar, 2015; Singh & Grewal, 2020) and their influence on firms' strategic dimensions, specifically related to marketing-mix factors (Beattie et al., 2021; Van Heerde et al., 2007). However, the impact of opportunistic product recalls on consumer-brand relationships has been underexplored (Souiden & Pons, 2009), making it the central focus of our present study. By drawing on the affective events theory (Smith & Bolton, 2002; Weiss & Cropanzano, 1996), this research paper provides significant contributions to the existing body of literature. It contributes by elucidating and validating the sequential causal relationships that unfold within the context of opportunistic product recalls. The present study specifically uncovers the causal sequence by which product recalls trigger emotional reactions, fostering the emergence of brand hate, and subsequently driving consumer protest. Moreover, in line with the focus of this research, it also examines and confirms the instances where consumer actions escalate to encompass acts of revenge against the concerned brand (Figure 1).

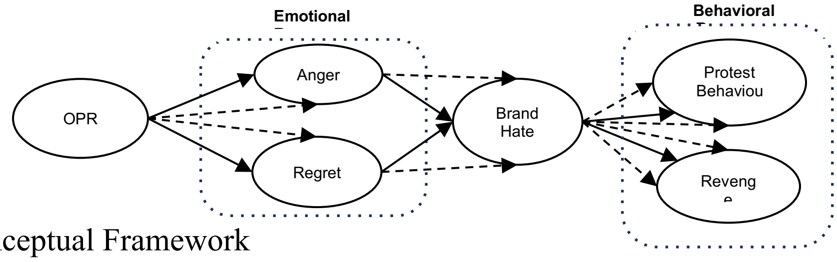

Figure 1. Conceptual Framework

Methodology

Data was collected in the U.S. using a structured survey-based approach due to two reasons: high vehicle recall figures in 2021 (over 35 million vehicles and equipment) and one of the highest per capita car ownership rates among English-speaking countries in 2022. The study focused on car owners who experienced a recall and underwent compliance. The sample comprised mTurk participants for efficient and higher quality data collection (Anson, 2018; Hauser & Schwarz, 2016; Kennedy et al., 2020). Data collection took place from January to February 2023. Three qualifying questions ensured sample eligibility. The Qualtrics questionnaire was distributed through mTurk. Sample size estimation (384 for 95% confidence, 5% margin) followed Krejcie and Morgan (1970)'s method. After removing inconsistent responses, 425 (48.57%) complete and usable responses remained from 875 attempts. Robustness testing with G*Power (0.05 significance) yielded a sample power of 0.999, exceeding the 0.8 threshold for hypothesis testing (Faul et al., 2009).

Results

Reliability results were satisfactory (all > 0.7). Convergent validity (AVE > 0.5) and discriminant validity (HTMT < 0.85) were confirmed. All four hypotheses received support. Serial mediation indicated regret's prominence over anger in mediating opportunistic product recall's impact on protest behaviour and revenge (Table 1). Combined anger and regret explained 77.7% of brand hate's variation, with brand hate explaining 71.1% of protest behaviour and 67.8% of revenge.

Table 1. Serial Mediation Results

Hypothesis and Decision		Std Beta	*t* Values	*p* Values
H1: Supported	OPR -> Anger -> Brand Hate -> Protest Behaviour	0.078	4.664	0
H3: Supported	OPR -> Anger -> Brand Hate -> Revenge	0.077	4.644	0
H2: Supported	OPR -> Regret -> Brand Hate -> Protest Behaviour	0.287	8.908	0
H4: Supported	OPR -> Regret -> Brand Hate -> Revenge	0.280	8.788	0

Implications for Theory and Practice

This study makes a distinctive contribution to the existing theory by advancing our understanding of product recalls, specifically focusing on opportunistic recalls and their impact on consumer-brand relationships. It provides empirical evidence that, although emotional responses are triggered by opportunistic product recalls, the role of regret outweighs anger in influencing consumers' protest behaviour and even revenge. Moreover, the study contributes to theory by proposing that regardless of whether an opportunistic product recall evokes anger or regret, it consistently generates a sense of brand hate. Importantly, these findings hold practical implications for practitioners who can leverage them to develop pre-emptive strategies when announcing product recalls, thus mitigating, or even averting potential negative consequences associated with such events.

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Do Personality Traits Influence Post Purchase Cognitive Dissonance

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Abstract:
Product return rates are a major threat to the retail industry, with about 30% attributed to change of mind or uncertainty. Researchers suggest that Post Purchase Cognitive Dissonance (PPCD) plays a key role in product returns. Although scholars have speculated about the influence of personality traits on PPCD, no empirical evidence exists to support this claim. This study aims to predict a consumer's likelihood and intensity of experiencing PPCD based on their personality traits. This work-in-progress research will employ a three-stage mixed methods approach to investigate this relationship. By understanding how personality traits impact PPCD, marketers can tailor their campaigns and content to target specific consumer segments, mitigating or preventing PPCD altogether. Ultimately, this project seeks to enhance the design of marketing strategies for different personality types to minimize product returns.

Keywords: Post Purchase Cognitive Dissonance, Personality Traits, Consumer Behaviour

Vintage Typography: Nostalgic Pathways to Product Safety

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Abstract:
Drawing from the concept of anemoia, the authors propose a new typology of nostalgia called vintage anemoia. Vintage anemoia encompasses consumers' positive, nostalgic response to vintage cues, regardless of historical periods or individual lived experiences. Through two studies, the authors demonstrate that vintage typography, by evoking feelings of vintage anemoia, can activate safety cues and enhance consumer perceptions of product safety. We rule out alternate process mechanisms (brand expertise and brand longevity) and show the effect diminishes when promoting futuristic products. The findings contribute to the existing body of knowledge in marketing on typography and nostalgia and provide insights for marketers on leveraging vintage typography as a strategic tool for creating emotional connections with consumers and enhancing perceptions of product safety.

Keywords: product safety, nostalgia, vintage typography.

Investigating the Impact of Providing Both Sales and Review Volume Information

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Abstract:
The importance of online reviews continues to grow for both retailers and consumers. Typically, online reviews are summarised in terms of an average review score and the number of reviews. However, some retailers choose to additionally reveal information about the number of product or service sales. The current research investigated how consumer were influenced by this additional information – in particular, the ratio between the number of reviews and number of sales. Across three online experiments, we found a positive association between two different perceptions of popularity and purchase intentions. Factors influencing perceptions of popularity were the number of sales, number of reviews, average product rating, time the product had been on the market and, unique to this research, the ratio between the number of reviews and number of sales. In light of these findings, retailers could strategically present certain review profile information contingent on the product's review profile.

Keywords: Word of mouth; online reviews; product popularity.

The Role of Loneliness in Incentive Sensitisation

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Abstract:
Loneliness is prevalent in the modern society, and successful loneliness coping strategies would help individuals compensate for negative feelings. This study identifies different dimensions of loneliness and explores its impact on intentions of repurchasing probabilistic goods. The incentive sensitization theory is adopted to connect loneliness with "liking" (hedonic feelings) and "wanting" (desires for certain outcomes) mechanisms. We carried out a qualitative interview study and collected questionnaire survey data (N = 575) to investigate the loneliness coping process. Results show that "liking" and "wanting" have indirect effects between all different dimensions of loneliness and repurchase intentions with respect to probabilistic goods, except the link between social exclusion and "liking". Perceived loss of control as a moderator strengthens the effects of loneliness on "wanting" rather than "liking". The unique perspective of incentive sensitization lens advances loneliness coping studies by uncovering specific conditions in which individuals experience hedonic feelings and a goal-striving process.

Keywords: Loneliness, incentive sensitisation theory, probabilistic goods

The Role of AI in Enhancing Customer Experience: An Exploratory Analysis

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Introduction and Research Aim

The evolving role of Artificial Intelligence (AI) in marketing has been a topic of interest among researchers during the past few years. Most of these studies have focused on specific AI-based applications such as chatbots (Pizzi, Vannucci, Mazzoli, & Donvito, 2023), voice assistance technologies (Guerreiro & Loureiro, 2023; Wang et al., 2023), conversational agents (Diederich, Brendel, Morana, & Kolbe, 2022) and other self-service technologies (Wirtz & Kowalkowski, 2023) and their impacts on human-computer interactions in marketing and communication strategies. Further, the existing literature has focused on any particular aspect of consumer behaviour such as brand preferences (Ho & Chow, 2023), services evaluation (Shin, Bunosso, & Levine, 2023) and online conversations (Li & Zhang, 2023). Despite the growing number of studies in this domain, the overall understanding of the impacts of AI-enabled applications on enhancing consumers' overall shopping experience is still fragmented. To address this research gap, the current study examines the impacts of diverse AI-enabled marketing applications on consumers' shopping experiences during their entire consumer decision-making process and purchase journey.
We address two research questions in line with this aim:

> **RQ1: How do we conceptualise the customer experience resulting from AI-Consumer interactions?**
> **RQ2: How do AI-enabled applications impact consumer experience and customer journey?**

Background and/or Conceptual Model

The conceptual model of the study is developed on the theoretical foundations of the Engel-Kollat-Blackwell (EKB) model of consumer behaviour (Darley, Blankson, & Luethge, 2010). The study examined the implications of AI-enabled applications on five stages of the consumer decision process which are 1) problem recognition, 2) information search, 3) evaluation of alternatives, 4) purchase and 5) outcomes. Further, the study examined how four dimensions of customer experience: 1) sensory experience, 2) cognitive experience, 3) affective experience and 4) conative experience are influenced and impacted by the AI-human interactions in marketing, particularly in the context of retailing and consumer services.

Methodology

The study involved two stages of qualitative data collection. In the first stage, a systematic literature review of articles examining the role of AI in customer experience management is conducted. As a methodology, systematic literature reviews help the researchers to identify, arrange, examine, and synthesise the current literature in a specific subject area such as consumers' shopping experience. Further, this form of data analysis helps to conduct a comprehensive mapping and generate the most up-to-date knowledge and summary on the subject topic (Paul et al., 2021). In the second stage, 25 semi-structured interviews with consumers who are experienced in various AI applications in retailing are being conducted in the Auckland and Napier cities of New Zealand. However, the scope of this paper is limited to discussing the methods and findings of the stage-1 data collection. The required references for the research have been primarily obtained from Scopus, the world's largest academic database. However, the articles were downloaded from various academic sources including ScienceDirect, Wiley, ProQuest, and Sage. To identify the relevant articles, the study used keywords such as "*Artificial Intelligence*" OR "*AI*" AND "*customer experience*", OR "*shopping experience*", OR "*customer journey*". These strategies helped us to identify 376 peer-reviewed articles at the initial stage. However, to ensure the quality of our findings, we have excluded all non-ABDC-ranked journals and non-English language articles in the next phase. This resulted in reducing the total number of articles to 160. In the third stage of data filtering, we assessed the title, abstract and keywords of each of those 160 papers and further removed 19 further papers as they were found irrelevant to our study resulting in 141 full papers for our structured review and analysis.

Results and/or Discussion and Contributions

Information technologies such as AI could play a critical role in redefining and shaping future sustainable consumer behaviour. The study findings confirmed the role of artificial intelligence applications in stimulating sensory, cognitive, affective, and conative customer experience during various stages of the consumer journey. During the pre-purchase stage of the consumer journey, customers mostly felt sensory and cognitive experiences from their AI interactions. During the purchase and post-purchase stage, AI-based applications primarily provide an emotional and conative shopping experience to consumers. The major implications of AI-enabled technologies in the consumer decision process are presented in Table 1.

Consumer Decision Process	**Impacts of AI and related technologies on Marketing**	**Relevant AI tools or applications**
Problem recognition	Personalised discounts and offers on customers' desired items; Effective segmentation and target marketing; Communicating the new product arrivals to the relevant consumers	Emails, marketing automation tools, CRM software (e.g., Jasper AI, Marketing blocks AI, Postaga)
Information Search	Enhanced product /service recommendations; Better human-computer interactions; Enhanced (rich, detailed, and relevant) data availability, and accessibility;	Chatbots, voice assistants, conversational agents, AR, VR and MR tools, SEO (e.g., Getgenie ai, SurferSEO)
Evaluation of alternatives	Generating favourable consumer attributes including perceptions, trust, and motivation through human-AI interactions; Efficient comparison of alternatives through in-depth product information, price comparison and personalisation	Chatbots, voice assistants, conversational agents, website optimisation, SEO, and search marketing tools (e.g., Cosmos AI, copy.ai)
Purchase	Enhanced in-store and online shopping experience (e.g., humour-oriented interactions through chatbots); enhanced omni channel integration quality and management; Increase the firm's ability to offer personalised products via enhancing supply chain efficiency and production flexibility; Increased value co-creation opportunities through engagement and collaboration; Customisation and connectedness; Enhanced system quality (visual appearance, time distortion, interaction speed)	Social media; Location-based services, AR/ VT and MR tools, Robots
Outcomes	Advanced self-expressive and emotional states (e.g., self-esteem) for consumers; Increased affective, behavioural, and intellectual experiences with the retailer/ brand; Increased post-purchase engagement; Profitable customer-brand relationships; Increased brand trustworthiness, Enhanced customer decision-making attributes (skills, challenge, abilities);	Emails, marketing automation tools, CRM software (e.g., Postaga, Ho High Level, Elastic email)

Table 1: Role of AI in enhancing customer experience.

Implications for Theory and Practice

The findings of our study provided valuable suggestions for implementing sustainable marketing strategies. Further, the study provides valuable contributions to the theory of consumer behaviour. The paper discussed the implications of AI and related technologies in each stage of the consumer journey and decision-making. These findings are expected to help marketers in adopting and using appropriate AI applications that enable them to understand and meet changing customer needs and deploy appropriate strategies for a sustainable brand-consumer relationship.

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Going Against the Tide: How Self-Construal Moderates Receptivity Towards Popular LGBTQ+ Brand Activism

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Abstract:
Many brands in today's marketplace take a stance on social and political issues. For example, many brands in recent years have indicated support for #BlackLivesMatter, while there are brands that close on Sundays or oppose homosexuality. This research examines the type of consumers to whom a brand supporting or opposing LGBTQ+ rights might appeal. Specifically, we focus on consumers' independent or interdependent self-construal. Three studies show that independents consider brand activism that opposes LGBTQ+ rights as "bold" and "courageous," which appeals to them due to individualistic tendencies. By contrast, independents and interdependents equally favor brand activism that supports LGBTQ+ rights. We situate our findings within the American political discourse and marketplace, discuss the relevance of our results for brands that are interested in activism, and acknowledge limitations to our work.

Keywords: brand activism; LGBTQ+ discrimination; self-construal

Navigating Perceived Crowding Through Prior Knowledge

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Abstract:
Crowding, a common phenomenon in popular tourist destinations, affects place perception and tourists' experience. Consumers make decisions and adapt behaviours based on preconceived notions. Perceived crowding, important indicator of experience quality, is often negatively situated in research, with limited researchers referring to and examining 'good crowding'. The study focuses on the influence of prior knowledge in negotiating perceived crowding for improved tourism experiences. The methodology involves in-depth semi-structured interviews with projective visual stimuli, and the results highlight that prior knowledge promotes a sense of perceived control through risk mitigation, familiarity, and trust in the tourism context. The findings contribute to a deeper understanding of the role of prior knowledge in consumer behaviour and experiences. Furthermore, destination stakeholders can tailor information provision by leveraging prior knowledge, fostering trust through credibility and promoting familiarity to enhance experience and destination value.

Keywords: prior knowledge, experience, perceived crowding

A Meta-Analysis of User-Generated Video Viewership

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Abstract:
This study employed a meta-analytical technique to quantitatively synthesize the factors influencing the viewership of user-generated videos (UGVs). Data from 46 articles retrieved from five academic databases revealed that the Uses and Gratifications Theory and the Technology Acceptance Model were the most commonly utilized theoretical frameworks. Furthermore, a total of 145 factors were identified as antecedents. Among these, entertainment, information seeking, flow, escapism, social interaction, satisfaction, and time spent watching were found to have significant associations with user-generated video consumption. The study also identified the moderating effects of audience gender and UGV type, distinguishing between live streaming and shorter-form videos. This study contributes to the literature on media consumption by reconciling fragmented findings in prior studies and addressing various avenues for future research. Given that views are the living resource of UGVs, understanding why people watch UGVs would support and prolong the proliferation of businesses developed around UGVs.

Keywords: user-generated video, viewership, meta-analysis.

Positive Cognitive Emotions Promotes Healthy Eating

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Introduction and Research Aim

Consumers increasingly focus on health and tailor their diets to manage weight, boost immunity and maintain well-being (Lempert, 2020). This trend also transverses to consumers' snacking behaviours, in which healthy snack alternatives have experienced substantial growth in the last decade (Bane, 2021). To encourage the growth of healthy eating behaviours, past research proposes the use of positive emotions (Fredrickson, 2001). However, the existing literature presents contradictory findings on how positive emotions influence healthy eating. On the one hand, consumers may be more likely to eat healthier when they are in positive emotional states (e.g., Fritz et al., 2019; Turner et al., 2010; Winterich and Haws, 2011). On the other hand, some studies indicate otherwise and suggest that positive emotions may lead to unhealthy eating behaviours (e.g., Ever et al., 2013; Macht et al., 2002). We argue that such contradictions exist because many past studies only focused on emotional valence (positive vs. negative). Therefore, the present study attempts to resolve such conflicts by examining the impact of discrete emotions, beyond their emotional valence, on healthy eating behaviours (e.g., snacking).

Background and Conceptual Model

Emotion is a multidimensional construct that can be described by its valence (positive vs. negative; Barret et al., 2007) or discrete entities (e.g., Ekman, 1992). Each discrete emotion may affect eating behaviours differently (e.g., Winterich & Haws, 2011). As such, some positive emotions may positively affect healthy eating intention, while others may negatively affect healthy eating intention. Fredrickson (2001)'s broaden and build theory offers us a foundation to understand the mechanism underpinning the effect of different discrete positive emotions on healthy eating behaviours. They propose that positive emotion is central to individuals' healthful behaviours because it enhances the individuals' cognition and attention (Fredrickson, 2001). Aligning with this notion, past research indicates that logical thinking and reasoning are crucial psychological mechanisms facilitating healthy eating (e.g., Cohen and Babey, 2012). The evidence suggests that positive cognitive emotions are likely to enhance healthy snacking behaviours. That is because positive cognitive emotions can enhance individuals' cognitive schema and tendency to adopt critical thinking (Cao et al., 2020; Griskevicius et al., 2010).

The present study, therefore, examined the effect of positive cognitive emotions, specifically awe and interest, on healthy snacking behaviours. Awe is elicited when individuals appraise stimuli overwhelming their existing mental structures (Shiota et al., 2007). Meanwhile, interest is characterised by concentration, mental activation and orientation (Libby Jr. et al., 1973). Both awe and interest should heighten individuals' cognitive schema (Silvia, 2020). While awe has been shown to positively affect healthy eating through analytic processing (e.g., Cao et al., 2020), it remains unclear whether interest possesses the same function. We hypothesise that awe and interest may heighten consumers' purchase intention of healthy snacking options through the activation of consumers' analytic processing (but not affective processing). However, we expect this effect to dissipate when consumers' cognitive load is heightened. That is because a higher cognitive load discourages consumers from engaging in logical thinking and reasoning (e.g., Cohen and Babey, 2012;).

Study 1A & 1B Method and Results

Study 1A and 1B were conducted to demonstrate the effect of cognitive emotion (i.e., awe) in a real-world setting. Study 1A pretested the effect of awe appeal, employing an online experiment with a one-way within-subjects design. 40 Australian respondents (42.4% female, M_{age} = 36.48) were recruited and asked to evaluate two Facebook Ad healthy snack posts (high vs. low awe ad) in random sequence. They then reported their feeling of awe (Kirby et al., 2013) and intention to click on the ad (adapted from Doods et al., 1991). Two one-side within-subject t-tests revealed that the high awe ads evoked a significantly higher level of awe (M = 2.64, SD = 1.73) than the low awe ad (M = 2.33, SD = 1.61), t = 2.055, p = .024. High awe ad (M = 2.70, SD = 1.47) also elicited significantly higher click intention than the low awe ad (M = 2.33, SD = 1.41), t = 2.037, p = .025. In Study 1B, we then followed up with a real-world A/B testing on the Facebook Ad platform with the two ads in Study 1A. Following Orazi and Johnston (2020), we conducted a chi-square test to examine the differences between the two ads' clicks and impressions. We found that high awe ads attracted higher clicks (n = 110) than low awe ad posts (n = 69), $\chi 2$ = 15.53, p < .001.

Study 2 Method and Results
Study 2 validated the notion that cognitive emotions heightened healthy snacking intentions via analytical processing. Employing a one-factor, three-level (awe vs. interest vs. neutral) between-subject, we acquired 77 valid responses (Australian, 53.2% Female, M_{age} = 35.96). Respondents were randomly assigned to one of three emotion-elicitation writing tasks (Sung & Yih, 2016) to evoke awe, interest, or neutral. ANOVA analyses revealed that awe (M = 4.76, SE = .16, p = .027) and interest conditions (M = 4.78, SE = .15, p = .017) activated significantly higher analytic processing than neutral condition (M = 4.20, SE = 0.18). Meanwhile, we found no significant difference between the three conditions on affective processing (p = .186). We then conducted a serial mediation analysis using Hayes' PROCESS Model 6 and found that awe and interest (b =.1172, SE = .0715, 95%CI =.2885,.0113) significantly influence the purchase intention of healthy snacks via analytical processing and healthy eating intention in a serial manner (R^2 = .2805, F(4,72) = 7.018, p < .001).

Study 3 Method and Results
Replicating Study 2 design and protocol, Study 3 added the cognitive load manipulation (high vs. low adapted from Jing Wen et al. (2020) to test the moderating effect of cognitive load. We acquired 180 valid responses (100% Australian, 51.7% female, M_{age} = 39.22). We conducted a moderated serial mediation analysis using Hayes' PROCESS Model 83 and revealed a significant moderated serial mediation effect (b = -.014, SE = .009, 95% CI = -.035, -.0004). Specifically, the indirect effect was significant when cognitive load was low (i.e., 16^{th} percentile; b = .036, SE = .024, 95% CI = .0009, .093) but not when it was moderate (i.e., at 50^{th} percentile; b = .009, SE = .010, 95% CI = -.003, .034) and high (i.e., at 84^{th} percentile; b = -.005, SE = 0.009, 95%CI = -.025, .015).

General Discussion
Our findings support the argument that awe and interest significantly promote the intention to purchase healthy snacking options by activating analytic processing (but not affective processing) and heightening healthy eating intention. As such, we highlight the pivotal role of emotions related to cognitive reasoning in healthful behaviours. We also revealed that individuals are more likely to initiate analytic processing rather than affective processing when they feel awed and interested. Our study is the first to empirically demonstrate this effect and in turn, challenge the extant literature, which suggests that interest activates both analytic and affective processing simultaneously. We further strengthen the notion that deliberative thinking and evaluation are central to health-related decision-making as we find higher cognitive load attenuates the effect of awe and interest on healthy snacking intention. As consumers' cognitive resources are occupied, they are discouraged from engaging in analytic processing to guide their decision-making. Taken together, we demonstrate that positive cognitive emotional appeals could be a promising tool to effectively promote healthful behaviours.

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When Do Social Norms Drive Access-Based-Consumption?

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Abstract:
Considering the global challenge of overconsumption and the potential benefits of alternative consumption models such as Access-Based-Services (ABS), this research investigates the influence of social norms on trial intent of ABS. Precisely, we explore the influence of the type of norm (descriptive vs. injunctive) and the message framing (positive vs. negative) considering two product categories (i.e., fashion, tools) using a 2x2x2 online between-subjects experiment. Overall, we show a triple interaction effect. For fashion, negatively framed injunctive normative messages that convey disapproval for hoarding clothes have the strongest impact on trial intent. For tools, positively framed injunctive normative messages are the most effective. For fashion, the impact of injunctive norms on trial intent is stronger among consumers who are less ecologically sensitive. These results have practical implications for marketers of platforms and provide fruitful research avenues for scholars studying the sharing economy from a marketing perspective.

Keywords: Access-based Consumption, Social Norms, Message Framing

Digital Detox and Its Effects on Marketing

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Introduction and Research Aim

The 'digital detox' or 'digital disengagement' phenomenon is rising especially after the pandemic. Digital detox typically means taking a break from using digital (smart) devices. The consequences of smart device dependency, and constant digital activities are said to harm individual wellbeing, cause anxiety, stress, and physical ailments amongst others. In contrast to these concerns, marketers are growing their brands via digital means, digital media, social media, and smart devices which may cause further harm or ironically contribute to further digital disengagement. Marketers are not preparing for a future where target consumers may disengage from digital activities and digital media voluntarily, more often. Considering these contrasting directions, this study aims to examine the digital detox phenomenon in everyday lives, and determine its effect on consumer brand awareness, brand messaging and brand engagement. The study is exploratory, and its findings intends to offer propositions of how marketers can contribute to reduce the negative impact whilst ensuring the efficacy of its digital brand strategies. We initially explore three research objectives in line with this aim:
RO1: How to conceptualise the phenomenon of digital detox?
RO2: What are the antecedents of digital detox in everyday lives?
RO3: What are the outcomes of digital detox in relation to brand awareness, brand messaging and brand engagement - marketing terms?

Background and/or Conceptual Model

Digital detox is conceptualised differently in the extant literature in terms of 1) the type of media and type of digital consumption discontinued or abandoned 2) the extent of individual agency and 3) the discourse surrounding intentions. Firstly, digital detox emphasises a disengagement from social media, (Baumer *et al* ., 2013; El-Khoury *et al* ., 2020; John and Dvir-Gvirsman, 2015), or individuals temporarily refraining themselves from games or work- related tools (Syvertsen and Enli, 2019; Schmitt *et al* ., 2021), electronic devices and/or IT use in general (Mirbabaie *et al* ., 2022; Jiang and Balaji, 2022; Radtke *et al* ., 2022). Second, some researchers debate the degree of volition involved. Jiang and Balaji (2022) and Radtke *et al.*, (2022) suggest that digital detox is a voluntary and intentional (limited) removal of digital devices. While others include voluntarily/active and passive forms of participation in the conceptualisation (Casemajor *et al* ., 2015; Kunstman and Miyake, 2019). Third, the intentions of digital detox vary. It is posited as an opportunity to reduce stress, focus on the physical world, and/or promote health behaviour change, for asceticism, self-discipline, and productivity (Portwood-Stacer, 2012), and a yearning for authenticity (Syversten *et al.*, 2020). Thus, an exploratory study that offers insights on the practices, experiences, and motivations of digital detox is warranted. Marketers use digital technologies to elevate customer engagement (Hollebeek *et al.*, 2019; Islam and Rahman, 2017). However, the digital detox phenomenon, consumer behaviour and its impact on marketing remains unclear.

Methodology

This study is exploratory using 20 semi-structured in-depth interviews. Participants comprised of individuals ranging from retirees to students. It was not limited to people who have had experience of disengagement and included heavy users of digital devices. The interviews were conducted via Microsoft Teams; all interviews were audio-recorded and transcribed verbatim. Participants were given the opportunity to speak freely on their digital consumption behaviours, overall experience, detox practices as well as their consumption of digital marketing practices. The researchers used thematic analysis with a discovery-focused analytic approach. Responses were thematically analysed. Themes identified include typical digital consumption, digital detox practices, and its antecedents, as well as awareness and attitudes towards online branding. Patterns within themes were then explored leading to categorisation of subthemes.

Results and Discussion

The study showed that digital detoxing may take place daily, over a weekend, a few hours, or a few minutes in a day, employing different strategies. Disengagement may be forced due to workplace regulations or when it is not conducive to use digital devices. Individuals may establish rules that explicitly delineate time periods or occasions to switch off such as no devices at mealtimes. Other strategies include the use of apps to limit screen time. Several participants employed more extreme approaches for example by deactivating their social media accounts, deleting digital applications from their digital devices, and using separate devices for work and for personal use. Other less 'effective' strategies were to keep digital devices physically away from themselves to prevent access. Daily disengagement stemmed from concerns of information overload, both mental and physical health, 'being present in the moment' and real human connection. Participants also experienced physical ailments. Anxiety, and mental wellbeing issues related social comparisons, hate comments, or distressing content on social media were revealed. The addictive nature of digital devices akin to other addictive substances was apparent. However, disengagement was difficult due to a lack of willpower or fear of losing out. While there was some effort to reduce digital consumption or digital device use, attention was directed to digital consumption for developmental and wellbeing purposes. Based on the above findings, the conceptualisation of digital detox aligns with Kunstman and Miyake (2019) definition of digital detox. Digital detox is a continuum of practices that can take various forms, entailing disengagement from digital devices to disengagement from digital consumption. Disengagement varies in terms of extent of volition. Antecedents equally vary in significance, with physical to psychological reasons, in addition to the need for social relationships with others, suggesting a continuum of motivation. An examination of digital detox practices and its antecedents also suggest a return to the postmodern consumer restructuring his or her own identity from the onslaught of market forces (First and Venkatesh, 1995). Findings also suggest that influencers had limited power, and more beneficial for information search or entertainment. Influencers were not able to sway brand or product preference, although it did influence information search if the product category was relevant to a current need. Digital detox practices have limited impact on knowledge of brands, awareness of the brand messages, and brand engagement. Brand messages were easily disregarded, sometimes blocked, suggesting the lack of interest toward brand messages in the first place. Participants believe that brand related information can be gained from other sources such as bricks-and-mortar stores, or through word of mouth. There are also signs of the digital detox paradox where the highly networked, always-on society and the culture of compulsory digital sociality ensures that people return to the digital (Kunstman & Miyake, 2019).

Implications for Theory and Practice

This study is timely and adds to the literature of digital detox in daily lives, and consumer behaviour, with implications for marketers, their digital brand strategies, brand messaging or brand engagement strategies. The study adds granularity to the digital detox phenomenon, its antecedents, and practices. Several propositions can be put forth based on the findings. First, further research is required to better understand the antecedents of digital detox which can contribute to finer definition of target markets, relevant online brand messages or messaging channels. This may include brand strategies to induce digital detox practices. Second, the study reveals minimal influence of digital brand messages, brand awareness and brand engagement. For marketers, it may necessitate a reconsideration of engagement aims and methods to increase the effectiveness of online marketing communication and resolve consumers' lack of interest and advertisement avoidance behaviour. Third, is to encourage further research to examine digital detox practices in other countries or larger samples to uncover other unique antecedents and practices, and to further examine its overall impact on the consumer wellbeing.

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The Exceptions That Confirm The Rule: An Analysis of Deviations From a Key Expected Pattern in Digital Markets

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Introduction

Over the past few decades, we have witnessed the growth of online markets and channels – a trend that started with eCommerce (facilitating purchases and firm-to-customer interactions via web-based technologies such as websites) and took off even further with mCommerce (selling via mobile technologies such as mobile apps) and social commerce (selling via social media platforms) (Chaffey, 2019). Consistent with these trends, marketing research has returned a rich collection of empirical studies specifically aimed at better understanding online contexts. A common thread that connects this line of enquiry is the comparison against offline markets. There are two main reasons why this is the case. First, through this comparison, it is possible to draw upon a wide pool of existing findings without resorting to a priori expectations. Second, many studies on online contexts include a comparison against offline due to the widely held belief that digital markets ought to be different. While to some extent online markets evidently have inherent differences (e.g., products and services availability anytime, anywhere; greater possibilities of brand and price comparisons; greater access to peer feedback like reviews and ratings), the underlying principles of consumer behaviour and decision making remain the same (Higuet & Remaud, 2023).

In this vein, the aim of the present research is to document and explain deviations from a key expected pattern in panel and survey data, the Double Jeopardy, which ascribes that more popular offerings attain better market performance (Sharp et al., 2012). We cover multiple markets, countries, and time frames for some robust preliminary findings. We also replicate and expand the methods used in Stocchi et al. (2015) to answer the following research questions: ***RQ1***: *To what extent do we observe deviations from the Double Jeopardy in panel data and survey data for online markets?* And ***RQ2***: *To what extent do deviations from the Double Jeopardy in panel data and survey data for online markets match those offline?*

Background

In Table 1 we include examples of marketing research the present study seeks to link. Namely, research that has explored patterns in panel and survey data for online markets, where analysis of deviations from expected patterns has been largely overlooked; and research documenting deviations from the Double Jeopardy in panel and survey data offline, from which it can be concluded that deviations in both panel and survey data are rare.

Table 1: Examples of relevant marketing studies

Studies exploring patterns in online markets	**Studies documenting deviations in offline markets**
Dawes & Nenycz-Thiel (2014); Calvosa (2016); Anesbury et al., (2016); Trihn et al., (2017); Taneja (2020); Chowdhury et al, (2022); Naami et al. (2022); Klepek & Kvíčala (2022); Higuet & Remaud (2023).	Kahn et al., (1988); Ehrenberg et al., (1990); Fader & Schmittlein, (1993); Bhattacharya, (1997); Sharp & Sharp, (1997); Wright et al., (1998); Ehrenberg et al., (2004); Stern & Hammond, (2004); Meyer-Waarden & Benavent, (2006); Stocchi et al., (2015); Scriven et al., (2017).

By connecting these two lines of research, we can address a problem of theoretical and practical relevance, which is the increasing reliance on unfunded assumptions (e.g., assumptions that online markets ought to be different) fuelling speculation around the basic principles that brands thrive online differently. We focus on the following deviations (Kahn et al., 1988; Fader & Schmittlein, 1993; Bhattacharya, 1997; Scriven & Bound, 2004; Stocchi et al., 2015): i) *excess behavioural loyalty* – i.e., large brands with high market penetration and higher-than-expected brand loyalty, primarily documented in purchase data; ii) *change-of-pace* – i.e., declining brands with high market penetration but lower-than-expected brand loyalty or, for brand evaluations data, brands that are known to many consumers but evoke a rather 'narrow' image; and *niche* – i.e., small brands (in terms of market penetration) with higher-than-expected brand loyalty, or brand image

Methods
We replicate and expand the methods of Stocchi et al. (2015), who explored deviations from the Double Jeopardy comparing purchase behaviour vs. brand evaluations (brand image associations). They did so by benchmarking observed and expected values derived from the NBD-Dirichlet model estimates (Goodhardt et al., 1984; Ehrenberg et al., 2004) for measures such as market penetration and brand loyalty (purchase frequency) for purchase behaviour (Kahn et al., 1998; Ehrenberg et al., 1990); and associative penetration and associative rate for brand image (Romaniuk, 2013). We implemented and amplified the same approach for the following sets of data (see Table 2):

Table 2: Data sets

Data type	***Details***	***Information extracted***
(1) Panel	*N = 2,473* from Italy – **mobile apps** Brand evaluations for 47 free and paid apps	Market penetration, associative penetration, and associative rate
(2) Survey	*N = 718* from Australia – **mobile apps** Brand evaluations for 28 apps (three markets)	Market penetration, associative penetration, and associative rate
(3) Panel	*N = 2mil* + from Iran – **telecommunications** Purchase behaviour for four brands and four years	Market penetration and purchase frequency
(4) Survey	*N = 525* from Iran – **online retail** Purchase behaviour for 28 brands in five markets	Market penetration and purchase frequency

Results
Across all sets of data examined, we see very few deviations from the Double Jeopardy pattern. For apps, only 14-15% of the apps considered (including free vs. paid apps; social media, health and fitness, work and productivity, utilities, and games) deviated. Most deviations classed as change-of-pace in brand evaluations, but the market penetration suggested that these apps would display excess behavioural loyalty or niche-like behaviour in usage. Hence, in mobile markets deviations from the Double Jeopardy seem rare and 'mirrored' when comparing purchase behaviour vs. brand evaluations. In telecommunications, only one brand deviated for at least three of the four time periods, and it was a change-of-pace brand. Finally, across the five online retail markets (books, banking, cosmetics, electronics, and groceries) about a third of the brands (36%) returned small deviations from the Double Jeopardy pattern, predominantly change-of-pace brands.

Discussion and Preliminary Implications
We find that, just like offline contexts, deviations from the Double Jeopardy in online markets are rare and seldom persist across time. They also seem somewhat 'mirrored' when comparing purchase vs. brand evaluations data, and are predominantly change-of-pace brands – a finding we explain considering the large number of comparable alternatives available to consumers in online markets and the prevalence of variety seeking (Higuet & Remaud, 2023). Hereafter, we plan to continue expanding

the empirical evaluation of deviations from the Double Jeopardy occurrence across additional sets of data, with a focus on data sources that include a direct contrast of purchase behaviour and brand evaluations across multiple time periods. We also plan to explore direct-to-consumer and consumer-to-consumer markets, such as ride sharing and food delivery. Thus far, the results are promising for the advancement of academic and industry knowledge of what to expect in online markets, based on the identification of few exceptions that confirm robust underlying ‘rules’ such as the Double Jeopardy. As we hope to discuss at the upcoming conference, this approach yields value for empirically-derived marketing knowledge as well as managers (Sharp et al., 2012).

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How Does Maximizing Affect Financial Wellbeing?

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Abstract:
Decades of consumer research literature has shown that a maximizing decision-making style, i.e., striving to choose the best option, is generally associated with lower overall wellbeing: the relentless search for the best ultimately contributes to higher regret, negative affect, and dissatisfaction. However, very little is known about how maximizing affects one's perceived ability to maintain current and expected desired standards of living and achieve financial freedom, also known as financial wellbeing. In two studies, we find not only that dispositional maximizing increases financial wellbeing, regardless of whether it is operationalized as having high standards or the tendency to engage in alternative search (Study 1), but also that this effect is replicated when we induce situational maximizing (Study 2). Notably, we identify financial self-control as the mediator of the relationship between maximizing and financial well-being. Our findings offer marketing and public policy insights into how to enhance financial wellbeing among consumers.

Keywords: decision-making, maximizing, financial self-control, financial wellbeing.

How Does Cultural Tightness-Looseness Affect Charitable Giving?

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Abstract:
Societies are different in setting social norms and punishing norm violators (i.e., cultural tightness-looseness). While some societies set strong norms and are very strict about following them, others have weaker norms and are more lenient against norm violators. Previous research shows that the strength of social norms affects consumers' behaviour in the marketplace (e.g., brand attitude, digital behaviour, etc). This research examines the effects of cultural tightness-looseness on charitable behaviour. Five studies, using archived data and experiments, show that consumers in tight cultures are less likely to donate to charities due to their higher belief in zero-sum game. Moreover, consumers with tight culture (vs. loose) will be more engaged in charitable behaviour if they are exposed to prevention-focused messages and when they have a fear of conflict by not helping charities. Our findings contribute to the literature on cultural T-L and charitable behaviour and help charities implement more effective strategies.

Keywords: Cultural tightness-looseness, belief in Zero-sum Game, charitable giving

Equal Steps to Reach the Goal: The Preference for Equal-Sized Sub-Goals

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Abstract:
Usually, consumers strive for a desired outcome, and this desired outcome becomes a specific goal. We often encounter situations where we have to make plans to complete a task or achieve a goal. Individuals tend to break goals into sub-goals. While there are several possibilities of how goals could be structured into sub-goals, the instinctual response of the individuals is to divide the superordinate goal into equal sub-goals rather than non-equal sub-goals. Through five studies, we demonstrate that individuals have the propensity to structure goals into equal-sized rather than non-equal-sized sub-goals. This happens because forming equal-sized sub-goals is less effortful and less complex while planning. We also illustrate boundary conditions for this effect and demonstrate useful applications.

Keywords: Goal Pursuit, Goal Planning, Equi-sized sub-goals

Do Individual Differences Matter in the Processing of Online Reviews?

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Introduction and Research Aim

In personality psychology, the key aim is to understand individual differences. People differ not only based on their outward physical characteristics but also in their typical ways of behaving, thinking and feeling (Ashton, 2022). In attitude research, one of the significant sources of variance is "attributable to individual differences among subjects" (Cacioppo et al., 1986, p. 1032), and they could be an integral part of theoretical thinking (Buss & Hawley, 2010). Individual differences approaches have had broad appeal because it is well accepted that individuals confronting the same situation react differently and often characteristically (Dweck & Leggett, 1988).

Marketing and consumer researchers have long studied individual differences because they play a critical role in consumer decision-making (Goldring & Azab, 2021; Moore & Lehmann, 1980). With the development of Web 2.0, today's consumers' pre-purchase information search starts with reading online consumer reviews and ratings (OCRs). OCRs are easily accessible and can be obtained at a low cost and with little effort (Simonson, 2016). Recent market reports suggest that online reviews affect buying decisions for over 90% of consumers (Qualtrics, 2022). Past research shows that review attributes such as volume and variance are important in consumer decision-making (Zheng, 2021). However, these two attributes have received little attention from the researchers and documented mixed findings (see Zheng, 2021 for a review). Research concerning the influence of individual differences on consumer responses to online consumer reviews is scarce. Very little is known about how need for cognition (NFC) and need for uniqueness (NFU) play roles in consumer responses to the volume of online reviews. Moreover, past research argues that review effectiveness varies across search versus experience products (Mudambi & Schuff, 2010). The present study, therefore, asks two intriguing questions:

RQ1: Does NFC affect the choice of products with a high volume of reviews, and whether the effects vary between search and experience products?

RQ2: Does NFU affect the choice of products with a high variance of reviews, and whether the effects vary between search and experience products?

Conceptual Model

NFC identifies individual differences in their tendency to engage in and enjoy thinking/effortful cognitive endeavours (Cacioppo et al., 1986). Individuals scoring high on the NFC scale intrinsically enjoy thinking more than their peers do. Individuals with a high NFC are more likely to recall more message arguments (Cacioppo et al., 1983).

Volume is reflected in the number of reviews used to determine a product's rating. Volume has an "informative effect" on awareness (Liu, 2006, p. 76) and also helps improve product attitudes and purchase intention (Teng et al., 2017). Cacioppo et al. (1996, p. 239) state that consumers with a high need for cognition "sought more information about a new consumer product (Verplanken et al., 1992) than individuals low in need for cognition". Moreover, experience goods are difficult to judge before purchase or can only be judged during consumption (Nelson, 1974). Gupta and Harris (2010) reported that individuals with a high NFC process online communication only to experience goods. Therefore, the following hypothesis is proposed:

H1: Consumers' level of NFC positively influences the choice of products with a high volume of reviews. The effect applies to experience products, not to search products.

NFU is an individual trait defined as a positive striving for differentness relative to others (Snyder & Fromkin, 1977). Individuals with a high NFU acquire and display possessions as a key vehicle to maintain their sense of specialness (Tian et al., 2001). High uniqueness makes people appreciate products that few people possess (Wu et al., 2012). Chark et al. (2019) found that when uniqueness motivation is high, they rely less on others' evaluations and are likely to form a less favourable attitude toward positive reviews and develop a less unfavourable attitude toward negative reviews.

Variance captures the disagreement among the reviewers. High variance indicates inconsistency of reviewers' opinions which many customers aim to avoid (Zablocki et al., 2019). Choosing a product with a high review variance might be considered unconventional. Thus, it is reasonable to expect that individuals with a high NFU will be more likely to choose products with a high review variance than those with a low NFU. Therefore, the following hypothesis is proposed:

H2: Consumers' level of NFU positively influences the choice of products with a high variance of reviews. The effect applies to experience products, not to search products.

Methodology

Two online experiments (Study 1 and Study 2) were conducted to test H1 and H2. **Study 1**(n = 178) used a single-factor design (high review volume vs low review volume) choice task replicated for search (suitcase) and experience (hotel) goods. Subjects viewed two simulated webpages, hotel A and B (or two suitcases, suitcase A and B). One of the hotels (suitcases) had a low review volume (51) with one written content, while the other hotel (suitcase) had a high review volume (510) with three contents. Valence (4.1/5 stars) was held constant across each experimental condition. **Study 2** followed the same design (n= 170) as Study 1.

Results

In **Study 1**, NFC (M = 4.31, SD = 1.85, Max = 7.00, Min = 1.00) was measured. The choice of product with a high volume was a dependent measure. Age, gender, education, and review familiarity were included as covariates. Results of Study 1 (n = 178) show that for search goods, the high NFC does not play a significant role in the choice task ($b = .09$, $t = -.86$, $p > .05$). However, for experience goods, NFC influences the choice of product with a high volume of reviews ($b = .20$, $t = 1.98$, $p < .05$). Thus, H1 was supported.

In **Study 2**, NFU was measured (M = 4.00, SD = 1.17, Max = 7.00, Min =1.00). Contrary to our expectations, Study 2 did not find any significant results for both search ($p > .05$) and experience goods ($p > .05$). Thus, H2 was not supported.

Implications for Theory and Practice

This research has significant *theoretical contributions* to the personality and OCRs literature. Study 1 examined the effectiveness of review volume through the lens of NFC. Prior research suggests that review volume captures more information, and individuals with high NFC are persuaded more by the amount of information. Our study supports previous research by showing that individuals with high NFC choose products with a high volume of reviews. Such effects apply only to experience products. This study, thus, contributes to the search/experience classification paradigm.

The current study also has *practical implications.* Understanding individuals' NFC may guide marketers to develop appropriate communication materials and review structures that attract consumers with a high motivation to process review volume. For example, firms can highlight more review information (i.e., high volume) in their advertisements to attract consumers with a high NFC, who may enjoy reading more reviews. The findings of Study 1 are particularly important for those selling experience goods, such as hotels, restaurants, or any other intangible services. Although Study 2 did not find any significant relationship between NFU and the processing of review variance, marketers can still highlight review variance in their marketing communications to attract consumers to opt for unconventional choices.

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The Persuasive Effect of AI-Synthesized Voices

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Introduction and Research Aim

Artificial intelligence (AI) technology seeks to emulate humans. One aspect is AI-synthesized voices, used in voice assistants (such as Amazon Alexa, Apple Siri, and Google Assistant) to assistive technologies (such as voiceover narration in product videos). For example, there are currently more than 3.25 billion voice assistants; a number that is expected to touch about 8 billion by next year (i.e., 2023) (Statista 2022). With the extensive availability and enhanced accuracy of AI-synthesized voices, consumer research is starting to examine the impact of AI-synthesized voices on consumer information processing and decision making. The extant literature, however, is relatively limited because voice technology is still relatively new. The effect of sound and voice on consumer behavior remains fairly scarce (Dahl 2010).

In this research, we posit that the use of more narrating AI voices should prompt consumers to process the overall spoken message in a more cognitively effortful manner compared to the use of a single AI voice in persuasive videos. We examine the implications of this phenomenon on consumer purchase likelihood and delineate the consumer contexts and conditions in which it is likely to aid/hinder purchase. We test our predictions in four experiments, spanning different decision domains, product categories, and outcomes.

Background and/or Conceptual Model

Voice is important in determining the effectiveness of marketing communications, although relatively little work has been done in this area (Dahl 2010; Krishna, Cian, and Sokolova 2016). Prior research has shown that a change in narrator voices can help capture consumer attention (Cherry 1953) and improve persuasion in crowdfunding outcomes (Chang, Mukherjee, and Chattopadhyay 2021, 2023).

In this research, we posit that hearing different (vs. same) narrating voices convey a persuasive message can enhance or backfire, depending on the presence of initial attention. When attention is not present, different voices can help draw attention to the message. However, when attention is present, there is processing cost: understanding (oral) speech requires the listener to devote cognitive effort to mentally map acoustic cues to linguistic categories (Kleinschmidt 2019) in processing the message. Given that the acoustics of speech vary widely across narrators and situations, variability in voices poses a nontrivial computational demand to listener's cognitive resources. It should prompt consumers to process the overall spoken message in a more cognitively effortful manner than when hearing the same voice.

Methodology

We situate our studies in the context of marketing videos, such as product videos and video ads. They are common in the market with growing importance in consumer decision making. We test our predictions in five experiments, spanning decision domains, product categories, and decision outcomes. Experiment 1 examines the effect of the same versus different narrating voices on persuasion depending on consumer attention. The next three experiments examine the effect of narrating voices on persuasion after consumer attention is obtained. Experiment 2A and 2B assess whether processing ease/difficulty increases with different voices, and show mediating evidence on persuasion Experiment 3 examines the moderating effect of consumer motivation. Experiment 4 examines whether consumer characteristics relating to attention orientation moderate the effect of same versus different voices.

Results and/or Discussion and Contributions

Experiment 1 varied participants' attention to the product message narrated by a single voice or five different voices in a video's voice-over. A significant interaction of number of voices × attentional orientation emerged ($F(1, 436) = 12.76$, $p = .0004$, $\eta^2 = .028$).When attention is present, participants' purchase likelihood for the product is higher when the product message was narrated by the same voice than by different voices ($M_5 = 4.50$, $M_1 = 5.17$; $F(1, 436) = 8.92$, $p = .0030$, $\eta^2 = .020$). In contrast, when initial attention was not present, participants' purchase likelihood is higher when the message was narrated by five voices than by one voice ($M_5 = 4.89$, $M_1 = 4.42$; $F(1, 436) = 4.29$, $p = .0389$, $\eta^2 = .010$), replicating the facilitative effect of hearing different narrating voices (Chang et al. 2023).

To examine our conceptualization on processing cost when consumer attention is present, Experiments 2A and 2B varied the number of narrator voices and measured components of fluency experience—processing ease and hedonic experience (Winkielman and Cacioppo 2001). Results revealed a significant effect of number-of-voices on processing ease (Study 2A: $F(1, 188) = 6.22$, $p = .0135$, $\eta^2 = .03$; Experiment 2B: $t(254) = 2.25$, $p = .025$, $\eta^2 = .020$), and hedonic response (Experiment 2A: $t(188) = 2.41$, $p = .0170$, $\eta^2 = .030$; Experiment 2B: $t(254) = 2.81$, $p = .0053$, $\eta^2 = .030$), such that hearing the same voice led to higher reported ease and hedonic response. Experiment 2B showed that the serial mediation was significant: more voices decreased purchase likelihood because more voices lowered processing ease, which in turn affected hedonic experience, thereby reducing purchase likelihood (95% CI for the indirect effect, -.11 to -.001). Due to space constraint, we proceed to experiment 4 next.

Experiment 4 assessed participants' attention through a consumer characteristic related to attention allocation. Past research suggests that subjective familiarity—how much an individual believes they know about a product (Lichtenstein and Fischhoff 1977) or category (Coupey, Irwin, and Payne 1998)—can affect their attention allocation and cognitive processes when evaluating new products (Alba and Hutchinson 1987). The experiment varied the number of narrating voices in a video's voice-over and measured subjective category familiarity. Our analyses regressed participants' purchase likelihood with familiarity ($M = 2.70$, $SD = 1.63$, Min = 1, Max = 7), number-of-voices (dummy coded; 1-voice condition as the reference group), and their interaction term as predictors. Results showed an interaction between familiarity and number of voices ($\beta = -.35$, $p = .0049$, $\eta^2 = .031$). Participants who were less familiar (more familiar) with the category stated higher (lower) purchase likelihood for the product after hearing the video's narration by more voices.

Implications for Theory and Practice
We examine the effect of narrating voices on consumer responses and delineate the consumer conditions in which it is likely to aid/hinder purchase. We find that narrating voices has a significant and important effect on consumer cognition. In situations where the consumers' attention is directed (vs. not directed) to the message, marcomm with more voices led to a lower (vs. higher) purchase likelihood (experiment 1). The results are consistent with the notion that hearing different voices narrate is more cognitively effortful for listeners to process than hearing the same voice (experiments 2A-2B). This effect is beneficial when consumers are less familiar with the category, yet detrimental in consumption contexts where consumers are more familiar with the category (experiment 4). Our research aims to contribute to the consumer-behavior literatures on voice-based persuasion and sensory marketing. We also contribute to practice by generating recommendations for the design of persuasive marcomm.

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Dairy Purchase Behaviors: Increasing Understanding of Chinese Consumers Using a Consumer Involvement Segmentation Approach

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Introduction and Research Aim

Dairy is now considered to be an essential part of a healthy diet for Chinese consumers and accordingly, the Chinese government has supported the growth of this industry (Maitiniyazi and Canavari, 2020; Wu et al., 2018). Consumers in this market have a complex relationship with the dairy sector, with the industry often criticized by the public because of the frequent dairy scandals, for instance, the melamine-contaminated baby formula event in 2008 (Wu et al., 2018). These incidents have dramatically enhanced Chinese consumers' perceived risk related to consuming dairy products because they are highly concerned that making a wrong choice could have a severe health effects. The risk-sensitive nature of these domestic consumers fundamentally changes how they purchase dairy products (Lee et al., 2019). To reduce the level of risk associated with buying dairy products, some consumers are now motivated to employ a range of pre-purchase search strategies such as spending time seeking reliable and trustworthy information about the companies, brands, and products to conduct a comprehensive evaluation and make reasoned decisions when buying such products (Maitiniyazi and Canavari, 2020; Liem et al., 2016). Given this context, we cannot automatically assume that Chinese consumers' dairy purchases are like most other consumers' food and beverage purchases which are usually considered to be low involvement.

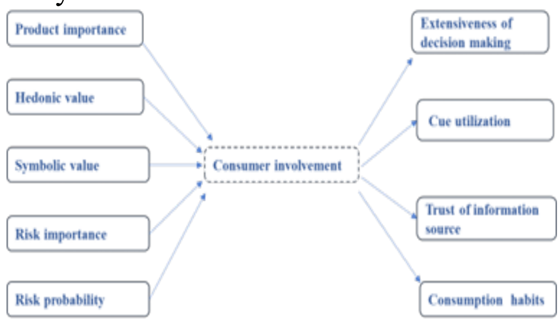
Overall, this study aims to investigate consumer involvement as a segmentation variable to identify and characterize distinct consumer clusters in relation to their dairy-related behaviors. To the best of our knowledge, this is the first time research has linked the concept of consumer involvement with dairy consumption, thus the study provides a fresh lens through which to understand consumer behavior. More specifically, the research aims of this paper are as follows: (1) to explore the antecedents of consumer involvement with dairy products; (2) to segment consumers based on their involvement profile; and (3) to investigate the effect of involvement on its possible behavioral consequences, that is, the effect of the extensiveness of decision making, preference for cue utilization on quality evaluation, trust of information sources, and consumption habits.

Background and Conceptual Model

Consumer involvement refers to the perceived relevance, interest, and importance attached to the specific product category (Laurent and Kapferer, 1985). Owing to its abstract nature, involvement has been regarded as a latent construct measured by five antecedent variables: product importance, hedonic value, symbolic value, risk importance and risk probability (Laurent and Kapferer, 1985). Consumers are likely to be involved in products when these products are perceived as being important in catering to individuals' needs, providing hedonic value, reflecting on self-image, and being associated with a high perceived risk (e.g., the perceived probability of making wrong choices and perceived importance of the negative consequences of a mispurchase). As consumer involvement is recognized as an essential predictive variable in purchase behavior, numerous studies have summarized the considerable influence of consumer involvement in relation to the following factors: (1) extensiveness of decision making, for example, spending much time for the purchase decision, comparing many product alternatives, searching the product-relevant information actively, and consulting and exchanging opinions about the products with others (Verbeke and Vackier, 2004); (2) cue utilization, that is, the utilization for product attributes (Koksal, 2020); (3) trust in different information sources (Koksal, 2020); and (4) different consumption habits, for example, purchasing frequency and preferred shopping locations (Olsen, 2015). The overall theoretical framework of consumer involvement is shown in the right figure.

Methodology

An online survey was sent out to a sample of residents in Shanghai through WJX in June 2021, and a total of 1073 questionnaires were received at the end. This study measured consumer involvement using consumer involvement profile (CIP) (Laurent and Kapferer, 1985). The four behavioral consequences are measured according to previous studies (Koksal, 2020; Olsen, 2015; Verbeke and Vackier, 2004). This study conducts a factor-cluster analysis to segment Chinese dairy consumers using three statistical procedures through IBM SPSS. The first step applied principal component analysis (PCA) with varimax rotation for initial CIP to identify the real involvement dimension for dairy consumption. Then, a two-step cluster analysis method to identify distinct dairy consumer clusters. Finally, one-way ANOVA F-tests of mean scores and Cross-tabulation with χ^2 association tests were used to analyze differences across involvement-based clusters based on four behavior consequences.



Results and discussion

This paper aimed to explore the effect of consumer involvement on dairy product purchase behavior to demonstrate the value of using consumer involvement as a segmentation tool for the identification of different consumer groups in relation to four behavioral consequences. First, involvement with dairy products is measured by four subdimensional factors: pleasure value, symbolic value, risk importance, and risk probability, which are similar to other product categories (Verbeke and Vackier, 2004). The study identified four consumer clusters according to individuals' dairy purchase involvement profiles, that is ''face-concerned dairy lovers'' "carefree dairy consumer" "cautious dairy lover" "confused dairy consumer". Each group has distinct characteristics in relation to sociodemographic variables and behavioral consequences related to dairy consumption.

Implications for Theory and Practice

Research on the Chinese dairy market has been with little known about the nature of consumers, their motivations, or segmentation. Many researchers argue that consumers should not be treated as a homogeneous group (Otoo et al., 2020), which is particularly true in contexts where the Chinese dairy market is challenging and complex. Compared with traditional forms of segmentation based on sociodemographic variables with one possible weakness that it might be difficult to identify and access these different clusters (Molina et al., 2015), psychographic variables such as consumer involvement has great advantages in capturing insightful information about consumer clusters that facilitates understanding of consumer behaviors. Our study indicates that different consumer segments can be accessed according to purchase locations, for example, the "face-concerned dairy lover" shops at high-end import supermarkets, and the "carefree dairy consumer" shops online. Thus, by using this psychological variable, this research helps to identify how and where different consumer groups can be targeted.

The outcomes of this paper further explain why measurements aiming to restore consumers' trust for dairy products do not work among some consumers, as individuals may exhibit diverse attitudes towards such information due to their heterogenous involvement levels. The study also provides suggestions for market practitioners and organizations to develop effective target market strategies and policies according to different consumer clusters.

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The Effect of Consumer Involvement and Familiarity on Dairy Cue Utilization

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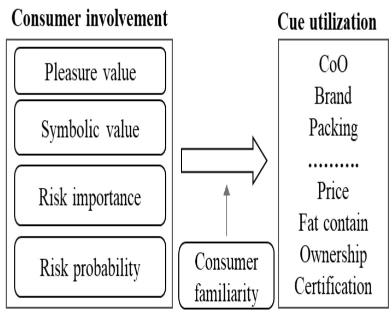
Introduction and Research Aim

The melamine baby formula event in line with other frequent food scandals have conspicuously increased consumers' risk perceptions toward dairy products in China. As a reaction to the scandals, the increased consumer interest in dairy quality, particularly in products that are safe, nutritious, certified, and produced by means of acceptable methods has spelled out the need to comprehend consumers' perception of dairy quality cues (Shalamujiang & Maurizio, 2021). As product cues serve as surrogate indicators of quality to consumers (Merlino et al., 2022), it is crucial to understand which cues are fundamental for consumers' decision-making and quality justification of dairy products.

Extensive scholars bring the construct of consumer involvement and consumer familiarity into the cue utilization study (Borgogno et al., 2015). However, the interact effect of consumer involvement and familiarity on cue utilization is still debated and ambiguous. Solomon (2017) attempted to explain this by using learning by doing theory, and he points out that higher consumer product expertise (familiarity) and low consumer involvement would result in habitual purchasing behavior with little conscious effort, that they would utilize less for both extrinsic and intrinsic cues. This conclusion seems to be inappropriate as food products cannot be classified unequivocally as a low-involvement sector (Verbeke & Vackier, 2004), especially in the case of Chinese dairy products for which there is a significant perceived risk due to the frequent food scandals. Up to now, there has been no systematic analysis of how much product cues are determined by consumer involvement and familiarity. In that case, the aim of this study is: *To explore how product cues are influenced by the different components of involvement among dairy products, and further investigate the moderating effect of consumer familiarity in the relationship between consumer involvement and cue utilization.*

Background and Conceptual Model

Consumer involvement explains how individuals are motivated by stimulates, and get involved in the product information process, showing personal preference among different product attributes (Zaichkowsky, 1985). It includes four sub-dimensional variables, such as, pleasure value, symbolic value, risk importance and risk probability (Verbeke & Vackier, 2004). Differences in the involvement profile can lead to differences in consumer attitudes toward cue utilization. For high-involvement consumers, they will scrutinize all sources of information and use both intrinsic and extrinsic cues through evaluation process. (Barber et al., 2008). Besides, consumers' familiarity or expertise with a product category is a key moderator of the role played by cue utilization in the choice utility function (Phau et al., 2008), since it reduces consuemer uncertainty and skepticisms, then leads to a more likely match between expectations and product characteristics (Deliza & MacFie, 1996). The theoretical framework showed in the following graph.



Methodology

An online survey was sent out to a sample of residents in Shanghai through WJX in June 2021, and a total of 1073 questionnaires were received at the end. The questionnaire is built based on consumer involvement profile, 18 dairy product cues, consumer familiarity (all are 7-point scales) and several social demographics questions. Besides, data were analyzed using SPSS 25 and SmartPLS 3.0. First of all, principal component analysis is performed to uncover the underlying factors behind the choice attributes. Moreover, PLS-SEM is employed to assess the measurement and structural models, and the comparison of path coefficients across low and high familiarity groups has been realized via MGA with permutation check.

Results and discussion

Three principal product cues have been explored, called extrinsic, intrinsic, and nutritional cues. Concerning consumer involvement in cue utilization through PLS analysis, each product cue is influenced by a different component of involvement. Specifically, pleasure value is the main determinate motivational variable one the cue utilization, showing significant positive effects on extrinsic, intrinsic, and nutritional cues. It is interesting to see that sign value has a strong impact on both extrinsic and nutritional cues, indicating that domestic consumers tend to be highly involved in dairy purchase decisions where such products could bring perceived face value and imply individuals' social state symbolic, as dairy products show the high-end trend in China. The positive impact of risk probability on extrinsic cues is most likely the result of the latter being very prominent in the dairy buying retail environment (as opposed to intrinsic cues), as they cannot obtain the intrinsic cues (like tasing and texture) of the product immediately. However, the risk importance does not influence any cue utilization in terms of quality evaluation which might be explained by Li (2019) that limited effects have been found by the Chinese government and enterprises to restore consumers' confidence and trust through the enhancement of dairy attributes. The results of SEM are shown in the following figure.

The role of consumer familiarity in influencing utilization of dairy cues is rather important, considering the different path coefficients in terms of high- and low- familiarity consumers. The higher for the perceived familiarity, the greater the importance of sign. Since high-familiarity consumers are more likely to perceive and accept the trend changes of high-end milk through frequent purchase, and choose the products that can better express their social status through the analysis of various cues, especially for nutritional cues. On the contrary, the low familiarity consumers who acknowledge the less product information, regarding the quality evaluation process as compilated and difficult, and in turn increases the impact of risk importance. They tend to use nutritional labels which are more straightforward cues to find better quality dairy products and decrees their perceived risk.

Results of the structural equation modeling/multigroup analysis

	Path coefficient			MGA	
Relationship	**overall**	**LF**	**HF**	**Path coefficient difference**	**p-value**
PV - EC	0.35^{**}	0.273^{**}	0.32^{**}	-0.047	0.549
PV - IC	0.453^{**}	0.366^{**}	0.434^{**}	-0.068	0.4
- NC	0.336^{**}	0.233^{**}	0.326^{**}	-0.093	0.215
RI - EC	-0.006	0.115	0.002	0.112	0.168
RI - IC	-0.032	0.066	-0.024	0.09	0.227
RI - NC	-0.021	0.175^{**}	-0.053	0.228^{**}	0.001
RP - EC	0.048^{**}	0.041	0.066^{*}	-0.025^{*}	0.014
RP - IC	0.053	-0.14	-0.023	-0.117	0.158
- NC	-0.02	0.071^{*}	-0.01	0.081^{*}	0.050
SV - EC	0.33^{**}	0.222^{**}	0.334^{**}	-0.112^{*}	0.046
SV - IC	0.076^{*}	-0.024	0.084^{*}	-0.108	0.134
SV - NC	0.226^{**}	0.082	0.253^{**}	-0.171^{**}	0.000

PV: Pleasure value; RI: Risk importance; RP: Risk probability; SV: Sign value
EC: Extrinsic value; IC: intrinsic cue; NC: Nutritional cue
$^{*/**}$ Significant at <0.05 and 0.01 respectively

Implications for Theory and Practice

As previous literature did not know how much product choice cues are influenced by involvement, or what the combined role of familiarity in the process. This paper fills these research gaps by using a multi-dimensional approach to measure the impact of a different dimension of consumer involvement on utilization with the moderate impact of consumer familiarity, furthermore, the outcome of this paper will help the dairy enterprises to upgrade their packing to the target consumer groups, and reduce consumers' perceived risk by making strategies by labeling. Such strategies would be differentiated by the familiarity groups.

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Green Product Purchase Intention Among Vietnamese Consumers

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Abstract:
This study aims to contribute to the Theory of Planned Behavior and literature on the green consumption phenomenon, specifically the formation of an intention to purchase green products. The growing concern for the environment and its consequences have influenced and changed consumers' behavior in the last few years, particularly in Vietnam, where the adverse effects of environmental issues have tremendously affected the national economy and people's living conditions.
The empirical data was collected through an online survey in two cities in Vietnam, Hanoi and Ho Chi Minh. Findings suggest that consumers' attitudes towards green consumption and their environmental knowledge positively influenced green purchase intention. In addition, consumers' attitude toward green consumption partially mediates the relationship between environmental knowledge and green purchase intention. This can imply opportunities and potential for further improvement in green consumption behaviors among consumers.

Keywords: theory of planned behavior, green consumption, purchasing

Crowding Perceptions and Store Evaluation in Subsistence Marketplaces

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Abstract:
This study conceptually investigates the impact of retail crowding on store evaluations in small, unorganised retailers operating in subsistence marketplaces, which have received limited attention in the literature. The research aims to explore the influence of perceived human crowding on store evaluations and examine the potential moderating role of consumer dispositional traits, such as communal orientations and dependence on dense social networks. By addressing these research questions, the study contributes to the existing literature by shedding light on an understudied area of retail crowding in subsistence marketplaces and expands our understanding of the relationship between crowding and store evaluations. The findings can provide practical insights for small retailers in subsistence marketplaces to optimise their store environments and tailor their strategies to enhance customer satisfaction and store loyalty. The study also highlights the importance of considering individual characteristics in understanding the impact of crowding on consumer behaviour.

Keywords: Retail Crowding; Subsistence Marketplaces; Communal Orientations;

First-Year Student Dissonance: How Action Trumps Inaction

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Abstract:
Research into first-year students' attitudes towards their studies has revealed there is often a gap between their pre-commencement expectations and their perceived experience. A qualitative research design comprising 20 interviews explores how Fuzzy Trace Theory (FTT) influences gist-based expectations for first-year, first-time (FYFT) regional and remote students and how they reconcile these expectations with their actual higher education experience through action or inaction responses to reach a state of satisfaction. Synthesising FTT, Festinger's (1957) and Cancino-Montecino's et al. (2020) cognitive dissonance theories and Oliver's (1989) hierarchy of satisfaction modes, the empirical model shows how FYFT students respond to mismatches when gist-based expectations are incongruent with perceived experience. The novel findings reveal the relationships between action-based responses to dissonance with increased satisfaction and inaction-based responses with decreased satisfaction. This research also provides practical insights for marketing practitioners to strategically shape gist representations through integrated communications and better manage FYFT pre-commencement expectations.

Keywords: Cognitive dissonance, satisfaction, dissonance reduction strategies

Identity Priming in Political Marketing

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Frederik Ferié, University of Münster
Florian Foos, London School of Economics and Political Science

Abstract:
For female candidates in elections, gender is not only a social characteristic but also an important social identity and lived experience, which they discuss with voters on the campaign trail. However, while there is solid evidence on how gender influences vote choice, we know little about the effects of identity priming on how voters evaluate female candidates. This study seeks to advance our understanding of how messages that emphasise candidates' social identities, including their gender identity, influence voter evaluations. Based on two field experiments that we conducted in collaboration with two female state parliamentary candidates in Germany, we show that emphasising a candidate's gender and discussing gender in combination with other social identities can positively affect how voters view candidates. However, there is little evidence that this effect materialises via identity alignment between voters and candidates or that priming gender identity independently affects vote choice when other social identities are primed.

Keywords: political marketing, elections, social identity

Improving Online Shopping Outcomes with Musical Tones

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Abstract:
Auditory cues have been found to increase sales, time spent in store and customer excitement (Behera et al., 2021), yet little is known about these effects in online retail settings. Shepard Tones (a musical illusion) have been found to evoke emotional responses in humans (Wibratha, 2022; Johnston et al., 2017), yet the effectiveness of these tones in influencing consumer behaviour has not been empirically examined. Through an exploratory study consisting of semi-structured interviews, this study found that Shepard Tones could encourage people to complete an action (such as purchasing items in their cart) within a short time frame in online shopping contexts. Further, these tones were found to be likely to increase engagement, increase sales and amplify impulsive buying in online stores. These findings offer a unique insight into the potential to include musical tones as an atmospheric in online retail stores.

Keywords: Atmospherics, online shopping, musical tones

The End of Brands?

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Abstract:
Marketing academics tend to place confidence in the power of established brands. However, the extent to which these brands maintain their influence in the face of online ratings remains an open empirical question. Specifically, are consumers likely to opt for a known brand over a higher-rated unknown brand or are marketing academics overvaluing the strength of brands?
In this work, we put this question to the test. Overwhelmingly, across a series of 10 studies, we find that online ratings dominate over brands This finding runs contrary to the belief of marketing academics, who assumed (in our pilot study) that a well-established brand would have a significant advantage over an unknown brand, even with higher ratings. Nonetheless, we consistently find this pattern, including in real-world data from Amazon.com, with the vast majority of consumers selecting the unknown brand with higher ratings.

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

Challenges and Consumer Trust in Blockchain Wine Traceability

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Jamie Carlson, The University of Newcastle
Tamara Bucher, The University of Newcastle

Introduction and Research Aim

The global wine trade, valued at over USD 34 billion in 2020 (Observatory of Economic Complexity, 2020), operates under strict packaging regulations and traceability standards (GS1, 2021). Wine's unique position as a perishable agri-food product and high-end collectible exposes it to food safety risks, fraud, and counterfeiting. The emergence of technologies like Internet of Things (IoT), blockchain, Near Field Communication (NFC), and QR Codes presents opportunities for digital marketing and substantiating authenticity and sustainability claims. The EU's Circular Economy Action Plan and Digital Product Passports powered by blockchain and QR Codes (European Commission, 2019) aim to provide consumers with trusted authenticity, and sustainability information while enhancing efficiency and traceability (Deloitte, 2022). However, their adoption poses significant challenges for wine producers and consumer trust is yet to be comprehensively addressed. Further, no organising framework exists in literature examining the interrelationships between antecedents, decisions, and outcomes of consumer trust in blockchain traceability to guide research and implementation in the wine context. In closing these knowledge gaps, two key questions are advanced:

> **RQ1: What are the challenges faced by producers in adopting blockchain traceability systems?**
> **RQ2: What are the antecedents, decisions, and outcomes of consumer trust in blockchain traceability applications?**

Methodology

To address the research questions, two separate literature reviews were conducted.

In the first review exploring wine traceability technologies, the methodology proposed by Tranfield, Denyer, and Smart (2003) was followed along with text mining to identify patterns within and between included studies (Thomas et al., 2011), which would otherwise be difficult to observe using iterative methods. Twenty-five peer-reviewed articles and grey literature published between 2011 and 2021 were extracted for this study.

The second review follows the PRISMA framework (Moher et al., 2015) and adopts the antecedents, decisions, and outcomes (ADO) framework (Paul and Benito, 2018) to explore consumer trust in blockchain traceability applications with the greatest precision and clarity possible (Paul et al., 2021). This domain-based review also included studies' reference lists (backward search) and Scopus citations (forward search) to extract any references not uncovered during the initial search. This review only included empirical articles published in journals ranked SRJ Q1 and Q2 between 2008-2022. Eight articles focussing on traceability applications and 2 on product labelling were retained for analysis.

Results and/or Discussion

Findings for review 1 show that studies have combined blockchain with QR codes (n = 12), IoT (n = 11), NFC (n = 8), and AI (n = 3) to create easy-to-use consumer interfaces supporting marketing content and traceability information. However, challenges linked to technology complexity (Luzzani et al., 2021), cost (Danese et al., 2021), regulation (Helliar et al., 2020), technological knowledge (Cuel and Cangelosi, 2020), blockchain latency (Rosado da Cruz and Cruz, 2020), and privacy (Biswas et al., 2017) were found to hinder adoption.

Findings for review 2 reveal that consumer trust in blockchain traceability is influenced by technological antecedents, including information quality, blockchain characteristics, and security (Fig. 1). The review also identified psychological factors and mediating effects such as attitude, knowledge, label trust, and trust in the retailer suggesting multiple trust dimensions.

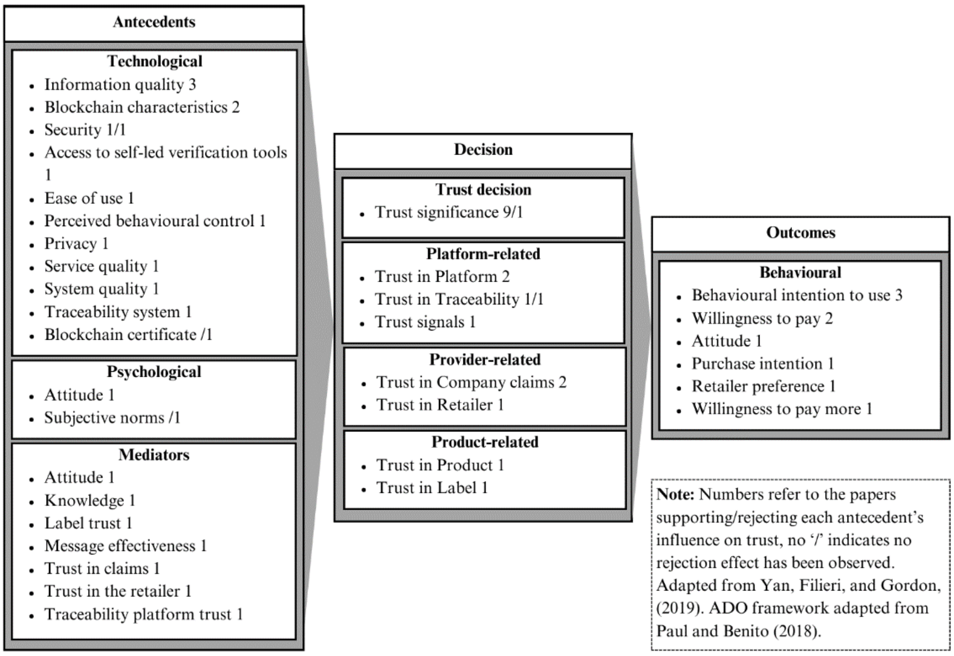

Figure 1 Antecedents, decisions, and outcomes of consumer trust in blockchain traceability applications

Consumer trust decisions were conceptualised from a unidimensional human-like perspective examining blockchain's ability (Calhoun et al., 2019), integrity (Colquitt et al., 2007), and benevolence (Mayer et al., 1995). However, it is crucial to acknowledge that blockchain cannot guarantee the accuracy of the information stored within. Hence, the conceptualisation of a model of consumer trust considering technological and information source dimensions, such as trust in blockchain technology and trust in the retailer or the producer, is needed.

Blockchain technology has sparked inquiries into the impact of consumer trust on behaviour, including behavioural intention to use. Therefore, it is essential to investigate outcomes of trust beyond adoption such as consumer engagement, WoM, and advocacy, to guide technology design, organisational decisions, and marketing efforts. Blockchain also brings the promise to bridge the gap between the digital and physical realms by ensuring the authenticity of physical products, establishing ownership over digital assets, and providing seamless integration.

Implications for Theory and Practice

Theoretically, this study advances current understanding by mapping the challenges associated with blockchain traceability (RQ1) and developing a holistic organising framework of consumer trust in blockchain traceability (RQ2). Further, the study calls for the conceptualisation of a multidimensional consumer trust construct and the examination of tangible trust outcomes to guide the development of consumer wine traceability applications and further research into the marketing opportunities afforded by blockchain technology.

Managerially, the findings offer guidance to the wine industry facing added pressure from new regulations imposed by the European Union that may reshape their interactions with consumers. They highlight technical challenges hindering blockchain adoption and underscore the importance, and proactive management, of consumer trust in blockchain technology and producer information to ensure producers can harness digital marketing opportunities to engage wine consumers and generate value.

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What Drives Brand Love in Online Retail? A Multi-Study Approach

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Abstract:
Perceptions of brand innovativeness are important for consumers when they search for a brand online. While the drivers of brand love in online retail are understudied, no study has focused on brand innovativeness and product knowledge as drivers of brand love. We employed a multi-study approach to highlight the causality between brand love and its drivers and tested a comprehensive online brand love model. We advance the theory that consumers' perceived brand innovativeness and product knowledge are essential drivers of brand love, further impacting brand repurchase intentions. Our study suggests that emotional components such as brand love are imperative investments in developing innovative brands that can generate repurchase intentions in online retail.

Keywords: Brand love, Brand innovativeness, Repurchase intentions

Corporate Giving Effects on Consumer Evaluations: The Role of Trust and Reputation

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Abstract:
We use attribution theory to examine the impact of various forms of donations on consumer evaluations of companies involved in corporate giving. The research elucidate the procedural mechanisms underlying donation type (intangible vs tangible) effects on consumer evaluations (company attitude, charitable credit, and word-of-mouth). We employ a 2 (donation type: time vs cash) × 2 (donor reputation: low vs high) between-participants design. We tested the moderated dual mediation model using consumer data. Our findings demonstrate that the influence of donation type on consumer evaluations (where time donations are viewed more favorably than cash donations), through perceived altruism and brand trust, depends on the reputation of the donor. This effect is particularly pronounced for donors with a low reputation. We contribute to the literature on corporate giving and donation type effects and ours is the first to examine the relative impact of tangible versus intangible donations in the indirect relationship between donation type and consumer evaluations through perceived altruism and perceived trust.

Keywords: Donation type, Donor reputation, Brand trust

Understanding New Category Buyers

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Abstract:
A key path for brand growth is via the acquisition of new customers. For a brand, new customers can come in two forms: 'new to the brand' (NTB), who are existing category buyers recruited from other brands, or 'new to the category' (NTC), who are entirely new category buyers. The present research focuses on NTC buyers and compares their characteristics to experienced category buyers (ECB). The data comes from an online survey of babycare consumers in three countries (US N=603; UK N=603; and Australia N=604), collected in June 2022. The results highlight the importance of advertising the core use of the product for NTC buyers, rather than ancillary category uses, and in ensuring that websites and social media pages include key information that NTC buyers are interested.

Keywords: Brand growth, new-to-category buyers, acquisition

Taste and Nutrition Labels

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Abstract:
Despite the efforts of policymakers, simplified front-of-package and on-shelf evaluative nutrition labels have only led to modest improvements in the healthiness of grocery baskets—likely because most consumers prioritize taste over nutrition. We created similarly simple evaluative *taste* labels and hypothesized that providing both taste and nutrition labels lead to healthier choices. In an online experiment, we confirmed that the joint labelling system was superior than nutrition labels alone in increasing the choice share of healthier options, in part due to shifting expectations about taste. Further, its impact is strongest for those who wish to balance taste with nutrition, rather than those who strictly prioritize one or the other. Participants chose previously unpurchased alternatives more often when information about taste and nutrition was presented. This is especially encouraging for a growing number of health-focused brands that tend to be newer and less known than their less-healthy, more-established competitors.

Keywords: nutrition labels, taste, marketing and public policy

A Critical Incident Technique on the Drivers of (Un)Wise Consumption.

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Nadia Zainuddin, University of Wollongong
Nina Reynolds, University of Wollongong
(Beo) Thai Nguyen, University of Wollongong

Introduction and Research Aim

An increasing number of consumer researchers believe that consumers possess the transformative power to engage in more meaningful consumption that benefits themselves and others. Emerging from the academic movement of "transformative consumer research", the concept of consumer wisdom, first introduced by Luchs and Mick (2018), recognises the potential for different consumption patterns that can promote the welfare of the individual consumer, society, and the environment.

Consumer wisdom has been shown to positively influence wise consumers' decision-making (Luchs & Mick, 2018; Luchs et al., 2021). Notwithstanding, it is not always the case because wisdom is a complex and elusive trait that is not easily achieved and sustained across various contexts (Ozanne et al., 2021). Therefore, the literature lacks analyses of when and how individuals with high consumer wisdom still fail to behave wisely.

Just as wise consumers can sometimes arrive at unwise decisions, we believe any consumers can effectively arrive at a sound judgment and wiser decision at any time in their consumer journey. Indeed, becoming wise consumers is challenging and demanding progress for many consumers. We, however, take the stand of Ozanne et al. (2021) to believe that wisdom is not an either/or phenomenon but rather a continuum and that people can strive to be wise than how they might otherwise have been through contemplation, and life experiences (Baltes & Staudinger, 2000; Sternberg, 2001) and consumer education. The next critical question becomes, what factors can nurture and facilitate wise consumer decisions, regardless of the consumers' level of wisdom?

Background

Consumer Wisdom

Consumer wisdom is "the pursuit of well-being for oneself and others through mindful management of consumption-related choices and behaviours" (Luchs & Mick, 2018, p. 368). It comprises six dimensions: Responsibility, Purpose, Flexibility, Perspective, Reasoning, and Sustainability (Luchs et al., 2021), which portray how individuals manifest wisdom in their consumption decisions.

Wise Consumer Choices

The first attempt to establish empirical evidence of consumer practical wisdom through the perspective of consumers is the study of Mick et al. (2012). However, their study only used college students with restricted financial means and applied common practical wisdom, which mainly focuses on the management of financial resources.

We propose that wise consumer choices should be established through the lens of six consumer wisdom dimensions and applied to the broader target population. Building upon the consumer wisdom framework (Luchs & Mick, 2018; Luchs et al., 2021), we identify the characteristics and attributes of wise and unwise consumer behaviour. Specifically, wise consumer behaviour involves making value-driven purchases that strike a balance between personal and social well-being. These values must be aligned with consumers' goals in a given context, and these goals must further guide their purchase behaviour.

Methodology

Critical Incident Technique

The critical incident technique (CIT), first proposed by Flanagan (1954), involves participants recalling and providing detailed descriptions of real-life critical incidents. This approach allows participants to identify the most significant and relevant incidents related to the investigated phenomenon and express their emotions, thoughts, and reasons for their behaviour (Butterfield et al., 2005).

The CIT is a suitable research technique for achieving the objectives of this study, which aims to explore effective and ineffective approaches to wise consumer decision-making and investigate the facilitating and hindering factors that significantly influence this process from the consumers' perspective.

Data Collection & Analysis

An online survey was developed using Qualtrics, consisting of an open-ended questionnaire. Participants were explained the definition of wise and unwise consumption and were asked to describe two purchase incidents: one that resulted in an effective wise consumer decision and another that was unwise, as well as the motivations behind their decisions. The consumer wisdom scale (Luchs et al., 2021) was administered to determine participants' level of consumer wisdom. Following the recommendation of Lockwood (1994), a sample size of 100 participants was deemed sufficient for this exploratory study to ensure reliable categories. Thematic content analysis using NVIVO software will be employed to group the identified critical incidents that align with the study's objectives.

The preliminary findings of this paper shed light on the complex and holistic nature of consumer wisdom, highlighting its intricate and comprehensive role in consumer decision-making processes. These findings offer a theoretical explanation for both wise and unwise consumption behaviours, further contributing to understanding consumer wisdom's influence in consumer contexts.

Firstly, the results suggest that individuals with a high sense of Purpose may justify unwise choices based on the pursuit of enjoyment and fulfilment, such as consuming unhealthy food while spending time with loved ones. Additionally, individuals with high Purpose scores impulsively acquire items like VR gaming devices or cheap fast fashion clothing, driven by the pleasure derived from trendy technologies and designs, even though they deem these purchases unwise.

Secondly, our findings reveal that the emotional experiences associated with wise and unwise decisions differ, highlighting the need for further research on the interplay between emotions and consumer wisdom. Initially, unwise decisions elicit positive emotions, such as excitement and temporary satisfaction, but over time, there was a shift towards negative emotions, such as regret, guilt, and boredom. In contrast, wise decisions tend to elicit longer-lasting and more stable emotional effects.

Finally, the data revealed a pattern wherein consumers exhibited greater wisdom in high-involvement purchases but neglected it in routine or mundane consumption decisions. Careful consideration of long-term goals and values is observed in purchases such as cars, bikes, laptops, and phones. In contrast, unwise decisions often involve examples such as indulging in unhealthy snacks, purchasing fast fashion items or being enticed by sales without a buying list. This finding suggests the importance of considering the level of involvement and cognitive effort in wise and unwise consumer decision-making processes.

Discussion

The paper demonstrates the complexities of consumer wisdom and its implications in navigating wise and unwise consumption decision-making. It challenges the notion of wisdom as universally positive, thus providing a nuanced understanding of consumer wisdom in developing behaviour change intervention programs that address social challenges. Acknowledging the potential adverse effects of consumer wisdom highlights the significance of striking a balance between personal and collective well-being in social marketing endeavours. The findings pave the way for future research on strategies to mitigate and overcome the adverse side effects of consumer wisdom, contributing to the advancement of transformative consumer research and the promotion of prosocial behaviours.

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How Do Scents Influence Consumer Emotions?

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Abstract:
Although prior research emphasizes the importance of understanding consumer emotions, we are yet to fully understand the differential effects of individual factors such as national culture and emotional intelligence. Using odor-associative learning principles, we provide empirical evidence regarding how national culture and emotional intelligence influence consumers' emotional responses (positive and negative) to odors. In doing so, we contribute to the literature on consumer psychology and sensory marketing. In two laboratory studies, we examine how consumers' national culture moderates the relationship between odor perception and odor-elicited emotions (Study 1), and whether the odor perception-emotions relationship varies by individual emotional intelligence (Study 2). The results show that consumers from Eastern and Western cultures reveal distinct levels of positive and negative emotions upon exposure to scents and that high and low emotional intelligence individuals respond differently to scent stimuli.

Keywords: Scents, Culture; Emotions

It's Phony Because It's Funny: Humorous Denials Increase Suspicion But Reduce Punishment

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Abstract:
Every day people face rumors and accusations of wrongdoing. Their denials typically take a serious tone, however some denials are intended to be humorous. This paper introduces the concept of humorous denials and examines the benefits and dangers of being humorous when denying a transgression allegation. Across four studies we show that in contrast to the belief that a humorous response will help make a denial seem more credible, a humor attempt in fact increases consumer suspicion. However, while using humor to deny an allegation of wrongdoing may harm deniers by heightening suspicion of wrongdoing – we show that, ironically, it may also benefit the denier by reducing consumer anger and punishment severity for the denier and their affiliated company when the denial is subsequently revealed to be a lie. Our findings suggest a trade-off of implications and provide novel insights for companies and individuals managing high-stake reputations and brand relationships.

Keywords: Humor, denials, deception

Beyond Stars and Ratings: Investigating Review Writing Behaviour

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Naser Pourazad, Flinders University
Ilke Onur, Flinders University

Abstract:
This paper aims to explore the factors that drive customers to write online reviews, which have a significant impact on purchasing decisions. Existing research has provided limited empirical insight into the intentions behind online customer reviews. Therefore, this study addresses this gap by investigating three research questions: 1) What motivates online customers to write product reviews? 2) Do online shopping risks moderate the relationship between online shopping experience and confirmation? 3) How do different personality traits influence the intention to write a review? The study draws upon social cognitive theory, expectation confirmation theory, big five personality trait theory. A large-scale online survey of 400 Australian individuals will be conducted using structural equation modelling as the analytical approach. The findings will contribute to both academic understanding and practical implications for online retailers, aiding in the optimization of strategies and enhancing customer experiences.

Keywords: Intention to write a review, Expectation confirmation theory, Online shopping risks

Advocacy Behaviour in the Video Game Industry

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Abstract:
This paper explores the drivers of brand advocacy behavior in the video game industry, which is worth over $197 billion globally. The study leverages the notions of Social Identity Theory and addresses the gap in empirical research on the role of oppositional brand loyalty, brand engagement, and brand relationship history in driving advocacy behaviors. The data were collected from video game consumers via Reddit and were analyzed using SEM. The results suggest that oppositional brand loyalty and engagement strongly and positively influence advocacy behavior formation. However, brand relationship history showed no moderation effect between the tested antecedent factors and advocacy. The study has theoretical implications for understanding brand advocacy behavior in the video game industry and practical implications for marketers to leverage the rivalry between brands, encourage gamers to invite friends and family to play on the same console or game, develop loyalty programs, and create gender-specific marketing strategies.

Keywords: Advocay behaviour, video game industry, brand relationship history

Linked by Age: A Study on Social Media Privacy Concerns Among Younger and Older Adults

Luis Alfredo Arango Soler, The University of Queensland
David Goyeneche, The University of Queensland
Stephen Singaraju, Universiti Teknologi Brunei
Nicolas Pontes, The University of Queensland

Abstract:
This paper explores the similarities and differences in privacy attitudes, trust, and risk beliefs between younger and older adults on social networking sites. The objective of the article is to ascertain whether any notable differences exist between younger (18-25) and older (55+) adults in how trust and risk are influenced by privacy concerns upon the disclosure of personal information on social networking sites (SNS). This research offers a deeper understanding of consumer behavior and decision-making processes in the context of privacy and online interactions, helping marketers make informed decisions regarding privacy policies, data collection practices, and targeted marketing strategies. No significant differences were found between younger and older adults in the way social media privacy concerns related to trust and risk beliefs. Two privacy concern dimensions were found to have a significant influence on perceptions of risk for both populations: Collection and Control.

Keywords: social networks, privacy, collection, control

How Communicating Discrepancies Shape Social Media Sharing

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Frank Mathmann, Queensland University of Technology
Anika Schumacher, Université Grenoble Alpes
Robert Mai, Université Grenoble Alpes
Sara Quach Thaichon, Griffith University

Abstract:
Building on self-discrepancy and regulatory mode theories, this study proposes that activating self-discrepancies in social media posts can motivate consumers to bridge discrepancies between their current and desired future states. Results from two text analysis field studies on marketer-generated Facebook and Twitter posts show that fit between self-discrepancy and locomotion predominance leads to higher social media sharing. This integration contributes to theoretical advancements and provides practical implications for marketers. Managers can increase organic reach by effectively communicating consumer needs and wants using locomotion-oriented language. When wants and needs are not the primary focus, utilizing assessment-oriented language can improve virality.

Keywords: self-discrepancy, regulatory mode, social media sharing

Towards Sustainable Consumption: Determinants of Green Energy Adoption Among Residential Customers in Australia

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Introduction and Research aim

Due to Australia's massive usage of fossil fuels, climate change concerns have become serious challenges to the country's sustainable development. Despite the fact that Australia has effectively employed green energy technology to address these problems, there is a paucity of research examining consumers' intention and buying behaviour to adopt green energy among the residential customers in Australia. This study intends to fill this gap in the literature by studying consumers' purchase intention and behaviour for green energy in Australia for household purposes. A conceptual framework of green energy purchase and behaviour (i.e., GPIB) is proposed from Australian standpoint and uses survey data to better understand Australian households' psychological factors, including attitude, norms and intention which drive green energy buying behaviours, to give more insights to policymakers in the renewable energy sector. Though the factors (proposed in a new framework of GPIB), such as attitude, subjective norm, personal norm and perceived behavioural control (PBC) of green energy, which could influence consumers' intention and behaviour are discussed to some extent in previous literature with the integration of many behavioural theories (e.g., TRA, TPB), researchers used these factors in different time and regions with different finding. This research aims to increase knowledge in this area by employing a socio-psychological model - to predict GPI and GEB in Australian perspective.
The overall aim of the research is: To investigate the factors affecting consumers' intention to purchase green energy and their relative importance in predicting buying behaviour. The overarching research questions posited here are the following subsequent questions:
i What are the factors influencing consumers' intention and behaviour to purchase green energy?
ii What is the appropriate model to reflect the influence of identified factors on GPI and GEB?
iii What are the implications of the most important factors from the proposed model?

Theoretical perspective to sustainable green energy buying

The study proposes a theoretical model based on a socio-psychological theory - Ajzen's theory of planned behaviour (TPB, 1991) that examines the decision-making framework predicting the acceptance of GPI and GEB. The study based on the hypothesized model (i.e., GPIB) to be investigated is the direct impact of attitude, subjective norm, PBC and personal norm on green energy purchase intention (GPI), the direct effect of attitude and PBC on green energy buying behaviour (GEB) and finally, the indirect effect of all four cognitive factors on GEB via the mediating role of GPI. Based on the previous literature support (e.g., Ajzen, 1991; Prakash & Pathak, 2017; Taufique & Vaithianathan 2018; Sultan et al. 2020; Ahmed et al., 2021ab) the following set of hypotheses are presented to be tested in our research model:
H1: The consumer attitude is positively related to green energy purchase intention; H2: The consumer attitude positively influences consumer's green energy buying behaviour; H3: The consumer purchase intention mediates the relationship between attitude and behaviour; H4. The consumer subjective norm is positively related to green energy purchase intention ; H5: The consumer purchase intention mediates the relationship between subjective norm and behaviour; H6: The consumer PBC is positively related to green energy purchase intention ; H7: The consumer PBC is positively related to green energy buying behaviour ; H8: The consumer purchase intention mediates the relationship between PBC and behaviour; H9: The consumer personal norm is positively related to green energy purchase intention ; H10: The consumer purchase intention mediates the relationship between personal norm and behaviour; H11: Green electricity purchase intention has a positive and significant influence on green e buying behaviour .

Methodology, Analysis and Results

Primary data were collected from 386 respondents in New south Wales (Australia) using a comprehensive questionnaire survey via postal sampling technique. PLS-SEM technique was employed to examine the data of the integrated TPB-GPI-GEB model. The PLS-SEM approach validated all eleven hypotheses to better understand the consumers' behaviour towards buying green energy. The results of the path analysis shown in Table 1 with the help of coefficients (β) and P-values that most of the hypothesis (H:1~H:11) were accepted at $p<0.01$, except for H:2, i.e., ATT——>GEB (H2: $\beta = 0.085$, $p>0.05$.) in the integrative model of the present behavioral study. The extended model demonstrated strong explanatory power in predicting the GPI (i.e., $R^2 = 0.623$ from i.e., $R^2 = 0.420$) and GEB (i.e., $R^2 = 0.507$ from i.e. $R^2 = 0.273$) in comparison to the standard TPB.

	TPB Model			Extended TPB Model		
	Standardised β	t-value	p-value	Standardised β	t-value	p-value
AT——>GPI	0.211	4.692	<0.01	0.148	2.823	<0.01
SN——>GPI	0.299	5.996	<0.01	0.262	4.291	<0.01
PBC—>GPI	0.422	6.680	<0.01	0.372	5.447	<0.01
PN——>GPI				0.362	4.839	<0.01
AT—>GEB				0.085	1.186	N.S
PBC—>GEB	0.209		<0.01	0.247	2.683	<0.01
GPI——>GEB	0.380		<0.01	0.503	5.306	<0.01
	R-square, GPI=0.420 R-square, GEB=0.273			R-square, GPI=0.623 R-square, GEB=0.507		

Notes: ATT-Attitude; GPI- Green energy purchase intention; SN-Subjective norm; PBC-Perceived behaviour control; PN-personal norm; GEB-Green energy buying behaviour

Table 1: The comparison of the structural model of TPB-GPI-GEB

Impact of this research on academia and industry

This study theoretically helps explore the impact of a set of socio-psychological on GPI and GEB and validate the factors (attitude, subjective norm, PBC and personal norm) affecting the in the TPB-GPI-GEB framework in Australian settings. The research provides practical insights for green energy marketers and policymakers in Australian economy. Considering the empirical findings, the study suggests that the marketers should devise a communication strategy invoking ethical values and benchmarking conscientiousness towards environmental protection among people. It is worthwhile to note that the present research about green energy consumer behaviour is a relatively novel way to help combat global climate change; and further examination of consumers' green energy buying behaviour is warranted because of the importance of the Australian green energy market.

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Effects of Social Exclusion on Typeface Connectedness

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Abstract:
Consumers link the visual characteristics associated with typefaces to the characteristics visible in individuals or objects in the real world. This study investigates the impact of social exclusion on the typeface preferences of consumers. Based on five experimental studies, we find that socially excluded consumers evaluate brands and products using the connected script typeface fonts more positively than socially included consumers. This effect occurs because the perception of social exclusion induces a need for connectedness, and connected script typefaces can evoke a sense of connectedness, alleviating this need. Our research makes a unique theoretical contribution to theories of social exclusion and typefaces by advancing our comprehension of the mechanism by which socially excluded consumers perceive and process typefaces and form brands relationships. By illuminating consumers' socially rooted product aesthetic preferences, these findings offer recommendations for advertising, marketing, and brand design.

Keywords: Social Exclusion, Typefaces, Script

Hidden Gem: An Undiscovered Research Gem in Marketing

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Abstract:
From books to destinations, and movies to TV shows, the marketplace has an abundance of hidden gems (HGs). Despite their wide prevalence, no research has previously conceptualized HGs and examined how they influence consumer decisions. Hence, to address this gap, this research establishes a conceptual definition of HGs by identifying their primary characteristics. Through an analysis of qualitative data from various sources, two defining features of HGs were identified: social novelty and excellent value. This research also seeks to understand how and why HGs affect consumer behavior. A series of experiments that examine various contexts demonstrate that consumers expressed a greater willingness to adopt, share word-of-mouth, and pay for HGs than control products. This positive effect is explained by higher perceived exceptionality inferred from HGs. Thus, unpopular products with extraordinary value deserve more attention from researchers and marketers alike.

Keywords: hidden gem, exceptionality, popularity

Givers' Psychological Ownership of the Gifts

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Abstract:
Re-gifting is the practice of passing on a previously received gift to another person. The present study examines if re-gifting by the receiver offends the initial giver. Across five experiments, we show that givers feel offense to the re-gifting act when the gift is customized. This propensity is due to the psychological ownership of the giver of the gift. We also demonstrate that givers in established relationships feel more offense than those in new relationships. Additionally, we show that givers feel more offense when givers personally dislike the product but customize it to match the recipient's preference. Finally, we show that anonymity reduces the feeling of offense in the givers. The study indicates the significance of psychological ownership and consumption-based offense on consumers' well-being. Marketers must strategically design messages for gifts so they cannot be re-gifted. Marketers must promote experiential gifts that cannot be passed on to others.

Keywords: Re-gifting, Psychological Ownership, Consumption-based Offense.

Proposing the 'Retail Stimulus-Organism-Response' Framework

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Introduction and Research Aim

Supermarkets are highly-cluttered and competitive, and for consumers attempting to make healthy food choices, it can be an overwhelming decision-making environment. Herein, packaging plays two important roles: it fulfills logistical and marketing tasks (Hawkes, 2010), and is also an information source for consumers to ease decision-making (Wyrwa & Barska, 2017). Nowadays, packaging typically includes various health and nutrition labels including nutrition panels (front and back) and other health claims. This information is processed alongside other visual and verbal cues (i.e., branding, imagery), and thus further complicates consumers' ability to discern product healthiness. Evidently, there is a need to understand how consumers utilize visual messages on packaging in these competitive contexts (Silayoi & Speece, 2004), particularly to determine 'healthy' from 'unhealthy'. Now is a critical time to examine how healthy decisions are made. Approximately 14 million Australians are obese or overweight, and between 2017 – 2019, Australia ranked fifth for obesity (Commonwealth of Australia, 2022). Herein, almost fifty-percent of Australians are currently living with one or more chronic illnesses (Australian Institute of Health and Welfare, 2020). Many chronic illnesses are linked to poor diet (Department of Health, n.d.,), thus understanding the role of packaging in decision-making is important, particularly if we are to understand how to better guide healthier, informed choices at retail purchase-points whether instore or online. Breakfast cereals are chosen as the context of analysis due to their staple consumption by Australians (Grandi, Burt, & Cardinali, 2021), diverse range of ingredients and health profiles, immense visual competition in retail environments, and the large number of cues present on packaging, particularly related to health. Moreover, very little is known about how cereal purchase decisions are made at retail purchase-points, particularly the role of packaging. Consequently, the 'Stimulus-Organism-Response' (SOR) model is extended to the retail health decision-making context to address the following research questions:
RQ1. How do consumers utilize packaging design at retail purchase-points?
RQ2. How do consumers determine product healthiness using packaging?
RQ3. How does health-consciousness impact decision-making processes?

Background / conceptual model

Stimulus-Organism-Response (SOR) is a theoretical underpinning that characterizes how organisms respond to stimuli (Zhai, Wang, & Ghani, 2020). It is often employed in consumer behaviour literature to explain decision-making processes (Matos & Krielow, 2019; Wu & Li, 2018). For instance, Steinhauser et al. (2019) studied the relationship between visual attention (organism) given to package claims (taste, health, nutrition) (stimulus) and purchase outcomes (response). Liang and Lim (2021) developed a framework to understand organic food consumption, whilst Kumar et al. (2021) identified the drivers and barriers of consumers' brand love towards natural products. Despite such research, several gaps exist. Firstly, packaging in its totality houses many visual and verbal cues across multiple faces and should be examined holistically and from the granular cue-level, but rarely is. Moreover, the consumers' surrounding environment and other competing packages in the retail space should be considered, all of which shape the stimulus (packaging). Secondly, research typically overlooks individuals' own goals and traits which may influence consumers' processing of stimuli and interaction with the surrounding environment at the 'Organism' level. Thirdly, SOR may not be a sequential process as stated, particularly in retail settings where consumers can fluidly and iteratively interact with many products, yoyoing between each. This iterative process is not understood across both instore and online environments. Fourthly, 'purchase intention' (or equivalent) is often used as the 'response'. However, this variable does not reflect real shopping behaviour, nor is it capable of explaining the multitude of distinct responses for multiple products.

Methodology
Marshall et al. (2006) ‘shopping’ methodology was adopted and extended. 22 one-on-one ‘shopping experiences’ and interviews were conducted (averaging 71 mins), with 13 held at a simulated ‘shopping aisle’ setting and 9 ‘e-commerce’ online via Microsoft Teams. Individuals ‘shopped’ for real breakfast cereals in a realistic shopping aisle simulation, initially shopping for and selecting one breakfast cereal. Next, they did the same for a cereal they perceived to be ‘healthy’. Interviews explored how packaging was used to inform evaluations, the use of specific cues on packaging, the competing retail environment, health-consciousness, typical instore versus online shopping behaviour, and consumption goals. Data was analysed inductively using open, axial, and selective coding.

Results
Results reveal consumers’ multi-step approach to decision-making at retail purchase-points. Firstly, front-of-packaging design (S) is employed as a ‘heuristic’ to quickly diagnose product suitability. Here, the environmental context of retail shelving is critical. Whilst scanning packaging, consumers link individual cues (S) (e.g., brand mascots) with specific ideas / concepts (e.g., sugary) to form an understanding of the product and a consideration set. Such heuristics reveal the prevalence of consumers biases, with the competency of the shopper in the particular retail environments and their consumption goals (O) influential. Health-consciousness is particularly important. It is idiosyncratic and dictates how consumers utilize packaging, as well as their decision-making behaviours. Essential stages not yet articulated in the literature have emerged. The ‘Investigation’ phase occurs when the ‘filtered’ consideration set is investigated when information collection behaviours are engaged. These include picking products off shelves (or opening new tabs), viewing multiple packaging faces, and comparing packages (I). Results reveal that consumers critique packaging at three distinct levels: ‘holistic’ (totality of cues: “Just looking at that it looked healthy, it looks… natural” P8, Online), ‘collection’ (multiple cues), and ‘individual’ (“Picture of a sun… gives an impression of giving life and it’s something natural” P6, Online). The ‘Evaluation’ phase occurs when product judgements (e.g., their food vs. our food, healthiness, misleading, nostalgia) (E) inform consumer responses (reject, shopping cart, or purchase – voluntary, compromise, treat) (R).

Implications for theory and practice
The current study examined consumers’ use of packaging to understand healthy decision-making. ‘Stimulus-Organism-Response’ literature is advanced, capturing decision-making processes within retail contexts. The proposed ‘Retail SOR’ framework maps-out the fluid and complicated nature of decision-making in retail environments. The ecological validity of the framework is expanded by exploring voluntary product selection, incorporating judgements on multiple products simultaneously. Furthermore, two novel and distinct phases (‘Investigation’ and ‘Evaluation’) are articulated, challenging the current sequential nature of SOR, whilst enhancing its validity to retail decision-making. Through its retail contextualization, the ‘Stimulus’ is expanded to include each package face (front, back, and sides), and the distinct cue-levels. Consequently, cue utilization and packaging design (e.g., categorization, Gestalt, etc.) scholarship is also advanced. For brand and product managers, results highlight specific ways ‘healthy’ decision-making is impacted by packaging. For instance, competing packages can contextualize those in the ‘consideration set’ and even overshadow potentially healthier options. Moreover, mistrust materializes when packaging design misaligns with nutritional information. Ensuring that packaging reflects the true nature of the product may enhance brand-consumer relations, whilst guiding healthier decision-making.

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Consequence of Writing eWOM on the Sender

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Abstract:
This paper investigates how writing electronic word of mouth (eWOM) with media-rich formats influences the eWOM senders' self-brand connection (SBC). eWOM with text and textual paralanguages (TPL, e.g., emojis, emoticons, etc.) has a higher media richness than eWOM with texts does. Our theoretical framework argues that when senders of eWOM write eWOM with texts and TPL (vs. writing eWOM with only texts), they have more focus on the receiver of the eWOM. Consequently, they share more self-related thoughts in eWOM and acquire a higher SBC. Furthermore, writing eWOM with texts and TPL leads to higher consumer brand engagement and results in a higher SBC. The results of two online experiments show that writing eWOM with media-rich formats leads to a higher SBC, mediated by expression of self-related thoughts and cognitive brand engagement. This paper minimizes the gap in the literature about consequences of eWOM to senders of eWOM.

Keywords: electronic word of mouth, textual paralanguage, self-brand connection

Choice Paralysis and the Role of Death Awareness

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Abstract:
Since COVID-19, the world has experienced an increased prevalence of uncertainty, and the thoughts of one's own mortality may provoke one's existential anxiety. This research examines how incidental exposure to death-related information impacts choice overload effects. Three experiments demonstrate that, in contrast to a control condition, thoughts about mortality can eliminate individuals' negative emotions when choosing from abundant choices. This effect occurs because mortality salience makes people more assertive, thereby increasing the certainty of their decisions and choices. This research contributes to the choice overload literature by establishing the moderating role of mortality salience in mitigating the adverse assortment size effects.

Keywords: Choice overload, Choice paralysis, Mortality salience

The Effects of Exclusive Promotions on Untargeted Consumers.

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Abstract:
This research examines the negative repercussions of exclusive promotions on untargeted consumers and how brand relationships can influence responses. To provide insight into these elements, this research investigates how brand relationships and types of exclusive benefits (e.g., exclusive promotions or customer delights) impact untargeted consumers' reactions. Specifically, we examine how non-recipients of exclusive benefits form their sense of entitlement, emotions associated with the exclusion, and behavioural outcomes. The current research focused on how exclusion from those offers can be linked to a sense of entitlement and tested when this entitlement leads to negative behaviours from consumers. Findings indicate that consumers in communal relationships are more sensitive to hedonic benefit exclusions, which increases their entitlement and self-conscious emotions, leading to more negative brand evaluations and lower patronage intentions.

Keywords: Exclusive promotions, entitlement, brand relationships

Pretty Messy: How to Present Healthy Foods

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Crystal Yap, Auckland University of Technology

Abstract:
This research investigates how and with whom messy food presentation on social media can influence consumer response. More specifically, we examined whether healthy food presented in an untidy manner would lead to favourable consumer responses, particularly for those who are high (vs. low) in need for uniqueness as they are more likely to engage in divergent thinking process. We further argue that the proposed relationship will be mediated by how aesthetically pleasing the food presentation is perceived. Our findings confirmed our prediction that the messy food presentation could lead to higher purchase intention via increased perceived expressive aesthetics, but not classical aesthetics, for individuals who are high (vs. low) in need for uniqueness. Our work adds to the consumer aesthetics literature by demonstrating how messiness enhances consumer response. Further, our findings offer insights into how businesses selling healthy foods can present their foods more appealing and desirable on social media.

Keywords: messy food presentation, divergent thinking, classical and expressive aesthetics

Heuristic Processing of Pictures in Product Reviews

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Abstract:
Is a picture worth a thousand words? Industry reports suggest that consumers are heavily influenced by imagery in online product reviews. Correspondingly, there is a growing academic interest in understanding the mechanisms through which pictures add value to the most popular information source for today's consumers. Drawing on recent research that documents a widespread consumer tendency to heuristically process online information, this paper identifies the conditions that lead to the use of the availability heuristic versus the credibility heuristic in consumer processing of picture-embedded reviews. Two experiments offer complementary evidence on why and how a pictorial cue enhances the effectiveness of online product reviews. The results shed light on how consumers navigate the information highways (operated by review platforms) that are increasingly filled with imagery. They also reveal the distinct psychological mechanisms underlying the operation of two major heuristics of high relevance to consumer judgment and decision making.

Keywords: Product reviews, pictures, heuristics

Uncovering Mobile Phone Recycling Drivers and Barriers

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Steven Greenland, Charles Darwin University
Chrystie Watson, Charles Darwin University

Abstract:
Mobile phone waste has become a global concern due to the rapid development of technologies, shorter lifespan, and increasing consumer demand for the latest electronic devices. Existing studies show that the mobile phone recycling rate is low globally, and the underlying factors that affect consumers' decisions to recycle mobile phones have not been fully discovered. This exploratory study is part of a larger project that aims to systematically investigate the drivers and barriers of mobile phone recycling. The study employed a qualitative approach, and data were obtained from five online focus groups of 28 participants in Australia. Thematic analysis reveals key drivers (e.g., moral norms, awareness of consequences, perceived effectiveness, and future orientation) and barriers (e.g., lack of knowledge, insufficient incentive, privacy concern, personal attachment, and perceived inconvenience). These findings have several sustainability implications and aid the design of subsequent quantitative studies to better understand consumer mobile phone recycling behaviour.

Keywords: recycling, mobile phone, e-waste

Role of Materialistic Norms in Sharing Resistance

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Abstract:
Shared consumption has emerged as a potential alternative consumption paradigm to tackle detrimental issues linked with traditional ownership-based consumption. Though it has achieved remarkable growth in the last decade, the adoption rate is sluggish. While the literature has largely focused on understanding the adoption of sharing, it has not adequately understood the resistance towards shared consumption. This study explores the role of materialistic norms in manifesting consumers' resistance towards shared consumption. Based on 417 responses, using partial-least square structural equation modelling, this study assesses the influence of materialistic norms on sharing resistance. The findings suggest that though materialistic norms do not directly influence resistance, inertia and negative social identification significantly impact resistance. However, materialistic norms indirectly impact sharing resistance through negative social identification and inertia.

Keywords: shared consumption; resistance; materialism

I BELIEVE YOU: EXAMINING TOUCHPOINT COMPANY CONTROL

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Abstract:
Consumers use touchpoints as sources of information, however not all touchpoints are valued equally. Drawing from source effects theory, this research examines the role of perceived company control of touchpoints on consumers judgements. Across three experiments (n=728) company control is manipulated (high, shared or low). Results demonstrate that a touchpoint perceived as high in company control (eg. retailer), as opposed to low (eg. individual), results in greater usefulness and usage intention. Study 2 provides evidence that believability explains the relationship between perceived company control of a touchpoint and consumer judgements. Study 3 extends these findings and identifies the moderating role of power distance, where consumers with low power distance beliefs attribute more believability to touchpoints low in company control. This research has important implications for marketing scholars, providing empirical evidence of perceived company control as a source variable. For practitioners, this insight assists strategic development and targeted placement of touchpoints.

Keywords: Touchpoint, company control, believability

Physical Activity: Social, Media and Individual Influences

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Introduction and Research Aim

Encouraging physical activity is essential for preventing noncommunicable diseases (e.g., diabetes, cancer and heart diseases) and improving overall well-being (WHO, 2022). Despite these health benefits, physical inactivity has been identified as a global issue, especially among the younger populations (WHO, 2022; Zhu et al., 2019). As an illustration, 25% of adults and 80% of the global adolescent population are considered insufficiently physically active. Previous research has sought to identify and investigate social, media and individual factors that may motivate physical activity (e.g., Kiyani et al., 2021; Rhodes et al., 2019). While social influences (from parents and peers) and media have been identified as important determinants of individuals' physical activity (Levinger & Hill, 2020; Messing et al., 2019), little is known about the underlying mechanism of their effects. Hence, this study aims to contribute to theory and practice by developing and validating a comprehensive model that examines how social (parental and peer) norms and media exposure to physical activity messages affect individuals' health values, attitudes and physical activity.

Conceptual Model

The conceptual model in Figure 1 illustrates how social (parental and peer) norms affect health value, leading to attitudes (cognitive and affective) towards physical activity behaviours. It also depicts the moderating impact of media on the health value-physical activity relationship.

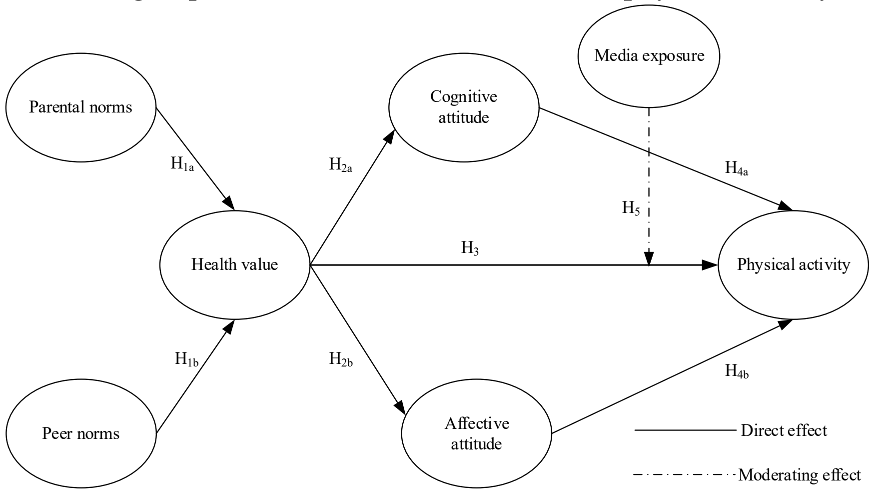

Figure 1. The conceptual model

Health value is defined as "the extent to which health is a fundamental end-state, which consumers want to achieve in life" (Tudoran et al., 2009, p. 569). Social norms from parents and peers, as primary socialisation agents, motivate individuals' acquisition of health values, including physical activity-related values (Borca et al., 2017; Sabiston & Crocker, 2008). Hence, it has been hypothesised that:

H_1: *Parental norms **(H_{1a})** and peer norms **(H_{1b})** positively impact health value.*

Attitudes include cognitive attitude (i.e., beliefs about the instrumental utility of physical activity) and affective attitude (i.e., feelings concerning physical activity). Health-conscious people are concerned and sensitive to the influence of physical activity on their wellbeing (Hong & Chung, 2022) and tend to perform health-related behaviours to enhance/maintain their health (Kim et al., 2013). The following hypotheses have, therefore, been formulated:

H_2: *Health value positively impacts cognitive attitude **(H_{2a})** and affective attitude **(H_{2b})** towards physical activity.*

H_3: *Health value positively impacts physical activity.*

Previous studies consistently report that attitudes significantly promote physical activity (e.g., Lewis-Moss et al., 2008; Rhodes & Dickau, 2012). Thus, it has been hypothesised that:

H_4: *Cognitive attitude (**H_{4a}**) and affective attitude (**H_{4b}**) positively impact physical activity.*

Media exposure to health information shapes individuals' beliefs and decisions towards health-related behaviours (Samson & Buijzen, 2021). This study argues that the impact of health value on physical activity varies across people with different media exposure levels. That is:

H_5: *Media exposure moderates the health value-physical activity relationship.*

Methodology

Participants were Australian young adults (aged 18-34 years). Ethics approval was obtained from a Human Research Ethics Committee. Prior to data collection, the survey instrument was carefully developed and pre-tested. An online survey was conducted, and the number of usable surveys was 778. Measures of the constructs in the conceptual model were adopted or adapted from established scales (e.g., Baker et al., 2013; Conner et al., 2002; Gunther et al., 2006; Jun et al., 2014). Following Anderson et al.'s (1988) suggestions, 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 to test the proposed conceptual model using AMOS. The moderating effect of media on the relationships between health value and physical activity was tested using multi-group analysis (Byrne, 2010).

Results

Overall model fit indices revealed an acceptable fit of the structural model to the data ($\chi2$ (435) = 1257.758; $\chi2/df = 2.89$, $p<0.001$; CFI =0.91, TLI =0.90; RMSEA =0.047). The results reveal that parental norm positively influences health value ($\beta= 0.343$, $P <0 .01$), which supported H_{1a}. Also, peer norm positively influences health value ($\beta= 0.307$, $P <0 .01$), which supported H_{1b}. Furthermore, it was shown that health value had a significant effect on cognitive attitude ($\beta= 0.548$, $p<0.01$) and affective attitude ($\beta= 0.511$, $p<0.001$), providing support for H_{2a} and H_{2b}. In addition, health value positively and significantly influenced physical activity ($\beta= 0.144$, $p<0.01$), supporting H_3. Contrary to our expectations, cognitive attitude had a significant but negative impact on physical activity ($\beta= -0.137$, $P <0 .01$). The impact of affective attitude on physical activity was positive and significant ($\beta= 0.722$, $P <0 .001$), confirming H_{4b}. Also, media moderates the impact of health value on physical activity in that the impact is stronger for those less exposed to media messages ($\beta= 0.29$, $p<0.05$) compared to those with more frequent exposure to media ($\beta= 0.089$, $p>0.05$).

Implications for Theory and Practice

This study makes an important contribution by comprehensively explaining how social norms and media affect individuals' health values, attitudes and physical activity. It extends previous studies by simultaneously examining different social influences (parental and peer norms) and attitudes (cognitive and affective). This study also offers fresh insight into the moderating role of media in the health value-physical activity relationship. Given the importance of social norms, it would be beneficial to provide educational facilities for parents and peers to learn different ways of communicating and practising healthy physical activity behaviours to enhance young adults' health value and physical activity. Furthermore, intervention strategies could increase health value by stressing the importance of health and its consequences. Marketers and health authorities should communicate the emotional (affective) benefits of physical activity to improve physical activity among young adults while focusing less on providing excessive knowledge about the benefits (cognitive) of physical activity which discourages this behaviour. Finally, the finding of the negative moderating effect of media exposure emphasises the 'boomerang effect' of media (Fishbein et al., 2002). It also suggests that marketers and health authorities should be cautious in designing and providing health messages across traditional and modern media.

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Food Marketing to Children: A Morphological Analysis

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Abstract:
Despite preventive efforts by the WHO, childhood obesity rates are projected to double between 2020 and 2035. Food marketing plays a significant role in shaping children's food behaviour and contributing to the obesity epidemic. However, extant reviews have focused on different aspects of food marketing to children, not comprehensively. Therefore, this review utilized a morphological analysis (MA) approach, a novel method in this field, to comprehensively synthesize the literature. A total of 128 papers were included and analysed using MA, resulting in the development of a comprehensive framework comprising four dimensions and 35 variants. The review identified 328 research gaps, offering valuable opportunities for future research that can aid the understanding of the complex dynamics between food marketing and children's behaviour. These findings advance academic understanding and provide marketers and practitioners with insights to develop responsible marketing strategies and policies.

Keywords: Food marketing, children, morphological analysis

Trust Variations for Technology Acceptance SEM Model

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Abstract:
This study focuses on exploring the relationship between different forms of trust (cognitive and affective) and consumer-dependent actions in the context of technology engagement. Trust is vital in reducing social uncertainty and risk associated with technology, influencing consumer behaviours and interactions. General forms of trust include cognitive and affective categories. Cognitive trust reflects confidence in the competence and reliability of service providers, while affective trust is based on feelings of care and concern shown by partners. Consumer-dependent actions include rate of adoption, loyalty, advocacy, and engagement. Using an engagement theory framework, a mixed methods approach was adopted, including a survey of 300 participants and 30, hour long, qualitative interviews. Using a variety of products, the results indicate that cognitive trust based on past involvement is related to trialability and privacy concerns, while cognitive trust based on forward consideration is linked to decision-making and willingness to share personal information. Affective trust is strongly associated with advocacy intentions but not with actual time spent engaging. The findings provide insights for marketing departments to build trust and encourage pro-consumption behaviours, leading to increased profitability. The study also highlights the complex nature of trust and its influence on consumer actions, indicating the need for further research in understanding these dynamics.

Keywords: Trust, Personalization, Technology Adoption

Consumer Brand Evaluations in Response to Pandemic

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Ranis Cheng, The University of Sheffield
Claire Burfield, The University of Sheffield

Abstract:
We explore how consumers' priorities towards functional, socially responsible and experiential brand attributes change during a Covid-19 'lockdown'. Quasi-experimental data collected from 400 participants, half of whom were under lockdown, suggest that attitudes towards brands become less positive under lockdown for brands positions as socially responsible and experiential, but not for those positioned as functional. Implications are discussed for how brands might most effectively position themselves to support relevant consumer and social needs in times of crisis and beyond. However, while specific types of vulnerability (i.e. financial) were found to moderate the impact of lockdown on brand attitudes, the current data does not extend to facilitating a full explanation of the reasons for the observed effects. A second study, focusing on other crisis situations, is planned to replicate the current results and test possible theoretical explanations for them, such as regulatory focus and coping strategies.

Keywords: crisis, consumer vulnerability, brand attitudes

Human Data Origins: Shaping Consumer AI Perceptions

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Abstract:
This paper examines the positive effects of Human Training Data (HTD) salience on consumer evaluations of Artificial Intelligence (AI) due to a human essence transfer mechanism. This was tested in a series of lab experiments. The studies confirm that explaining that AI is built on HTD leads to higher consumer evaluations versus the control. This research makes its theoretical contribution by providing empirical evidence supporting the role of HTD explanation in shaping positive consumer evaluations of AI technologies. Our practical contribution offers actionable insights for AI developers to incorporate HTD explanations to enhance consumer adoption of AI-supported offerings.

Keywords: Artificial Intelligence (AI), consumer technology adoption, Human Training Data

Process vs Outcome Focus: Backer Behaviour in Crowdfunding

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Abstract:
In today's dynamic landscape, entrepreneurs increasingly harness the power of crowdfunding to secure funding for projects from a diverse community of supporters. However, attracting backers' is challenging, with less than 50% of crowdfunding projects reaching their funding goals. Despite exceptional ideas that could bring significant benefits to society, many crowdfunding entrepreneurs currently face limited prospects for success. This research addresses this issue by examining consumer behaviour throughout the crowdfunding journey and exploring the impact of process versus outcome focus, risk perception and risk tolerance on funding intentions. Initial survey findings indicate that consumers higher in process-focus are more likely to financially support projects than consumers higher in outcome-focus. This research contributes to the literature by exploring the influence of consumers' mindset during the crowdfunding journey and its impact on funding intentions. The study expands understanding of the consumer journey by measuring process and outcome on separate dimensions within crowdfunding.

Keywords: Crowdfunding, consumer-journey, risk.

The Conceptualisation and Investigation of Coping Capital.

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Abstract:
Stress permeates every aspect of our lives, affecting us all and leading to adverse outcomes. Recognising the gaps in the literature, coping capital measures the astuteness of coping. Second, to address the limitations of other forms of capital. Aligning with the transformative consumer research movement to provide actionable knowledge and practical solutions, the study was conducted in two sequential phases. The first phase establishes the definition and measurement for the concept of coping capital. The second phase examines the mechanisms underlying the relationship between cognitive appraisal of stress on life satisfaction in the context of workplace stress. Both studies were administered through online surveys from a US-based sample. The findings suggest that coping capital mediates the relationship between cognitive appraisal of stress and life satisfaction. This study hope to pave a way for further investigations into its dynamics and broader applications in various contexts.

Keywords: Stress management, wellbeing, transformative consumer research.

Place Attachment and Local Food Consumption

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Introduction and Research Aim

Globalised food supply chains have fostered industry power concentration to a few retail oligarchs (Hingley, 2005), leading to concerns about the future of food availability and affordability for our sustainable future (Fuchs et al., 2009). This has led to anti-consumption movements such as ‘locavorism’ where consumers make a conscious decision to source foods locally to support local producers and local economies rather than large global retail conglomerates (Stanton et al., 2012). As an alternative to the conventional food network, local food systems are considered to support more resilient food systems that could counter the imbedded problems in conventional food supply chains, especially in times when food inflation is high.

Whilst consumer interest in local food consumption is growing, much of local food research is concentrated in tourism research (Dang & Weiss, 2021). Understanding tourist attitudes and behaviours provide important insights into what drives consumers to seek out local food experiences and also assess intentions to revisit and recommend a destination (Mohamed et al., 2022). Of these factors, *place attachment* is a key driver important to tourist food experiences. However, local food consumer behaviour research has been largely based on consumer values and lacks the use of place attachment as a construct in exploring how consumers’ preference for local foods can be enhanced (Feldmann & Hamm, 2015). Hence, this article presents a research agenda for advancing local food consumption research using the construct of place attachment in a non-tourist context. This aim will be achieved by conducting a preliminary bibliometric review of the literature, which helps identify knowledge gaps and is best suited to outline a research agenda (Donthu et al., 2021). Exploring place attachment for local food consumption/choice in a non-tourist context could provide insights into how a sense of belonging, ownership, patriotism, and willingness to support local producers could drive support for local economies.

Place Attachment in Tourism Research: Parallels drawn with Local Food Consumption

Place attachment is a key concept underlying person–place relationships. It is used to imply the affective positive relationship towards a place (Bonaiuto et al., 2016). Place attachment has featured prominently in the tourism literature as a key construct leading to satisfactory experiences, and willingness to return to or recommend a destination (Dang & Weiss, 2021). Factors such as authenticity, the servicescape, and sensory stimuli are some of the key factors influencing place attachment in food tourism (e.g., Wang et al., 2021). However, in their review, Dang and Weiss (2021) show inconsistencies in the conceptualisation of place attachment in the local food tourism literature. It would therefore help to explore how the place attachment construct informs local food consumption beyond the tourism context.

In the local food consumption literature, localness implies patriotism, a sense of belonging, and emotional attachment, although consumers ascribe their own personal meanings local food (Banerjee & Quinn, 2022). In particular, perceived attributes of local foods such as healthiness, freshness, and sustainability strongly influence purchase intentions, whilst situational factors such as low availability and purchase inconveniences are significant barriers to local food purchase (Czarnecki et al., 2021; Feldmann & Hamm, 2015). Place attachment as a construct, however, has not been applied to the local food consumption literature in a non-tourism context, although themes of local identity, community, local economy, and quality are held important by locavores (Banerjee & Quinn, 2022). Therefore, given the relevance of place attachment in food tourism research, place attachment is also likely to be significant for local food consumption in the non-tourism context. Further, in the post-pandemic world, local food spots (e.g., restaurants, pubs, and café’s) have become the ‘third place’ for fostering community and creating a sense of cohesion and belonging (Henshall, 2021). This hypothesis underlines the methods and the research agenda presented in the following sections.

Methodology

To justify this research gap, a preliminary bibliometric analysis was conducted. Bibliometric reviews provide an overview of the key themes emerging in the literature, which can then be used to project a research agenda for future projects (Donthu et al., 2021). To conduct the bibliometric review, the articles were extracted from the Web of Science Core Collection between 1st January 2012 to 4th October 2022 (approximately 10 Years) using the keywords “local food” AND “place attachment” OR “attachment”. A total of 39 peer-reviewed articles were published between this time. The articles were extracted in a 'Tab delimited file’ (savedrecs.txt), and imported into the VOSviewer software (van Eck & Waltman, 2010). The findings from the network visualisation map are interpreted to discuss a future research agenda (see LF and Attachment Network Visualization.jpg).

Results and/or Discussion and Contributions

The results from the preliminary bibliometric analysis using the VOSviewer application reveals distinctive patterns in the research themes around place attachment and local foods. The majority (61.5%) of studies on attachment and local foods has been published in journals relating to tourism and hospitality. The network visualisation map based on co-word analysis (see LF and Attachment Network Visualization.jpg) show a strong link between place attachment and local food. However, a closer look into the literature reveals that research articles covering these themes are based on tourism and hospitality research alone. Three clusters of the place attachment and local food literature emerged: (1) Cluster 1- Red cluster- *Place Attachment Factors*; Cluster 2 – Green Cluster – *Local food Consumption Drivers*; and Cluster 3 – Blue Cluster – *Food Tourism Factors*. This demonstrates that the food tourism literature forms the strongest links between the local food consumption and place attachment. It is, however, also evident that place attachment in the tourism literature has not been exclusively applied to the local food literature in a non-tourism context. This validates the dearth of place attachment in the local food consumption literature in a non-tourism context, which if met could shed light on how resident’s local food choice can be made easier by enhancing place attachment. This has implications for a future research agenda.

Implications for Theory and Practice

There are two research streams that emerge from this gap informing the future research agenda:

1. The Place Attachment Construct: As the place attachment construct is inconsistently used in tourism research (Dang & Weiss, 2021), it calls for the need to develop this construct in a non-tourism context. Understanding place attachment for local food consumption from a non-tourist perspective could shed light on how place attachment informs local food choices for residents/consumers, having both theoretical and practical implications for marketing local foods to local residents. Further, a valid Place Attachment Scale could be developed for measuring attachment levels to a place to predict local food choices.
2. Psychological Ownership and Local Food Consumption: Psychological ownership is an alternative but similar construct that could be used to study local food consumption from a non-tourist lens. It is the affective feeling of something being “mine or ours” (Wang et al., 2022), and has been used in predictive models in environmental psychology. Currently, there is a lack of research on the influence of psychological ownership on local food choice. Studies from environmental psychology show that high psychological ownership levels strongly predict sustained pro-environmental behaviours (Felix & Almaguer, 2019). Therefore, applying psychological ownership to the local foods context could provide key insights into how local food choice can be enhanced and sustained. This could lead the way for marketing for the good of local food systems for the future of food sustainability.

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Reconciling Materialism and Anti-Consumption in Fashion Resale

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Abstract:
As a sub-type of anti-consumption, access-based services oppose materialism by reducing the 'acquisition' of items without rejecting the 'use' of the items. With access-based services extending and diversifying into resale, consumers can acquire second-hand luxury fashion items at discounted prices. Access-based services have thus intensified the conflict between the pursuit of material possessions and the principles of anti-consumption, resulting in dissonances among consumers. Using the constructivist grounded theory, this study employs netnographic archival data and interviews as data sources to explore this conflict in access-based services. Even though their frequent second-hand purchases conflict with their environmental preservation goals and lead to a sense of anticipated dissonance, consumers use their prior restrictive buying and welfare protection as licenses to endorse their luxury fashion desires. This study therefore presents an ambivalent perspective on access-based services that facilitates consumerism through fashion resale, influences cultural norms around second-hand clothing consumption, and challenges anti-consumption principles.

Keywords: Anti-consumption, Fashion Resale, Materialism

Palindrome Brand Names Trump Sound Symbolism Effects

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Abstract:
Palindrome brand names, that read the same backward or forward, are used by managers but lack an understanding in theory regarding how they should be perceived. It is well-known that sound-symbolic effects manifest themselves in fictitious brand names. What is not understood is whether these effects manifest themselves when recognizable patterns such as palindromes are used as brand names. Three within-subjects experiments are conducted with MTurk participants. It is concluded that palindrome fictitious brand names are chosen more than non-palindrome fictitious brand names tested across 24 product categories. Furthermore, the presence of a recognizable pattern in names such as in palindromes attenuates the perception of sound symbolism effects in brand names. To avert trademark-related concerns, managers can use palindromes as fictitious brand names to launch newer products. Furthermore, they need to be careful while expecting sound-symbolic effects to be perceived in non-semantic names if these names are palindromes.

Keywords: Palindromes, brand names, sound symbolism

Progress Framing in Loyalty Card Programs

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Abstract:
Stores are known to provide buy-N-get-one-free loyalty cards to motivate consumers to repurchase. Previous studies show consumers are more motivated to repurchase as stamps accumulate. This paper examines how the representation of goal progress moderates its effect on motivation to repurchase and the mechanism behind the effect. Stamps on loyalty cards can be framed as either "product purchased" or "money spent". As progress accumulates, it is hypothesised that consumer motivation based on the "money" framing will grow faster than motivation based on the "product" framing. This could be due to valuation by feeling vs. calculation or perceptions of loss and gain. Three studies provided mixed results for this moderating role and ruled out the mechanism of valuation by feeling vs. calculation but showed evidence of the impact of progress framing on loss perception. Further studies could clarify the moderating role of progress framing and its mechanisms.

Keywords: loyalty card program, goal progress, progress framing

Exploring Shopper Perceptions Towards Online Pharmacy

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Introduction and Research Aim

With the advent of digital technology and e-commerce platforms, online pharmacies have seen a significant surge in emerging markets (Fittler, Vida, Káplár, & Botz, 2018; DCruz et al. 2022). COVID-19 also shifted attitudes toward online pharmacies and shopping (Fittler et al. 2018; Carvache-Franco et al. 2022). Online purchases and home delivery became the most preferred means for obtaining medicines through pharmacies during the pandemic (Ghibu et al. 2021)
Extant literature highlights the importance of many factors which influence the online purchases of pharmaceutical products, such as the quality of available medicine, privacy, consumer data security (Tsai & Yeh, 2010), e-pharmacy registration, pharma counseling, the availability of online information regarding the uses and side effects of medicines (Lobuteva et al. 2022), online price, ease of access, perceived privacy, self-diagnosis, exposure to direct-to-consumer advertising, prior personal experience, convenience, brand name, and trust (Ashames, Bhandare, AlAbdin, Alhalabi, & Jassem, 2019; Assi, Thomas, Haffar, & Osselton, 2016; Shekhar, Jose, & Rehin, 2019; Anis & Tan, 2023). Moreover, digital literacy also plays a key role in the online purchase of pharmaceutical products (Boyd, et al., 2017).
Although the likelihood of consumers buying medicines online is increasing, the adoption rate is still low (Ma, 2021). Four major factors affect the attitude toward purchasing medications online: perceived usefulness, ease of use, trust, and perceived risk (Sampat & Sabat 2020; Ma 2021). Other inhibitors related to online pharmacies and online drug purchases include sales of illegal, outdated, and unregulated medications (Alwhaibi, et al., 2021; Ma, 2021; Lobuteva), lack of cold chain facilities (Dcruz, Mokashi, Pai, & Sreedhar, 2022). These complexities present a compelling need to understand consumer preferences and attitudes towards online pharmacies, especially in a developing market like Pakistan, where there are few registered players and a huge opportunity in market size. Therefore, this study aims to understand:
RQ1: What are the consumer perceptions of online medicines purchases?
RQ2: What factors influence each decision journey stage in online pharmaceutical product purchases?

This research is underpinned by the Technology Acceptance Model (TAM) model. TAM provides a useful theoretical lens as it highlights the influence of perceived ease of use and perceived usefulness on the attitude towards technology and intention to use technological products (Davis et al. 1989). This model will be useful to explore the factors which determine the positive attitude and adoption of online pharmaceutical products purchase in the Pakistani context.

Methodology

A mixed-method research design was employed, utilizing qualitative and quantitative data collection techniques to comprehensively understand the phenomenon under investigation. The qualitative component of the study involved four focus groups. The participants for the focus groups were chosen based on purposive sampling – online pharmacy users. Each focus group discussion lasted about 90 minutes. The study's quantitative component involved administering an online survey using a convenience sampling technique. The survey instrument was designed based on the findings from the focus groups and the scale used by Sampat & Sabat (2020). Three hundred respondents were contacted, of which only a hundred had purchased from an online pharmacy. These hundred responses were used for analysis.

Findings and Discussion

According to our research findings, the broad categories of factors that motivate people towards online pharmacy purchases included convenience, discounts, product assortments, previous brand experience, lower prices compared to traditional stores, and online user interface. Almost all respondents agreed that online pharmacies allowed quick and hassle-free delivery and easy medicine search, including the availability of multivitamins and supplements. Most people opted for online pharmacies to fulfill their urgent needs. Respondents said they would check the website/app rating, content quality, layout, and option to consult an online pharmacist before adopting the pharmacy. The inhibitors included factors such as the non-availability of medicines, high prices, lack of customer trust in the brand name, payment mode, medicine authenticity, and delivery time and fee. Respondents shared that they could not check the expiry dates of medicines through online orders. Thus, fake medicines or the absence of a counterfeit medicine policy increased safety risks. Most respondents believed that the delivery fee was unreasonable, and they would not prefer online pharmacies due to high delivery charges for buying 2-3 medicines only. The respondents also highlighted the decision journey stages that they went through during the pharma product purchase process. These stages included: Online search, which included a search on Google to study the different online available pharmacies, comparison of product prices and delivery charges of different online pharmacies, selection of pharmacies based on the nature of illness, prices, assortment carried by the pharmacy, brand name, cash on delivery option, the option to check the expiry dates of medicines after order delivery and physical presence of online pharmacy. Respondents preferred online pharmacies for self-medication in their mild illnesses. They also preferred pharmacies that had a brick-and-mortar presence. Referrals and recommendations from friends/relatives played an important role in the selection process. Other important factors highlighted were the ability to incorporate grocery item purchases with medicine purchases, proficient and detailed order tracking options, and predefined packages for regular diabetes medicine purchases. Participants considered medicine packaging a vital factor for determining the quality and effectiveness of drugs. Respondents also highlighted specific positives and negatives related to each online pharmacy in Pakistan. The results of the quantitative study indicated that perceived ease of use, perceived usefulness, perceived trust, and perceived risk had a significant positive effect on attitude and behavioral intention. This aligns with the previous literature (Sampat & Sabat 2020; Ma 202). Literature suggests that trust in online medicines has increased with time as there has been a rise in online purchases overall, which is related to the success of the e-commerce and q-commerce industry (Anis & Tan, 2023; Fittler et al.2018). The option of price comparison and ease of delivery were considered the most crucial aspects of online pharmacies. An important finding of this study is the brand name influence of online pharmacy on behavioral intention. The outcomes of our research have profound implications from both theoretical and practical perspectives. Theoretically, our findings offer a comprehensive understanding of the complex interplay between the factors influencing the adoption of e-pharmacy services. For practitioners, our study underlines the importance of brand names and the role of trust through the availability of the right product mix, packaging, pricing, and delivery options. From the policymakers' perspective, strict regulations must be developed for available online medicine quality, expiry dates, and checks on consumers' self-medication.

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The Dynamics of Subjective Financial Well-Being in Retirement

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Abstract:
The objective of this paper is to explore the distinct factors that influence a person's subjective financial well-being (SFW) during their retirement years. Adopting a qualitative approach, we conducted 18 focus groups involving 168 near and recent retirees, along with 69 interviews with retirement ecosystem members. The findings reveal that SFW in retirement manifests through beliefs, emotions and behaviours. The uncertainty around an individual's longevity distorts SFW and exacerbates fears around financial insecurity in the future. We argue that SFW should be considered a more accurate indicator and contributor to overall well-being than income alone, urging government and industry to recognize its significance. It has been observed that numerous retirees are living frugally even though it negatively impacts their overall well-being. It is important to implement early interventions and retirement transition strategies to reduce emotional, mental, and financial stresses that come with retirement uncertainty.

Keywords: Retirement, Subjective Financial Well-Being

Consumer Culture Theory

How National-Level Market Actors Fail to Shift Responsibility to Consumers

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Abstract:
To address the climate emergency, market actors try to make individual consumers feel responsible for net-zero greenhouse gas emissions. The purpose of this research is to understand how market actors try to produce the "net-zero hero" to responsibilize consumers. The research method is a discourse analysis of 303 public documents by every market actor in the Australian energy sector. The findings show that Australia serves as a stage on which market actors tell a tragedy metanarrative. Market actors try but fail to put consumers in the subject position of a net-zero hero with responsibility for reducing emissions. Theoretically, the research shows (1) the influence of the national market level on consumer responsibilization, (2) how market actors try to produce net-zero heroes, and (3) the limited usefulness of the hero archetype. Practically, the research implies that making consumers solely responsible cannot resolve the problem of reducing emissions.

Keywords: consumer responsibilization, metanarrative, national markets

From Marginalised to Personally Empowered: The Potency of Embodied Coping

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Abstract:
The ‘needy’, the ‘vulnerable’, the ‘poor’ are sweeping, stigmatising status markers often cast upon individuals living upon the fringes of mainstream consumer cultures. While naming conventions collectively refer to perceived deficits, they undermine other strengths individuals bring to different fields of consumption. Situated within a Bordieuan framework, we explore how a disadvantaged subculture learns and adapts to the field of technology without the necessary skills that grant access to the field. Utilising a hermeneutic phenomenological approach, we engage 12 participants in two in-depth interviews which uncover an overlooked component to habitus in consumption research – the embodiment of coping which not only grants access but enables informants to become conformed and empowered members of the field. Thus, we contribute by introducing the embodiment of coping as a novel component to habitus, harnessed by individuals to overcome technological barriers and breakout from the marginalised status they repeatedly experience in offline contexts.

Keywords: habitus, technology, marginalised consumers

Consumer Legitimisation Processes of Sustainable Luxury

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Abstract:
This paper investigates the acceptance of sustainable luxury in the consumption field. With consumer preferences shifting toward sustainable luxury instead of prior resource-heavy conspicuous objects, it challenges the long-held association of luxury with excess. Although luxury and sustainability hold diametrically opposite associations, its merger into a new consumption phenomenon welcomes an opportunity for further conceptualisation of luxury via an in-depth investigation of sustainable luxury consumers' lifeworlds. To explain how consumers normalise their shift toward sustainable luxury, the findings from 32 phenomenological interviews with luxury electric car owners reveal delegitimisation processes for traditional luxury and legitimisation processes of sustainable luxury performed by its consumers. This research contributes to sustainability and consumer culture literature by providing empirical research on integrating green ethos into an everyday market culture. The practical impact of this work enables luxury practitioners to understand better the lived experiences of evolving elite consumers and improve communication for sustainable market offers.

Keywords: sustainability, luxury, legitimisation

Imagining Futures, Shaping Practices: How Consumers Anticipate Sustainable Change

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Claudia Gonzalez-Arcos, Universidad Adolfo Ibañez and The University of Queensland

Abstract:
Governments globally have been grappling with how to address climate change and foster a more sustainable future, often implementing sustainability interventions that target consumer practices. Using a practice theoretical perspective and prospective sensemaking as enabling lenses, we address two research questions: How do consumers engage in future-making, when prompted by long-term sustainability interventions? How does consumers' future-making shape changes in consumption practices? An initial exploratory analysis of interviews, social media threads, news media, government documents, and other online sources, reveals that carriers make sense of the future by: (1) envisioning arrangements, (2) questioning meanings, and (3) exploring competences. We also find that emotions manifest within bundles of practice that complicate consumer future-making. Our findings have theoretical implications to the understanding of social practices and practical implications for practice-based policy development.

Keywords: Sustainable practice change, prospective sensemaking, electric vehicles

Extending the 8P Creativity Framework to Artificial Intelligence

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Introduction and Research Aim

Products deemed as creative, or which require human creativity, are often classified as high involvement, often triggering intense affective responses and valuable. For example, music and arts. In this context, the role of humans in the production process is of great importance. However, artificial intelligence (AI) systems have become highly sophisticated, capable of performing creative tasks such as writing poetry, composing music, and designing visual art that can rival human made ones and elicit different modes of affective responses (Tigre Moura & Maw, 2021; Tigre Moura et al., 2023). However, the autonomous nature of fully automated or AI co-created processes fundamentally alter the role and influence of human creatives during creative processes. Thus, the exponential development and fast adoption of generative artificial intelligence (GAI) tools requires a significant paradigm shift to the current understanding of the premises that defines creativity (Anantrasirichai and Bull, 2022; Tigre Moura, 2023). From one perspective, AI augments and democratizes human creative potential by enhancing innate abilities and facilitating processes that previously required expertise. Contrarily, the lack of need for creative expertise may negatively impact the self-identity of creatives, and the abundance of AI generated, or co-created content may potentially lead to the devaluation of human creative skill and output.

This calls for a timely discussion and reconsideration of creativity, including the role of human creative expertise, intentionality, value, novelty and more, to produce creative outputs. This paper proposes a critical reflection and an adaptation to assumptions found in the 8P creativity framework proposed by Sternberg and Karami (2022), to account for the nature and characteristics of autonomous systems.

Background and/or Conceptual Model

Creativity it is often described as the skill of creating ideas or artifacts that are new, valuable, and surprising (Boden, 2004). Nevertheless, there are many other perspectives to define it and combining them to create a meaningful and holistic theoretical framework represents a challenging task. However, in 2022 Sternberg and Karami proposed a novel and comprehensive framework, which included six factors commonly found in the understanding of creativity, such as Rhodes, 1961, Glăveanu, 2013 and Lubart & Thornhill-Miller, 2019. They were: (1) *purpose* (what creativity is for), (2) *persons* (characteristics of creative individuals), (3) *press* (environmental forces that incite people to produce creative work), (4) *problem* (the tasks and situations requiring creative solution), (5) *process* (the mental operations that produce creative work) and (6) *product* (the outcome of creativity).

The six initial P's are grounded on previous existing models, such as the 4P framework by Rhodes (1961), the 5A framework by Glăveanu (2013) and the 7C framework by Lubart & Thornhill-Miller (2019). Additionally, the authors introduced two new factors: (7) *propulsion* (the way in which, and the rate at which creativity changes people's thinking) and (8) *public* (the audience of creative work). Despite being a very comprehensive framework, it addresses humans as the main force of creation, not considering the characteristics of artificial creativity.

Discussion and Contributions

The 8P framework successfully meets its aim of providing a holistic understanding of creativity and theories of creativity. However, its main assumptions are based on a paradigm which does not include the nature and characteristics of autonomous systems. They are grounded on pre-AI revolution era, where the ability to be creative was deemed to be restricted to humans. A paradigm where human creative expertise, skill, intentionality, and imagination was required to develop outputs which would be deemed as novel, surprising and valuable.

However, the advances in AI have led to the popularization of generative AI tools capable of writing, composing music, painting, making films and animations, 3D artworks and more. In all these processes, AI may act as a sole creator, but most often is used as co-creative tool in varying levels. Such autonomous, or artificially co-creative, process challenges many assumptions in which the current literature of creativity and the 8P framework is grounded.

For example, *persons* (characteristics of creative individuals). In artificial creativity, there is no fundamental need for creative expertise or skill to generate creative outputs. Artificial creativity fundamentally democratizes the ability to be creative, allowing non-creatives to generate novel and valuable outputs. Also, regarding *process* (the mental operations that produce creative work), autonomous systems drastically reduce the time and steps required from ideation to production. Depending on the level of artificial co-creation, it may require little or almost no cognitive effort at all to produce a creative outcome. Moreover, the value perception of *products* (the outcome of creativity) is also expected to change. The profound impact of GAI in scale of production is expected to change consumers' views on the role of production process towards the value of outputs, given the lower human input. Finally, regarding *public* (the audience of creative work), the lack of assurance of how a production process has been conducted (e.g., human made, artificially co-created or fully automated) may decrease trust on creators, and place greater emphasis of value on cognitive and affective responses of the output (and less on how it has been produced).

When critically reflecting on the factors that constitute our current understanding of creativity, in view of the nature of autonomous systems, the result is a new paradigm. This novel perspective considers less the role and input of humans (e.g., skill and intentionality) as sole creators, and places greater emphasis on human response (and less on the production process) to determine the value of a creative output.

Implications for Theory and Practice

The nature of artificial intelligence, and the fast adoption of GAI tools for creative tasks, challenges many current theoretical assumptions (Anantrasirichai and Bull, 2022; Tigre Moura, 2023; Vinchon et al., 2023). This calls for an extensive future research agenda to address consumers' attitudes, quality perceptions, risk perceptions, purchase intentions, affective responses, involvement, among many other factors, regarding automated or artificially co-created products. Moreover, the need to consider multiple possible moderating factors, such as industry context, technology literacy and involvement, demographic variables, product type and more.

Finally, GAI tools allow for the democratization of creative skills and extraordinary economies of scale, which justifies its fast adoption rate. A new creative paradigm is required due to the inevitable implementation of AI, although a thorough understanding of consumer acceptance still requires time and research. Thus, marketers must be cautious in adopting and implementing it, as there is a need to thoroughly understand consumer responses. Especially in the context of high involvement and high-risk products.

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Countering Work: Defending the Dominant Moral Beliefs System

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Abstract:
In the COVID-19 pandemic and post-truth era, it is increasingly difficult for institutions to establish facts in an environment of polarized social media echo chambers where often emotions and personal beliefs trump objective facts. In this paper we explore how a social movement constructed around a belief in science targeted the Covid-hoax and anti-vaxx social movement to counter non-complier's doubt in science and to effect compliance to the social contract. Our findings suggest nonelite-nonelite countering work is motivated by perceptions of non-complier moral failure and is practiced to effect justice, repair, and coping/catharsis. Contributions include how surveillance and enforcement work is practiced between nonelite social movements. This offers possibilities for the use of persuasion in the post-truth era of fragmented universes of reality. However, it also points to the ethical dilemmas of digital desecration of nonelite actors, which was both effective but violates cultural norms.

Keywords: Social contracts, social movements, vigilantism.

Feed Me More: Role of Intergenerational Trauma in 'Unlimited Meals' Consumption

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Manu Prasad, Masters' Union School of Business
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Abstract:
India is well on its way to become the diabetic capital of the world. Despite warnings from healthcare professionals and nutritionists against excessive food intake, 'unlimited meals' restaurants remain immensely popular in the country. This research paper aims to explore the prevalence of such restaurants and their unlimited meal consumption in India using an in-depth qualitative approach. We investigate how various stakeholders in the food ecosystem contribute to the continuation of this irresponsible practice of over-consumption. Four key themes are identified: intergenerational trauma, inheritance of loss, accumulation of virtue through daan (selfless charity), and the art of digression. This study also expands the existing literature on irresponsible consumption by investigating several stakeholders beyond consumers. Furthermore, this study elucidates the influence of intertemporal factors on the formation and perpetuation of irresponsible consumption. The findings have implications for both marketers and public policy experts to address the issue of over-consumption of food effectively.

Keywords: Intergenerational trauma, Over-consumption, Intertemporal influence

Understanding Repair As Care

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Abstract:
In a consumer culture characterized by a commodity cycle of acquisition and disposal, repair, the maintenance and restoration of objects, have become integral to the development of a sustainable society. As a result, a budding stream of consumer research, detailing, the hinderances, practices and opportunities for promoting consumer to repair has emerged. Although such research has hinted at the interlinked relation between notions of repair and care, the connection remains scantly developed. This paper aims to explicate the relationship between care and repair and argues that expanding notions of repair by understanding it through a feminist lens of care is integral to foster a broader movement towards more circular economies. For, if marketing and consumer research are to successfully promote a movement towards more sustainable societies, an inherent global and collective issue, a move away from a focus on individual consumers appear strikingly necessary.

Keywords: repair, care, sustainability

Consumption Intentions of Religious Related Food

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Jamie Carlson, The University of Newcastle
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Abstract:
Food consumption behaviour is complex. This also applies to a specific category of food, namely religious-related food (RRF). Although RRF consumption is on the rise, research to understand the motivations behind the consumption of RRFs is limited. The current research-in-progress aims to identify and investigate the determinants of RRF consumption behaviour by integrating the classical theory of planned behaviour (TPB) and value-expressive theory. The study examines RRF consumption experiences of Muslims living in Australia via 20 in-depth interviews. Exploratory analysis showed that Muslims living in Australia consume RRF for a multitude of reasons including 1) health concern, 2) religiosity, 3) food quality and 5) nostalgia. These findings will assist the next stage of research including the development of a theoretical framework and its validation via survey research. Findings provide insight for food marketers to develop marketing communication strategies to facilitate RRF consumption.

Keywords: Religious food consumption, religiosity, theory of planned behaviour, qualitative research

Adapting Brand Extension for a Distributed World

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Abstract:
Literary adaptations provide a rich case study of contemporary brand extensions, as they are not only intended to leverage the value of the source brand they involve traversing into different experiential modes (i.e. from books, comics, plays to films) which is a strategy integral to many brand extensions. Our primary data, from practitioners in the literary adaptation supply chain and consumers of film adaptations, is complimented with secondary data from online discussion boards, documentaries, podcasts and industry data. Our analysis of the data are indicates key three areas for consideration in relation to transmodal experiential brand extensions: 1) challenges and benefits of distributed brand ownership and custodianship; 2) consumer cynicism about the integrity of the motivations for adopting the strategy; and 2) fidelity as a factor for 'fit'. In developing this conceptualization of transmodal brand extension, we progress theorizing of brand extensions to account for dispersed brand ownership which is becoming increasingly common in the contemporary marketplace.

Keywords: Literary film, consumers

Vinyl Resurgence: Escaping Digitalised Music's 'Iron Cage'

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Introduction and Research Aim

For the past 25 years, marketing and CCT scholars have championed the digitalisation of music as a disruptive technology that is revolutionising and *'democratising'* how consumers would access and listen to recorded music from now on (Datta et al., 2018; Denegri-Knott & Tadajewski, 2010; Giesler, 2008). Their underlying belief is that consumers would always be drawn to a superior, innovative recorded music format that promises them better quality, convenience, unrestricted mobility, freedom of choice and personal fulfilment (Elberse, 2010; Kerrigan et al., 2014; Sinclair & Tinson, 2017). Every newly emerging digital recorded music format from CDs (Daniel, 2019; Downes, 2010) over MP3s and digital downloads (Denegri-Knott, 2015; Giesler, 2008, Sinclair & Green, 2016) to streaming (Ovedele & Simpson, 2018; Sinclair & Tinson, 2017; Wlömert & Papies, 2016) has been hailed as the future of how consumers access and enjoy listening to recorded music whenever and wherever they want – only for it to be replaced soon by the next emerging digital format (Wohlfeil, 2019).

This dominant discourse, however, has recently been called into question by the unexpected resurgence of the *'obsolete'* analogue vinyl records, which had been deemed to be extinct 30 years ago (Jones, 2014) but have seen an average year-on-year sales growth of 40% since 2011 (Gayle, 2021; Schauman et al., 2021). And this even excludes the substantial second-hand market (Jones, 2018). Moreover, nearly 50% of all vinyl consumers are aged 35 years or younger (Fernandez & Beverland, 2019; Hassan, 2016). Still, marketing and CCT scholars have paid only little attention and conceptualise vinyl consumers primarily as the *'other'* in the digital society (Fleck et al., 2010; Goulding & Derbaix, 2019) – be it either as a nostalgic minority with an affection for the romanticised materiality of vinyl records (Fernandez & Beverland, 2019; Goulding & Derbaix, 2019) or as countercultural subcultures who stick to vinyl in defiance of the mainstream's embrace of digital formats (Bartmanski & Woodward, 2015; Whitehouse, 2023). But besides today's vinyl records and record-players differing slightly from the original ones, the question remains why they enjoy such a deep resonance with mainstream consumers of all ages these days. Is it possible that mainstream consumers are turning to vinyl records to defy the digital music providers' growing dictatorship?

Hence, by drawing on Weber's (1922) conflict theory, the aim of this study is:

> *To explore how the growing popularity of vinyl records with mainstream consumers may be an escape from an 'iron cage' increasingly imposed by digital music providers*

Weber's Conflict Theory and his Idea of the *'Iron Cage'*

For Weber (1922), organisations and society are 'rationalised' systems ('bureaucracies') that ensure efficiency, goal-orientation and social stability by breaking down the production and service processes into a hierarchical network of small, specialised departments. The benefit for employees is to be acknowledged as skilled specialists with a job title, who are guided by policies and rewarded for meeting set goals with a bonus, pay-rise or promotion (Weber, 1922). The customer benefits from knowing what department and person to call to place orders, complain or schedule a repair. But Weber also highlights two problems with the quantitative nature of bureaucracies, which he called the 'irrationality of rationality', that lead to tensions and conflict (Ritzer, 2000). First, employees are assessed by how often they have completed a task rather than to what quality. Second, senior managers are tempted to control into miniscule detail how employees must do their job and how customers must use their services by locking both into an *'iron cage'* through restrictive policies and technologies. This means for customers that, instead of speaking to the right person, they must deal with an impersonal call centre reading from a script or even an unhelpful autobot (Ritzer, 2000). The arising tensions may lead to employees going on strike or customers boycotting the business.

Methodology

This ethnographic research takes an interactive *'I'm-the-camera'*-approach (Holbrook, 2006; Wohlfeil, 2018) embedded within an existential-phenomenological framework (Thompson, 1997). The data were collected over a period of 24 months via participant observation during regular visits to five independent record stores, three HMV branches and record fairs as well as at three local World Record Store Days. Vinyl consumers frequent these locations not only to buy records but also to spend hours browsing and interacting with other vinyl consumers to exchange recommendations and experiences. Our observations, personal experiences and conversations with vinyl consumers were recorded as field notes in a diary. The field notes were examined through a hermeneutic data analysis to identify underlying patterns that were then interpreted for deeper meanings by drawing on Weber's (1922) conflict theory.

Results and/or Discussion and Contributions

Our findings suggest that mainstream consumers may return to vinyl records to escape from what they feel to be an *'iron cage'* imposed on them by the digitalised music providers.

Phase 1: The Promised Land

Nearly all of our informants born before 1994 have been early adaptors of CDs, MP3s and/or streaming. After a compromise between the remaining record companies and legal digitalised music providers, i.e. Apple's iTunes, ended the *"Wild West"* of illegal file-sharing and piracy and brought stability, they believed that they have found the *"promised land"* of freedom of choice and a user-friendly democratisation of music consumption. *"It was easy to upload your CDs or music you bought somewhere else into your iTunes library and then transfer them to your iPhone or iPod, without needing to buy them on iTunes."* (Male, 47). But the consumers' playful use of their devices may have been *'too liberal'* for the service providers.

Phase 2: The Digital Future Used to Be Better

Digitalised music providers seem to respond by starting to control how consumers use their service, what they listen to and that they only buy 'in-house'. Since the launch of iTunes 11, consumers are required to *'sync'* their devices with their library in order to upload files onto the device through a complicated process that makes the moving of music files obtained elsewhere impossible. Some informants complained that purchased albums have disappeared from their cloud storage, while others feel that their music choices are taken from them by the digital music platform who try to *"feed me some paid-for commercial crap"* (Female, 19).

Phase 3: Let's Go Back to the Good Old Days

While our informants differ significantly in terms of how their interest in vinyl records has been (re)awoken, they share nonetheless an appreciation for the materiality of vinyl records, which are seen as dependable, trustworthy and provide them with a feeling of being in control again. *"It is highly unlikely that someone suddenly kicks your door in and takes all your vinyls away. But this is what happened to my digital collection."* But the focus on materiality is also a counter-response to the tensions created by the digital music providers' push towards subscription-based streaming of music. While the latter seek to *'free'* recorded music from its materiality and ownership (Sinclair & Tinson, 2017), consumers seem to move into the opposite direction by cherishing especially the materiality and ownership of recorded music.

Implications for Theory and Practice

Drawing on Weber's (1922) conflict theory and his idea of the 'iron cage' (Ritzer, 2000), this paper contributes to the present discourse on the consumption of vinyl records versus digital music formats by offering an alternative or additional explanation for vinyl records' deep resonance with consumers in today's digital age. The research illuminates how the growing rationalisation of the digital society and digital services is locking consumers increasingly into an iron cage from which they seek to escape by moving into a more material, analogue direction. The managerial implication is how a deeper understanding of why consumers may feel let down, oppressed or even betrayed by digital service providers can enable marketers to position their non-digital products, services or stores as reliable and trustworthy alternatives.

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Consuming Spontaneity in Extraordinary Experience

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Abstract:
Marketing regularly evokes notions of spontaneity to engage consumers and sell products and services, yet scant scholarly attention has been paid so far to this concept and its influence on consumption. Indeed, a close reading of the literature on the seminal theoretical construct of extraordinary experience indicates that spontaneity is a central, but latent, element that requires further investigation. Hence, the purpose of this article is to understand the role of spontaneity in extraordinary experience. Drawing upon a 14-month ethnographic study into participating in live grassroots stand-up comedy, we tentatively introduce The Three Ss of Spontaneity: singularity, sociality, and speculation. As such, this paper contributes an original and emergent theorisation of spontaneity in extraordinary experience. Moreover, our study illuminates spontaneous action in marketing theory and practice by demonstrating it to be a positive and productive force in consumption.

Keywords: Spontaneity; Extraordinary experience; Comedy

Forging Deeper Object Attachments by Intensive Mending

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Abstract:
The fashion industry is one of the most polluting industries, known for dissipating resources, exploiting labour, and generating waste. Fast fashion retail chains encourage an accelerated profit-driven pace of production and consumption that squanders finite resources. We examine consumers who intensively mend their clothing in pursue of sustainable fashion consumption. These consumers forge deeper connections to their clothing as they invest love through cycles of mending that are aimed at preserving their clothing and collections in different forms throughout their lives and even beyond. We analyse ethnographic fieldwork and interviews to uncover the practices of intensive menders and explain how intensive mending shape consumers' relationship with objects. We find three different person-object relationships with different levels of attachment exist in mending. We provide implications for the current understanding of the person-object relationship and for market actors to foster sustainable fashion consumption.

Keywords: mending, sustainability, person-object relationship

Muslim Body and Consumption

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Abstract:
Drawing from qualitative data from Pakistani children, we contribute to knowledge by theorising how the Islamic meaning of the human body guides consumption, and so highlight how consumption can be explained by alternative knowledges of the self. We then consider the implication of this for consumption. While Belk (1988) in his 'extended self' paper talks about use of body, we show how alternative ideas about the body change this relationship such that rather than individuals using 'their body' to expand the self through consumption, Muslim consumers refer to their obligations to a body 'on loan' when consuming. As a reference point for the legitimation of consumption we therefore contrast the 'selfish' individualised neo-liberal body with one that orientates the self to preservation and modesty.

Keywords: extended self, body, Muslim

Creative Marketing and Advertising

Forecasting Consumer Sequential Multiscreen Viewing Behavior

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Abstract:
In the digital era, it is common for consumers to sequentially use multiple screens to watch media content. As a result, firms advertise on TV, websites or Apps simultaneously to reach consumers widely. However, sequential multiscreeners are likely to be exposed to the same advertisement repeatedly, which can lead to negative attitudes toward the advertised brand. Utilizing a real-world data that records individual viewing histories across multiple screens, this paper employs a zero-inflated negative binomial (ZINB) model to predict consumer sequential multiscreen viewing frequency. Our model achieves good performance in terms of both in-sample and out-of-sample fit. Accurate prediction can help advertisers allocate their advertising budget more efficiently across multiple screens and prevent consumer overexposure to the same ad content. Furthermore, our results can deepen people' understanding about consumer sequential multiscreening behaviour by identifying its predictive factors and relative predictive power.

Keywords: sequential multiscreen viewing; forecasting; advertising.

Turn Up the Heat: Employing Warmth Cues

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Abstract:
Warmth can be both a literal (fire, steam, sun) or figurative (love, empathy, passion) concept, impacting consumers' brand perceptions. Images of warmth, whether literal or figurative can be employed in marketing communications to create brand associations and change perceptions. Whilst most marketing literature investigates figurative warmth, this research investigates the use of literal warmth cues in marketing communications across three experimental studies, to understand their influence on brand affect. The use of a literal warmth cue is shown to increase brand affect through the mediator of brand comfort. The perceived distance of the literal warmth cue is also important, with the literal warmth cue effect found to attenuate when the cue is spatially distant. Findings of this research draw upon psychology studies to expand the knowledge of warmth cues in advertising and present insights for marketing practitioners.

Keywords: Advertising, Comfort, Warmth

Brands Becoming Activists: To Be or Not To Be?

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Abstract:
Woke brands are observed to have impacted the status quo of a society by putting the concern for societal problems into practice. In doing so, brands often find themselves in limbo when their activism is received with polarized reactions from the consumers, one extreme often converting into boycott movements against the brands which has multiple side effects such as a downfall in business returns and brand equity in the short and long runs. This article addresses the brands' dilemma of whether to take a stand on the socio-political, contentious issues or not. The article uses narratology, the theory of narratives, to deconstruct the psychological machinery driving consumer boycotts and analyzes specific cases of consumer boycotts using narrative analysis. The findings of this study reveal that the solution to resistance of such backlashes lies in the effective communication of the underlying message of their campaign. By discussing some popular cases of brand activism and their aftermath, this study provides brand managers with solutions to combat the negative reactions and garner consumer support for their activism.

Keywords: brand activism, brand communication, consumer boycotts

Sounds of Change: Musicians as Sustainability Communication Agents

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Introduction and Research Aim

Sustainability communication is a complex and challenging task that requires strategic implementation. Despite growing awareness and concerns involving sustainability issues, current communication practices often fall short in effectively engaging and inspiring individuals to embrace sustainable behaviours (Vilarino & Font, 2015). The magnitude and urgency of the matter demands a strategical shift, as traditional methods have proven inadequate in conveying the gravity of the situation and motivating meaningful action. To address this gap, there is a growing urge for innovative and impactful communication strategies that can effectively promote sustainable practices, empower individuals, and mobilize collective efforts.

While scholars already started investigating new ways of sustainability communication by researching *greenfluencers* and *eco-influencers* (Huber et al., 2022; Kapoor et al., 2023; Knupfer et al., 2023), less is known about the role of attractiveness source models, such as artists and musicians, in promoting sustainable behavior (Brennan et al., 2019; Jacobi & Ji, 2010). This is particularly astonishing considering the influence of music on human behavior and personality development (Hallam, 2010) and the abundance of ongoing initiatives within the music industry at present. Examples include Climate Music, Music Climate Pact, Music Climate Revolution, Music Declares Emergency and Sound Future.

In view of this scenario, this research aims to understand the role of musicians in helping promote sustainable behaviors, and the current state of such practices. Thus, this research addresses three research questions in line with this aim:

- **RQ1:** *What are the attitudes of music fans towards musicians engaging in sustainability communication online?*
- **RQ2:** *To which extent do musicians use their social media platforms to communicate sustainability related issues?*
- **RQ3:** *Which risk factors inhibits musicians from engaging in sustainability communication online?*

Background and/or Conceptual Model

The attractiveness source model poses that its effectiveness in communication is based on how likeable or physically attractive an individual is to an audience (Caballero et al., 1989). Its investigation in the sustainability realm has shown that this form of communication strategy is very effective for green products, although product type plays an important role (Eren-Erdogmus et al., 2016).

As examples of source attractiveness models (Cuomo et al., 2019; Kumar et al., 2022), musicians represent a suitable group to communicate sustainability to their followers and potentially influence behavioral change. Nevertheless, there is a concern that fans might not be willing to be confronted with topics perceived as negative or concerning during hedonistic moments, given that escapism is an important psychological function of listening to music (Schäfer et al., 2013). Hence, this paper explores the role of musicians in communicating sustainability and makes an important contribution to the existing literature in sustainability communication.

Methodology

The research is comprised of three studies. Study one consisted of a structured online survey with music fans in Germany (n = 1290), to investigate their (1) attitudes towards the role of musicians in communicating sustainability, (2) assess to what extent individuals see risks for musicians that communicate sustainability, and (3) explore individuals' characteristics that foster positive attitudes towards musicians' sustainability communication. Study two consisted of a content analysis of social media posts on Instagram (n = 9,600) by musicians listed on the Top 100 singles chart in Germany. Categories covered topics such as, for example, "type of cause related content" and "type of environmental content". Finally, study three (ongoing) consists of an exploratory investigation through in-depth interviews to understand the perceptions of musicians towards their role as communication agents for sustainability related issues, motivations, and risks.

Results and/or Discussion and Contributions

Study one revealed that, in general, respondents believe that musicians should raise awareness towards climate and sustainability issues and that they can influence fans to have more sustainable consumption behaviors. However, only 9.1% fully agree that their favorite artists frequently raise awareness towards climate and sustainability issues. Interestingly, 44% of respondents find it extremely, very, or somewhat risky to the image of artists, to be associated with climate change and sustainability. Moreover, further analyses revealed that educational level and favorite music genre played a role in predicting the acceptance of musicians communicating sustainability related issues.

Study two showed that only 2.9% of all content analyzed (n = 9,600) were somehow "cause related" (e.g., sustainability, education, or politics), from which only 0.5% (n = 45) involved sustainability. Finally, study three (ongoing), so far, has identified important themes, which hinders musicians from engaging in sustainability communication. These include (a) perceived limitations in influencing fan attitude and behavior, (b) active avoidance of controversial subjects, (c) difficulty in dealing with negative responses, and (d) concerns with misinterpretation.

Implications for Theory and Practice

Findings from study one reinforces that the entertainment sector has the potential to promote a new narrative of sustainability as "revolution, cultural change, of innovation and of doing things differently" (Weder et al., 2021, p. 4). However, study two reveals that the online communication behavior of musicians indicates otherwise. Thus, results suggest that the conflict between attitude and behavior in green consumption (Nguyen et al., 2019), is also extended to the case of communication by attractiveness source models. Moreover, study three indicated (so far) that concerns with negative public response is a key factor that prevents attractiveness source models in engaging in sustainability communication, thus creating such contradiction between attitude and behavior. So, while social media provides musicians with additional opportunities to reach out to and mobilize their community (Haynes & Marshall, 2018), it is also the place where they are confronted with negative responses. Similar to other important sustainability communicators, such as climate scientists, musicians might also need to develop strategies on how to deal with hate speech and toxicity on social media. Future research needs to explore how society can create inviting and inspiring online spaces for communicating sustainability in the music domain and beyond.

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Shaping Acquisition and Retention with Storytelling in 15 Seconds

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Abstract:
The study examines the impact of 15-second digital brand storytelling videos on customer acquisition and retention, specifically the influence of video storytelling on brand attitudes and purchase intention from company and customer perspectives Two studies are undertaken in this study: 1) eye-tracking technology that measures participants' attention patterns and engagement, 2) surveys that assess their behavioural intentions and actions after viewing the videos. Data analysis includes fixation heat maps, statistical tests, and comparative analysis to evaluate the effectiveness of different video approaches. The study makes contributions to marketing relationships, digital communications, and advertising theories and offer practical implications for marketers in developing effective video content strategies to enhance customer acquisition and retention.

Keywords: Marketing Relationship, Digital Storytelling and Video

Green Signals: Claim Specificity and Curiosity

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Abstract:
This paper proposes that claim specificity can affect consumers' intention to seek further information and such relationship may be mediated by their curiosity. Drawing on signalling theory and information gap model, this study addresses the effect of claim specificity and curiosity on info-seeking intention, and the moderating role of consumer knowledge. Two experimental studies were conducted using two consumer goods - garment and soap bar. The findings demonstrate that packaging with precise claims increases info-seeking intention, and that curiosity mediates the effect of claim specificity on info-seeking intention. Furthermore, the effect of packaging featuring precise claims on curiosity is significant for consumers with low consumer knowledge. Our research not only sheds light on the dynamics of consumer behaviour but also propels the exploration of ethical sustainable practices.

Keywords: claim specificity, green signalling, curiosity

Strategic Multi-Media and Cross-Channel Synergies During Economic Fluctuations

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Abstract:
We investigate the role of consumer oriented media choice and channel selection on purchase intentions, how this influence changes from a stable economic situation to a recessionary period and what are its repercussions on marketers' strategic media communication and channel selling. We use survey data from the US for the 2008-2010 period to investigate the individual and combined effects between conventional and contemporary media and regular, online and discount channels. We find that media and channel synergies are positive during stability; however during recessions, influence of individual media or channel is stronger than the combined effect, which sometimes has negative synergy. Though synergy between media consumption and channel shopping patterns can be leveraged during stability, during recessions, marketing strategy should be tweaked to focus on individual media or channel. Marketers can choose between conventional and contemporary media and direct their targeting efforts across the preferred regular, discount and online channels.

Keywords: Multi-Media Synergies; Cross-Channel Synergies; Economic Fluctuations

A Conceptual Framework for Human-Robot Persuasion

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Introduction and Research Aim

Social robots have the communicative abilities that humans may perceive as persuasive implicitly or explicitly (Banks et al., 2023). It is important to understand how robots may enhance change in human behaviour or attitude as persuasive agents, because they are increasingly being used to assist people for extended period of time (Ghazali et al., 2020). Numerous studies have stated the pros of social robot persuasion and their potential to provide meaningful assistance (Ham et al., 2011) and promote healthier life choices (Spence, 2023). Moreover, social robots in public space such as shopping malls are largely expected to have abilities to advertise, provide recommendations and serve as shopping companions or salesclerks (Niemelä et al., 2019, Matsumura et al., 2017).

Researchers have explored early theories within human-technology interaction to initiate compliance (Fogg, 2009) and current work trends focus on kinesics, proxemics, robot personality, contextual factors and persuasive strategies adapted from Human-Human Interaction (HHI) (Saunderson and Nejat, 2019, Robert, 2018, Tae et al., 2021, Liu et al., 2022). However, there is limited literature which explores effect of embodiment factors such as 'size' and 'number' of robots on perceived persuasion because most experiments focus on single source/ dyadic interactions and do not focus on robot size explicitly (Dahiya et al., 2023, Liu et al., 2022). Moreover, gender is reported to have produced mixed results during various conventional Human-Robot Interaction (HRI) inclusive of perspectives related to both robot and human gender (Crowelly et al., 2009, Nomura, 2017) and it is yet to be investigated proficiently in Persuasive HRI settings.

This study aims to provide a conceptual framework to understand ways humans perceive and comply to a persuasive interaction involving multiple robots, as well as the effect of robot size and human gender effect on perceived persuasion and competence of a robot.

RQ1: Does the number of robots influence perceived persuasion and compliance?
RQ2: Does robot size influence perceived persuasion and compliance?
RQ3: Does human gender impact on perceived persuasion and compliance?

Relevant Literature - Persuasion

Persuasion is the communication process where a message from the sender (source) holds the intent of changing receiver's (audience) feelings, thoughts or opinions without any form of coercion or deception (Banks et al., 2023). Source credibility and trustworthiness is of paramount significance to message effectiveness (Hovland et al., 1953), because it is proportional to information credibility (Wathen and Burkell, 2002) and a more credible source is highly likely to be believed or accepted (Grewal et al., 1994). Harkins and Petty reported achieving greater persuasion with multiple sources stating multiple arguments (Harkins and Petty, 1981). Similarly, message repetition and reinforcement can tackle resistance to persuasion (Burgoon and Miller, 1990). Furthermore, HHI has seen effects of height in interpersonal interactions with a taller stature correlated to possessing positive traits of being more composed, relaxed and persuasive (Burgoon and Dunbar, 2000), and thus being more liked. As stated by Winkle and colleagues, likeability and credibility are keys sources of peripheral cues (Winkle et al., 2019). Furthermore, a major role is played by subjective perceptions of source credibility because each individual has different levels of interpersonal trust and tendency to comply (Rotter, 1954). The cognitive functions of males and females are distinctly different when seen through the frame of gender stereotypes. For instance, *competence* and *warmth* are two of the primary dimensions in human perception which are used to evaluate others in terms of competence judgements and perceived warmth (Fiske et al., 2002). Often males are seen as more competent and women are seen as more warm, which can further influence ways in which both genders respond and process information while forming a judgement (Ellemers, 2018). This is also one of the reasons why measuring persuasiveness is tricky since ‘what may be persuasive to one may be neutral to another’ (Stanchi, 2006). The study extends on the existing concepts from HHI and translates them to the HRI realm, to conceptualise the impact of ‘number’ and ‘size’ of robots during a persuasive interaction with humans, and the ways in which males and females perceive and comply to the communication.

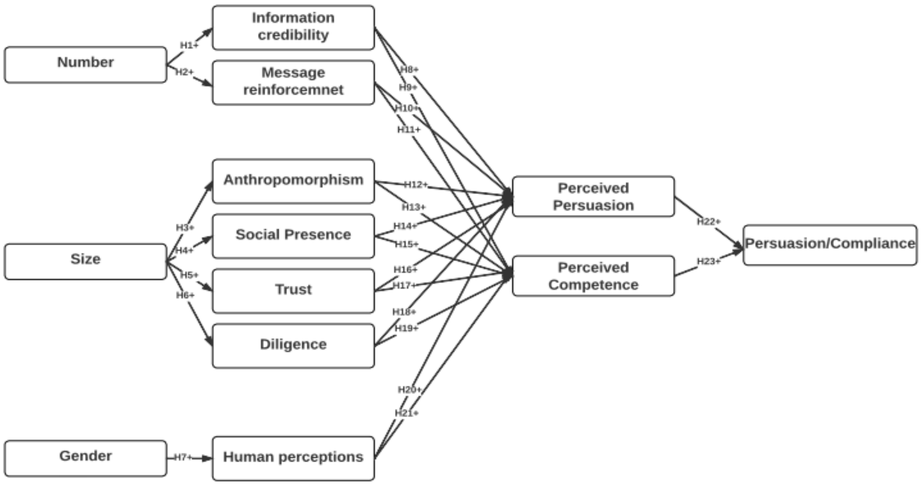
Number of Social Robots
Harkins and Petty (1987) found arguments produced via independent sources provides the notion of information produced by varying bases of knowledge and perspectives, also called the multiple source effect. Furthermore, information or communicator credibility directly influences user behaviours (Baudier et al., 2023). In HRI, studies from (Lee and Liang, 2019, Saunderson and Nejat, 2019, Saunderson and Nejat, 2022) or (Tae et al., 2021) further proved that social robots are more persuasive by implementing numerous persuasive strategies and multiple messaging techniques. However, the core aim of their work was limited to these two constructs, and they failed to examine the effect of the number of sources. Benefits of multi-agent persuasion have also been reported via use of virtual agents by researchers such as (Kantharaju et al., 2018) in conjunction with other variables of persuasion type (vicarious vs user-directed). Thus, it is suggested there is a positive relationship between the number of social robots and perceived persuasion, and perceived competence of a robot.

Size of Social Robots
Height has an influence on ways humans treat and perceive each other (Judge and Cable, 2004, Moeller et al., 2008). Since, humans tend to perceive social entities similarly to other humans (Reeves and Nass, 1996), robot size is of paramount importance in conjunction with factors relating to Social Presence (SP) and Trust. The research scope is confined to the physical size of the robot and does not account for the complex aspects of CPU power or sensors. Robot size has been defined in prior work, as robot’s height (Hiroi and Ito, 2008). SP is when robots showcase their presence as a social entity to humans, which helps stimulate or motivate interaction (Whelan et al., 2018). It is seen a small robot will generate higher trust levels but lower social presence (Torta et al., 2014). In other perspectives, taller robots are deemed as more diligent (Walters, 2008), which is an essential factor correlated to the acceptance of social robots and can trigger positive or negative reactions from humans (Shiomi and Hagita, 2015). Researchers (Frennert et al., 2013) propose robot size needs to be adapted accordingly to the context within which they will operate, since it has varying outcomes. Additionally, embodiment traits of robot size and form are closely related to its anthropomorphism- *human-likeness of an agent*- which influence human tendencies to trust and empathise (Natarajan and Gombolay, 2020). This has a significant impact on preference and emotional responses towards the robots (Herzog et al., 2022, Santamaria and Nathan-Roberts, 2017). Therefore, it is suggested that robot size could potentially influence perceived persuasion and competence of a robot as it is directly linked to social presence, intelligence, source credibility and anthropomorphism; this in turn affects human perceptions.

Gender
With existing gender stereotypes in HHI, HRI studies have investigated and produced mixed results regarding its influence on human perceptions and behaviour changes. Perspectives of both *robot gender* and *human gender* have been analysed. In terms of human gender, females are found to have a more negative attitude towards robots and males found them more useful (Nomura, 2017). In terms of cross-gender effect, when a robot was assigned gender, males found female robots as more trustworthy and vice versa (Alexander et al., 2014). The current findings are rather complex and raises questions of the possibility of *human gender* influence on perceived persuasion and competence of robots when humans are engaged in a persuasive interaction. Based on the literature review, the research aims to understand (1) Does the number of robots influences information credibility and message reinforcement? (2) How can the robot’s size influence social presence, anthropomorphism, trust and diligence, and (3) Can human gender influence human perceptions? (4) How do these variables impact

perceived persuasion and competence of a robot? Based on these research questions the following conceptual framework is proposed (Fig 1).

Conceptual framework



Figure

Implications for Theory and Practice

This paper conceptualises a model to investigate the effects of robot's number, size and human gender effects on the perceived persuasiveness and competence of a robot. The model extends previous literature in HHI by combining insights about factors relating to both humans and social robots, in a persuasive context. Moreover, it extends on the Persuasion literature by exploring the use of multiple sources and message reinforcement. This further enriches existing literature within HRI about the effect of multi-robot interaction with robots of varying sizes and the ways in which the communication is perceived by both males and females.

This paper will be beneficial for a wide variety of contexts where a robot may be required to directly communicate with humans. The commercial use of robots such as businesses who want to opt for persuasive robots as sales representatives, can better understand the key facto rs that influence consumers when deploying robots to interact with customers. The study will help businesses create more persuasive HRI and maximise the ROI and sales. For example, should retailers use of a single or multiple numbers of robots? Or for gender specific stores such as, jewellery or cosmetic stores, should businesses employ small or large robots? This research will help discover the effectiveness of the robots' persuasiveness in different types of contexts.

Moreover, it helps identify the use of social robots in public spaces as persuaders for automated advertising and public announcement services. However, the research is confined to the constructs of *perceived* persuasiveness of a robot and does not consider *actual* behavioural change. Therefore, future studies should expand on this research and examine the behavioural change involved during persuasive interactions. Nevertheless, this paper adds to the existing wealth of knowledge on the persuasiveness of social robots, to comprehend better strategies for a more natural HRI allowing humans and robots recognise each other better as social partners.

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Does Human Gender and Robot's Size Impact Persuasiveness?

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Introduction and Research Aim

Humans treat computing agents as social entities and associate social norms used for human-human interaction (HHI) to human-computer interaction (HCI) (Reeves and Nass, 1996). Social robots have communicative abilities that are perceived by humans as 'persuasive' implicitly or explicitly (Banks et al., 2023). Persuasive social robots have a large number of applications in health environments, training, marketing, commercial use and behaviour change systems to promote healthy living and sustainability (Lopez et al., 2017, Agrawal and Williams, 2017). Therefore, as robots are increasingly used to serve and remain around humans for extended periods, it is significant to better understand how social robots function as persuasive agents to support attitudinal change (Ghazali et al., 2020). Persuasive Robotics has had numerous developments which provide invaluable information related to robot modality, environment and task contexts, robot interactive capabilities using persuasive strategies adapted from HHI and presence of robot social character (Liu et al., 2022). However, there is limited literature, and thus more room for research, pertaining to the effect of the 'size' of a robot as well as 'human gender' on persuasion and compliance. Thus, the study proposes:

RQ1: Does robot size influence perceived persuasion and compliance?

RQ2: Does human gender have an impact on perceived persuasion and compliance?

Background

Past studies have shown that robot size, robot type, proximity and behaviour have a direct impact on trust (Bainbridge et al., 2008). Moreover, based on physical/embodiment traits, personality attributes like dominance, agreeableness, etc, can also influence persuasion (Santamaria and Nathan-Roberts, 2017). Robot size has been defined as the height of the robot by scholars (Hiroi and Ito, 2008). Additionally, *Social Presence* (SP) in conjunction with robot size stimulates or motivates individuals, because it showcases robot's presence as a social entity during interaction as seen in works of (Torta et al., 2014). In an assistive setting with elderly adults, NAO's small size resulted in low social presence but a higher level of trust. Other studies such as (Robinson et al., 2013, Walters, 2008) found mixed reactions with bigger robot being more *diligent* and suitable for social interactions. Robot height and comfort level have also been explored, and results show humans prefer interacting with a robot whose height is below eye level of humans (Hiroi and Ito, 2016). *Anthropomorphism* (human-likeness), as part of embodiment factors of size and form, have also shown to have an influence on emotional responses of individuals towards robots (Herzog et al., 2022). Thus, the following is hypothesised: *H1*: *a taller robot will be perceived as more persuasive.*

Studies in HRI have presented mixed results across perspectives of both *robot gender* and *human gender,* and their influence on human perceptions, emotions and behaviour changes (Nomura, 2017). Furthermore, males are found to perceive robots as more useful in contrast to females having a more negative attitude towards them (Lin et al., 2012, Nomura et al., 2006). In terms of compliance, researchers have found no significant differences between male and female across different age groups (Kuo et al., 2009), especially in studies that have implemented *gender-neutral* robots (Kim et al., 2015, Chidambaram et al., 2012). However, when robots were assigned genders, males were significantly persuaded by female-gendered robots in comparison to masculine robots or females interacting with either gendered robots (Siegel et al., 2009). Robot gendering includes manipulation of factors such as voice, appearance, roles that can render robots as feminine, masculine or gender-ambiguous (Niculescu et al., 2010). Cross-gender effect have also been observed where males were persuaded by female speakers and vice versa, and robots of opposite gender were deemed as more credible and trustworthy (Zanbaka et al., 2006, Makenova et al., 2018). Therefore, the study proposes *H2: males will perceive the robots as more persuasive*.

Methodology

The research undertaken was 2 (tall vs short) x 2 (male vs female) between-subjects experiment at the Western Sydney University campus, where the data (quantitative and qualitative) were collected in a span of 4 weeks. A convenience sample of undergraduate business students were randomly selected across two stages. They engaged in a persuasive interaction with the *gender-neutral* humanoid robots Pepper (Stage:1) and NAO (Stage:2). The scenarios were implemented from (Kharub et al., 2022) where participants were required to choose between two hypothetical drinks and the scales were adapted from (Al Mahmud et al., 2007, Mahmud et al., 2008, Warner and Sugarman, 1986). Identical surveys were used, it consisted of the measures: 1) Experience with technology, 2) Robot characteristics (15 bipolar adjectives), 3) two drink selections, 4) Human perceptions, 5) Demographics and 6) Perceived Persuasion. Cronbach's Alpha showed all measures were reliable (a coefficient = .759 - .995).

Results and Discussion

There were a total of 50 responses. Stage 1 (30 respondents) consisted of 53.33% of females and 40% of males and Stage 2 (20 respondents) consisted of 50% of females and 45% of males. When both stages were combined, at least 11.66% participants preferred not to mention their gender and were not included in the analyses. A simple one-way ANOVA conducted between Pepper (M = 5.29 , SD = 0.879) vs NAO (M = 5.68 , SD = 0.980) revealed no significant effect of robot size on Perceived Persuasion ($F(1,49) = 2.082$, $p = 0.156$). A t-Test comparison conducted for Perceived Persuasion ($t (26) = - 0.196$, $p = 0.423$) between males (M = 5.23, SD = 0.76) and females (M = 5.30, SD = 1.00) for *Pepper* reported no statistical significance. However, for *NAO* the t-tests reported statistical significance for Perceived Persuasion ($t (17) = 1.802$, $p = 0.045$), with males (M = 6.14, SD = 0.72) being more persuaded than females (M = 5.40, SD = 1.02). Post-interaction recorded 8.22% change in participant drink selections (mostly males). NAO group also reported being most familiar with technology, subjective opinions revealed greater tendency to comply to NAO and qualitative remarks showed males referred to both robots as a 'she' and perceived them as female-gendered. Additionally, both genders reported Nao as being "cute and warm".

Implications for Theory and Practice

Results show robot size does not have a direct effect on persuasion, rather a combination of factors inclusive of familiarity, appearance and subjective perceptions influence decision-making, as stated by other scholars in the field (Walters et al., 2009). Additionally, in-line with previous studies (Siegel et al., 2009) it was found males indeed perceive the robots more positively and are greater persuaded by them. A novel finding in the study is humans prescribe attributes to gender-neutral robots of the opposite gender, thus confirming the presence of gender stereotyping in HRI. This study is the first to present insights related to robot size and further re-instates the important part played by humans in HRI. The practical implications extend to commercial use of robots to promote brands, for automated advertising or marketing. Moreover, the outcomes of this study will help encourage better understanding between robots and humans as social partners in retail, hospitality, banking, healthcare, education, and many other industries.

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Winning With Pride: Exploring Consumer Responses to DEI Marketing Communication in Sports

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Abstract:
DEI (diversity, equity, and inclusion) marketing is common in sports organisations worldwide. Yet, limited research has empirically investigated how DEI marketing initiatives (e.g., Prideweek Jerseys) impact consumer behaviour and the associated implications. The current research explores how sports consumers respond to different message frames communicating a sporting organisation's DEI marketing initiatives. Construal Level Theory (CLT) forms the theoretical basis of an experimental DEI message framing study conducted in Australia (n=386). PLS modelling results demonstrate a significant interaction between the message frame used and fans with different levels of team identification. A significant effect on fans' team abandonment, via a negative emotional response, was also found with different message frames. Theoretically, this study responds to calls for empirical examination of DEI in sports, and marketing more broadly. Practically, this study demonstrates the nuance marketers need to develop genuine DEI initiatives regarding how messages are designed and impact different consumer segments.

Keywords: DEI, message framing, sports marketing

Meaningful Stories - How Brand Stories Give Meaning-In-Life

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Abstract:
Finding meaning in one's life is a profound human concern and an important indicator of well-being. In this research, we examine how meaningful brand stories, a special genre of advertisements with themes related to moral virtue and higher purpose contribute to consumer's sense of meaning in life. We examine consumer comments posted on YouTube in response to such advertisements and find five routes-value consistency, inspiration, hope, development of self-concept, meaning-making, and generation of life narratives- by which meaningful brand stories may enhance meaning in consumers' lives. We further identify instances when such communication may have negative repercussions. We contribute to theory by taking cognizance of the consumers' role in actualising meaning from such communication, while also illuminating situations when it is likely to face resistance. In our endeavours, we show how meaningful brand stories may contribute to consumer well-being.

Keywords: Meaning in life, Meaningful brand stories, well-being

Femvertising: Brand's Way Forward for Advertising

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Abstract:
The current study investigates the impact of femvertised advertisement of various product categories on the brand attitude, brand positioning and advocacy. Drawing from the self-congruity theory, the study proposes a theoretical model tested with the mixed method approach and that will provide support for main hypothesis and conclusions. The current research sheds light on emerging trends in the advertisement industry, femvertised messages that focuses on changing women roles that brought significant impact in the social phenomena. The study attempts to understand the how brands use femvertising as a strategy to promote their brand by addressing the social and societal issues of gender inequality and women objectification. This conceptual study provides important theoretical implications for academicians, advertising practitioners and researchers.

Keywords: Self-congruence theory; brand positioning and consumer advocacy

Impact of Advertisement Sex Appeal on Adolescents

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Abstract:
Advertising influences young viewers' psychological development. Advertisers often use sexual stimuli to attract viewer attention, and this appeal is more frequent for adolescent audiences. This paper examines the impact of sex appeal on adolescents' sexual and consumer socialisation over two studies in a cross-cultural setting. Study-1 employs experiments to measure the effect on brand memory in two ad formats. The second study uses triangulation for interviewing adolescents, parents, teachers, and peers. Findings establish increased sexual aggression attitudes as a result of increased sexual stimuli. The research highlights the effect of age, gender, culture, and support structures on adolescent attitude formation in the presence of sexually-themed advertising. The study discusses the ethics of using sex appeal when communicating with adolescents and the adverse societal impact that follows. Results indicate that sexual portrayals in specific cultural settings may be more detrimental than others. Practical implications are discussed for brand and societal effects.

Keywords: sex appeal, advertisements, adolescents

How Does Robotic Mimicry Influence Consumer's Purchase Intention?

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Abstract:
Social robots can interact, communicate and deliver services to consumers. Social robots that are used in retail are known as Retail Service Robots (RSR), and it is predicted that over 65% of the retail industry will be automated over the next three years. However, very little is known about how RSRs should behave when serving customers in the retail shop. Studies suggest that when virtual agents replicate human behaviour it has a negative impact on consumer's behaviour (Casasanto et al., 2020). However, the results differ when humans mimic other human behaviour. Therefore, it is unclear how robotic mimicry will impact the effectiveness of RSR in the retail sector. The research will examine how attitude, subjective norms, perceived behavioural control, empathy, and trust will impact purchase intention in low vs high robotic mimicry conditions. The results will help managers make better decisions on how RSRs should be designed for retail.

Keywords: Social Robots, Retail Service Robots, Robotic Mimicry, Purchase Intention

Will Consumers Accept Social Robot's Recommendations?

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Michael Lwin, Western Sydney University
Aila Khan, Western Sydney University
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Introduction and Research Aim

With experts predicting many roles to be automated in the next 30 years social robots have become a critical resource for managers (Bennett, 2022; Dempsey & Lee, 2021). The adoption of this technology is in the service sector is fuelled by increasing labour shortage, ageing population and rapid advancement in technology (Wirtz et al., 2018). The social robot market is expected to reach USD$24.72 billion by 2029 (Maximise Market Research, 2023). At the 2023 United Nations 'AI for Good Summit', humanoid robots were used to showcase the practical applications of using Artificial Intelligence (AI) to advance the United Nations Sustainable Development Goals (SDG). Service robots can be defined as "system-based autonomous and adaptable interfaces that interact, communicate and deliver service to an organisation's consumer" (Wirtz et al., 2018:909). When service robots are used in frontline service settings, they are called Social Robots (SR) as they interact and co-create value with their consumers during the interaction using their communicative abilities (Hegel, Muhl, Wrede, Hielscher-Fastabend, & Sagerer, 2009; Wirtz et al., 2018). Social robots can have different appearances (humanoid, zoomorphic, caricatured or functional) but they are designed to facilitate human robot interaction (Aymerich-Franch & Ferrer, 2022). They have been used as guides, hosts, porters, cooking staff, concierge etc in tourism and hospitality (Seyitoğlu & Ivanov 2021).

With technological advancement, services that were traditionally provided by humans such as recommendations (Yoon & Lee, 2021), are now being provided by AI. For example, online recommendations are now provided by recommendation agents (RA's) (Senecal & Nantel, 2004). As SR are rapidly being adopted in frontline service settings, they are also being designed to provide recommendations. However, none of the research studies has yet examined the factors that impact Willingness to Accept Social Robot Recommendations (WASRR) from a customer's perspective. Customer's perspective is critical because it gives you an insight into the psychological mechanism of why customer's accept recommendations, thus, avoiding customer dissatisfaction and failure in deployment (Yoon & Lee, 2021). Hence, this study aims to conceptualise the factors that influence WASRR and proposes the research question:

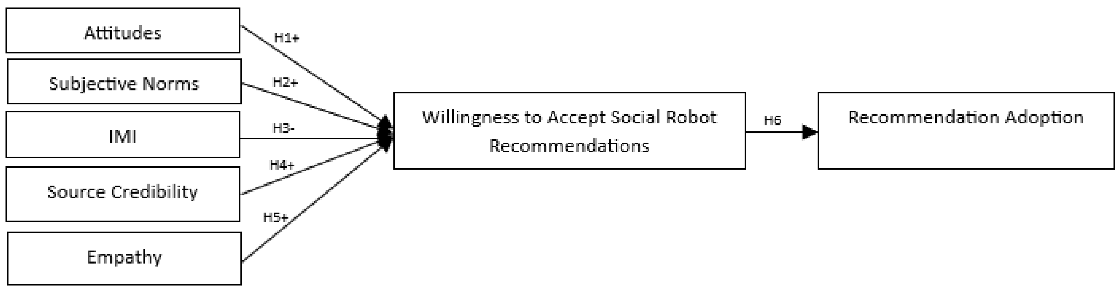
- **Research Question:** What are the key drivers of Willingness to Accept Social Robot Recommendations (WASRR)?

Background and Conceptual Framework

Recommendations are provided with the aim of increasing retailer's share of wallet, favourable purchase intentions and customer satisfaction (Baier & Stüber, 2010; Reynolds & Beatty, 1999). Additionally, they can be used to estimate consumers' willingness to pay for products (Scholz, Dorner, Franz, & Hinz, 2015). But for a successful acceptance of recommendation, it is important to understand which factors impact this acceptance especially when it is provided by AI. However, an extensive literature has shown that efforts to understand the willingness to adopt AI recommendations have been limited (Wang, Lu, & Yin, 2022). While some studies have made simplistic assumptions that humans always accept AI recommendation if the confidence in AI model is above threshold (Bansal, Nushi, Kamar, Horvitz, & Weld, 2021), others have acknowledged that customer's show resistance to adopting AI recommendations due to lack of trust (Kim, Giroux, & Lee, 2021). The technology that is used in AI recommendation systems is also used in Social Robots, but consumers react differently to social robots when compared to virtual agents or chatbots and thus, require a different evaluation than AI. Some studies have used social robots for providing recommendations, but they found mixed results. In Shiomi et al. (2013), a social robot was used to provide recommendations in a shopping mall but they focussed on the effects of robots' recommendations on advertisements by using different kinds of robots and conversation schemas, not on factors influencing that effect. Even though Shin and Jeong (2020) mentioned using a robot concierge for providing recommendations, they did not test for recommendation acceptance in their study. Rossi et al. (2018) used a social assistive robot to provide movie recommendations, but their focus was on evaluating the quality of the interaction by manipulating different non-verbal communication cues for message transmission. Lee et al (2017) investigated user compliance with social robots in a healthcare setting and focused on perceived level of politeness in robots' speech and gestures as a determinant of compliance intention. Some other studies have primarily focused on designing a recommendation system for social robots (De Carolis, Lops, Musto, & Semeraro, 2020; Woiceshyn et al., 2017). Therefore, it remains unclear which factors could influence the factors that drive the acceptance of social robots' recommendations.

Through an extensive literature review, it was found that Attitudes (Chen & Huang, 2016), Subjective Norms (Magrizos, Lamprinakos, Fang, & Drossos, 2021), Inferences of Manipulative Intent (IMI) (Friestad & Wright, 1994), Source Credibility (Bawack & Bonhoure, 2022) and Empathy (Yoon & Lee, 2021) impact acceptance of recommendations and behavioral intentions. They are underpinned by Theory of Reasoned Action, the Persuasion Knowledge Model and Reactance Theory. Finally, intentions are the best predictor of customer's actual behaviour (Ajzen & Fishbein, 1972).

Fig 1. The WASRR Conceptual Framework



Implications for theory and practice

The study contributes to the literature by evaluating the factors that impact WASRR. There is no model to assess WASRR and therefore, this model will add to and extend SERVBOT, the Technology Acceptance Model (TAM) and the Theory of Reasoned Action, specifically designed for social robots. This will be the first empirical research to show that willingness to accept SR recommendations is influenced by multiple variables and is a strong indicator of actual recommendation acceptance. The WASRR scale will be developed using an established procedure recommended by Churchill (1979) and Devillis (1991). Structural Equation Modelling will be undertaken for data analysis. The findings of this study will have implications for service providers not just in the food and beverage industry, and the hotel industry but also in other industries (e.g., tourism). It will provide confirmed aspects of a robot-delivered service that will positively influence WASRR. It will help managers understand how SRs can be used in collaboration with human employees. As the world faces labour shortages and with an increased ageing population, social robots can be used to deliver a satisfying customer experience while helping organisations grow and boost their productivity. This research will also benefit managers in regional and urban areas that are looking to integrate social robots into their workforce. The costs of owning a robot ($28000-$32000 p.a.) and ongoing maintenance cost is significantly lower than recruiting and retaining human employees; salary of waiter is $56,550 annually (Dalton, 2022; RobotLab; Talent). The integration of social robots will help improve operational efficiency, increase cost savings, and productivity and enhance in-store experiences. With the vast difference between consumer expectations and robots' actual capabilities (Nichols, 2019). Future studies should develop a scale to measure WASRR to help managers evaluate the appropriateness of using social robots to deliver the service and assess if the Human-Robot-Interaction can be improved by controlling the variables highlighted in the WASRR model.

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The New Digital Ads and Consumer Response

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Abstract:
Visual features of ad images play a critical role in shaping consumer preferences. In this study, using various machine learning tools, I analyse the hidden features of the new digital ads (such as Instagram posts) that help marketers to develop highly appealing ads for the new generation of consumers. Additionally, I use behavioural experiments to uncover how these new digital ads vis-à-vis the traditional banner ads influence consumer choice across a spectrum of risk and time preferences.

Keywords: Digital advertising, Machine Learning, Behavioural Experiments

Unintended Effects of Marketing Communications for the Community

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Abstract:
Public marketing communication campaigns (public service announcements; prosocial advertising) to encourage consumer behaviour change are frequently well-intended, yet they can result in serious unintended negative outcomes for members of the community. This study aims to build on the typology of unintended consequences of interventions. Using a new illicit drug prevention public campaign as a case study, this research will identify unintended effects before the campaign is widely circulated in market. An anonymous online survey with a total sample of n=451 respondents was conducted to evaluate a new evidence-based illicit drug prevention campaign. Thematic analysis was undertaken on respondents' perceptions of unintended effects of the public campaign. This study will extend the framework of unintended consequences to reduce serious adverse effects and improve safety of consumers.

Keywords: Public marketing communication campaigns, prosocial advertising, public service announcements (PSAs), unintended effects

Action-Based Storytelling: A Climate Change Proof-of-Concept

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Abstract:
Many environmental issues, like post-consumer textile waste, lack public awareness and action due to perceived irrelevance. To address this, we employed action-based storytelling as a creative marketing approach to promote climate action. Our research utilized a mixed methods and community-based social marketing approach. Focus groups identified barriers and motivations for second-hand clothing consumption, informing the development of three action-based storytelling videos featuring different hero characters. A quasi-experimental survey measured the impact on agency, self-efficacy, and intention to adopt pro-environmental behaviours. Results showed significant increases in these variables after viewing the videos, with the influencer hero having the greatest effect. This research demonstrates that action-based storytelling is an effective communication method, encouraging agency and self-efficacy, and increasing pro-environmental behaviour adoption.

Keywords: Science Marketing, Visual Storytelling, Behaviour Change

Digital Marketing and Social Media

Explore the Interactive Influence of EWOM Message Characteristics and Formats on Online Brand Outcomes in the Context of Twitter: A Comprehensive Model

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Piyush Sharma, Curtin University
Russel Kingshott, Curtin University

Abstract:
Social media has become a pivotal element in our daily communication lexicon, namely electronic word of mouth (EWOM), described as electronic communication where a broad audience can easily share or convey information among themselves. With the rapid rise in popularity and use of social media platforms and associated electronic spread of word of mouth (EWOM), many inquiries still need to be uncovered regarding their impact on customer interaction. This study aims to explore the interactive effects of message characteristics (valence and credibility) and message formats (textual, pictorial, video, and audio) on brand evaluation and online brand engagement using the elaboration likelihood model of persuasion (ELM). A causal research design was implemented through a web-based investigation utilising a fictitious brand's Twitter account created specifically for this study. The participants were randomly assigned to one of 16 conditions using a between-subject factorial design with a 2 (EWOM message valence: negative vs. positive) x 2 (EWOM message credibility: low vs. high) x 4 (message formats: textual, pictorial, video, and audio) factorial arrangement. We employed a quantitative method, executing the web experiment via an online survey to examine all hypotheses using data from a simple random sample (N=480) of Twitter users. We found that positive valence has a stronger impact on brand evaluation than negative valence and that credibility positively moderates (enhances) the effect of message valence on online brand evaluation. In addition, we found significant differences in the impact of valence (but not credibility) on brand evaluation across message formats. Lastly, brand evaluation fully mediates the EWOM message valence (not credibility) on online brand engagement.

Keywords: EWOM, Valence, Credibility, Brand Evaluation, Online Brand Engagement, Social Media, ELM.

Matching Product Value Foci in Seller Descriptions and Customer Reviews: Impact On Sales In Online Marketplaces

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Abstract:
In online marketplaces, product descriptions provided by sellers and reviews offered by customers both influence sales. Sellers can control their own product descriptions and images, which they might seek to align with the content of customers' reviews. With longitudinal and secondary data, including 1,926 seller descriptions and 199,236 customer reviews over four years, the authors leverage automated text and image analyses to determine that the impact of embedded value (features/attributes) and value-in-use (usage outcomes) foci in seller descriptions depends on how closely they match the respective foci in customer reviews. According to polynomial regressions, a greater match on different product value foci exerts positive effects on sales, which diminish over time. The number of reviews and product price also affect this relationship. For products with fewer reviews or relatively low prices, closely matching a review focus on embedded value increases sales. For products with more reviews or relatively high prices, matching the review focus on value-in-use exerts a greater impact. These findings show sellers how to adapt their product descriptions and imagery strategically, to align effectively with customer reviews, the number of reviews, and product prices in online marketplaces.

Keywords: Online marketplaces; seller–customer communication (mis)match; embedded value; value-in-use; text mining; image mining

Persuasiveness of Instagram-Celebrity Fashion Influencers: Model Validation

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Introduction and Research Aim

Social influencer marketing is gaining traction in the fashion industry, particularly on Instagram, which is proving to be the platform of choice for fashion influencers (Wilberg, 2018). Of the active influencers, celebrity social media influencers typically have the greatest number of dedicated followers and, being aspirational referents, generally exert a greater influence on their followers' consumption-related behaviour (Wallach, 2021). Young adult consumers, currently classified as being members of Generation Y (individual born from 1986 to 2005) (Markert, 2004), are a valuable target market for fashion marketers (Wilberg, 2018). Members of this generation are known to be ardent consumers of social networking sites and make up more than 60 percent of Instagram's demographic (Zote, 2023), making Instagram-celebrity fashion influencer marketing an attract strategy for reaching these consumers. In spite of the anecdotal evidence suggesting that Instagram-celebrity social media fashion influencers are important when targeting Generation Y fashion consumers (Droesch, 2020), there are a limited number of published academic studies on their persuasiveness amongst members of this generation (Chetioui et al., 2020). The first step in addressing this limitation is to validate a model of Instagram-celebrity fashion influencers' persuasiveness amongst adult Generation Y consumers.

The aim of this study is to validate a model of Instagram-celebrity fashion influencers' persuasiveness amongst adult Generation Y consumers.

In accordance with this aim, the following two research questions are addressed:

RQ1: Is Instagram-celebrity fashion influencers' persuasiveness amongst adult Generation Y consumers a three-factor model comprising celebrity appeal, extended self and fashion purchase intentions?

RQ2: Is the model of Instagram-celebrity fashion influencers' persuasiveness amongst adult Generation Y consumers reliable, valid and does it exhibit acceptable fit?

Background and/or Conceptual Model

Behavioural intentions refer to people's subjective perceptions of their probability of engaging in a specific behaviour with regard to a specific object, where, barring unforeseen circumstances, people typically perform the behaviours that they intend to perform (Fishbein & Ajzen, 1975). In line with this logic, purchase intentions are viewed as a pertinent predictor of actual purchase behaviour (Peña-García et al., 2020), including the purchase of fashion apparel.

With the advent of global mass media, especially digital social media, celebrities have taken on a divine status in society, becoming of objects of fascination and wonder and being revered and deeply admired by society (Uzuegbunam, 2017). These celebrities manifest as important aspirational referents in that people often want to emulate them. As such, they have a significant influence on their admirers' consumption-related behaviour, including their adoption of fashion apparel trends (Eze et al, 2012).

The extended self-concept refers to the self plus possessions, whereby the construction of individuals' self-identity is, in part, enhanced by their possessions (Belk, 1988). The conspicuousness of fashion apparel means that individuals use fashion clothing to enhance and communicate their self-image; that is, to depict their self-image through an outward display of fashion style that corresponds with their self-image (Kaur & Anand, 2021). A high degree of congruence between Instagram-celebrity fashion influencers and their Generation Y followers then translates into such celebrities influencing their followers' construction of their extended self through the use of fashion apparel (Chetioui et al., 2020).

Methodology

The study followed a single cross-sectional descriptive research design approach. The target population was specified as university students aged 18 to 24 years old from each of South Africa's nine provinces and 11 language groups. Fieldworkers distributed 400 questionnaires to a non-probability sample of students at the campuses of two South African public universities. The scales used were adapted from published literature and included celebrity influence (Eze *et al*, 2012), extended self (Sivades & Venkatesh, 1995) and purchase intentions (Hue *et al*., 2011). These items were measured on a six-point Likert-type scale, ranging from strongly disagree (1) to strongly agree (6). Data analysis was executed using SPSS and AMOS, Version 28, and included confirmatory factor analysis, validity and reliability assessment and an assay of model fit.

Results and/or Discussion and Contributions

Fieldwork yielded 344 usable questioners; that is, an 86 percent response rate. The sample included respondents in each of the seven age categories, nine provinces and 11 languages specified in the target population.

A confirmatory factor analysis of the measurement model was then conducted. Table 1 outlines the computed estimates for the measurement model, including the standardised loading estimates (loadings), squared multiple correlation estimates (R^2), Cronbach alphas (*a*), composite reliability (CR), average variance extracted (AVE) and Heterotrait-Monotrait ratio (HTMT) values.

Table 1: Measurement model estimates

Latent factors	Loadings	R^2	*a*	CR	AVE
Celebrity appeal	.695–.858	.483-.737	.910	.911	.595
Extended self	.799–.867	.639-.752	.920	.921	.699
Purchase intentions	.778–.848	.605-.720	.845	.849	.653
Correlations	F1<->F2: .82	**HTMT**	F1<->F2: .75		
	F1<->F3: .79		F1<->F3: .71		
	F2<->F3: .72		F2<->F3: .65		

The results in Table 1 indicate that with *a* and CR values above 0.70 that the latent factors in the model demonstrate internal-consistency and composite reliability. Furthermore, standardised loading estimates and AVE values above 0.50 indicate convergent validity (Malhotra, 2020), whilst HTMT ratio values below 0.85 indicate discriminant validity (Voorhees *et al*., 2016). In terms of model fit, a NFI of 0.927, a TLI of 0.938, a CFI of 0.949 and a SRMR of 0.0388 all suggest acceptable model fit (Malhotra, 2020).

Implications for Theory and Practice

The results of this study indicate that Instagram-celebrity fashion influencers' persuasiveness amongst adult Generation Y consumers is a three-factor model comprising celebrity appeal, extended self and fashion purchase intentions. Despite the growing use of social media influencers, there is a dearth of published research on the phenomenon in the literature. As such, this study contributes to marketing literature on Instagram-celebrity social media influencers, as they relate to fashion apparel marketing and Generation Y consumers. Practically, this model provides fashion marketers with a tool for assessing the persuasiveness of Instagram-celebrity fashion influencers when targeting Generation Y consumers.

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Persuasiveness of Instagram-Celebrity Fashion Influencers: Path Analysis

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Introduction and Research Aim

Instagram-celebrity fashion influencers are individuals who have achieved fame in their professions who digitally share their fashion apparel opinions with their typically significant number of Instagram followers, thereby influencing their fashion apparel purchase intentions (Chetioui et al., 2020). Despite the changing nature of social-media fashion-related communication and the growing popularity of social media fashion influencers (Schivinski et al., 2022), empirical studies on the topic are limited (Chetioui et al., 2020).

This study sought to determine the influence of the celebrity appeal and extended self on Generation Y consumers' (individuals born from 1986 to 2005) (Market, 2004) purchase intentions towards fashion brands reviewed by Instagram-celebrity fashion influencers.
In accordance with this aim, the following two research questions are addressed:

> RQ1: Is the celebrity appeal a significant positive predictor of Generation Y consumer's purchase intentions towards fashion brands reviewed by Instagram-celebrity fashion influencers?
> RQ2: Is the extended self a significant positive predictor of Generation Y consumer's purchase intentions towards fashion brands reviewed by Instagram-celebrity fashion influencers?

Background and/or Conceptual Model

The concept of behavioural intention is rooted in the theory of planned behaviour and relates to individuals' subjective belief of their likelihood of engaging in a specific future behaviour, and is viewed as being an immediate antecedent of overt behaviour, subject to any personal deficiencies of external obstacles (Ajzen, 1985). In marketing speak, this translates into consumers' purchase intentions being the immediate predictor of their actual purchase behaviour, which is the ultimate objective of a marketing communication strategy (Morwitz et al., 2007), including a fashion apparel marketing strategy.

The term celebrity refers to an individual who has achieved a high level of success in their chosen field, enjoys media attention, has wide public recognition and has a significant fan following (Fang & Jiang, 2015). The allure of these media icons means that they serve as aspirational role models, vehicles for identification and as imagined friends (Greenwood et al., 2018). The admiration that they enjoy in society means that others often want to emulate them
(Uzuegbunam, 2017), which means that they have a significant influence on their admirers' consumption-related choices, including their fashion apparel brand choices (Eze et al, 2012).

The concept of the extended self relates to the role that possessions play in the construction of people's self-identity; that is, it is a form of self-presentation through the use of possessions, which may include products, services, experiences, personal relationships or places (Belk, 1988). The social visibility of fashion clothing and accessories means that they represent a salient artefact of the extended self as they are used for self-enhancement and self-expression (Zeba & Ganguli, 2019). In an effort to construct their extended self through the use of fashion apparel, individuals, particularly young adults, often turn to aspirational referents such as Instagram celebrity fashion influencers with whom they can identify (Chetioui et al., 2020), which then, in turn, directly influences their purchase intention towards fashion products (Schivinski et al., 2022).

Methodology

The study followed a descriptive research design and used a single cross-sectional sampling approach. The population targeted for this study was defined as public university students, aged 18 to 24 years old. The sampling frame comprised public university campuses located in South Africa's Gauteng province, where purposeful sampling was employed to ensure that the sample included students from a traditional university campus and from a university of technology campus. Fieldworkers distributed 400 questionnaires equally to a non-probability sample of students at these two campuses. The scales included in the questionnaire were adapted versions of the celebrity influence scale (Eze *et al*, 2012), the extended-self scale (Sivades & Venkatesh, 1995) and the purchase intentions scale (Hue *et al*., 2011). Scaled-response items were measured on a six-point Likert-type scale, ranging from strongly disagree (1) to strongly agree (6). Data analysis was executed using SPSS and AMOS, Version 28, and included path analysis and an assessment of model fit.

Results and/or Discussion and Contributions

Of the 400 questionnaires distributed, 344 usable questionnaires were returned, providing an 86 percent response rate. The sample included respondents in each of the seven specified age categories, as well as from each of South Africa's nine provinces and 11 official languages groups. The spread of respondents between the two main types of public universities was relatively equal, with 157 from the traditional university (47%) and 177 from the university of technology (53%).

A structural model was then specified based on a previously validated model that used the same sample of respondents (Bevan-Dye, 2023). Table 1 reports the un-standardised and standardised regression coefficients, standard error estimates and *p*-values estimated by AMOS for the structural model.

Table 1: Path analysis estimates

Paths	**Un-standardised β**	**Standardised β**	**SE**	***p***
Celebrity appeal Purchase intentions	0.608	0.62	0.093	0.000
Extended-self Purchase intentions	0.193	0.21	0.080	0.016

β: beta coefficient; SE: standardised error; *p*: two-tailed statistical significance

The estimates reported in Table 1 indicate that all of the regression paths tested were positive and statistically significant ($p \leq 0.05$). The standardised regression estimates indicate that celebrity appeal (β = 0.62, $p < 0.05$) and extended self (β = 0.21, $p < 0.05$) are statistically significant predictors of Generation Y consumers' purchase intentions towards fashion brands reviewed by Instagram–celebrity fashion influencers and, with a squared multiple correlation coefficient (SMC) of 0.640, explain 64 percent of the variance in those purchase intentions. The structural model also exhibited acceptable model fit with a NFI of 0.927, a TLI of 0.938, a CFI of 0.949 and a SRMR of 0.0388 (Malhotra, 2020).

Implications for Theory and Practice

This study's results indicate that the celebrity appeal and, to a lesser extent, extended self are significant positive predictors of Generation Y consumers' purchase intentions towards fashion brands reviewed by Instagram-celebrity fashion influencers. Theoretically, the study contributes to the marketing literature on social media influencers. Practically, the findings highlight the relevance of using celebrity fashion influencers when targeting Generation Y consumers.

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Examining Consumer Purchase Intention On Live Streaming

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Introduction and Research Aim

The live streaming industry has experienced significant growth, driven by the combined efforts of both enterprises and consumers. Consumers have embraced the practice of live streaming for shopping purposes, while enterprises have invested substantial resources in promoting live streaming. China's user base witnessed a remarkable increase, reaching 7.16 billion users in June 2022, accounting for approximately 68.1% of global netizens, according to the 50th Statistical Report (Ministry of Industry and Information Technology of China, 2022).

The "Live E-commerce Shopping Consumer Satisfaction Online Survey Report" (China Consumers Association, 2020) reveals that consumers engaging in live streaming for shopping are primarily influenced by the 4P elements (price, promotion, place, and product). These factors include product value, discounts, and promotional activities. Moreover, the social presence within live streaming platforms has emerged as a significant factor, contributing to a relaxed and enjoyable viewing experience, as well as positive interactions between streamers and consumers.

Results from an online survey on live streaming consumption (Tang, 2021) indicate that over 60% of respondents frequently shop through live streaming, with more than 80% expressing satisfaction with the experience. This suggests that online live streaming platforms for shopping are highly popular and possess significant growth potential. Motivated by these findings, the research, which combines two studies, employed quantitative and big data analyses to explore consumer purchase intentions for online live streaming.

Study 1 is a quantitative research analysis aimed at investigating the relationship between social presence and consumer purchase power in consumer psychology. The study utilizes the "stimulus-organism-response" model, assuming that social presence is stimulated by physiological and psychological factors, as well as the external environment. The perception of usefulness and trust among consumers serves as intermediate variables, and the external environment, combined with consumer perceptions, ultimately triggers purchasing behavior.

Study 2 involves big data analysis, focusing on consumer social behaviors such as liking, commenting, and sharing within the virtual world. These behaviors reflect consumers' emotions and preferences and are examined alongside actual sales data. Using TikTok as an example, the study proposes that social presence within live streaming halls, as indicated by the number of shares, comments, and likes, positively influences sales volume. The modality-agency-interactivity-navigability model is employed to build a hypothesis map for this analysis.

Background and/or Conceptual Model

Existing research has demonstrated the significant value of social presence in online live streaming and its impact on consumers' purchasing intentions. Scholars have categorized social presence into distinct indicators to examine its relationship with consumers' perceptions of trust, usefulness, and purchase intentions (Zhou et al., 2021).

Scholars have already proposed different subdivisions of social presence, all of which underscore its association with purchase intention (Ming et al., 2021). Their findings highlight the considerable impact of social presence on consumers' trust, flow states, and impulsive buying behavior.

Social media information, encompassing comments and sharing, has also been found to be significantly related to consumers' behavior and purchase intentions. Researchers have confirmed that consumers increasingly rely on online reviews to evaluate product quality and seller reputation, thereby making informed purchasing decisions (Cai, 2011; Li, 2016; Wang, 2019).

Moreover, existing literature has examined the effects of social presence on consumer attitudes and behaviors, emphasizing its significance in marketing activities. The perception of social presence relates to users' psychological presence and the degree of human warmth and social abilities in virtual environments (Bao & Wang, 2021).

To operationalize this research, the study integrates the stimulus-organization-response, technology acceptance, and Modality-Agency-Interactivity-Navigation models, building upon previous research on social presence, online reviews, and various factors influencing consumer behavior.

The stimulus-organism-response model has been applied to investigate various factors that stimulate consumers' purchasing behavior, including the purchasing intention of live video commerce and impulsive purchasing intention. The technology acceptance model, on the other hand, analyzes the determinants of users' acceptance of new technologies. It considers perceived usefulness and ease of use as pivotal factors shaping consumers' intentions and behaviors.

Lastly, the Modality-Agency-Interactivity-Navigation model focuses on the technical characteristics of digital media and their impact on users' perceptions of information quality and credibility. It considers factors such as modality, agency, interaction, and navigability as key influences on users' judgments.

Methodology

Study 1 utilized a quantitative questionnaire survey to collect data from consumers aged 18-50 who had engaged in online live shopping in the past six months. The survey was distributed through WeChat, with respondents asked to forward the questionnaire link. Three measures were implemented to ensure data quality: a minimum answer time of 20 seconds, lie detection questions, and consistency checks in rating responses. The study aimed for a sample size of 300 for structural equation modeling.

The questionnaire, designed using Wenjuanxing, consisted of four sections: screening questions, the main questionnaire, basic information, and lie detection questions. Likert Five Point Scale was used for rating questions, covering aspects such as social presence, perceived trust, usefulness, and purchase intention. Question options were sourced from a previous publication.

Data analysis involved assessing internal consistency and reliability using Cronbach's alpha. Convergent and discriminant validity were examined through confirmatory factor analysis, correlation analysis, and average variance extraction. The fit indices for the confirmatory factor analysis demonstrated good model adaptability.

Study 2 focused on a TikTok live streaming website, with data obtained through web crawling. The website provided information on live broadcasts, including topic, username, categories sold, traffic, transactions, and engagement metrics. A total of 900 data points were collected. Furthermore, 4007 comments were captured for Latent Dirichlet Allocation analysis.

Preprocessing of the comments involved word segmentation and the removal of stop words. Latent Dirichlet Allocation analysis identified five topics as the optimal choice based on perplexity scores and topic similarity.

Correlation analysis was performed to examine the relationship between sales volume and the number of likes, comments, and shares. The results indicated a significant positive correlation, suggesting the influence of social presence on purchase power.

Findings and Discussion

The results of Study 1 provide support for all the proposed hypotheses. The data exhibits a statistically significant association between viewers' social presence and their perception of usefulness ($P<0.001$)

and trust ($P=0.006<0.01$). Furthermore, perceived usefulness displays a noteworthy correlation with perceived trust ($P=0.001<0.01$) and purchase intention ($P<0.01$).

Transitioning to Study 2, the analysis identifies four predominant topics that capture consumers' attention during live broadcasts, with a specific emphasis on clothing. This correspondence with the merchandise offered by the investigated streamer suggests active viewer engagement and a pronounced inclination to make purchases.

The data further discloses that viewers spend an average of 163.9 seconds in a live broadcast, underscoring the criticality of capturing their purchasing intentions within the initial three minutes. Notably, the sales volume ranges from as high as 800,000 to as low as 100, indicating significant heterogeneity in product performance. Esteemed live streamers like Li Jiaqi and Yang Xiaoyang achieve substantial sales figures, while lesser-known streamers struggle to generate sales. Poor-performing live broadcasts are typically characterized by limited shares, comments, and viewership, reflecting a lack of activity in the live broadcast environment.

Moreover, the data highlights clothing and beauty products as the top-selling categories, signifying consumers' strong emphasis on personal appearance. Sales volume for beauty products, however, exhibits a relatively lower proportion compared to clothing and underwear, potentially attributable to decreased makeup usage following the pandemic. Second-hand product sales only account for a marginal share of 1.3%, likely due to consumers preferring to purchase such items through specialized e-commerce platforms like Xianyu, renowned for trading used goods.

The results of the significance testing affirm a significant association ($P<0.01$) between sales volume and the number of shares, comments, and likes. Pearson correlation analysis indicates correlation coefficients of 0.586, 0.435, and 0.579 between sales volume and the number of shares, comments, and likes, respectively, thereby reflecting a positive correlation within the range of 0 to 1.

Implications for Theory and Practice

This study contributes to the existing literature by examining the relationship between social presence and purchase power using innovative methodologies, enriching the understanding of social presence in online shopping, and providing practical implications for streamers, enterprises, and consumers.

Previous studies have explored the role of different mediating variables in the context of technology acceptance, such as flow state, elaboration likelihood models, and immersion experience.

Study 1 extends the understanding of the technology acceptance model by examining the relationship between persuasive perceptual usefulness, perceived trust, and online live streaming. By combining the stimulus-organism-response framework with the technology acceptance model, it expands the exploration of how consumers' perceptions of usefulness and trust influence purchase behavior in online live broadcasts.

In Study 2, the findings also emphasize the importance of capturing viewer interest within the first three minutes of a live broadcast and suggest that streamers should focus on meeting viewers' emotional requirements. By crawling TikTok live data from the target website, a hypothesis map is constructed using the modality-agency-interactivity-navigability model.

The results demonstrate a significant relationship between sales volume and social presence. The findings also suggest active interaction fosters a higher level of immersion, leading to increased trust in streamers and enterprises. Enterprises should similarly pay attention to the number of likes, comments, and shares in live streaming rooms, as they significantly impact product sales.

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The Impact of Service Robots on Service-Oriented Organizational Citizenship Behavior

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Abstract:
This research aims to investigate the impact of service robots on service employees' role stress, customer service performance, and service-oriented organizational citizenship behavior (OCB). Additionally, we seek to examine the mediating role of role conflict and role ambiguity in this relationship. Furthermore, we explore how the frequency of using service robots during work activities influences service employees' perceived autonomy, competence, and relatedness. Finally, this study aims to explore the moderating role of service robot autonomy on these relationships. Understanding the impact of human-robot interaction on service employees' well-being and performance can guide managers and practitioners in effectively managing and leveraging this technology.

Keywords: Service robots, role conflict, need satisfaction

Exploring the Determinants of App Disengagement

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Abstract:
App disengagement may limit the effectiveness of app-based marketing. Thus, understanding the determinants of app disengagement is vital. Accordingly, this research identifies the determinants of app disengagement, and examines their impact on app disengagement. A Mixed Methods-Grounded Theory approach was adopted, and three studies were conducted. Study-1 adopts a qualitative method to explore the determinants of smartphone app disengagement. Study-2 develops a scale to measure these determinants. Study-3 adopts a quantitative approach to empirically test the impact of the determinants on smartphone app disengagement. We found that intrusive ads, push notifications, privacy concerns, technical issues, poor customer experience, bundling multiple features and in-app purchase requests to unlock features trigger app disengagement. Being the pioneer research on app disengagement, this research advances customer disengagement literature. Practically, it provides insights to craft strategies to mitigate app disengagement.

Keywords: Disengagement; smartphone app; mixed methods; grounded theory

Quantifying Value of Smart Features in Vehicles

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Abstract:
We aim to quantify consumers' value of two types of IT-enabled smart features in vehicles: smart driving and smart cabin, and identify the underlying driving forces. We develop a structural discrete choice demand model that captures consumers' choices among vehicle models with differing level of smartness. Our findings indicate that not all consumers value smart cabin features, and the presence of smart cabin features leads to larger profit increases for manufacturers and more welfare increase for consumers, compared with smart driving features. Our multi-method study provides evidence for driving forces such as the presence of safety and privacy concerns, and that of convenience benefit. Our study filled the research gap in quantifying consumer preferences of these smart features alone and identifying driving forces underneath consumers' preferences. Our findings help managers assess smart feature demands, and make target market and marketing mix decisions for products with smart features.

Keywords: IT-enabled smart features, Structural Model, Multi-method

Understanding Social Media Influencer Authenticity

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Abstract:
This study explored perceptions of micro social media influencer (SMI) authenticity, an emerging area of research. Micro SMIs create intimate connections with their followers, which makes them attractive to brands. However, how followers, rather than brands, perceive SMI authenticity is an emerging research area. To address this research gap, 6508 comments on micro fashion SMIs' posts were downloaded and analysed utilising thematic analysis. The results found that followers used the micro fashion SMI's appearance, including their clothing choices, to establish their authenticity in their content and posts. This was the same for sponsored and non-sponsored posts. Thus, regardless of whether the micro fashion SMI was being paid for their content or not, followers appeared to perceive their authenticity in the same way. The results contribute to understandings of the authenticity of micro SMIs' and have practical implications for micro fashion SMIs and the brands that may wish to employ them.

Keywords: Brand authenticity, social media influencers, digital marketing

Using Pull Technologies – QR or NFC?

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Introduction and Research Aim

Food product labelling is an important tool for marketing (e.g. Ho et al., 2022; Rundh, 2005). Consumer demand for food product information has increased in relation to traceability and tracking of food products, authenticity certification, food safety, and food fraud. For example:

- Food safety requirements via tracing and tracking products through the supply chain and improving consumer awareness of food safety (e.g. Wu et al., 2021; Yu et al., 2022; Pigini & Conti, 2017);
- Food Fraud with a focus on counterfeit products and authenticity (e.g. Lecat et al. 2016; Soon & Manning, 2019; Ma et al., 2022)

Yet, there is a consensus that there is a lack of transparency and access to such information for consumers (e.g. Htun et al., 2023; Ma et al., 2022).

Recent pull technological solutions via smart phones use QR (quick response) codes or NFC (near field communication) tags to improve consumer access and convenience. QR codes in particular are commonly used, with usage increasing after readers become integrated into smart mobile phones, and while there are figures indicating a high understanding, use within food categories is unknown. Consumer intentions to use this technology was found to be significant (e.g. Tanner et al., 2019; Wu et al., 2021) and there is an increasing use of scanning technology within marketing campaigns. With little focus on actual consumer behaviour, this project was undertaken to assess consumer use of scanning technology to access product information, within the Honey industry. Honey is an interesting product as premium honey is subject to a large amount of food fraud and that traceability and food safety also a concern. Therefore the research question is:

How do honey consumers use pull technologies (QR/NFC) and what information is accessed?

Background

QR codes and NFC tags are two technologies that can be accessed via smart phones to retrieve information from online sources. These technologies allow consumers to conveniently pull information and are suitable for low involvement products (Tanner et al., 2019). QR code advantages include ease of use, cheap, accessed via the integrated camera function on a smart phone, easily printed onto a label, and commonly known. Disadvantages include lack of information retention, require line of sight and insecure in relation to counterfeiting. NFC tags advantages include: retaining small amounts of data; don't require line of sight to read (hidden within the label); security and read via a smart phone app. It is noted that the newer smart phone models are integrating an NFC function. The disadvantages of NFC tags include: they are not well known; not as easy to use and more expensive.

Current research has focused on intentions to use (e.g. Higgins et al., 2014; Shin et al., 2012; Rotsios et al., 2022; Rohm, 2012; Wu et a., 2021; Tanner et al., 2019) or conceptual papers focusing on literature reviews (e.g. Badia-Melis et al., 2015; Felicetti et al., (2023); Ma et al., 2022; Yu et al., 2022) or outlining system processes (e.g. Pigini & Conti, 2017). Research has highlighted that QR codes have been used for promotion campaigns (Okazaki, 2012); social media campaigns (Felicetti et al., 2023); intentions are higher for younger people (Htun et al., 2023); and varies across cultures (Rohm et al., 2012).

Method

Four Western Australian honey packaging companies were recruited based on their export markets which included Singapore and Japan, plus supplying the domestic market. Packers committed to placing the labels on their honey jars during the packaging process, beginning June 2021, as jars where sent to wholesalers/ retailers in domestic and export markets.

To focus on actual behaviour, it was decided to place 10,000 QR codes and 10,000 NFC tags onto jars of honey and to measure consumer scanning activity using google analytics. To entice consumers to scan the jars each code/tag included the words “Love Honey?” “Scan Here” within the label. To measure activity a dedicated website was developed, that was not publically available, such that once a consumer scanned the tag it would direct them to this site. Therefore, any activity on the website was attributed to a scanned label with the site developed such that access through QR codes could be differentiated to that from NFC tags. At the end of the project labels were returned, indicating that 6,022 QR codes and 4,457 NFC tags were placed onto jars. A methodological limitation is that once jars left the packing shed the time spent on shelves before consumer purchase is unknown.

Results
Website data was analysed from July 2021 to May 2022, this would allow for a few weeks for initial product to be distributed and ongoing analysis as product entered the market. Over this period 134 QR labels and 69 NFC tags were scanned resulting in 2.2% and 1.5% of consumers actually scanning the labels. In relation to the markets most scans were conducted in Australia (59 QR/ 41 NFC) followed by Japan (30 QR/ 9 NFC) and Singapore (25 QR/ 3 NFC). Discussion with the packers indicated the majority of product was sold domestically, with the largest export market being Singapore followed by Japan. Exact numbers were not given due to privacy concerns.

In relation to website activity time was spent focusing on prebiotic/ antimicrobial and bioactivity, indicating a preference for information focusing on health. The next length of time was spend on the landing pages followed by company information.

Contributions
This project highlights the large discrepancy between intentions to scan, significant and in some cases quite high (Higgins et al., 2014; Shin et al., 2012; Rotsios et al., 2022; Rohm, 2012; Wu et a., 2021; Tanner et al., 2019), when compared with actual use. Actual use of this technology is less when compared to Rotsios et al., (2022) who when placing a QR codes in the survey instrument found 57% of participants scanned the codes. Future research should consider whether different product categories improve scanning rates.

For managerial contributions practitioners need to consider avenues to increase the scanning rate if consumers need to access information not included in the product label. Strategies could involve strategies highlighting the availability of traceability information within current labelling to entice scanning for further information. Further research on decision making in relation to scanning. Rotsios et al., (2022) found that only 40% of people who scanned would change their purchase decision.

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Streamers Drive Endorsement Acceptance In Live-streaming Commerce

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Abstract:
We examine the effects of streamer types and trust building on consumer responses in live streaming commerce. Distinguished from traditional asynchronous social media, live streaming is characterized by dynamic, real-time interaction with expert streamer hosts. This research aims to understand the interaction between streamers and viewers in live streaming commerce and how to use live streaming as an effective marketing tool in online retailing. Via a pre-test and two studies, we find that, regardless of streamer type, authenticity and expertise significantly moderate trust in live streaming to drive outcomes from acceptance of endorsement to intention to purchase and continue viewing. Further, the larger the audience of the streamer, the less helpful community interactions were in achieving these marketing outcomes.

Keywords: live streaming commerce, streamer types, community interaction

Stickiness and Donate: The Power of Engagement

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Abstract:
Engagement between users and social media influencers (SMIs) is a topical area in marketing research. The importance of users' digital engagement practices (DEP), via SMIs channels as drivers of donation intention remains underexplored. In this study, we empirically test a theoretical model that examines the role of five DEP activities, entertainment, learning, feedback, working, and blogging, as drivers of users' stickiness and the intention to donate. Partial least squares – structural equation modelling (PLS-SEM) was used to analyze the data collected from Hong Kong consumers who have followed SMI channels. The results revealed that four of the DEP activities were influential in driving stickiness, which in turn strengthened consumer donation intention. The moderating effect of a parasocial relationship on the effect of stickiness on donation intention was also confirmed. The results provide meaningful implications for SMIs to drive user loyalty intention to enhance business success.

Keywords: stickiness, donations, and parasocial relationship

Examining Holistic Customer Experiences in Public Health Social Media Communities

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Introduction and Research Aim

Successfully promoting, exchanging, and managing public health information via social media channels has become a critical priority for government and non-government health providers, due its role in enhancing societal well-being (Merchant et al., 2021) and empowering consumers in their health and well-being journey (Saura et al., 2020). Understanding how consumers evaluate holistic judgements of online consumption experience has been broadly explored from numerous theoretical lenses in different consumption contexts, such as virtual worlds (Piyathasanan et al., 2015); online retailing (e.g., Hyun et al., 2022), including social media (Vock et al., 2013). This implies that each consumption experience environment distinctly affects its creation (Zeithaml et al., 2020). However, owing to the lack of overarching customer experience frameworks in the public health context, additional insights are required for understanding the nature of holistic customer assessments in Public Health Social Media Communities (PHSMC) that influence vital consumer attitudes and behaviours. Accordingly, the proposed research will answer the following research questions:
RQ1 What is the nature of a Holistic Customer Experiences (HCE) in a PHSMC?
RQ2: How do consumer perceptions of a Holistic Customer Experiences (HCE) derived from a PHSMC, along with specific consumer beliefs, affect consumer attitudes and behaviour?

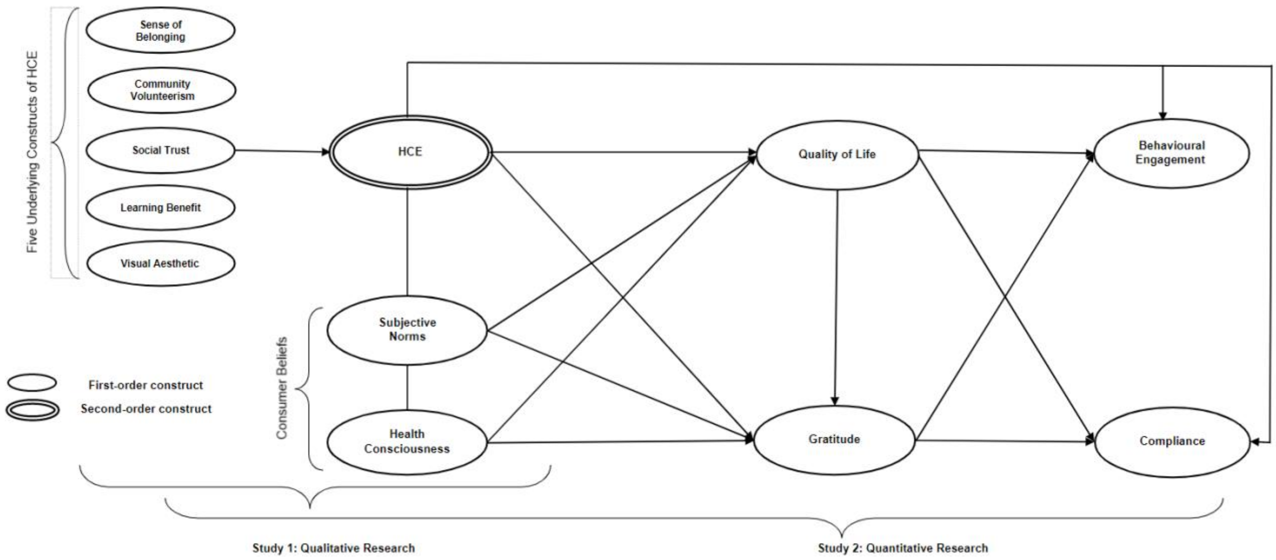
Background and/or Conceptual Model

Several empirical studies have focused on understanding social media–based customer experiences (CX) over the past 10 years. In brief, several conclusions can be drawn based on the analysis of literature focusing on CX in a social media setting. First, empirical research in the public health context is absent, where current work in health is descriptive. Second, CX studies in profit-driven contexts show multidimensional approaches that incorporates rational and hedonic dimensions affecting individual-based judgements of the customer experience; where the number of dimensions vary because of the context-dependent nature of consumption experiences and benefits derived by customers. Third, attitudinal and behavioural outcomes of CX evaluations have mainly focused on satisfaction and behavioural intentions. Finally, CX frameworks are examined using single cross-sectional studies. Therefore, this study aims to fill these gaps in literature in several ways. First, underpinned by activity theory in digital media (Wyllie et al., 2022), this study investigates how consumers assess a HCE in PHSMC, whereby HCE is considered a personal evaluation of various individual *and* communal experiences perceived as valuable by the consumer. Then, consistent with value-in-use theorising (Carlson et al., 2015), HCE represents a bundle of benefits deemed valuable by the consumer resulting from resource integration, that positively affect the attitudinal and behavioural outcomes in the proposed research framework.

Methodology

A sequential mixed-methods research design was used to address the research questions. RQ1 was addressed using semi-structured interviews (Study 1) with two major participant groups: consumers (n = 12) and employees (n = 12) from a large PHSMC in KSA. Zoom enabled interviews sought to understand participants experiences of PHSMC and uncover dominant themes of the HCE. Using the constant comparative method emergent themes related to PHSMC were compared with each other and relevant literature. Based on insights drawn from Study 1, a conceptual framework labelled ‘Holistic Customer Experience Creation in Public Health Social Media Communities’ was developed and empirically examined in Study 2 (See Figure 1). An online survey was disseminated across 3 samples in KSA and Australia to validate, replicate and ensure generalisability of the framework. Sample 1 comprised 268 participants from a large PHSMC in KSA, while participants for sample 2 (n = 522 KSA) and sample 3 (n = 401 Australia) were recruited via a reputable market research firm. Analysis of Study 2 was undertaken using Partial least Squares-SEM (PLS-SEM) as it allowed modelling of reflective-formative constructs (Hair et al., 2016).

Figure 1 Conceptual Framework



Results and/or Discussion and Contributions

Study 1 enabled conceptualisation of the HCE construct and its five dimensions: sense of belonging, social trust, community volunteerism and visual aesthetics. Insights also identified consumer beliefs (health consciousness and subjective norms), attitudinal (quality of life and gratitude) and behavioural (compliance and behavioural engagement) consequences as relevant variables in the conceptual framework. In Study 2, as illustrated in Figure 1, findings confirmed HCE is formed by the five dimensions that work in combination to influence the attitudinal and behavioural outcomes in PHSMC's. Findings also confirmed that health consciousness and subjective norms had a positive effect on quality of life and behavioural outcomes.

Implications for Theory and Practice

This research holds significant societal implications in helping manage PHSMC experiences that shape good health and well-being outcomes for consumers. Theoretically, drawing upon activity theory and value-in-use theory, the conceptual framework enriches understanding of how consumers perceive various benefits they value in the activity system of a PHSMC consumption context. These benefits derived by the PHSMC consumer are characterised as individual and communal-based experiences that combine to represent a holistic customer experience. Further, the study presents the nomological network of relationships of the three antecedents constructs of HCE, subjective norms and health consciousness, with critical health-related attitudinal and behavioural outcomes.

Managerially, this research provides practitioners an overall picture to better understand their consumers including the individual and communal experiences that are valued by them from the PHSMC consumption experience and how they perceive, evaluate, and react within this consumption setting. As such, practitioners can design and optimise digital content aligned to each of the five HCE dimensions that enhance consumers' attitudes and behaviour outcomes, alongside health consciousness and subjective norms.

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Influencer Marketing Effectiveness: Give Competence, Receive Credibility

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Abstract:
This research examines the impact of intimate content in social media influencers' recommendations on perceptions of credibility. Previous studies have not explained the conditions affecting consumers' evaluations of influencers' credibility when intimate content is included. Findings from an experimental study revealed that recommendations with intimate content are perceived as more damaging to influencers' credibility compared to those without such content. Further, it is shown that the congruence between the influencer's content and expertise mediates this effect such that intimate content is seen as less congruent with their expertise. The fulfilment of followers' competence needs is identified as a boundary condition. Consumers with higher competence fulfilment perceive intimate content as congruent with the influencer's expertise, thereby enhancing credibility perceptions. The findings offer guidance to practitioners on effectively including self-disclosure in influencers' messages and contribute to the literature by understanding the boundary conditions influencing the use of intimate content in social media recommendations.

Keywords: influencer marketing, self-disclosure, competence need fulfilment.

Driving Streaming Demand Through Playlists: Enabling Song Discovery by Facilitating Serendipity

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Abstract:
Music streaming services such as Spotify offer millions of songs. Playlists, which are curated collections of songs, have emerged as an important marketing driver of music consumption and discovery. However, despite their potential pivotal role in driving streaming demand, little is known about what makes playlists effective. This paper studies how the inclusion of a song on playlists affects this song's demand. Based on an econometric analysis of weekly streaming data for 54,000 songs and on more than 60,000 playlists over a period of 3 years, the paper finds average elasticities for playlists that are stronger than those for radio, advertising and social media. Moreover, playlists are especially effective for older songs from less famous artists in niche genres. In line with the notion of serendipity, playlists are more effective when they feature less predictable yet relevant songs and use context-based (rather than content-based) curation.

Keywords: Entertainment marketing, Platforms, Econometric models

Online Privacy Literacy: Why Does It Matter?

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Introduction and Research Aim

Contemporary digital marketing practices in large part depend on businesses having access to personally identifiable data on current and potential customers. The business models of the major online platforms, including Google and Facebook, are based on revenues from advertisers not consumers; consumers benefit from free-of-charge access to the services of the platform, in exchange (knowingly or unknowingly) for the provision of information about themselves (Palmatier & Martin, 2019). The personally identifiable information that consumers reveal to digital businesses when they interact with online platforms or visit websites may (at times) include: their name, home address, demographic details, electronic devices used, IP address, personal preferences, likes, dislikes, attitudes, current location, or list of contacts (Acquisti et al., 2015).

A number of surveys of consumers have consistently shown that consumers have heightened concerns about their privacy and about the threats to their privacy posed by the practices of commercial organisations who gather and share information about them (Bergström, 2015; Phelps et al., 2000). At the same time, if we examine consumers' overt behaviour, many consumers appear willing to share a great deal of personally identifiable information about themselves with commercial organisations online. This has led to what some researchers refer to as the "privacy paradox" - that on one hand consumers express concerns about information privacy, and yet appear to freely share personal information with commercial organisations (Martin & Murphy, 2017). One potential explanation is that consumers are relatively unaware of the actions digital businesses take to collect, store and share information on them. This is the issue of consumer's online institutional privacy literacy (Zarouali et al., 2020).

To date, the most comprehensive measure of online institutional privacy literacy is the work completed by Philip Masur and colleagues to develop the Online Privacy Literacy Scale (OPLIS) (Masur et al., 2017). The scale comprises a number of true/false/don't know and multichoice items testing consumer knowledge of institutional practices, technical aspects of data protection, European and German data protection law, and knowledge about data protection strategies that consumers can adopt. Masur et al. (2017) conclude from a nationwide survey of German Internet users (n=1959) that German Internet users in general display low levels of online privacy literacy, especially regarding knowledge about institutional practices and the legal aspects of data protection. One limitation of the OPLIS is its geographic concentration on German and European aspects of privacy protection.

There is some initial evidence that measures of online privacy literacy correlate with consumer adoption of behaviours to protect privacy (Choi, 2023; Sindermann et al., 2021). Thus, the aim of this study is:

> *To explore the role of consumers' online privacy literacy in a consumer's choice to protect their online privacy from institutional intrusion.*

We test two hypotheses in line with this aim:

> **H1:** Increased levels of online institutional privacy literacy are associated with consumer adoption of online privacy protection behaviours
> **H2:** The relationship between online institutional privacy literacy and the adoption of online privacy protection behaviours is mediated by level of privacy concern

Methodology

A nationwide sample of Australian Internet users was sought that was approximately age-representative of the Australian adult population (median age = 42 years; female = 50.7%). The sample was recruited by the marketing research company CINT and the survey instrument was distributed electronically.

The survey instrument included four attention check questions. 384 respondents commenced the survey; 183 were eliminated due to failing any one of the attention checks; the final sample for analysis comprised n=201 respondents. The measures employed in the study were as follows:

- An index of OIP Literacy was calculated based on respondents' answers to 39 true/false/don't-know questions testing the respondent's knowledge of the online practices of personal data collection and data usage by digital businesses such as Google and Meta. A score of 1 was awarded where the respondent correctly identified a statement to be true, or correctly identified a statement to be false; a score of zero was awarded for incorrect answers and "Don't Know" answers. The maximum potential score for OIP Literacy was 39.
- The measure of Concern for Privacy was the 20-item Internet Privacy Concerns scale by Hong and Thong (2013). The maximum potential score for privacy concerns was 7.
- An index of Privacy Protection Behaviour was calculated based on responses to 28 statements concerning the adoption of privacy protection behaviours. Each item was scored on a 1-5 scale (1=never, 5=very often). The maximum potential score for privacy protection behaviours was 5.

To test the hypotheses, Hayes Model 4 was conducted with 5000 bootstrapped resamples. The model examined the mediating role of Concern for Privacy in the relationship between OIP Literacy and Privacy Protection Behaviour.

Results

Scores on OIP Literacy (M = 19.80, SD = 6.43), Concern for Privacy (M = 5.09, SD = 0.96), and Privacy Protection Behaviour (M = 2.89, SD = 0.76) varied between the 201 respondents.

The direct effect of OIP Literacy on Privacy Protection Behaviour is significant (B = 0.018, t = 2.408, p = 0.017, 95% CI [0.003, 0.033]). H1 is supported. In addition, the direct effect of OIP Literacy on Concern for Privacy is significant (B = 0.027, t = 2.602, p = 0.010, 95% CI [0.007, 0.048]). The indirect effect of OIP Literacy on Privacy Protection Behaviour through Concern for Privacy is significant (B = 0.09, 95% CI [0.002, 0.018]). This indicates that Concern for Privacy partially mediates the relationship between OIP Literacy and Privacy Protection Behaviour. H2 is partially supported.

Implications for Digital Marketing Practice

The online collection of personally identifiable information on customers and potential customers has become a default practice for businesses with an online presence. This study has provided initial evidence that the extent to which consumers take action to protect their personally identifiable information from collection by digital businesses depends to some extent on each consumer's level on online privacy literacy. To the extent that consumers might be *unaware* of the extent to which personal information on them is being collected, stored and shared by digital marketers, they remain uninformed partners in a commercial exchange. To help balance any inequity in this exchange requires further educational efforts to raise consumers' levels of online privacy literacy.

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Field Evidence: Humour Increases Facebook Sharing for Sons (Not Daughters)

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Abstract:
This article explores whether key consumer characteristics, such as their parental status (i.e., whether they are raising daughters or sons) affect social media sharing, revealing that humor may increase social media sharing by parents of sons but not daughters. These insights become even more critical as parents are spending ever more money on their children. Our findings reveal the importance of businesses connecting with parents on social media. We contribute by demonstrating that humor has a positive effect on parents of sons based on an analysis of 92,151 Facebook posts in English from 17 toy manufacturers in the TOYS 25 2023 ranking list (Brandirectory, 2023). Particularly, brand messages that contain a higher percentage of male words (i.e., targeting boys) are more likely to get shared when they receive a higher number of "haha" reactions. Finally, we expand on the mechanism underlying this finding.

Keywords: Humor, Consumer behavior, Social media

Appetite for Distraction? A Systematic Literature Review on Customer Smartphone Distraction

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Abstract:
Today, the ubiquitous presence of personal smartphones has led to the phenomenon of, what we term, customer smartphone distraction (CSD). CSD occurs when an internet-connected smartphone competes for a customer's attention during goal-oriented behaviours. Through a systematic literature review with a multi-disciplinary lens, we develop a conceptual framework incorporating antecedents, contingency variables, and consequences of CSD. Our findings suggest that CSD is a complex phenomenon influenced by environmental stimuli, such as audio notifications, and internal psychological states, such as boredom, which are interdependent factors contributing to CSD. Absence of environmental stimuli alone may not reduce CSD. Instead, customers need to take responsibility for their behaviour, while businesses, society and policy makers can assist through better education and design of smartphone experiences. We highlight the need for greater understanding of CSD and its impact on customer behaviour and well-being, and outline implications to assist researchers, practitioners, policy makers and society broadly.

Keywords: smartphones, distraction, consumer well-being.

An Alternative Approach to Understanding Website Experience and User Needs

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Introduction

Since the advent of websites as a digital touchpoint to attract and retain patronage, the marketing literature has returned an extensive collection of empirical attempts to conceptualise and measure *website experience*. As Vila et al. (2019) remark, website experience is best understood as the result of the interplay between several tangible and intangible factors. The interplay between these factors is very complex (e.g., broadly out of marketers' control and shaped by user perceptions). Yet, it is widely accepted that a positive website experience is vital to commercial success, due to the likely impact on customer satisfaction, revisit intentions and purchase intentions (Vila et al., 2019). Reflecting upon the state of research on website experience, Jongmans et al. (2022) remind us that what we know thus far originates from a combination of research on human-computer interaction, information system research and, of course, marketing. For the vast majority, marketing studies on website experience have adopted a user perspective. However, there is a paucity of research that has investigated website experience considering how individuals acquire and process information to guide decision-making. Accordingly, the **aim of the present study** is to explore this alternative perspective on the understanding of website experience and user needs, testing its validity to identify and prioritise the underlying requirements for the Australian and New Zealand Marketing Academy (ANZMAC) website.

Background

In marketing research aimed at explaining and measuring website experience, a prominent line of inquiry includes studies with a strong emphasis on user experience measurement (subjective and hedonic) and usability (objective and utilitarian) – see Constantinides (2004), Tuch et al. (2009), Seckler et al. (2015), Bucko & Kakalejčík (2018) and Vila et al. (2019). The typical outcome of these studies is often a 'list' of characteristics a website should have. For example, interactivity, conveying a sense of trust and pleasant aesthetics (Constantinides, 2004) that are memorable to users (Tuch et al., 2009); social proof cues (e.g., recommendations, reviews and policy information); empathetic and emotional cues adaptable to different cultures (Bucko & Kakalejčík, 2018); and quality content and branding (Vila et al., 2019). These findings are based on user evaluations of a set of given factors; hence, they are hard to generalise and replicate, and are likely to yield tenuous links with user behaviour. The same limitation characterises quantitative measures (scales) of website experience (e.g., Sauro, 2015; Sari & Henim, 2022) and research based on *a priori* theoretical assumptions. For example, studies based on flow theory (Novak et al., 2000; Aranyi & Schaik, 2015; Wani et al., 2017); stimulus-organism-response (SOR) (Mollen & Wilson, 2010; Kim & Lennon, 2012); Technology Acceptance (Castañeda et al., 2007); and Service Dominant Logic (SDL) (Mohd-Any et al., 2015; Jongmans et al., 2022).

From a basic psychological viewpoint, the starting point of any website experience and online behaviour is need fulfilment (Hassenzahl et al., 2010). Furthermore, as Koufaris et al. (2001) and Huang et al. (2009) argue, website experience should be researched considering how individuals acquire and process information to guide decision-making. In the present study, we embrace this view and establish a link with strategic brand management research, as follows. We rely on the notion of Category Entry Points (CEPs) (Romaniuk & Sharp, 2021; Romaniuk, 2023), which capture reasons for buying/using a product, service or technology, and a range of contexts or underlying needs linked to behaviour (e.g., why, when, where to consume a product; in this instance, visiting a website and completing any action on it). Accordingly, we address the following **research questions**: What are the underlying needs accessed in users' memory and used in decision-making and/or online behaviours on a website (**RQ$_1$**)? And what are the cognitive processes determining how this occurs (**RQ$_2$**)?

Methods

CEPs exist in people' mind irrespective of which alternatives and offerings are available to them (Romaniuk, 2023). They drive the performance of said alternatives based on the principles of how memory works, and how it influences decision-making and behaviour. For instance, Stocchi et al. (2017) showed the importance of CEPs in shaping the use and positive image of branded mobile apps. In this vein, to identify and prioritise CEPs for the ANZMAC website, we follow the two steps approach outlined in Romaniuk (2023) and summarised here below (Table 1), with samples recruited from the ANZMAC mailing list.

Table 1: Overview of the proposed analytical approach adapted from Romaniuk (2023)

Research step	**Description**	**Analytical approach and outputs**
Step 1: CEPs identification	25 minutes online survey (*N=50*) with open-end questions loosely worded to evoke general and specific past website experiences for websites supporting academic research.	Verbatim responses thematically coded against the Ws' framework by Romaniuk (2023) to generate a list of CEPs.
Step 2: CEPs prioritisation	20 minutes online survey (*N=TBC*) with close-end questions aimed at assessing: i) user online behaviour (i.e., recent access to websites); ii) incidence of encountering the CEPs; and iii) associations between the CEPs and websites supporting one's academic job/research.	Shortened list of priority CEPs for the ANZMAC website vs. competitors.

Interim Results

From our first step of research, we identified a list of 16 CEPs spamming across the Ws' framework by Romaniuk (2023) and clustered around three themes, as follows (Table 2):

Table 1: CEPs identified in the first step of research

Theme 1: Community building	***Theme 2: Learning hub***	***Theme 3: Conference and planning***
To have access to research and researchers in the field (e.g., publications, profiles, jobs and opportunities). *To be part of a community of scholars (to have a collective identity and connection).* *To distribute and promote things we are doing in the Australian/New Zealand marketing academy.* *To find links to social media.* *For a regular check in.* *To keep up to date (e.g., to see updates on awards, grants, events and membership).*	*To access resources for writing (e.g., journal papers and conference proceedings).* *A resource to explore when I have the free time to do so.* *To find the research relevant to my interests.* *A web resource informative and easy to access.* *When looking for resources on developing skills (to learn something new).* *When I want to be satisfied with the information received.*	*To book dates into my calendar based on future or upcoming events.* *For information about an organisation (e.g., executives and members).* *For details of a conference and/or doctoral colloquium (e.g., photos and information).* *To plan my attendance to a conference (e.g., to help decide feasibility of writing a paper and presenting).*

With the second step, currently underway, we will prioritise the CEPs that emerged so far, quantifying important information such how often the members of the ANZMAC community are likely to encounter these CEPs when accessing websites to support their work; the credibility of the ANZMAC website for these CEPs (i.e., which needs of the ANZMAC members the website currently meets and does not meet);

and the competition faced from other websites frequently accessed by marketing academics to assist their research.

Initial Reflections and Next Steps

Based on the results from the first step of this research, there seems to be a concrete opportunity to advance how we study website experience through methods used to understand underlying consumer needs, memory, and decision-making. However, we will be in the position to draw clearer conclusions on the ease of translation into theoretical and practical implications for this approach after completing the second step of our research. We aim to have it completed for the upcoming 2023 conference at the University of Otago in New Zealand, and to share our findings with the ANZMAC community to obtain high quality feedback. Accordingly, we will steer the project in the right direction. For academic publication, the analysis of the ANZMAC website will be complemented with extensive replication with other websites in different industries, especially consumer markets.

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Effect of Food Vlogs on the Viewer's Recommendation Behavior

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Abstract:
This study explored the viewer-vlogger-seller relationship and explained the underlying mechanism behind consumer cognitive and decision-making processes that results in recommendation behaviour. We applied a mixed methodology; firstly, in-depth qualitative interviews were conducted with the food vlogs viewers to identify the most important elements of vlogger and vlogger content characteristics. Footing on the first study results, we formulated the conceptual model based on Stimuli-Organism-Behaviour-Consequence (SOBC) and tested the complex interrelationships (mediation, moderation) using SEM-AMOS 26.0. Results indicate that vlogger and vlog characteristics affect the utilitarian and hedonic vlog value that further influence the customer visit intention and motivate the respondents to recommend food vloggers and sellers. The mediation and moderation (homophily) effects are found significant across the model. This study contributes to food vlog literature by adopting SOBC paradigm that explained the underlying vlogger-viewer-seller relationship, mediation effects among the interrelationships and illustrate the moderating role of homophily.

Keywords: Food vlogger, trustworthiness, recommendation.

Live Streaming - Engaging With Your Customers: A Bibliometric Analysis

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Abstract:
In spite of the advances in live streaming, the knowledge about the impact of live streaming on customer engagement and in turn purchase intention remains tenuous. Therefore, to fill this gap, the paper aims to do a comprehensive literature review and bibliometric analysis to examine the relationships among customer's perceived value of live streaming, customer trust and customer engagement. The paper conducts bibliometric review and thematic analysis through VOSviewer of the data collected on live streaming from Scopus database. The authors followed PRISMA approach for compilation of data for the analysis. The results document the major publishing countries and authors and their respective contributions to the literature of live streaming commerce. Major keywords have also been identified through the keyword analysis. Three live streaming themes are also identified and explained the increasing role of live streaming from customer's perspective.

Keywords: live streaming, electronic commerce, purchase intention.

Technology Acceptance Towards mBanking Application Usage: Thailand

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Introduction and Research Aim

While online banking has been implemented in many developed countries such as the United States and those in Europe (Pikkarainen et al., 2004), there is a growing inclination in the adoption of online banking by banks in developing countries too (Gurau, 2002). In developing countries, nearly half of adult citizens, or approximately 54%, have bank accounts, compared to 94% in countries under the Organization for Economic Cooperation and Development (OECD) (Demirguc-Kunt et al., 2015). Given the importance of mobile banking, it has become part of the overall e-commerce strategic plan in Thailand. One of the Thai's government economic plans is to shift its focuses from agricultural production to the service industry. As banking is an important part of the service industry, it is important for the banks to operate efficiently through the use of mobile banking (Yee-Loong Chong et al., 2010). Due to the Thailand 4.0 Revolution, the financial sector has tried to provide services through other channels in addition to providing services directly through bank branches only. Although there are past literatures studied on the adoption of online banking, many of these studies have tended to focus on European countries or the United States (Pikkarainen et al., 2004). However, Thailand is different from these countries given that the economy is still expanding in recent years and its e-commerce infrastructure is still less developed compared to the United States and those in Europe. This is especially true for countries, such as Thailand, which are still building up their IT infrastructure. One of the Thai's government economic plans is to shift its focuses from agricultural production to the service industry. As banking is an important part of the service industry, it is important for the banks to operate efficiently through the use of online banking (Yee-Loong Chong et al., 2010).

Therefore, the primary objective of this research is to understand the consumers' perception towards the acceptance of mobile (internet) banking in Thailand and identifies the factors that can predict their intention to use in mobile banking context. Given that there are many factors that can influence the usage of mobile banking, the result from this study will allow decision makers in banks to focus on the factors which will increase the adoption of mobile banking in Thailand.

Although online banking is still unfamiliar to many Thai users and is still at an early stage of development, but with an internet population of 61.2 million users, there is a huge market potential for banks to explore (We Are Social & Meltwater, 2023). However, for any technologies to be successfully introduced and used, the users have to accept and adopt the technology. Thus, in the present study attempts to explore the factors that can influence users' acceptance of mobile banking in Thailand.

Background and/or Conceptual Model

The technology acceptance model (TAM) proposes that perceived usefulness (PU) and perceived ease of use (PEOU) are beliefs about a new technology that influence an individual's attitude toward and use of that technology (Ajzen & Fishbein,1980; Davis, Bagozzi, & Warshaw, 1989; Venkatesh & Davis, 2000). (Hough & Kobylanski, 2009; Dulaumal, 2009) explain that the effort to increase consumer perception of usefulness and ease of use can be viewed as a marketing mechanism and marketing managers can use the combination of the 4Ps to influence the purchase decision: Product, Price, Place, Promotion. Davis (1989) defined PU as "the extent to which a person believes that using a particular technology will enhance his/her job performance" (Davis, Bagozzi & Warshaw, 1989; Payakkapong, 2017; Thanasrivanitchai, Moschis & Shannon, 2017). Entrepreneurs who perceive the usefulness of application or innovation, believe that those technologies can contribute to increasing productivity, potential, and profits for companies, departments, and organizations (Bruner & Kumar,

2005; Inbumrung, 2010; Thanasrivanitchai, Moschis & Shannon, 2017). Davis (1989) defined PE as "the degree to which a person believes that using a particular technology will be free from effort". Perceived Ease of Use is the expectation of users that learning to use technology will be easy and become skilful. However, users tend to overcome difficulties in using new technology if the benefits of usage are substantive (Davis, Bagozzi, & Warshaw, 1989; Karlnate & Vannavanit, 2021).
K Plus is a mobile banking application served by Kasikorn Bank which is available for both iOS and Android devices. Customers who have a Kasikorn Bank account linked with K Plus can make payments for their orders via K Plus. Among mobile banking users in Thailand, there were a total of 14.4 million K Plus users and average usage of around 5 million K Plus users per day which made K Plus application ranked top first for the biggest market share at the end of the year 2020. So far, K Plus has teamed up with more than 50 leading brands for instance, apps like Grab and Line, e-commerce platforms Lazada and Shopee, large retailers such as Central JD FinTech and JD Central. As a result, nowadays, K Plus has reached more than 19 million users of which more than 80% are active customers who regularly use the app as well as the average monthly transaction volume is greater than 2.8 billion transactions (Banchongduang, 2023).
Siam Commercial Bank was established by royal charter on January 30, 1907 as the first Thai bank. During its more than 110 years in business, the Bank has played a leading role in providing the financial services needed in Thailand, developing deep expertise. SCB Easy, owned by Siam Commercial Bank, has 17 million customers, with 80% using its mobile banking platform(Banchongduang, 2023).

This research explores technology adoption and demographic characteristics in mobile banking transactions, focusing on satisfaction and behaviour (usage). Researcher can hypothesize that the perceived usefulness, ease of use, and acceptability of technology in mobile banking usage vary among users of K Plus and SCB Easy. Factors influencing acceptance are correlated with frequency usage and satisfaction levels.

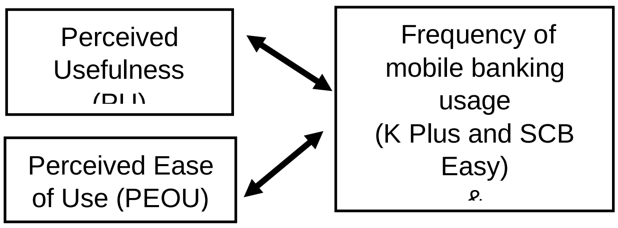

Figure SEQ Figure * ARABIC 1: Conceptual

RQ1**:** Among mobile banking usage, Perceived Usefulness is different between K Plus and SCB EASY
RQ2**:** Among mobile banking usage, Perceived Ease of Use is different between K Plus and SCB EASY
RQ3: Technology acceptance factors are correlated with frequency usage in mobile banking of K Plus and SCB Easy applications.
RQ4: Mobile Banking Usage Satisfaction is different between K PLUS & SCB EASY

Methodology
The research utilized a quantitative study with T-test statistics. A questionnaire survey was conducted, focusing on general information, usage behaviour, and users' opinions on perceived usefulness, ease of use, and satisfaction with mobile banking. The study included a Likert scale with 5 response levels. The Cronbach's Alpha for PU, PEOU and Satisfaction was 0.77, 0.64 and 0.58 respectively, which indicates acceptable (0.77) and moderate (0.64 & 0.58) reliability (Cronbach, 1951; Hinton, McMurray & Brownlow, 2004).

Results and/or Discussion and Contributions
The study analysed 400 samples from K Plus and SCB Easy, mostly respondents aged 26-35 years old and bachelor's degree holders. The majority of users were self-employed or freelance, with an average income of 15,001-35,000 baht per month. K Plus users use mobile banking 1-2 times a month, with an average transaction value of less than 5,000 baht per time. SCB Easy users use mobile banking almost

daily, with an average transaction value of less than 5,000 baht per time. The hypotheses were confirmed by using T-Test for RQ1, RQ2 & RQ4 and Correlation Analysis for RQ3.

For RQ1 (PU) and RQ2 (PEOU), the study found that SCB Easy users perceived mobile banking services as more useful than K Plus users, with p- value of 0.00, the alternative hypothesis was accepted that PU of K Plus (mean = 4.20) and SCB Easy (mean = 4.37) was different and significant. Also, SCB Easy app was found to be easier to use than the K Plus app, with a t-value of -8.54 and Sig value of 0.00, it was accepted that PEOU of K Plus (mean = 4.06) and SCB Easy (mean = 4.34) was different and significant.

For RQ3, we found that perceived usefulness and the frequency of usage had a Sig value of 0.00 which was less than 0.01, means that the hypothesis was accepted as perceived usefulness correlated with the frequency of usage on KBank at 35%. While perceived ease of use and frequency of usage had a Sig value of 0.00 which was less than 0.01. It also means the hypothesis was accepted as perceived ease of use correlated with the frequency of using KBank at 28.5%. On the other hand, for SCB Easy, perceived usefulness and the frequency of usage on SCB Easy had a Sig value of 0.45 which was greater than the level of significance at 0.05. Hence, the hypothesis was rejected, and concluded that perceived usefulness had no correlation with the frequency of usage of SCB Easy app. In contrast, perceived ease of use and the frequency of usage had a Sig value of 0.003 which was less than 0.01. So, the hypothesis was accepted that perceived ease of use had correlated with the frequency of usage on SCB Easy at 20.9%.

Moreover, for RQ4, the satisfaction scale towards SCB Easy (mean = 4.57) was more than K Plus (mean = 4.20) with the t-value was -9.756 and the p- value was 0.00 which is significant.

Implications for Theory and Practice

This study presents both theoretical and practical contributions. Therefore, banks in Thailand should try to let their customers know the advantages of using mobile banking application when compared to traditional banking. Among some of the benefits of mobile banking include being more productive. Therefore, banks should further investigate the types of features which current bank users find useful or they will find useful and promote such features to encourage more customers to adopt mobile banking.

Last, the results of the technology acceptance factor analysis explained that mobile banking users have high perceived usefulness and perceived ease of use. Due to most people focusing on utilization, they will have positive behaviour towards financial transactions via mobile banking when they have perceived usefulness (Porter & Donthu, 2006; Thanasrivanitchai, Moschis & Shannon, 2022). Moreover, older consumers will be more concerned with functional benefits, such as convenience and ease of use, quality, reliability, and personalized service (Thanasrivanitchai, Moschis & Shannon, 2016). Siam Commercial Bank has significant developed its application continuously, for this reason SCB Easy can satisfy customers. Siam Commercial Bank customers have higher (mean) of Perceived Usefulness, Perceived Ease of Use and more satisfied with the application than Kasikorn Bank. Marketers should keep in mind that it can be more difficult and time-consuming for consumers to process information via application; thus, mobile application communication should not be overwhelming, but slow, short, and simple (Thanasrivanitchai, Moschis & Shannon, 2016).

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Unboxing Managed Fun in Child Toy-Unboxers

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Abstract:
Recent studies indicate the influential role of child influencers in shaping their audience's consumption. However, there remains a gap in our understanding of how these influencers act as socialising agents, particularly in their interactions with advertisers, parents, and commercial agencies. The popularity of child toy-unboxers showcasing sponsored toys on social media while achieving marketing objectives for advertisers has sparked ethical concerns. Our study delves into the concept of managed fun to explore how relevant actors in the child-toy unboxing world contribute to the process of fun management and how they are trained to become socializing agents. Through a Netnography study involving in-depth interviews with multiple actors and online observations, we uncover three themes that explain the dynamics of managed fun within the context of child toy-unboxers. By analysing the perspectives of multiple actors, our research advances the field of child influencer marketing and promote ethical marketing practices for digital children.

Keywords: child influencers, managed fun, consumer socialisation.

Social Media Engagement with Marketer-Generated Content

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Mathew Parackal, University of Otago

Abstract:
This research scrutinizes the role of marketer-generated content in influencing consumer brand engagement (CBE) on social media. Specifically, the research investigates how the content types (informational, entertaining, social and remunerative) and characteristics (vividness and interactivity) of brand posts on Twitter. Preliminary findings demonstrate that information content, interactivity (links and call-to-action) and vividness (videos) are key influencing factors of CBE behaviours. Compared with other content types, information content leads to a higher number of Likes and Retweets. While posts with call-to-action links entice more Retweets, posts with enhanced vividness using videos encourage more Likes and Retweets. It was also shown that links embedded in brand tweets have a moderation effect on the relationship between information content and the number of Likes and Retweets. This study contributes to the consumer engagement literature on what MGC types influence CBE, and provides guidance for brand managers to strategically create and engineer their social media content.

Keywords: Brand engagement, Marketer-generated content, Social Media, Unstructured data

The Impact of Advertising Content on Social Media Preferences: The Mediating Effect of Perceived Values

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Long Nguyen Van Thang, RMIT University Vietnam
Anh Nguyen Thi Mai, Adtima
Ngoc Dang Nguyen Song, RMIT University Vietnam
Mai Nguyen Quynh, RMIT University Vietnam

Background and Conceptual Model

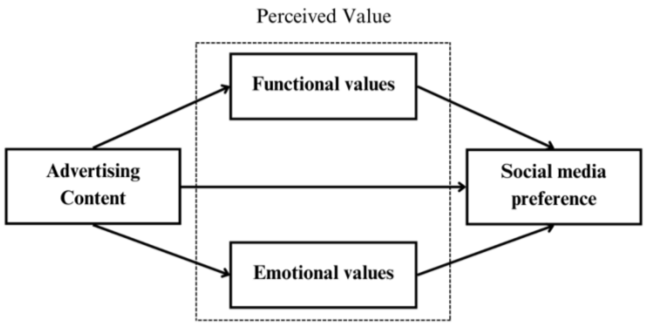
With 4.7 billion users around the world, social media has been permeating every corner of society (Kemp, 2023). The diversity of social media platforms shapes individual experiences with the product/service regardless of age ranges, genders, or locations (Kemp, 2023). Customers can interact with like-minded people, read and comment the product reviews, gather information about the target brand from both users and brands (Carillo et al., 2017). The rapid development of social media has captured the interest of marketing professionals, turning these outlets into lucrative spheres for advertisements (Karapanos et al., 2016). Social media advertising is indisputable in human daily life, especially with regard to shaping consumers' attitudes and (re)orienting their behaviors toward certain products or services (Kumar & Raju, 2013). Accordingly, it is expected that advertisers will increase their budget allocation for social media up to around US$207.1bn globally by the end of 2023 (Kemp, 2023).

Recent studies on advertising predominantly centered on the significance of advertising messages or executional strategies, which encompass the use of functional (cognitive) appeals and/or emotional (affective) appeals in enticing certain targets (Parker et al., 2021). While functional appeals emphasize logical/factual and informational content to promote a product's utilitarian benefits (Dolan et al., 2019), emotional appeals aim to elicit consumers' affective connections through their hedonic needs (Panda & Mishra, 2013). This is crucial to determining advertising value and effectiveness, especially considering users' online motivations for social media (Carlson et al., 2021). Within the social media context, results have shown that congruency between the advertising content and users' online motivation substantially affects their valence of trust – and thereby, the advertising value effectiveness (e.g., informative advertisements with functional appeals generate greater trust and value compared to entertaining/social ones) (Carlson et al., 2021). Furthermore, congruency between the format of advertising content and where it is displayed also impacts users' engagement with the platform and their e-WOM (Ahmadi et al., 2022). Therefore, different goals and values of social media users are critical in determining whether an advertising content can trigger desirable user responses (Urban et al., 2009).

Media System Dependency (MSD) theory can be used to explain the extent users rely on social media to address their above-discussed values and goals – both functional and emotional – including (1) understanding (social and self), (2) orientation (action and interaction), and (3) play (social and solitary) (Zhang & Zhong, 2020). The more goals attained or values met through media platforms, the more dependent users will gradually become. However, those values and goals of users tend to vary across different social media platforms with distinct platform vernaculars – popular communication styles shaped through interactivity over time (Gibbs et al., 2014) – and media resources (Carillo et al., 2017). For instance, users mainly join Facebook to achieve their functional goals of social connections and entertainment (Karapanos et al., 2016) or Instagram for their intent of visual story-telling and creative self-expression (Pelletier et al., 2020). Meanwhile, they resort more to WhatsApp for their emotional values of relatedness and belonging as this platform supports intimate communication (Karapanos et al., 2016). Consequently, users will choose and rely more on certain media platforms fulfilling several rather than just a few values, and if users find a media with copious solutions to their goals/desires, they are more inclined to engage with that specific platform in the future (Littlejohn, 2001). This gradually shapes their media preference – consumer's deliberately established taste and selective exposure toward a few particular media outlets (Knobloch-Westerwick, 2014).

Accordingly, using MSD as a theoretical foundation, this study argues that advertising content on social media can influence consumers' media preference indirectly via the mediating effects of functional and emotional values as illustrated in Figure 1.

Figure 1. Conceptual model.



Methodology

This study employs a quantitative approach with a sample size of 737 Vietnamese social media users through an online survey. Data collection was conducted through Adtima Audience Pulse, the biggest consumer panel platform in Vietnam recently. The platform allows you to conduct the primary data collection with Vietnamese consumers with diverse demographics. To ensure reliability and validity, research scales were adapted from existing scales developed by a global market research agency. The structural equation modelling data analysis using IBM SPSS 28 was conducted with on Process Plug-in Model 4 (Hayes & Preacher, 2013).

Results, Discussions and Contribution

The results confirm the proposed conceptual model to be statistically significant ($F(1,735) = 58.26$, $p < .001$). In particular, the direct impact of advertising content on social media preferences is significant ($B = .11$, $SE = .02$; 95% $CI = [.014, .091]$). Specifically, advertising content has a positive effect towards both functional ($B = .31$, $SE = .03$; 95% $CI = [.200, .335]$) and emotional values ($B = .31$, $SE = .04$; 95% $CI = [.231, .391]$) of social media users. Consequently, functional ($B = .10$, $SE = .02$; 95% $CI = [.007, .102]$) and emotional values ($B = .10$, $SE = .02$; 95% $CI = [.011, .092]$) have a significant and positive impact on social media preference of the users toward the platform. Thus, the relationship between advertising content and social media preference is mediated by functional ($ES = .031$, $SE = .014$, $CI = [.004, .060]$), and emotional values ($ES = .034$, $SE = .014$, $CI = [.006, .062]$).

Overall, the study contributes to the theoretical knowledge of social media. The findings highlighted the importance of advertising content, functional and emotional value in driving user preferences toward social platforms. We confirm that the media system dependency theory plays a remarkable role in interpreting the increasing use of social media advertising by marketers, as well as the rising dependency on social media of global Internet users through the connection from personal values and motivations when engaging with those platforms.

Further, using a representative sample of an emerging economy with heavy social media usage like Vietnam, our findings can add to our understanding of how advertising contents operate in social media of emerging countries. For practical implications, marketers for social media platforms should develop or select suitable advertising content for effective communications to target users to meet their functional and emotional goals or values, and, in turn, their preferences to use these social media platforms.

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Consumers in Disguise? Exploring Metaverse Avatars

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Abstract:
The Metaverse has garnered widespread attention from brands and scholars alike yet limited empirical investigation has been conducted to date. We present a work-in-progress project exploring consumer-avatar identity, specifically regarding Metaverse experiences. Our research aims to uncover consumer perceptions towards this new immersive computing experience (Metaverse) including avatar embodiment and how this influences perceived self-identity, social interactions, consumption practice and other relevant cultural phenomena. To achieve this, we adopt qualitative methodologies, exposing consumers who fit into the segment of early adopters for Metaverse platforms, to better represent the current state of mediated social experience. Metaverse research literature in this field is predominantly conceptual in nature, with limited empirical research. Our research aims to address this gap by collecting primary data on consumer's avatar embodiment experience in a Metaverse environment. By doing so we expect to gain cutting edge insights into motivations to adopt, barriers towards usage and perceptions around consumption behaviour, relevant for marketing managers and consumer behaviour scholars alike.

Keywords: Metaverse, Consumer Behaviour, Avatars

The Role of Short Videos in Enhancing Consumer Intention

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Introduction

Social media has brought consumers and brands closer to each other (Bailey et al., 2021; Wajid et al., 2021; Zhu et al., 2022). As a relatively new global phenomenon, short videos are becoming the leading social platform for consumers and brands to communicate with each other. These social application platforms focus on enhancing the social aspect of the videos themselves through short videos with background music (Cao et al., 2021).The timing is the most significant difference between short and traditional videos. It is the short duration of these videos that have made short video platforms so popular around the world (Yang et al., 2022). In China, the short video platform has been widely used by people of all ages (Cao et al., 2021). Because of this, many destination marketing organizations focused on understanding how short videos can be used to change users' attitudes towards destination brands (Kim et al., 2021). This study aims to examine how playfulness content and novelty in destination short videos influence consumers' attitudes and intentions to share. Specifically, the current study argues that a playfulness content in the short video has an impact on consumers’ attitudes and intentions via their mental imagery. In addition, the novelty content will moderate the relationship between playfulness content and consumers’ mental imagery.

Conceptual Model

Playfulness refers to the personal and motivational characteristics of people seeking a state of pleasure. Mendelson (2001) defines novelty as the extent to which the information and stimuli perceived by consumers at the time of interaction are novel or unique. Mental imagery is the perception of an immersive imaginary situation that arises when one is not in proper direct contact with it (Argyriou, 2012). Users watch short videos more for their playfulness, as they are more interested in having fun with them (Wang et al., 2022). Simultaneously, mental imagery, as a perception of an immersive imaginary situation, can create a sense of immersion through mental imagery when users view short destination videos, even though they are not in direct contact with the destination (Argyriou, 2012). Mental imagery is also an important factor in influencing consumer behaviour. Existing destination marketing research does not explore mental imagery as a factor influencing short video users' behavioural intentions and attitudes. Furthermore, novelty is a major factor driving people's use of social media, and subsequent research on TikTok should dig deeper into how novelty drives users' perceived authentication and behaviour (Scherr & Wang, 2021). Therefore, to further fill the gaps and deficiencies in the TikTok destination marketing research. By using the test 'novelty' as a moderator in the study, this study explores and examines how the playful content features in destination short videos positively influence the mental imagery of short video users. The impact of mental imagery on destination attitudes and intentions to share, in turn, makes a theoretical and practical contribution to the existing literature. Figure 1 illustrates the conceptual model of the current study.

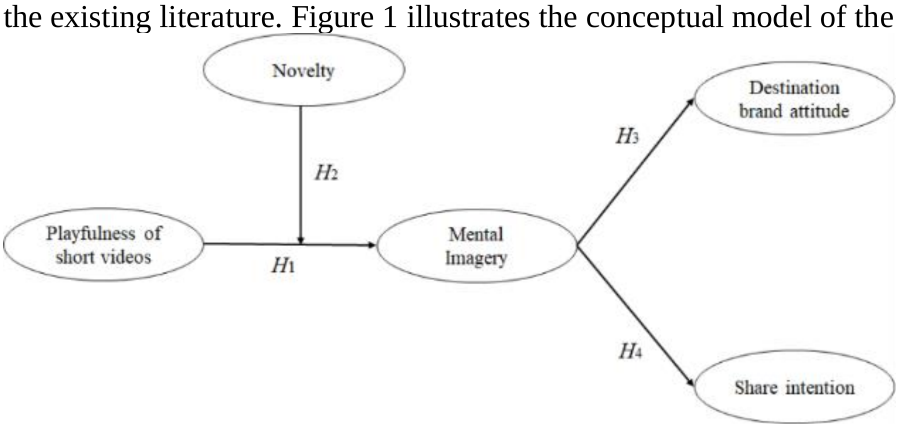

Figure 1 Conceptual Model

Methodology

The hypotheses of this quantitative study will be authenticated by deductive reasoning and will be used to conduct quantitative online survey research. As China is the country with the largest number of TikTok users (Fan & Hemans, 2022), the country is one of the most representative survey destinations where short videos influence user attitudes. Considering the reality of questionnaire collection (including missing and invalid questionnaires), 700 questionnaires were collected in this study, of which 51.64 per cent were males and 48.36 per cent were females.

Results and Discussion

There was a significant positive effect of Playfulness on Mental imagery ($\beta=0.324$, $p<0.001$), supporting hypothesis H1. There was a significant positive effect of Novelty x Playfulness on Mental imagery ($\beta=0.009$, $p>0.05$) hypothesis H2 is supported, indicating that the positive effect of Playfulness on Mental imagery is stronger when Novelty is at a high level and weaker when Novelty is at a low level. There was a significant positive effect on Destination brand attitude ($\beta=0.525$,$p<0.001$), supporting hypothesis H3. There was a significant positive effect of Mental imagery on Share intention ($\beta=0.463$,$p<0.001$), supporting hypothesis H4. The above results proved the existence of significant positive effects of each hypothesis, the positive moderating role of Novelty in the process of Playfulness on Mental imagery. Consistent with the proposal proposed by Moon and Kim (2001), the present discovery suggests that playfulness positively impacts consumers' focus and facilitates their engagement in tasks. Moreover, the interactive aspect of playfulness enhances consumers' information requirements, thereby promoting mental imagery. The novelty of the destination in the short video positively moderates the relationship between playfulness and mental imagery (H2).

Implications for Theory and Practice

This study innovatively reflects on the potential of destination novelty for destination marketing organisations to promote their own destinations. In this study, through its application in destination marketing, mental imagery helps destination marketing agencies to continually scrutinise the importance of consumer perceptions mediated by social media. T This study aims to inspire destination marketing organisations to use the TikTok short video platform to gain the attention of potential tourists and thus enhance the competitiveness of the destination. Finally, destination marketing organisations can stimulate users through well-crafted videos, thereby generating mental imagery and improving the quality and refinement of that mental imagery.

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How to Communicate Physically Shared Offerings

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Abstract:
A key element of the sharing economy is that resources can be physically shared, such as a shared accommodation on Airbnb. Despite the importance of marketing communication for sharing platforms, it is unclear how providers should communicate physically shared offerings differently from non-physically shared offerings. To address this gap, this research takes a psychological ownership perspective and investigates how provider communication drives demand and how these effects are moderated by whether an offering is physically or non-physically shared. Monthly field data of 130,595 Airbnb offerings across six large US cities show that for physically (versus non-physically) shared offerings, provider self-investment and personal attendance are less effective in increasing demand, while the amount of provider information is more effective. A text analysis of Airbnb consumer reviews shows that shared offerings convey a lower sense of psychological ownership and three lab experiments illustrate the mediation of the communication elements via psychological ownership.

Keywords: marketing communications, psychological ownership, sharing economy

Temporal Focus and Affect in Retweeting Behavior

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Abstract:
The paper investigates the role of temporal focus of the tweet and its retweeting behavior. The paper also investigates various content and contextual factors influencing retweeting behavior. As understood from previous research, social media is an integral factor in the Integrated Marketing Communication mix of a brand. Retweeting enables grater amplification of the message, enables network effects and enhances the potential for virality. We investigate, based on 35,967 tweets (political - 8143, celebrity - 10823, brand related - 17001) from leading twitter handles in India, the role of temporal focus of the tweet, various twitter handles 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, Temporal Focus, Affect

Bandwagon Heuristics and Actively Open-Minded Thinking: Unravelling the Spread of Disinformation on Social Media

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Abstract:
Understanding how, and why, disinformation spreads is a pressing need in today's digital age and an emerging arena of research. As such, this paper investigates how disinformation spreads via the usage of bandwagon heuristics (conceptualized as the number of likes and comments' valence on an Instagram post containing disinformation) and how actively open-minded thinking (AOT) attenuates their effect on the credibility and sharing of disinformation. Across two experimental studies totalling 449 participants, Study 1 finds a direct link between the sharing intention of social media posts containing disinformation and an interaction effect of AOT on 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 enhances extant literature by revealing how bandwagon heuristics and AOT affect the credibility and dissemination of disinformation on social media.

Keywords: Social Media; Bandwagon Heuristics; Actively Open-Minded Thinking (AOT)

Facilitating Consumer Adoption of Independent E-Commerce Websites

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Abstract:
When a firm operates a store on an online marketplace, such as Amazon, it must share its profits and data with the marketplace operator. Therefore, this research examines how a firm can facilitate consumer adoption of its own independent e-commerce website. Based on a 2 × 2 × 2 experiment of three facilitation techniques with 924 consumer evaluations in Japan, this research finds that the facilitation techniques of social login availability and payment transparency positively affect consumer adoption of a firm's own independent e-commerce website and reinforce each other's effect. A high variety of payment methods positively influences consumer adoption only when payment transparency is high or social login is available, but has a negative influence otherwise. Efficiency-oriented consumers prioritize social login and lower payment variety in their adoption decisions. These findings help scholars to understand the mechanism of e-commerce adoption and practitioners to attract consumers to independent online stores.

Keywords: e-commerce, purchase process facilitation, social login.

Exploring Social Sustainability in Metaverse Ecosystem

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Abstract:
This research examines the metaverse as a Socially Constructed Technological Platform (SCTP) and assesses its social sustainability. It combines SCOT theory and stakeholder theory to explore social outcomes from interactions among metaverse stakeholders. Employing an exploratory mixed-methodology approach, the study analyzes secondary data and conducts semi-structured interviews with 41 stakeholders from five categories. Findings highlight the importance of effectively managing multi-stakeholder processes for a socially sustainable metaverse, despite potential conflicts. Psychological factors influencing the metaverse's social sustainability aspects include legitimacy, supportive interaction, and the transformation of the metaverse into a virtual heterotopia. However, barriers like stakeholder marginalization, social isolation, and lack of authenticity hinder the metaverse's emergence as a socially sustainable platform. The research provides insights for stakeholders to address challenges, mitigate negative consequences, and offers implications for marketers to understand stakeholder behaviours for enhanced social sustainability and leverage consumer legitimacy in the metaverse.

Keywords: Metaverse, exploratory research, SCOT Theory

Influence of Avatar Gender Cues on Well-Being

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Abstract:
This study proposes a conceptual framework on the actual and persona self-congruence using the theoretical lenses of self-identity theory and social gratification from the uses-and-gratification theory to examine social well-being especially for gender conflicting avatar cues representation. This study will utilise an online survey questionnaire that will be administered to an online panel of respondents. Sample size of 200 is proposed to test the hypothesised relationship and SPSS AMOS will be used for the analysis. This study will shed light on how the avatar representation for individuals can lead to social well-being and this influence will be more positive for individuals with conflicting gender cues in their avatar representation. Social gratification is expected to mediate the positive influence of actual and persona self on social well-being. The study contributes to the development of metaverse with social elements to improve the social well-being of individuals.

Keywords: actual and persona self-congruence; metaverse, social well-being

Linguistic Style Matching and Review Helpfulness

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Pei Yu Chien, National Tsing Hua University

Abstract:
Existing literature on consumer product reviews typically advocates the effect of Language Style Matching (LSM) on review helpfulness. However, there is no evidence of psychological mechanisms underlying the effect, and if consumers' put more weight on reviews from experts or their peers in their review helpfulness perception. Moreover, most of the literature on this domain has examined the service sector, and nothing has been done in reviews of products. Therefore, to address these gaps, the present research examines if LSM positively impacts review helpfulness and introduces perceived credibility as the psychological mechanism that explains the effect. The findings across four studies have shown that LSM positively impacts review helpfulness, and perceived credibility mediates the effects. Moreover, consumers find reviews with high LSM more helpful and credible when experts versus peers provide the reviews. This research contributed to the literature on LSM and review helpfulness by showing how congruency in the language provided by experts increases the reviews' appeal and puts forward practical suggestions for managers and marketers to manage their product and service reviews better.

Keywords: Language style matching, review helpfulness, perceived credibility, information source, product review

Immersive Time and Information Search in a 360-Virtual Store

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Tommi Laukkanen, University of Eastern Finland

Abstract:
Consumers spend time increasingly shopping online, wherein 360-virtual stores represent a new development and in which immersion is an important psychological element in explaining consumer responses. However, consumers use virtual stores to search information with different motives. Given the variation in consumers' search motives and the managerial ease of implementing immersive atmospheric elements, we investigate how telepresence shapes the effect of time spent on purchase intention when consumers visit the virtual store to explore its assortment (exploratory search) or search for a specific product (goal-directed search). We find that time has a significant positive quadratic effect on purchase intention both in exploratory and goal-directed search. Telepresence moderates this effect so that in exploratory search, the purchase intention increases in a U-shaped curve with time spent in the store, when telepresence is low. In goal-directed search, a U-shaped positive relation emerges when consumers are highly immersed in the virtual environment.

Keywords: Immersive time, virtual store, search motive.

Charitable Crowdfunding on Social Live Streaming Services

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Abstract:
Charity streams – live broadcasts led by streamers to crowdfund donations from their viewers for a cause in real time – can meet and exceed goals set in short time spans. Whilst gaining popularity, there is dearth of information on what design elements streamers should consider and what combination of tools should be used to maximise viewers' donation behaviour. Underpinned by gamification theory, we propose that the campaign's subgoal dimensions (progress, completion and structure) and engagement mechanics (content co-creation and duelling preferences) influence donation amount and speed. Engagement mechanisms are particularly useful in reducing the slacktivism mid-campaign and between subgoals by introducing opportunities to co-create content with the streamer. Dynamics within the donor-fundraiser-beneficiary triad (audience size, viewer tenure within the streamer's community and streamer-cause fit) are proposed to moderate these effects. This research provides guidance for streamers on the design choices for charity campaigns and associated marketing interventions in peer-to-peer settings.

Keywords: Charity, Crowdfunding, Social Live Streaming Services

How Simplicity Fuels Misinformation Sharing and What To Do About It

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Richard Gruner, The University of Western Australia
Paul Harrigan, The University of Western Australia
Shasha Wang, Queensland University of Technology

Abstract:
We draw on System 1 and System 2 thinking, and cognitive load theory to investigate whether, when and why simple misinformation (i.e., information that third-party fact-checkers have rated as false) is more shared than complex misinformation. To this end, we conducted three studies. In Study 1, we collected data on 10,201 misinformation stories published in more than a quarter million Facebook posts shared more than 100 million times. The results show that simple misinformation (i.e., short, concrete, and uniform) is shared more than complex misinformation (i.e., long, abstract, and diverse). In Study 2, we complemented our field study with an online experiment in which we found that cognitive load is an underlying mechanism that drives the relationship between complexity and sharing. In Study 3, we conducted another online experiment and showed that a social media advertisement that prompts people to think more (that is, engage in System 2 thinking) before making a sharing decision reduces misinformation sharing. Our research offers several insights that make both theoretical and practical contributions concerning the spread of misinformation.

Keywords: Misinformation, Complexity, Sharing

Social Media “Stars” Vs “The Ordinary” Me: Influencer Marketing and the Role of Self-Discrepancies, Perceived Homophily, Authenticity, Self-Acceptance, and Mindfulness

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Anand Jaiswal, Institute of Management Ahmedabad
Vidya Vemireddy, Institute of Management Ahmedabad
Federica Angeli, University of York

Abstract:
Despite the widespread discussion on influencer marketing across academia and practice, a crucial yet underexplored area of examination relates to the implications of exposure to influencers for an individual’s self-concept. We examine if and how individuals experience self-discrepancies when exposed to influencers, and the impact of this discrepancy on their affect, cognition and behaviours towards the influencers and the brands they endorse. We thematically analyse semi-structured interviews, develop a conceptual model and a set of hypotheses which are tested by analysing survey data using SEM. We find that individuals actively engage in comparisons with influencers’ virtual self-presentation, and treat them as emblematic of an ideal self. We report the presence of both positive and negative affect as outcomes of experiencing a self-discrepancy induced by such exposure, situate understandings of perceived homophily and authenticity along these relationships, and identify self-acceptance and mindfulness as mechanisms used by individuals to deal with discrepancies.

Keywords: influencer marketing, self-discrepancies, consumer behaviour.

Make AI Generated Advertising Content More Communal

Haizhong Wang, Sun Yat-sen University
Yaqi Chen, Sun Yat-sen University
Binglian Li, Sun Yat-sen University

Abstract:
Although technology has driven the marketing application of AIGC in social media advertising, little is known about consumer attitudes toward this. Drawing on Mind Perception Theory and The Sources Credibility Model, we propose a congruency effect of advertising creators and advertising appeals. Through four experiments we show that consumers have a positive attitude toward advertisements with agentic appeals created by AI, and the effect is mediated by sense of task self-efficacy. Consumers have a more positive attitude toward advertisements with communal appeal created by human, and the effect is mediated by sense of social self-efficacy. Finally, we also examine the moderating effect of social role of advertising creator and find that when AI plays a partner or servant role, it helps mitigate even reverse the negative effects of AI creator and communal appeals. This study contributes to the literature on AIGC, AI as information source, and advertising appeals and provides meaningful insights for advertisers to optimize advertising effectiveness.

Keywords: AI-Generated Content, Advertising creators, Advertising appeals

Live-Broadcasting Sales Training and Organisational Resilience

Haizhong Wang, Sun Yat-sen University
Loic Li, LaTrobe University

Abstract:
This research investigates the role of digital technology in building organisational resilience. This paper adopts an abductive theorizing approach and uses a longitudinal case study to develop a theoretical framework of the process of building organisational resilience via various digital technologies including live broadcasting sales training. The research identified five digital capabilities pertinent to the development of digital resilience – acquiring important digital technologies, identifying new digital opportunities, responding to digital transformation, mastering the digital technologies, developing innovative sales training service/process using digital technology. Coupled with the learning capabilities (exploitive and explorative learning), firms develop and demonstrate their digital resilience. Lastly, the research found that firms demonstrate digital resilience as capabilities in different crisis stages – preparation (sensing and planning capabilities), response (absorbing and adapting), and evolution stage (transforming).

Keywords: Digital Technology, Live Broadcasting, Sales Training, Digital Resilience

Unveiling the Effect of Social Endorsement on Brand Evangelism

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Abstract:
Limited research has explored how interactions from customers on social media in influencing the brand promotion. Drawing on the social impact theory, this study investigates how social endorsement induces brand evangelism. An experiment was performed with 305 participants from Amazon Mechanical Turk. The results revealed that two forms of social endorsements from friends and the crowd positively influence the endorsed brand awareness and image, which trigger the brand acceptance. Moreover, the findings showed that social media users tend to express their support for the endorsed brand and offer negative feedback for the rival brands. This study advances social media influencer marketing by revealing the power of normal customers in endorsing brands for building brand equity and generating brand evangelism.

Keywords: Social Endorsement; Customer-Based Brand Equity; Brand Evangelism.

Effectiveness of Human-like vs. Cartoon-like Virtual Influencers in COVID-19

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Abstract:
This study analyzes and compares customer engagement with COVID-19-related posts from two types of virtual influencers: human-like and cartoon influencers. Data is collected from popular social media platform, comprising a comprehensive dataset of comments within a specific pandemic timeframe. Preprocessing and topic modeling techniques are employed to identify underlying topics within the comments made by users. The analysis highlights differences in engagement patterns between human-like and cartoon influencers, revealing distinct user perceptions and interactions. The identified topics reflect user concerns and opinions, providing valuable insights for virtual influencers and brand marketers. The study recommends collaboration with cartoon-like virtual influencers to promote social causes, while suggesting that makers of human-like influencers address engagement shortcomings.

Keywords: Virtual Influencer, Covid-19, LDA Topic Modeling

Me, Myself, and Influencers: Examining the Impact of Social Media Influencers on Offline and Virtual Self-Discrepancies and Consumer Behaviors in Offline and Virtual Spaces

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Anand Jaiswal, Indian Institute of Management Ahmedabad

Abstract:
Social media platforms can act as salient spaces for engaging in social comparisons with other users, and there is a need for research that examines the potential differences between an individual's understanding of his/her actual and ideal self in a traditional sense as compared to a virtual sense. We examine how traditional and virtual self-discrepancies impact consumer behaviour, and the differences between these behaviours across virtual and offline spaces. Across two lab experiments, we study how individuals reconcile discrepancies by seeking more information about influencers' consumed brands and products, which, in turn, shapes consumption behaviour towards endorsed brands. We examine the specific case of virtual self-discrepancies and find that there are significant differences between individuals' intentions to purchase influencers' recommended products for virtual and offline self-presentation, and these differences are more pronounced for products that are considered less socially acceptable or appropriate in offline spaces.

Keywords: Influencer Marketing, Self-Discrepancy, Virtual Self

Social Media Adoption in Australian B2B Companies

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Abstract:
The objective of this research is to develop a greater understanding of the adoption and use of social media marketing by B2B firms operating in Australia, The study explores this in the context of six themes: platform usage, branding themes, content types, social media effectiveness, industry trends and industry performance. Raw content and performance metric data was collected from the public-facing social media profiles of 306 ASX200 companies. A process of content analysis and statistical methods were then employed to analyse the data.
Our findings show that while B2B companies have deployed several types of content throughout their social media communications across various channels, there is a general lack of diversity of content being employed compared to the potential options accessible to marketers for each platform. In additional to the theoretical implications of the study, the findings provide practical guidance for managers seeking to design and execute effective social media marketing strategies within the organizational buying context. Managers should ensure their strategy exceeds simply establishing a social media presence, instead actively participating across their platforms of choice. The results also provide managers with evidence on the effectiveness of different branding themes and content types utilised when communicating via social media.

Keywords: Business-to-Business Marketing, Social Media, Marketing Communications, Brand Management

The Power of Words: Persuasion in Livestreaming

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Abstract:
Livestream platforms have become an integral part of online shopping. Livestream sellers are divided into mega, macro, and micro. They employ distinct strategies to influence customers' engagement and purchases. We empirically explore the persuasive techniques employed by these livestream sellers. We analyse livestream shopping data using natural language (NLP) processing techniques to identify predominant narrative messages employed them. We use narrative persuasion theory to explain the difference in their strategies. Overall we find that the persuasive techniques used by livestream sellers focus on customer retention via material incentives. Furthermore, they encourage customers purchases by referencing links, providing support, or offering assurances for risk reduction. However, differences emerge in the implementation: mega sellers create immersive experiences, macro sellers validate products via authoritative tests, and micro sellers focus on detailed product displays and discounts. Insights from our study can be used by digital marketers to refine their narrative messaging in livestream shopping.

Keywords: livestream shopping, social media, e-commerce

Continuance Intention to Use of Mobile Communication Platforms in Healthcare Services

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Abstract:
Due to the advancement of mHealth technology, mobile instant messaging has played an increasingly crucial role in communication for healthcare professionals, enabling the transfer of information, advice, and support between peers. Nonetheless, few studies have integrated trust and a post-acceptance model of mHealth system continuance as a theoretical framework to explore the continuous use of mobile communication platforms. Therefore, the present study evaluated critical factors in the continuous use of mobile instant messaging services by healthcare professionals and explored the strength of the relationship between trust and continuance intention from 239 healthcare professionals. In sum, our results extend the healthcare service literature, and provide useful insights to practitioners in the mHealth industry.

Keywords: mHealth, instant messaging, continuance intention

Entrepreneurship and Innovation

The First Employees and Their Contributions

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Abstract:
There is a lack of studies on the early stages of the entrepreneurial process. A large number of studies have focused on the entrepreneur/founder of an international new venture - fewer, but still a substantial amount, on the founding team. But how entrepreneurs go about identifying their first employees is still rarely focused. Human capital has been identified as key to new venture success. This means that the first employees are of major importance. This study contributes to filling this research gap by addressing how the first employees of international new ventures may be identified by entrepreneurs and how they may contribute to the company's development. The preliminary findings indicate that previous experiences and the entrepreneurs' networks are important antecedents.

Keywords: international new venture, employees, networks

To Make or Buy General-Purpose Technology-Based New Product Innovation Assets?

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Abstract:
While previous new product preannouncement (NPP) literature offers insights on new product innovations based on Specific-Purpose Technologies (SPTs), no prior study has examined how NPPs of innovations based on General-Purpose Technology (GPTs) are valued by investors. We address this gap by emphasizing the criticality of the route to innovation (i.e., Make or Source innovation assets) choice in GPT-based NPPs. Using an event study of 227 NPPs of innovations integrated with Artificial Intelligence (AI), which is increasingly seen as one of the most important GPT of the digital era, between 2009-2018, we find that 'Make' choice can be (a) effective for firms with a higher strategic emphasis on value creation, but (b) counter effective for firms with a lower strategic flexibility. The theoretical and managerial implications are discussed.

Keywords: Artificial Intelligence, General Purpose Technology, New Product Innovation Preannouncements.

Entrepreneur's Harmonious Passion and Career Achievement

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Abstract:
Drawing upon self-determination theory, this study investigated a mediated moderation model in which entrepreneurial persistence mediates the relationship between harmonious passion and career achievement, and time-based resources moderates the relationship between entrepreneurial persistence and career achievement. The results, based on two-wave dataset from 178 entrepreneurs, provided support for these relationships. The study findings extend the existing literature on harmonious passion and entrepreneurial persistence and suggest implications for entrepreneurs in managing their career achievement.

Keywords: Harmonious passion; Career achievement; Entrepreneurial persistence.

Slap and Tickle - Selling MMA to Audiences

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Introduction and Research Aim

In 1993, at the Ultimate Fighting Championship (UFC) a slightly built and quietly spoken Royce Gracie submitted three opponents in less than five minutes total. He was using a relatively unknown martial art called Brazilian Jiu Jitsu which did not employ punches or kicks, changing martial arts forever (Peligro, 2003). What is now known as Mixed Martial Arts (MMA) or cage fighting emerged rapidly as an innovative hybrid combat sport in the 1990's. Initially some politicians and commentators were appalled by the brutality of these contests and called for them to be banned (Brett, 2017). Despite these efforts, the sport's popularity grew very quickly, driven by stylistic clashes, technical development, organizational agility and clever marketing which included a focus on the strategic brand narrative (Kim, 2010; Maher, 2009; Twitchell, 2004). To describe and explain this kind of rapid development, Ratten (2016, 2017) and Tjønndal (2017) have both noted a need to develop a theory of innovation specifically adapted for sporting contexts which draws together threads from media, marketing and entrepreneurship studies. As a subject for such a project, MMA makes for an excellent case study because it was innovative from the very onset. However, in the case of MMA, unchecked innovation has allowed several wicked problems to develop. Some of these revolve around poor governance of the sport while others stem from the fighters themselves. These wicked problems in turn threaten the strategic brand narrative or central story of MMA.

The aim of this study is:

> *To examine the relationship between a limited selection of wicked problems for mixed martial arts, the strategic brand narrative and the model for athlete's brand image. We examine the chequered career of Connor McGregor to illustrate this dynamic. It is suggested that the marketability of MMA hinges on the values portrayed by its athletes, the choices that they make and their appeal to consumers.*

We address two research questions in line with this aim:

> **RQ1: How do wicked problems affect innovation in sport?**
> **RQ2: How might strategic brand management address wicked problems in sport?**

Background and Conceptual Model:

The wicked problem (WP) framework is used to consider MMA and its issues (see Rittel & Webber, 1973). Following that, the strategic brand narrative (SBN) of MMA (Laurell & Söderman, 2018) will be examined along with aspects of strategic brand management (SBM) (Addis & Holbrook, 2001; Högström et al., 2015). Then the life of one fighter will be briefly considered in terms of the Arai et al ., (2013) model of athlete brand image (MABI) to see what contradictions their stories present to the strategic brand narrative (SBN). Conor McGregor's case will be examined as an example of a fighter who gains advantage for his individual sporting brand at the expense of his sporting association's SBN (Downey, 2016).

Methodology

Concise literature reviews of several areas were used to create a model which aligns selected types of wicked problems (WP), elements of strategic brand narrative (SBN) and the model of athlete brand image (MABI) for commentary and analysis. Innovation theory was also considered, and it must be noted that technical, commercial and organizational innovation assisted the development of MMA (Ratten, 2016; Tjønndal 2017). The focus on MacGregor will explain the relationship of the individual athlete as brand in a dynamic relationship within a surrounding sports brand ecosystem (Kunkel & Biscaia, 2020). We can see this in Table 1 below:

Table 1. Strategic Brand Narrative, Wicked Problems and the Model of Athlete Brand Image

	WP	SBN	MABI
1	Boundaries, definitions and differentiation (WP2)	Technical Innovation	Athletic expertise, Competition style
2	Threat of external sanctions met by rule changes (WP2)	Realistic and effective	Rivalry, Body fitness
3	Athlete's behaviour & persona generally (WP3)	Toughest competitors, commitment of athletes	Rivalry, Body fitness, Life Story
4	Governance, marketing, spectacle & scandal, behaviour of fans (WP3)	Support and loyalty of fans	Sportsmanship Physical attractiveness, Symbol, Role Model
5	Athlete's behaviour specifically (WP3)	Misdeeds are excused due to excellence	Life story, Role model and Relationship effort

Results, Discussion and Contributions

The life story and career of Connor McGregor (nick named "Notorious") illustrates some of these issues. Early in his MMA career, an authorized biography was written by his coach which frankly detailed his activities as a drug dealer and several betrayals of his gym and team members followed by his apology, repentance, and reacceptance by the gym (Kavanagh, 2016). If that had been the end of negative behaviour then the SBN of MMA would have been confirmed. Following that, McGregor was arrested for a provoking and engaging in a prolonged group assault on an opponent and his support team after a weigh in. This resulted in several injuries and felony charges (ABC, 2018). Subsequent misbehavior has included attacking fans, slapping an old man in a pub (FOX, 2019) and allegations of sexual assault (The Guardian, 2019). For a period, McGregor had effectively exited the sport with an announcement of his retirement in 2019 but made a comeback in 2020 defeating Donald Cerrone in UFC 246 (The Guardian, 2020) and going on to fight Floyd Mayweather.

While McGregor overperforms in terms of the Athletic expertise, Competition style, Physical Attractiveness, Rivalry, Body fitness dimensions of the MABI framework (Arai et al., 2013) the extreme deficits in his Life story, Role model and Relationship effort dimensions contradict the SBN of the UFC. If some sort of reconciliation does not happen it inevitably undercuts the SBN of the UFC. He has side stepped almost a third of his MABI dimensions and no longer aligns with the SBN of the UFC or fits neatly within its ecosystem (Kunkel & Biscaia, 2020). Effectively he has escaped UFC organizational control and created his own SBN which is firmly focused on the calculative and financial considerations of his own SBM (Högström et al., 2015). Some research suggests that the MMA fan base itself is also particularly hedonistic and prone to risk taking and seeking of excitement (Lim, Martin & Kwak, 2010). It is possible that the personal values of the core fan base differ from what parents would prefer their children to espouse and this has implications for the future marketability of the sport.

Implications for Theory and Practice

What emerges from this brief study is that the lack of effective governance and the chaotic lives of the fighters can be identified as the two main wicked problems for the SBN of MMA (RQ1). In response to this, organizational power might be used to improve SBN (RQ2) using the heuristic approach which applies an integrative model (Högström et al., 2015). The challenge for MMA is to facilitate and develop individual model of brand image approaches within a collective strategic brand narrative and strategic brand management framework. In this way, organisational power can be used to rein in the behavioural excesses perpetrated by athletes (Maschi, 2018). The SBN and MABI concepts are useful perspectives for marketing to consider. On the other hand, wicked problems categories and strategic brand management are useful frameworks for management to apply. The approach suggested in this paper should assist in achieving these goals for MMA and other sports.

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Entrepreneurial-Design Driven Innovation in Rural Contexts

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Abstract:
Design Thinking is acknowledged as a significant approach for driving innovation in bigger organizations leading to competitive advantage. There has also been exhaustive discourse on the contribution of Design Thinking and its association with Entrepreneurship in creating radical, disruptive innovations through new ventures. However, there are few studies which consider the synergy of design thinking and entrepreneurship in fostering innovation that creates value for the rural contexts in developing nations. This paper adopts a multi-case study approach uncovering practices by innovators and small enterprises in applying design thinking and entrepreneurial theories, resulting in innovation which are frugal and social in nature, thereby generating value for the rural communities. The findings illustrate the specific element of frugal and social innovation that enabled value creation for the low-end customers. The outcome of this study will be beneficial for grassroots innovators and small-scaled organizations to harness the power of entrepreneurial-design thinking practices.

Keywords: Entrepreneurship, Design Thinking, Innovation

The Influence of Knowledge Transfer in Companies' Innovation

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Introduction and Research Aim

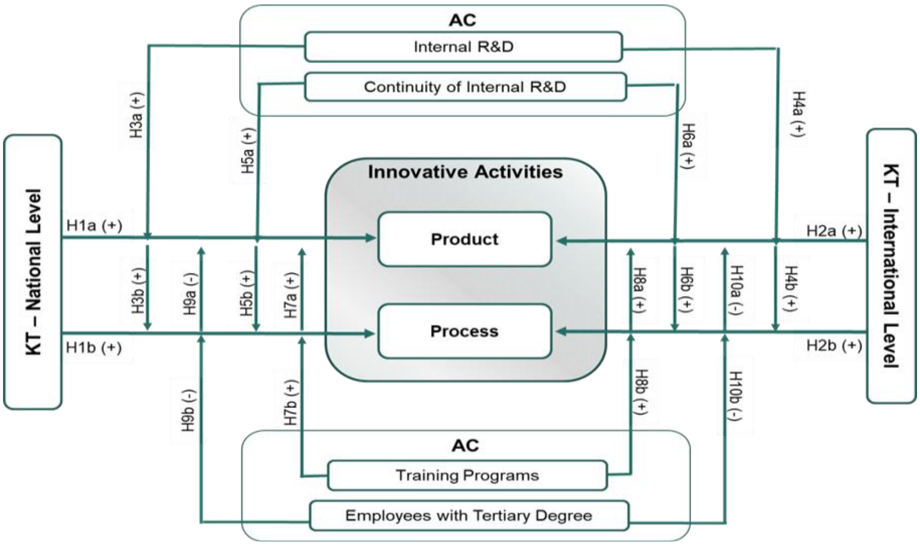
The rise of the knowledge economy, globalization, and the various financial and environmental crises are unprecedented challenges for all (Mascarenhas, Marques, Ferreira, & Galvão, 2022). So, companies prioritize innovation (Fernández-López, Calvo, & Rodeiro-Pazos, 2019). The University-Industry (U-I) cooperation allows the sharing of knowledge and the same can occur with local, regional, national, and international actors of innovation systems (Stojčić, 2021). However, companies need to develop their absorptive capacity (AC). It improves companies' ability to manage the flow of external knowledge (Escribano, Fosfuri, & Tribó, 2009).

The practical relevance of collaborative innovation has stimulated a vast amount of empirical research. However, more studies are needed to analyze the collaborative innovation covering different countries and areas of innovation. Knowledge transfer (KT) is one of the most crucial aspects of improving a company's innovation capability (Abbate, Cesaroni, & Presenza, 2021). Although studies on the subject increased, understanding KT background and consequences remain unclear (Van Wijk, Jansen, & Lyles, 2008). According to Wang & Liu (2022), the effects of KT on innovation, achieved by the U-I cooperation, have not yet been sufficiently analyzed. On the other hand, there is a lack of research into the potential effect of AC between KT and innovation capacities (Kobarg, Stumpf-Wollersheim, & Welpe, 2018). Consequently, the present study aims to understand the impact of KT on companies' innovative capacities. We address three research questions in line with this aim:

> **RQ1:** What is the influence of national KT on the different innovation activities of companies, namely those related to products and processes?
> **RQ2:** What is the influence of international KT on the different innovation activities of companies, namely those related to products and processes?
> **RQ3:** What is the moderation effect of AC on the relationship between companies' KT - national and international - and innovation activities – products and process?

Background and/or Conceptual Model

Innovation is considered critical to companies' business value, performance, and survival (Corral de Zubielqui, Lindsay, Lindsay, & Jones, 2019). In this context, U-I cooperation play a fundamental role since they are a knowledge transfer vehicle (Mascarenhas et al., 2022). The role of universities as a source of knowledge is unquestionable (Di Maria, De Marchi, & Spraul, 2019). The Conceptual model of the effect of knowledge transfer in a company's innovation.



Methodology
The empirical analysis was based on company-level data from the Community Innovation Survey (CIS) database. The research used data from 14 respondent countries and 12884 observations. The latest accessible version of the dataset covers the period 2016–2018, released in 2023. This dataset represents the most current source of information and the innovative behavior of companies in the EU Member States. The CIS database is commonly used in investigations of company innovation activities because it represents the most comprehensive source of information on these company activities in Europe (Rõigas et al., 2018; Stojčić, 2021).

The logistic regression method is used to predict the influence of independent variables (national and international) KT on the dependent variable, innovative activities – product and process. In the second phase, the relationship between knowledge transfer and companies' innovative activities was analyzed while considering the moderating effect of absorptive capacity (internal R&D; a continuously internal R&D department; training and R&D skills; employees with a tertiary degree).

Results and/or Discussion and Contributions
The results confirm that KT at the national and international levels is significant and represents a relevant source for innovative activities developed by companies, especially in product innovation. This research shows that AC, related to internal R&D, should be considered a moderating variable between KT and innovative capacities - products and processes. However, the same is not noticeable when considering the variables continuity of internal R&D department, training and R&D skills, and having employees with a tertiary degree, because AC does not significantly affect the relationship between KT and innovations.

Implications for Theory and Practice
This research provides substantial theoretical contributions to literature demonstrating that KT is crucial for companies' development in the global markets. U-I cooperation is essential for companies to develop innovative activities. On the other hand, this research expands the literature on the moderating effects of AC on the relationship between KT and the innovative capacities of companies.

In practical terms, this research improves the knowledge of KT benefits in companies' innovative capabilities. On the other hand, it also provides insights into the AC of companies, more specifically about internal factors that may serve as moderators in the relationship between KT and innovation. Thus, managers must develop strategies that allow the capture of knowledge from universities and develop strategies to overcome possible barriers to developing U-I cooperation.

Universities must become aware of their entrepreneurial role in society and create strategies that support U-I cooperation. However, to solve companies' problems, the Universities must be focused on them. For more proximity and concern with the market's needs, universities must develop internal policies that may include the attribution of rewards to the researchers involved in the process. Thus, universities and industries still have a long way to increase U-I partnerships.

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Challenges and Key Strategies of Teaching Entrepreneurship Education: Yunnan Province Universities

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Introduction and Research Aim

China, a rapidly developing economy, initiated entrepreneurship education in universities in 1997, focusing primarily on lessons from developed countries. Following the 20th National Congress of the Communist Party of China's 2022 directive for youth innovation, Chinese universities have made substantial strides in entrepreneurship education reform, significantly enhancing their models to better equip students. However, a significant challenge persists: most research and models for entrepreneurship education, based on experiences from developed nations, do not directly apply to the Chinese context due to national and educational differences, resulting in a gap in locally applicable entrepreneurship education models (Li, 2018).

Focusing on Yunnan Province, located in China's less-developed western region, this study aims to fill this gap. The province faces significant economic development challenges, making the role of entrepreneurship education particularly crucial as a platform for innovation and creativity (Zhang, 2022). Establishing an effective management model for entrepreneurship education is imperative to equip students with essential entrepreneurial skills and contribute to Yunnan's economic growth. This study aims to develop such a model for Yunnan province universities, enhancing economic development. Our research questions are:

RQ1: What are the challenges faced by Yunnan Province universities in implementing entrepreneurship education?
RQ2: What strategies can be employed to develop an effective entrepreneurship education management model in Yunnan Province universities?

Background and/or Conceptual Model

Entrepreneurship education, a primary focus in universities globally, seeks to cultivate essential skills and foster creativity, fundamentals to successful entrepreneurship (Hanandeh, 2021). Despite these high aspirations, Yunnan universities, after nearly a decade of incorporating entrepreneurship education, still grapple with obstacles in achieving these goals. Their approach lacks a systematic structure and advanced methodologies (Zhang, 2022). Most institutions limit their activities to participating in or organizing entrepreneurship competitions, indicating the absence of a comprehensive educational framework (He, 2018). The scarcity of theoretical literature on entrepreneurship education impedes the development of robust educational models in Chinese universities (Gan, 2019).

Informed by Bush's educational management theory, this study emphasizes the importance of clearly defined goals, an enabling environment, structured frameworks, and decisive leadership for successful entrepreneurship education. Leveraging these elements, the study reviews the approaches employed by Southeast Asian universities like the National University of Singapore (NUS) and Universiti Teknologi MARA (UiTM) in Malaysia. Sharing commonalities with China in terms of location, cultural characteristics, and economic development, these institutions provide pertinent case studies. They embody Bush's principles in their approaches: NUS prioritizes clear goals and strong leadership, while UiTM relies on specialized institutions to create a conducive environment for entrepreneurship programs (Liu, Huang & Jiang, 2019; Li, 2020; Meng, 2020). Their success highlights the significance of faculty expertise, a practical curriculum, and structured management, offering valuable insights for Yunnan's universities.

Methodology

This qualitative study involved seven participants from three universities in Yunnan Province, ensuring a comprehensive view of entrepreneurship education. The sample population was teachers delivering and managing entrepreneurship courses. Each participant provided informed consent, and data anonymity and confidentiality were maintained. The research focused on the impact of management models on entrepreneurship education in practice rather than student experiences, providing critical insights into the execution and policy aspects of entrepreneurship education.

Results and/or Discussion and Contributions

This study reveals several challenges facing universities in Yunnan Province, China, in implementing entrepreneurship education. Key among these are the absence of clear management objectives and specialized departments for entrepreneurship education, resulting in an over-reliance on traditional teaching models and competition outcomes. This setup hinders students' entrepreneurial spirit. Additionally, teachers report that their institutions lack practical courses and internship opportunities, restricting students' experiential learning and inhibiting the development of their practical abilities. Adherence to traditional teaching models and resource constraints further limit course diversification.

Key findings emphasize the need for clear, distinct objectives for entrepreneurship education and the establishment of specialized entrepreneurship education departments. These measures guide the formation of a comprehensive management model, support educational effectiveness, and promote entrepreneurial awareness. Furthermore, improving course implementation through the "university-industry collaboration" approach, suggested by open system theory, can augment the quality of education by integrating societal resources and providing a balance of theoretical and practical learning experiences.

This study significantly contributes to the field of entrepreneurship education by underscoring the importance of clear, specific objectives that align stakeholders, foster an entrepreneurial spirit among students, and respond to the needs of contemporary society. It highlights the necessity of dedicated entrepreneurship education departments to systematize and professionalize the delivery of entrepreneurial strategies. Advocating for a "university-industry collaboration" approach, the research emphasizes the integration of theoretical knowledge with practical, real-world application. Moreover, it offers valuable, actionable suggestions to enhance entrepreneurship education in Yunnan Province's universities, promoting a more comprehensive, systematic, and practical approach through refined objectives, dedicated departments, and an emphasis on practical, experiential learning.

Implications for Theory and Practice

This study extends Bush's educational management theory, highlighting its applicability to entrepreneurship education and underscoring the criticality of clear objectives, a supportive environment, structured organization, and effective leadership. It redefines entrepreneurship education as a catalyst for innovative thinking and societal responsibility, broadening its scope beyond just business creation. These findings guide policymakers and institutions in formulating robust strategies for entrepreneurship education. Additionally, they offer marketers a novel approach to position entrepreneurship education as a tool for fostering socially beneficial problem-solving skills, thus creating new opportunities aligning with the "Marketing for Good" conference theme.

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Innovative Recycling Initiatives: Inspiring Pro-Environmental Behaviour Shift

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Abstract:
This study seeks to unravel how innovative recycling initiatives undertaken by organizations influence consumer pro-environment behaviour. The investigation is motivated by recent innovative sustainability plans initiated by Tokyo Olympics 2020 to make a medal from e-waste and FIFA 2022 to ensure compliance with a fully carbon-neutral event. Prior literature suggests that the spillover effect is observable when there is an influence of behaviour on another. However, it needs to be evident how the innovative recycling initiative can affect consumers toward pro-environmental actions. This study addresses the research gap through qualitative investigation by utilizing behavioural spillover theory and spreading activation theory. Data were collected from 62 participants in an emerging market through semi-structured in-depth interviews. The findings reveal five themes. The results further suggest that virtue is critical in evaluating sustainable practices and extends to the literature on virtuous consumption. To the best of our knowledge, no studies have explored the impact of innovative recycling practices on consumer behavioural intentions.

Keywords: Recyling, pro-environmental behaviour, sustainable innovation practices

Value Creation for Sri Lankan ICT SMEs

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Abstract:
This paper explored how open innovation driven absorptive capacity with the impact of transformational leadership contributes to customer value creation in Sri Lankan ICT sector SMEs. Data were collected using google forms in the western province, comprising a sample of 51 ICT SMEs. Exploratory factor analysis using IBM SPSS and confirmatory factor analysis using SmartPLS were performed using 5 Likert scale questionnaires. 3 different questionnaires sent to one top level manager, 3 followers under him/her and 3 customers in each ICT firm. The results indicated that there is no relationship between open innovation driven absorptive capacity, transformational leadership and customer value creation. Also the results indicated there is no impact of transformational leadership between open innovation driven absorptive capacity and customer value creation. It concluded that, Sri Lankan ICT SMEs are not ready for create a value to the customer through open innovation.

Keywords: Open Innovation, Transformational Leadership, Customer Value Creation

New Venture Legitimacy and First Funding

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Abstract:
In this study, we use the legitimacy perspective to explain why some new ventures receive higher initial external funding than others. Using a unique database of 4620 new ventures across multiple industries from India, we explore the factors that impact the amount of first funding raised by new ventures. We argue and find empirical support for the impact of the founding team's general human capital (technical/management education from premier institutions) and specific human capital (entrepreneurial experience) on the amount of first funding raised by a new venture. We also explore the interaction effect between general and specific human capital and find that the entrepreneurial experience of founders substitutes for their lack of management know-how in a tech-dominated new venture. Overall, we suggest that investors' legitimacy perception of new ventures varies with founding members' specific and general human capital, which reflects in the first funding amount committed to new ventures.

Keywords: Start-up funding, Legitimacy perspective, Entrepreneurship

G’day Mate: My Name is Opportunity

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Introduction and Research Aim

While COVID-19 created havoc in economies, entrepreneurs make a different sense of the situation (Eggers, 2020). In New Zealand, while small businesses to governmental support, others, took creative paths to overcome the challenges posed by COVID-19. We applied the entrepreneurial opportunity lens to investigate small businesses’ response to COVID-19.

The aim of this study is:

To investigate small businesses’ response to the COVID-19 pandemic and its aftermath.

We address two research questions in line with this aim:

RQ1*: How did small businesses respond to the COVID-19 pandemic?*
RQ2*: How did it affect the wellbeing of small business owners?*

Background

Opportunity mindset enables entrepreneurs to learn from the errors made by others (Kirzner, 2009), and build on their existing means, thereby extending control over their immediate environment (Sarasvathy, 2001). In addition, keeping a controlled mind enables focusing efforts to unpack the perceived uncertainty and imagine new possibilities (Glinska, 2020). Thus the opportunity and control mindset, allows entrepreneurs to recognise and utilise external enablers such as new technologies and regulations (Alvarez and Barney, 2007; Davidsson, 2015) in pursuing solutions in pursuit of a new future (Davidsson, 2020). The entrepreneurship literature reports on both rewarding and punishing aspects of entrepreneurs. On one hand, literature shows that entrepreneurs are happy with what they do (Stephan & Roesler, 2010), but on the other hand, entrepreneurship is a stressful endeavour (Williamson et al. 2021). As such, entrepreneurs’ wellbeing (ill-being) has recently become a key research construct (Sánchez-García et al., 2018; Stepahn, 2018). We investigated entrepreneurship in the context of COVID-19, modelling the responses of New Zealand small businesses on wellbeing.

Methodology

Our study employed a novel approach to generate the data by querying the Google search engine on entrepreneurship in the context of COVID-19. We achieved this by using the wildcard symbol (*) between the terms COVID-19 and Entrepreneurs (“COVID-19*entrepreneurs”). The search engine results pages (SERP) produced 166,000 web pages rank-ordered by relevance to the search terms. Each item on the SERP was reviewed and if found appropriate selected for further processing. A preliminary topic reduction was performed after including the 26th web page in the dataset. Additional web pages did not produce new topics, confirming data saturation. The web pages split into paragraphs and entered separate rows enabling performing a fine-grain analysis to capture all the topics (Van Hee & Hoste, 2018).

The data for this study comprised 26 web pages generated for the combined search terms “COVID-19” and “entrepreneurs”. SAS Enterprise Miner 14.01 was used to perform supervised data reduction to produce human values (e.g. power, enlightenment, wellbeing) based on Lasswell & Kaplan (1952) user-defined lexicon. In addition, two sentiment valence topics (positive and negative sentiment) were generated using a supervised topic extraction procedure (Taboada et al., 2011). The unsupervised data reduction using the Latent Dirichlet allocation generated 25 unsupervised multi-term text topics, together with 18 supervised user-defined topics (8 basic human values and 2 sentiment valences. Each document thus was scored with 35 topic weights. Of the 25 unsupervised topics, after inspecting the key terms and most influential text documents, one was labelled as ‘Opportunity’ and proposed as a

moderator variable. Two other topics, labelled as ‘technology enablement’ and ‘government enablement’, along with the basic human values ‘enlightenment’ and ‘power’ were used to model the basic human value topic of wellbeing.
PLS regression to test the above effects in the two models (Haenlein & Kaplan, 2004). The inverse gamma method (Kock & Hadaya, 2018) was used to control for both type I and type II errors simultaneously. All parameter estimates reported here are significant at the 95% confidence level at a minimum and control type II error to 0.2.

Results and Discussion

For the dependent variable of positive wellbeing: We found strong evidence for a main effect of positive power (beta = +0.38) and for its interaction with positive opportunity (beta=-0.15). Thus, there existed support for a moderating role of positive opportunity between positive power and positive wellbeing. Similarly, we found evidence for a main effect of negative power (beta=-0.1) and for its interaction with positive opportunity (beta=-0.15). Thus, positive opportunity moderates the relationships between both positive and negative power and positive wellbeing. We found strong evidence of 3 relationships where positive opportunity mediates the relationship between a focal predictor and positive wellbeing, i.e., where no main effect of the DV was supported but the interaction effect of positive opportunity with the focal effect was supported. These are: (1) negative technology enablement (beta=+0.12), (2) negative enlightenment (beta=+0.11) and (3) positive government enablement (beta=+0.10). Similarly, we found strong evidence of 2 relationships where negative opportunity meditates the relationship between positive wellbeing and positive enlightenment (beta=+0.13) and positive technology enablement (+0.12). The only relationship with positive wellbeing where we did not find strong support for a moderating or mediating role of positive opportunity was the main effect of negative power on positive wellbeing (beta=-0.1).

For the dependent variable of negative wellbeing: We found strong evidence for a main effect of negative enlightenment (beta=+0.36), and its interaction with negative opportunity (beta=-0.11), thus there is strong evidence of a moderating role negative opportunity in this relationship. We found strong evidence for 2 relationships where positive opportunity mediates the relationship between negative wellbeing and (1) government enablement (beta = -0.12), and (2) positive power (beta = -0.11). We also found strong evidence for another relationship where negative opportunity mediates the relationship between negative wellbeing and negative power (beta=-0.12). The only relationship with negative wellbeing where we did not find strong support for a moderating or mediating role of either positive or negative opportunity was the main effect of positive enlightenment on negative wellbeing (beta=-0.15).

Implications for Theory and Practice

Our study found strong evidence to support moderating and mediating roles of opportunity for digital strategy during Covid-19 in the relationships between wellbeing and enlightenment, power, and technology and government enablement. We conclude that under radical uncertainty, an entrepreneurial opportunity mindset enables business owners to develop positive sentiments about uncertainty. This in turn allows them to concentrate on controllable elements of the situation. Such a mindset allows entrepreneurs to see the external enablers as new operant resources (Whalen, 2016), and utilise them to create new futures. Our finding provides useful insights for practitioners who must address uncertainties while acknowledging their liabilities of limited resources (Morris et al., 2002), newness, and smallness (Eggers, 2020).

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The Disruptive Startup That Never Was

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Abstract:
This research investigates and analyzes a start-up firm that was in the early stages of commercialization in the construction industry in the United States in the 2000s. The firm was introducing revolutionary new technology taking a labor-intensive process to automation. The company declared bankruptcy after three years.

Utilizing a historical case study analysis method, in-depth interviews with former owners and employees, early results revealed issues and errors in judgement that ultimately led to its downfall. Uniquely, the researcher also uses ethnographic analyses in the development of the case, as a former employee and part-owner.

The contribution of the paper will advance knowledge for entrepreneurship and marketing practitioners, as well as faculty by developing the paper as a case study to be used in classes that can be applied in other areas such as management, finance, strategy, and ethics.

Keywords: Entrepreneurship, marketing, ethics.

The Hole in Our Entrepreneurial CB literature

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Abstract:
This article is a short summary of a much more detailed article that has been prepared for publication. In this commentary the author examines a major shortcoming of the academic literature that supports entrepreneurial activity. If they are to succeed, entrepreneurs need to understand the decision processes of their potential consumers. However, if an entrepreneur who is proposing to enter an FMCG market examines the academic marketing literature, they will find virtually no guidance on the mechanisms of 'low-involvement' decision making. This article examines why this weakness exists in our research literature. The principal reason is that the sub-cognitive nature of low involvement decision processes makes them inimical to the self-reported survey techniques that are favoured by many marketing researchers, and as a result the powerful and attractive models that dominate high involvement decision making have been applied to low involvement decisions by default.

Keywords: Low involvement, consumer, decision.

International and Cross-Cultural Marketing

A Longitudinal Study of Consumer Animosity

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Abstract:
More than twenty years of research in the field of consumer animosity brought up important evidence about antecedents, consequences and conditional effects. However, research regarding longitudinal effects of consumer animosity is scarce (Ettenson & Klein, 2005; Lee & Lee, 2013). This longitudinal study follows the call for more research on animosity's long-term effects (e.g., Lee & Chon, 2021; Park et al., 2021) by measuring animosity towards the U.S. following the U.S. Presidential Election in 2020. Accordingly, we collected data in France and the United Kingdom at five different time points. Results reveal a significant decrease of animosity towards the U.S. in both countries accompanied by significant increase of consumers' willingness to buy American products. This study contributes to the literature 1) by providing a deeper understanding of how animosity develop over time and 2) by examining more than two time points within animosity research.

Keywords: consumer animosity, longitudinal study, international marketing

Cultural Orientation, Materialism, and Status Consumption

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Abstract:
The study of role of culture in materialism generally finds that individualists are more materialistic than collectivists (e.g., Kilbourne et al., 2005). However, this relationship is far from universal. We posit that incorporating the vertical-horizontal dimension introduced by Triandis and colleagues (1998) can help clarify the relationship. Using survey data from seven countries we find that only people with a vertical individualist (VI) orientation exhibit an inclination towards materialism and that people with horizontal individualist (HI) or collectivist orientation (HC & VC) exhibit a negative inclination toward materialism, HC individuals exhibiting the least openness to materialism. As previous literature suggested, materialism mediates the relationship between culture and status consumption behavior, but only people with VI orientation favor status consumption.

Keywords: Cultural Orientation, Materialism, Status Consumption Behavior

Exploring Perceptions of Ethnicity and Ethnic Identity

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Introduction and Aim

It is estimated that 30% of the Australian population was born overseas (ABS, 2021), this equates to six million people whose needs and requirements may not be well understood by researchers and marketers especially in the context of how these individuals perceive their ethnicity and ethnic identity (Quester et al., 2001). In Australia individuals of ethnic background have been able to maintain their ethnic identity and practice their cultural traditions because of Australia's supportive multicultural policies.Therefore, the richness of Australia's cultural diversity necessitates a need to examine how ethnic consumers perceive their ethnicity and ethnic identity and implications of this on marketing practice (Quester et al., 2001). This is a gap which this study seeks to address by way of examining perceptions on ethnicity and ethnic identity by two ethnic groups in Australia; (i) Filipino group which is an established and relatively big group and (ii) Lao group which is a smaller and recent group(ABS, 2021). Although, international research into ethnic marketing strategies has increased over the years, in Australia there remains very little research available (Pires et al., 2006, Pires and Stanton, 2015). Thus, justification for this research stems from a lack of in-depth studies on how individuals perceive their ethnicity and ethnic identity and their subsequent impact on their behaviour and marketing practices in Australia (Pires and Stanton, 2015). Hence, our paper's aim is to address this gap by expanding research to Australia in order to gain a better understanding of how ethnicity and ethnic identity interacts with Australian culture and how that impacts on individual consumer behaviour. This is in line with the conference's theme on marketing for good which includes a more inclusive understanding of the consumer behaviour of various social groups who now constitute key segments in several multi-cultural markets such as Australia. Ethnic identity has been described as flexible, multi-dimensional and transitional (Phinney, 1989;1990;) and is often linked to ethnicity and ethnic origin (Laroche et al., 2009). Ethnic identity reflects how strongly affiliated the individual feels towards her (or his) ethnic group(Tian and Tian, 2011)

Theoretical Background

The influence of ethnic identity on consumer behaviour and during the consumer decision-making process is already attested in past studies by a number of researchers (Jamal, 2003, Xu et al., 2004). Kara and Kara (1996) assert that an individual's ethnicity may impact on her (or his) product perception during the consumer decision-making process.

Research Question

How does ethnicity and ethnic identity influence Lao and Filipino consumers in Australia's consumer behaviour?

Methodology

A qualitative, exploratory mixed methods approach was used for this research employing individual interviews, focus groups and field observations to gain insights on the impact of ethnic identity on consumer behaviour using Filipino and Lao groups. Lao and Filipino groups have been chosen for this study primarily because ddifferences in their population size and religious beliefs will permit a comparison to be made between a small, Buddhist ethnic minority group (Lao) versus a larger, longer established, Christian ethnic minority group (Filipino). Eighty two individual interviews were conducted with Fiipino and Lao non-gatekeepers; 45 Filipino and 37 Lao from different locations in Sydney using convenience sampling. These were divided into 3 groups:

(1) Group 1: Individuals born, raised and educated overseas;

(2) Group 2: Individuals born overseas but raised and educated in Australia; and
(3) Group 3: Individuals born, raised and educated in Australia

One and half hour face to face interviews were conducted with respondents and telephone interviews were conducted with participants who had mobility challenges such as age.Six focus study groups, three from each group were recruited for the study. Video-recordings were used for the focus groups to observe participant body language and audio-recordings to capture the group discussions. The researcher and a co-facilitator transcribed notes covering focus group participant replies, their observed behaviour and the group dynamics. Field observations were used to observe visual clues of ethnic identity being reflected in participants' consumer behaviour, e.g., consumption of ethnic food or ethnic dress. . Data analysis involved in-depth content analysis and cross comparison analysis.

Key Findings and Theoretical Implications

Adding new insights to existing ethnic studies, this research found evidence of a separation between the individual's ethnicity and their sense of ethnic identity. That is, ethnicity was found to have had no influence on the ethnic identity of research participants who identified with the host culture or with the host community. This was evidenced by interview participants and focus group participants who perceived themselves as "Australian" and fully assimilated into the Australian culture. The variations in ethnic identity and in the perceptions of one's ethnic identity highlight its individual nature, in particular when referencing Phinney's (1992, 1990b) definition of ethnic identity as a self-ascribed dynamic construct. The findings also highlight that there is not one defined conceptualisation of ethnic identity because ethnic identity is shaped by a variety of factors and experiences that influence how people then perceive their ethnic identity. The individual's perception of their ethnicity and sense of ethnic identity, including how they feel towards their ethnic heritage, their ethnic community and the host culture, determine which community they feel a sense of belonging to. This study found a majority of research participants of Lao and Filipino background self-ascribed as bicultural. They perceived their ethnic identity as an integration of their ethnic heritage and the host culture and felt a sense of belonging to both their ethnic community and the host community

Implications for Practice

The findings reinforce the need for marketers to adopt an inclusive approach to understanding the behaviour of different ethnic groups in different social settings. This is important because it can impact on these segments' attitude to other 'marketing for good' challenges such as attitudes to sustainable consumption and practices. For example respect for example the influence of ethnic community belongingness and identify can be useful in promoting a sense of responsibility to environmental causes and practices. This can be integrated in the development of integrated marketing communications targeting these ethnic groups recognising their bi-cultural disposition. The findings also reinforce the need for marketers not to use a homogenous one size fits all approach when targeting ethnic segments because of the different nuances and complexities of their perceptions of their ethnicity and ethnic identity.

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Country of Origin and Consumer Attitudes

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Background

Globalization, as a set of political, social, cultural and economic transformations, has been a widely discussed phenomenon in recent decades (Contractor, 2022; Ghauri et al., 2021). It allowed companies to spread their products and services to more and larger markets and provided consumers with a greater diversity of offers. Currently, consumers get access to information and products from different countries as alternatives in decision-making (Katsikeas et al., 2020). Further, product portfolio has exponentially expanded, overwhelming consumers when is time to choose a product. To facilitate their decision, consumers may rely not on intrinsic product cues, but on heuristic cues (Chaiken, 1980; Gigerenzer & Brighton, 2009), such as an attractive package, a familiar brand or a favorable country of origin (Aichner, 2014; Cowan & Guzman, 2020; Halkias et al., 2016).

The perspective of country of origin as a clue to influence consumer decision-making is not new (Dinnie, 2004; Verlegh & Steenkamp, 1999). It may act similarly to brand image, signaling products' qualities (Aichner, 2014; Keller, 1993; Spielmann, 2016). Consumers' perceptions and associations to a country can influence their image of that country and the one of products with that origin (e.g. Barbarossa et al., 2018; Liu et al., 2005). For instance, consumers associate Germany to engineering and efficiency, transferring these associations to its country image and to the assessment of German products.

Notwithstanding the advances made by previous studies, we propose to deepen the understanding of these issues by applying an image management approach, marketing aesthetics (Schmitt & Simonson, 1997). Whereas this approach was conceived to by employed to any entity, it has mainly been used by brands and corporations (e.g. Gentile et al., 2007; Muzellec & Lambkin, 2006; Schmitt et al., 1995). Hence, the aim of this study is to analyze whether country's expressions are important for consumers attitude towards the country and the products manufactured or associated with the country.

Methodology

We collect data from 180 Portuguese consumers, regarding nine countries from different geographical areas, and with different historic, cultural, economic, political and technological backgrounds: China, , France, Italy, Japan, Poland, Portugal, Spain, UK and USA.
We analyze the collected data using the fuzzy set methodology, which examines existing degrees of membership rather than focusing on the mere membership status of objects. This methodology shows to be particularly relevant to analyze complex causal relationships (Zadeh, 1965).

Results

Our analysis revealed that the "country of origin" factor significantly shapes consumer attitudes toward the country. Specifically, the condition "social image" emerged as a necessary and sufficient condition in influencing consumer attitudes toward the country, suggesting that the way consumers perceive the cultural reputation, social values, and lifestyle of a country significantly influences their overall attitudes toward that country.
In what concerns consumer attitudes towards products originating from a specific country, we found that multiple conditions that contribute to these attitudes. Specifically, the combination of "quality and execution", "adequacy and evolution", and "product publications " emerged as highly influential in shaping consumer attitudes towards a country's products, suggesting that consumers value product quality, evolution, and the transparency and comprehensibility of product information when forming their attitudes toward such products.

Implications

With this study we shed light on the complex relationship between these factors by employing fuzzy sets theory and qualitative comparative analysis. The findings emphasize the importance of country of origin in shaping consumer attitudes and provide practical insights for businesses and policymakers. Understanding consumer attitudes towards the country and its products is crucial for developing effective marketing strategies and enhancing brand reputation. By meeting the identified conditions, businesses can tailor their marketing efforts to align with consumer expectations and preferences. Policymakers can utilize these insights to shape the country's image and promote consumption. Specifically, countries can foster more favorable consumer attitudes by investing in initiatives that promote a positive social image, such as cultural events, social campaigns, and highlighting social contributions. This, in turn, can positively impact various sectors, including tourism, trade, and domestic consumption.

Additionally, our findings emphasize the importance of businesses maintenance of high product quality standards and continuous improvement of product offerings. Effective communication strategies, including transparent and informative product publications, can positively influence consumer attitudes toward products. By meeting these conditions, businesses can enhance consumer perceptions and build stronger brand reputations, ultimately driving increased consumer preference and loyalty.

Overall, this research contributes to the existing body of knowledge in marketing and provides a foundation for future research in understanding the complex interplay between the country of origin and consumer attitudes. By exploring the nuances of consumer behavior, businesses, and policymakers can make informed decisions to drive sustainable growth and success.

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Multiple Criteria Decision Analysis for Trade Promotion

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Introduction and Research Aim

International trade plays a vital role in the economic performance of a nation (Belke & Gros, 2019). Historically, trade openness and the expansion of multilateral trading systems brought increased productivity, competition, and living standards to internationalising nations (Alcalá & Ciccone, 2004; IMF, WB, & WTO, 2017). To enhance export activity, countries are using a range of export-oriented activities including trade promotion and export marketing (Heriqbaldi et al., 2023; Miocevic, 2013). There are, however, concerns that trade expansion coupled with technological change could negatively impact social equality, inclusion, and the environment (IMF et al., 2017; Shaffer, 2018). Consequently, setting trade promotion priorities is a complex balancing act for decision-makers, with a need to account for multiple criteria.

A well-regarded analytical tool developed to aid decision-makers in evaluating complex decisions is Multiple Criteria Decision Analysis (MCDA). MCDA incorporates multiple criteria or factors that are relevant to the decision-making process, allowing for a systematic and comprehensive assessment of different options in order to capture trade-offs between conflicting objectives and develop an efficient allocation of resources and strategic group alignment (DCLC, 2009; Frazão, Camilo, Cabral, & Souza, 2018; Holtorf et al., 2021). MCDA has been used across various research fields, however, the literature on MCDA in international trade is limited. The aim of this study is to develop and pilot an MCDA solution to help evaluate trade promotion opportunities. Our research questions are (RQ1) What is an effective MCDA model for evaluating and prioritizing directions of trade promotion? and (RQ2) How does the MCDA model application to a real-life decision problem in trade promotion enhance decision-making and provide insights for optimizing trade-related strategies?

Background and/or Conceptual Model

MCDA involves consideration of diverse criteria and sub-criteria when ranking multiple alternatives that decision-makers encounter (DCLC, 2009; Frazão et al., 2018). MCDA is used across various research domains, but particularly in healthcare as decision-makers need to make multi-factorial decisions with high levels of transparency, for example, for the prioritisation of patients on surgery waiting lists, health technology assessments, advanced interventions in healthcare (Goetghebeur et al., 2008; Sullivan & Hansen, 2017). Some studies in the field focus on developing countries, including Indonesia (Holtorf et al., 2021) where efficient allocation of budget resources is critically important for healthcare system operations.

The use of MCDA in trade promotion and export assistance is yet emerging. MCDA was used to assess trade routes (Yang, Jiang, & Ng, 2018), evaluate emerging export markets (Assanbayeva, 2017), prioritise the destination of recycled plastics (Deshpande, Skaar, Brattebø, & Fet, 2020), inform supply chain decisions (Chorfi, Berrado, & Benabbou, 2015; Della Bruna Jr, Ensslin, & Rolim Ensslin, 2014; Rehman, Khan, Kusi-Sarpong, & Hassan, 2018). But to our knowledge, there is no evidence of MCDA applied with direct input from a range of stakeholders for trade promotion. This paper fills the gap by developing an MCDA model and demonstrating its effective application.

Methodology

The research leverages the industry engagement initiative under the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA) as a case study to showcase the practical implementation of the MCDA model. When the agreement was signed, complex questions emerged around how two countries prioritise the directions and mechanisms of trade promotion to take advantage of new freedoms outlined in the agreement for the mutual benefit (Thavat et al., 2021). A key area, where these questions required solutions, was healthcare. Government agencies such as Department of Foreign Affairs and Trade and the Commonwealth Scientific and Industrial Research Organisation joined forced with partner organisations in Australia and Indonesia to determine trade priorities in healthcare. We developed a seven-step MCDA model based on the direct analysis of performance matrix (DCLC, 2009) with a set of six options and six criteria. Using the MCDA model, we conducted two workshops with 38 participants held in 2020-21, who were the leading experts in international trade, healthcare research and management from Australia and Indonesia to produce and rank a list of priorities for trade promotion.

Results and/or Discussion and Contributions

Six priority areas and six decision criteria were defined based on the international and national data analyses (Asialink & MTPConnect, 2020), megatrends analyses (Hajkowicz, Bratanova, Schleiger, & Brosnan, 2020) and stakeholder consultations. The priority areas defined sub-sectors where Australian and Indonesian businesses and governments could collaborate to promote trade under the IA-CEPA, including: (1) Building Indonesia's healthcare workforce through training and exchange programs; (2) Telemedicine services and digital health; (3) Modernisation and expansion of healthcare facilities; (4) Export of medical technology; (5) Export of aged care solutions; and (6) Health service exports - clinical trials. MCDA demonstrated that the best performing option was to strengthen Indonesia's healthcare workforce via training and exchanges. This option acknowledged that there is a current need for health staff training in the Indonesian health sector to improve quality and availability of healthcare services. Australia has extensive expertise in healthcare education and training at vocational education and tertiary education levels. Trade promotion under this area would include recognised accreditation across the two countries to open opportunities for training exchanges and help address staff shortages for aged and other care workers in Australia. This option substantially outperformed the other five options, which showed similar results in scoring. The second top priority area for export promotion was aged care solutions, followed by telemedicine and digital health.

The model also identified six decision criteria: (1) Future growth projections in the target area; (2) Value/volume of the opportunities in the area; (3) Comparative advantage of Australian companies and competitiveness of the sector; (4) Potential risks and barriers that can suspend the development of the area; (5) Export readiness of Australian firms; and (6) Level of public investment of time and resources required to compete. Results of criteria weighting showed that the most important criterion for the trade promotion activity prioritisation was criterion 3, that was used for estimation of the intensity of competition from other international providers in this area. The final MCDA rankings were shared with stakeholders in real time. During a round of discussion experts agreed that the obtained results reflected their group priorities and that the top-scored areas needed to be further developed through the IA-CEPA.

Implications for Theory and Practice

Establishing trade priorities in the early stages of trade agreements is critical for efficient allocation of limited public resources. Trade promotion priorities and targeted industry facilitation can impact trade agreements' trajectories and long-term outcomes, particularly in times of trade constriction or disruption. This paper contributes to the literature by developing an MCDA model for prioritising of trade promotion activities within a trade agreement. We demonstrate an application of the model in determining priorities under IA-CEPA for healthcare with stakeholders with diverse experiences and vested interests. MCDA allowed stakeholders to rank the trade promotion opportunities, helped to facilitate and structure the discussions openly and transparently and reach an agreement on the further actions.

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International Place Branding and JR Kyoto Station

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Abstract:
Kyoto Station is a transport nexus combining several key lines, a major bus station, taxi rank, and pedestrian walkways. Historically, Kyoto Station is a transport hub of national and strategic importance and has evolved to become a genuine destination of the tourism it has long facilitated. Deliberative elements of design and place branding have enabled Kyoto Station's transformation from simple point of embarkation and disembarkation to tourist attraction, major shopping and dining destination, meeting point, and place of business. A phenomenological, ethnographic approach of experience and photography, supported by a content analysis of official publicly available documentation assists investigation of the elements of design and place branding which have contributed to the popularity of Kyoto Station, and provide recommendations for the design and marketing of transport stations worldwide.

Keywords: Place Branding, Kyoto Station, Japan

Pareto Share and the Sales Growth Potential of COO Wine Brands

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Abstract:
This paper investigates Pareto share and the growth potential of Country of origin (COO) wine brands across non-buyers, light and heavy buyers. Using an empirical study of wine purchases of 9316 households in the UK over a period of two years, across different COO wine brands, we find that heavy buyers contribute to 61% of sales for a COO wine brand in year one on average. We also find that despite a significant contribution to current COO wine brand sales, the heavy buyers' sales potential is only 16% in the total wine category and therefore is not the source for COO wine brand growth. The future growth potential in year two comes mostly from light or non-buyers of a COO wine brand.

Keywords: Wine; Country of origin; Brand growth

Macromarketing

Changing the Game: Empowering Marketers for Diversity

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Abstract:
This research explores the integration of diversity within marketing practices and the internal factors critical for advancing diversity marketing initiatives, using institutional entrepreneurship as a theoretical lens. Through qualitative interviews with marketing practitioners, the study reveals the role of internal diversity and autonomy in shaping diversity marketing practices, aligning with the principles of institutional entrepreneurship. The findings highlight the importance of internal diversity, where marketers either identify as diverse, or, are knowledgeable and passionate about diversity. Such internal diversity fosters awareness and reshapes marketing practices. The study also emphasises the need to empower marketers and give them autonomy to drive meaningful change in organisations. Theoretical implications arise from the understanding of power dynamics, institutional structures, and the dual role of marketers as change agents, through the lens of institutional entrepreneurship. Practically, this research suggests necessary internal conditions to enable marketers to be agents of change.

Keywords: diversity marketing, change agents, institutional entrepreneurship

Dignity-Armoring in Transactional Subsistence Marketplaces

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Abstract:
Human dignity is of paramount social concern and is pervasive within micromarketing domain. Consequently, major societal institutions, formal (laws and policies) and informal (social norms) alike, strive to protect human dignity. Within the boundaries of the marketplace, market regulatory norms or even intense social relationships serve as dignity-protecting institutions. However, the literature is silent about how dignity is protected in transactional marketplaces marked by formal and informal institutional voids. To address this gap, we initiate a qualitative inquiry using the theoretical lens of institutional work. With the Desia marketplace as our research site, we conducted in-depth interviews with 32 subsistence entrepreneurs. Based on our analysis we theorize ‘dignity armoring’, which are institutionalized practices evolved and deployed by subsistence entrepreneurs to defend themselves from chronic and multi-dimensional dignity threats. We contribute to conceptualizing the transactional element of subsistence marketplaces and identify opportunities for market regulators, the state, social intermediaries, and policy-makers.

Keywords: Dignity armoring, Subsistence Marketplaces, Institutional work

External Benefits and Portable Diesel Power Generation

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Abstract:
Standby portable diesel power generation can yield external benefits in a developing country. Market failure can arise for such goods, making a case for consumption mandates and/or subsidy schemes. Although mandates have broadly been used in Indonesia for biodiesel-fossil diesel ratios, subsidising or even requiring the technological enhancement of diesel power generation via combustion system refinement for such uses does not seem to be on any policy agenda. Most debate concerns climate costs associated with alternative fuels for power generation, but rarely considers the external benefits of their use in applications where few superior alternative technologies may be available. Portable diesel power generation may offer external benefits that are exacerbated by their potential for use in hospital and other emergency services as well as for mobile telecommunications. These benefits increase in proportion to the incidence of natural disasters, which affect some countries and regions much more so than others.

Keywords: external benefits; diesel power; Indonesia

Observing the 'Observed Vulnerability': Media Reports on Indian Migrant Workers During COVID-19 Lockdowns

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Abstract:
The COVID-19 lockdowns caused disruptions around the world with countries being isolated, industries massively effected, companies closing their business and people losing their jobs, along with losing their lives with the virus. Particularly the most vulnerable consumers experienced the lockdowns the toughest, including more than 139 million domestic 'migrant workers' in India whose lack of access to market resources put them in serious danger. Aiming to advance the current theorisation of the notion of 'observed consumer vulnerability', and drawing upon Stuart Hall's theory of representation, we investigate how migrant workers' situation was observed and reported by news media. An analysis of articles in the *Times of India* using Leximancer underscored the main themes of: workers, district, COVID, train, cases and labour. The findings inform the current consumer vulnerability theory and offer public policy implications especially during a crisis.

Keywords: Consumer vulnerability, Observed Vulnerability, Representation theory, COVID-19.

Utilising Artificial Intelligence to Assist Vulnerable Complainants

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Abstract:
While Artificial Intelligence (AI) has been utilised to improve the expediency and efficiency of complaint processing, its role as a complaint tool for consumers is underutilised. This work-in-progress research will examine the effect of AI as a complaint tool on the complaint behaviour of consumers who speak English as a Second Language (ESL). These consumers are often vulnerable to unequal treatment in service settings, due to language discrimination. Using an experimental approach, the effect of AI technology (as complaint-composition aid) on ESL complainants' perceived fairness and likelihood of successful complaint will be examined. The outcomes of this research will provide insights into the potential of AI as a tool for improving equity, accessibility and inclusiveness within organisations' complaint processes.

Keywords: Complaints, Artificial Intelligence, Language Discrimination

Place Attachment, Business Resilience and Natural Emergencies.

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Abstract:
How quickly local businesses recover from natural emergencies can influence the resilience of the broader community. We present a conceptual framework based on the ideas that business recovery is driven by their disruption orientation. Disruption orientation influences how a business will identify and understand risks, driving pro-environmental behaviours and emergency preparedness. We propose that businesses, like residents, experience place attachment, which influences the business's disruption orientation. Our framework ultimately proposes that the more a business feels related to their customer and the community, and the more the business see's the community as vital for survival, the higher likelihood the business will see natural emergencies as risky. This higher perception of risk will lead to higher levels of pro-environmental behaviours, emergency preparedness and therefore, disruption orientation. Our framework, when validated can help improve government policy to support local business resilience in communities at risk of natural emergencies.

Investigating Spherical Customer Citizenship Behaviour in Metaverse

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Abstract:
Economic and technological progress promotes the emergence and development of new metaverse solutions. In metaverse stores, customers are expected to interact with 3D digital goods and communicate with enhanced virtual assistants (EVAs). This research aims to extend the concept of customer citizenship behaviour from traditional online shopping to 3D spherical behaviour and introduces the concept of spherical customer citizenship behaviour (SCCB). The study will examine the effects of two antecedents of SCCB: interactions with EVAs and product characteristics. To achieve this, experiments will be conducted in a metaverse shopping environment.

The research will contribute to the existing literature by addressing the literature gap on SCCB, the impact of using enhanced virtual assistants on customer citizenship behaviour, customer behaviour related to digital goods, and the uncanny valley effect theories. The findings will offer valuable insights for companies planning to operate in commercial metaverse environments.

Keywords: Spherical Customer Citizenship Behaviour, Enhanced Virtual Assistants, Metaverse Stores.

ANZMAC23 Macro Metaverse Consumer Acculturation

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Introduction and Research Aim

Whilst consumer acculturation has been extensively studied in real-life contexts (Luedicke, 2011; Min & Peñaloza, 2019; Peñaloza, 1994), digital consumer acculturation has been studied at the intersection of offline and online realms (Dey et al., 2020; Kizgin et al., 2021; Li et al., 2019). The macromarketing investigations of consumer acculturation has also focused on migrants (Sreekumar and Varman, 2019). The unique characteristics of metaverse reflected in the use of SVWs necessitate a closer investigation of their impact on CRLP. Modern SVWs enable immersive, avatar-based, and mediated social interactions that closely mimic real-life experiences in a 3D environment (Baía Reis & Ashmore, 2022).

This research proposes a new stream of consumer acculturation research, which is metaverse consumer acculturation, where metaverse refers to cultural milieus where RMMISI take place. This research examines the macro-societal impact of consumers' engagement in RMMIS within SVWs. It aims to explore the changes in RLCP resulting from RMMISI-driven metaverse consumer acculturation.

We address two research questions in line with this aim:

RQ1: What are consumers' experiences of RMMISI digital consumer acculturation?

a. To identify and assess consumer acculturation strategies at the intersection of SVWs and real life.

RQ2: In what ways does the involvement with SVWs affect CRLP?

b. To explore the impact of different types of SVWs (screen-based or VR-based) on CRLP.
c. To investigate, analyse and highlight the reasons and conditions of consumer behaviour changes in the real world linked to their experiences in SVWs.

Background and/or Conceptual Model

While past studies have primarily focused on the interaction between a single user and their synthetic environment, the social interactions that take place between multiple users within virtual environments have received limited attention, particularly within the field of marketing. Despite virtual reality being frequently conceptualized as a social technology, there is a lack of scholarly exploration into the dynamics and implications of social interactions within metaverse contexts (Hennig-Thurau et al., 2022). Moreover, previous research on digital consumer acculturation focused on 2D digital involvement based on social media. There is a lack of research highlighting the 3D virtual interactions between real and virtual worlds (Dey et al., 2020). To address this research gap, this study draws on the conceptual framework proposed by Hennig-Thurau et al. (2022) regarding RMMISI. This framework emphasises the importance of considering social interactions among multiple users in the metaverse and highlights the need for further investigation in this area.

The conceptual model guiding this research is based on the premise that consumers' digital consumer acculturation in metaverse-driven SVWs can lead to changes in CRLP (Dey et al., 2020). This model incorporates the two types of RMMISI interactions: screen-based and VR-based.

Methodology

The research will adopt netnography as the research methodology, whilst combining active and passive netnography to collect the data (Kozinets et al., 2013). Archival data will be collected through passive netnography, which involves the comments and reviews from online sources associated with SVWs, such as comments regarding how one's involvement with metaverse affects CRLP (Kozinets, 2019). In addition, elicited data will be collected by active netnography, which involves in-depth interviews and observation. Moreover, to lessen the potential bias in data collection, prolonged engagement, member checks and persistent observation will be used to improve the credibility of the research. We will employ thick description for transferability and audit trail for dependability and confirmability (Korstjens & Moser, 2018). Consistent with the procedure of passive netnography, textual data from online sources will be merged and analysed to identify key themes and topics, which will be the basis for interview questions (Kozinets, 2023). Consistent with the procedure of active netnography, the textual data will be assessed, filtered, and evaluated using NVivo (Kozinets, 2015). The audiovisual data (recording and screenshots of observation) will be transcribed and analysed by the researcher to identify themes regarding visual cues, symbols, or actions that reflect changes in CRLP. In conclusion, video recordings or screenshots can be integrated with other textual data (Kozinets, 2023).

By triangulating different forms of data, we will cross-reference observations, identify consistencies or discrepancies, and enhance the overall analysis. These procedures help gain valuable insights into how individuals undergo acculturation within SVWs and the role of different sensory modalities, particularly haptic interactions.

Results and/or Discussion and Contributions

Macromarketing deals with the impact of marketing on societal outcomes such as consumer well-being. The impact of consumers' engagement in SVWs on consumers well-being needs to be assessed. This research proposal considers the impact of two types of SVWs. While exact influence patterns cannot be confirmed at this stage, existing literature provides limited insights into potential patterns. Literature suggests that engagement in SVWs can have both direct and indirect effects on consumers' real-life consumption practices (Peng & Ke, 2015; Reis et al., 2011). Direct effects may include changes in purchasing behaviour, brand preferences, and product evaluations influenced by interactions and experiences within SVWs (Trabelsi-Zoghlami & Touzani, 2019). Indirect effects could manifest as changes in social norms, values, and cultural influences (Zhou et al., 2012).

Implications for Theory and Practice

A better understanding of the dynamics of RMMISI consumer acculturation can enable policymakers to create guidelines that ensure fair and secure virtual transactions, tax compliance, and consumer protection in complex digital environments. Businesses and organisations can leverage this knowledge to tailor customer engagement and loyalty programs by designing virtual experiences aligning with users' preferences and encourage real-life purchases (Cunha et al., 2022). This will help enhance consumer well-being, specifically, at the intersection of real-life and metaverse.

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Mind the Accessibility Gap: Explorations of the Disabling Marketplace

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Introduction: Servicing people with disability

More than a billion people, equating to 15% of the world's population, are estimated to live with some form of disability, including 18% (4.4 million) Australians (Australian Institute of Health and Welfare, 2022). The WHO (2021) predicts this number to increase due in part to population ageing and an increase in the prevalence of noncommunicable diseases. A disability is any condition that restricts a person's mental, sensory or mobility functions. Almost everyone will experience different extents of disability – temporary or permanent, visible or invisible – at some point during their lives. Problematically, notions of ableism are entrenched in many market structures, commercial settings and regulatory policies, and is the lens through which people with a disability (PwD) are viewed, and how they might experience vulnerability in marketplaces (Higgins et al., 2021).

Living with a disability is commonly associated with health-related problems, impairment and how one's disability will limit access to *physical infrastructure* in marketplaces. For example, advocates for service inclusion point to the need for regulation and design that integrate enabling infrastructure that creates better access to retail settings (Edwards et al., 2018), in transportation services researchers have identified the need to co-design transportation for PwD *along* the customer journey, not just at the destination (Mogaji and Nguyen, 2022), and for government-funded support services researchers call for computer systems that are accessible to all people. The important theme of this research is improved understanding of the accessibility needs of PwD, and the regulatory environment that sets benchmarks for infrastructure that facilitate or creates barriers to markets. Despite these advances in knowledge about services for PwD, there remains significant gaps in our understanding of their service experiences, beyond the functional aspects of marketplace accessibilities. In this research we draw from the experiential consumption literature to engage more fully in explorations of the social aspects of consumption and the "fun, fantasy and feelings" (Holbrook and Hirschman, 1982) associated with consumption. To explore both marketplace accessibility and consumption experiences of PwD we explore service interactions in the tourism industry, and emergent developments in accessible tourism. Following from this our study will also be able to explain how tourism experiences can be a catalyst for transformation and enhancement to the lives of PwD because participation in travel has been shown to impact people's health, wellbeing, happiness and quality of life (Randle et al., 2019).

Background: Integrating approaches to study PwD

Travel accessibility is both a human rights imperative, and an exceptional business opportunity, offering significant market potential to enhance economic development (McCabe and Dickmann, 2015). However, barriers to travel accessibility, such as attitudinal, organisational, physical, informational, and technological, have been identified to negatively affect the perceived quality of tourism experiences (McKercher & Darcy, 2018). Certain gaps in travel accessibility have also been identified, requiring urgent development, including "suitable products", "accurate information", and "specialist planning tools" (Austrade, 2018). This underservicing of consumers seeking accessible tourist experiences aligns with wider calls for *more intersectional perspectives* in consumer and marketing research (e.g., Hearn & Hein, 2015; Kearney et al., 2019). In responding to calls to not only raise awareness of the growing needs of PwD, our research also aims to understand the complexities of disadvantaged identity positions and their representations in marketing, tourism and service research. We take this approach because disabled identities are seldom made visible in marketing and tourism imagery (Södergren and Vallström, 2020), and this has had a flow-on effect in the adequate identification and design of tourism services that cater for and care about the needs of PwD and their travelling journeys. We suggest that a better understanding of the needs of PwD will improve *service inclusion*, which is defined as an egalitarian system that provides customers with fair access to a service, fair treatment during a service and fair opportunity to exit a service (Fisk, et al., 2018). But to better design travelling journeys for PwD, a key question remains – ***What do people with disabilities care about when they seek out opportunities and pleasures in travel?***

While there is a growing interest in investigating marketing, consumer culture and disability (see for example, Baker, 2006, Beudeart, 2018 and Higgins, 2020), research *for* and *about* PwD remains a largely underexplored area in market studies and tourism research. There is growing recognition that *care* plays a role in consumption, however, care is a construct that has not been applied in travel research or developed effectively in service research. While the care literature has been established in philosophy, medicine, politics, sociology, and feminist approaches, it is only recently that a "theory of care" has been defined in marketing. Shaw et al. (2017) argue that a theory of care focuses a researcher's explorations of the dynamic, systemic, and involving interactions of multiple stakeholders, which "affords the opportunity to observe and interpret the evolutionary nature of care across consumer activities (e.g., searching, producing, consuming, disposing) and the opportunity to explore the manifestation of care where the boundaries of production and consumption merge" (p. 418). Following a theory-praxis approach, this research draws from a 'theory of care' and transformative service (Anderson, et al., 2015) to understand how interpersonal interactions between travellers with a disability and tourism service providers can work towards bridging the accessibility gap in tourism experiences (see Table 1). Formative to bridging such a gap is addressing the unmet needs of PwD, *and* the people that offer care and support to PwD along a travel journey.

Table 1: Phases of care (Shaw et al., 2017, p. 419, adapted from Tronto, 2013)

Phase of care	**Meaning and Tourism Framing**
Care about	Awareness of a 'care deficit'. Designing to meet the needs of PWD focused not just on a travel destination, importantly identifying the 'moments of care' along the journey to a tourism destination.
Caring for	Following identification of needs, taking responsibility to meet travellers needs and identifying stakeholders responsible for address unmet needs and/or failing to care for (and about) PwD travel experiences.
Caregiving	The action of care that manifest in stakeholder engagement in a caring tourism service system that 'enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity' (Darcy and Dickson, 2009).

Method and Preliminary Insights

We are investigating PwD experiences of the tourism service system by collating market evidence about tourism services offered to PwD, specifically by scraping data from leading travel sites (i.e., Trip Advisor and Facebook Accessible Tourism sites). This secondary data will be triangulated with interview data generated from one-to-one extended interview with industry experts and tourism provides, as well as PwD personal accounts and traveller journeys, and paired interviews with carers, family members and friends. Preliminary insight from the data gathered to date offers two important areas of discovery and verification. Firstly, tourism sites and providers prioritise hard-infrastructure as the indicator to and marketing for PwD tourism services, which initially appear to privilege mobility and wheel-chair access, bathroom and restaurant infrastructures. Secondly, and in response to tourism service regulatory requirements, tourism operators have limited capabilities in designing the social and soft infrastructure expected by PwD travellers and as a result make only limited enhancements to wellbeing and quality of life for PwD currently.

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The Consequences of Quackery on Early 20th Century Tohungas

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Abstract:
This paper examines the impact quackery marketing (particularly its advertising and promotion) had on the control of alternative health systems by those in government power. Examining the period of the early 1900s in New Zealand and focusing on the Tohunga Suppression Act (1907) and Quackery Prevention Act (1908) it asks whether attitudes against quackery advertising and promotion had wider effects than just addressing quackery. Qualitative historical research in marketing method is used. It finds evidence in support that thinking around quackery did cross-fertilize the narrative against tohunga-delivered treatments. This paper casts a wider net than is usually the case for study of the history of quackery advertising and promotion, by examining how efforts to contain quackery may or may not have impacted on ways of healing among indigenous populations undergoing colonization.

Keywords: quackery, tohunga, history of advertising and promotion

The Marketing Academic/Practitioner Gap in Australasia

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Abstract:
This paper presents the findings of an exploratory study exploring qualitative perspectives on academic marketing research (AMR) by commercial marketing practitioners (CMP) in Australasia. The study found that CMPs have mixed understandings of what AMR is, and that use of AMR in practice is limited. AMR is sometimes used to justify practice, improve decision-making or to keep abreast of the latest developments in marketing thought and practice, but CMPs are more likely to rely in quickly digestible sources with questionable credibility, like blogs. CMPs also face several utilitarian barriers to using AMR such as time and money. The results indicate there is an opportunity for marketing education to integrate use of AMR for practice better and for marketing scholars to rethink how they are disseminating AMR. Utilising basic marketing principles to increase the impact of AMR may be useful.

Keywords: Academic/practitioner gap, Academic marketing research, Marketing Scholarship

Marketing Analytics, Methods and Modelling

Do You Love Beach Or Mountain?

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Abstract:
This study attempted to map personality traits based on consumers' textual data by using the feature extraction method (TF-IDF algorithm). We employed the Kaggle MBTI Personality Type Dataset to examine the method's effectiveness, extract the personality traits from the textual data into features, and map them onto the traits/dimensions of the existing scale. Furthermore, we developed a predictive model with a machine learning algorithm to predict consumer personality traits based on what they said and then predict how they behave in terms of travel decision-making. We examined realistic data from TripAdvisor. By using the pre-trained model developed in this study, we found significant differences in personality traits between beach and mountain lovers. The feature extraction method and machine learning algorithms have the potential to fulfil personalised marketing.

Keywords: personality traits, text analytics, machine learning, MBTI

Proactive Marketing Analytics for Increased Firm Competitiveness

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Abstract:
The explosive growth of data availability has prompted a discussion on how to leverage big data analytics for firm competitive advantage. Despite growing scholarly and practitioner interest, current research in this conversation remains in the early stage of development and fragmented. This has prompted researchers to explore the mechanisms that facilitate the effective adoption of big data for increased competitiveness. Drawing upon dynamic capability view (DCV), proactive market orientation (PMO), multiple streams of literature along with sixteen in-depth interviews, this research suggests a model of proactive marketing analytics. Study findings reveal that, big data analytics influence firm competitive advantage through proactive marketing analytics capability and innovation in product, marketing aspects. This study contributes to theory and literature by presenting a set of testable hypotheses that guides future research. Practitioners will be benefited by receiving insights to identify the underlying mechanism of how big data enable firm competitiveness in digital age.

Keywords: Big Data, Marketing Analytics, Competitive Advantage

GPT-4: Faster, Cheaper, More Accurate Brand Suggestiveness Coder

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Abstract:
Despite over a hundred years of history (Viehoever, 1920), no research has determined *how often* marketers use suggestive brand names. Time, monetary costs, and accuracy are big barriers. This presents a unique case study to explore the applicability of artificial intelligence to replace manual coding, improving research capabilities. Using a gold-standard benchmark, we compared the coding performances of GPT-3.5 and 4 with human coders, for 175 brand names, from five consumer goods categories. The prevalence of suggestive brand names ranged from 58% for breakfast cereals, to 22% for long-life milk. The inter-coder reliability scores between the benchmark were the best with GPT-4, while research assistants and GPT-3.5 performed similarly (poorly compared to GPT-4). We found important contextual influences for non-English names, offering insights for researchers considering artificial intelligence coding methods beyond brand name suggestiveness, given its ability to achieve more accurate results than human coders quickly and cheaply.

Keywords: Suggestive brand names, Artificial intelligence, Inter-coder Reliability

The Effect of Store Credit Services on Customers' Store Loyalty

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Introduction and Research Aim

Several major retailers such as Amazon, JD.com, and Taobao have recently implemented store credit programs. Store credit programs are credit services provided by a retailer for purchases from that retailer only. In contrast, credit cards have no such constraints and can be used at a wide range of retailers or businesses. While store credit services are similar to traditional credit cards, a major difference is that they may result in increased store loyalty because they restrict purchases to a specific store, resulting in increased spending and purchasing frequency. Nevertheless, research on the effectiveness of store credit programs is lacking. Thus, it is essential to examine the effect of store credit services on shopping behaviour.

The aim of this study is to determine the effectiveness of store credit programs. Specifically, our paper investigates the effect of store credit adoption on customers' shopping behaviour in terms of *spending* and *shopping frequency,* focusing on both short-term and longer-term effects. We identify three key mechanisms for these effects: loyalty reinforcement, the spillover effect, and liquidity relaxation.

Background and/or Conceptual Model

The conceptual framework examines the impact of store credit adoption on customers' store loyalty. We adopt a behavioural approach to measure customer loyalty; with spending (Dr`eze and Hoch 1998, Lal and Bell 2003, Leenheer et al. 2007) and shopping frequency (Van Heerde and Bijmolt 2005, Kopalle et al. 2012, Zhang and Breugelmans 2012) as indicators. Moreover, we propose two novel mechanisms that may underpin this effect: (i) a relational mechanism, referred to as 'loyalty reinforcement' in which the customer relationships are strengthened and (ii) a functional mechanism referred to as a 'spillover effect' in which the increase in incidental purchases occurs because of additional visits made by customers to their store credit account. In addition, similar to the literature on credit cards, we consider the 'liquidity relaxation' mechanism in which the increased sales are due to the additional credit provided by store credit services.

Previous research has shown that credit cards can increase the volume and frequency of consumer purchases (Prelec and Simester 2001, Raghubir and Srivastava 2008, Wilcox et al. 2011), which is largely based on experimental or survey methods, which only capture the immediate effects of credit cards. We propose that store credit services, differently from credit cards, have a positive longer-term effect on customers' store patronage, as the store credit can only be used at the store that offers it. This provides customers with an incentive to continue shopping at the store offering the store credit. Furthermore, we hypothesize that the two mechanisms that are unique to store credit, the loyalty reinforcement and spillover effect, will have a positive and persistent effect on customers' store loyalty, while liquidity relaxation has a transitory positive effect.

Methodology

We employ a quasi-experimental approach to measure the effect of the adoption of store credit on customers' shopping behaviour. Specifically, we use difference-in-differences (DID) models coupled with propensity score matching (PSM). First, we employ PSM to match customers who have adopted the store credit services (treatment group) with a similar group of non-adopters (control group). Consumers are matched based on demographics and past purchasing behaviour (Rosenbaum and Rubin 1983, Dehejia and Wahba 2002). Next, we conduct the DID analysis by comparing the shopping behaviour of store credit adopters (before and after the adoption of credit) and matched nonadopters (Myer 1995). DID addresses potential endogeneity and biases due to self-selection. PSM prevents self-selection bias concerns arising from the differences between customers who do and do not use store credit. To further account for self-selection bias arising from unobservable variables, we perform a two-stage Heckman correction procedure using lottery sales as a source of exogenous variation (an instrument) to mitigate the endogeneity arising from customers' inherent risk preference for store credit adoption (Heckman 1979).

We obtained novel purchase data from JD.com, a major Chinese online retailer, to determine the effect of store credit adoption on customers' shopping behaviour. Specifically, we collected data on consumers' total monthly purchases and the number of shopping trips per month and consumer demographics. We randomly select a sample of 20,000 store credit adopters as the treatment group and matched this with similar nonadopters as the control group. The consumers in the treatment group all started using store credit in the same two-week period. We also collected data 12 months, immediately before and after adoption (for both the treatment and control group).

Results and/or Discussion and Contributions

Our results demonstrate that the adoption of store credit services results in increased store patronage, and, importantly, we observed that these effects persist over time. Specifically, store credit adopters spent 14.6% more and purchased 3.5% more often compared to nonadopters.

Further, we find that this increase in store patronage arises from two mechanisms that are unique to store credit. First, we find a positive loyalty reinforcement effect. In particular, loyal customers who purchase more frequently experience more benefits from store credit usage, leading to higher spending and more frequent purchases. Second, we observe a positive spillover effect, as store credits adopters make additional visits to their store credit accounts, which result in some spillover purchases. Finally, we show that the increased loyalty is not primarily attributable to the additional liquidity (liquidity relaxation) provided by store credit. This contrasts with previous findings on the effect of credit cards, which has been attributed to an increase in liquidity. We find a positive and persistent loyalty reinforcement and a spillover effect arising from store credit adoption, while liquidity relaxation has only a transitory positive effect.

Implications for Theory and Practice

With the development of the new retailing ecology, retailers are increasingly introducing store credit programs. It is essential to examine the effectiveness of such store credit programs. To the best of our knowledge, this is the first study to examine the effect of store credit programs on shopping behaviour, with a particular focus on the long-term effect on customer store loyalty.

The current research provides important insights for retailers that a store credit program can be an important component of a customer relationship management strategy, generating long-term benefits, rather than simply offering a financial service. With respect to loyalty reinforcement, retailers attempting to acquire new adopters of their store credit program should focus on current customers who make larger and or more frequent purchases. To enhance greater spillover, retailers should embed promotional messages or shopping modules within customers' store credit accounts. In terms of liquidity relaxation, retailers should be aware that offering a line of credit (or increasing customers' credit limit) is not an effective tool to increase customers' purchases in the long term. Instead, retailers may want to focus on providing liquidity (store credit) to new customers.

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Examining Wine Consumer Attention: An Empirics-first Research Approach

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Introduction and Research Aim

The global wine market generated over 340 billion USD in revenue in 2022; however the market is changing with greater interest in e-commerce and ethical/ sustainable production (Statista, n.d.). By offering a seamless omnichannel experience with branded content to consumers, wine brands seek to effectively engage with the emergent sustainability-conscious Generation Z consumer (Euromonitor, 2023; NielsenIQ and Fernandes, 2023). Simultaneously, increasingly stringent labelling regulations are pushing producers to adopt connected packaging solutions (Staub et al., 2022). As a result, mastering connected packaging has become crucial for wine brands to comply with regulatory bodies whilst offering engaging information and brand storytelling to retain consumers' fleeting attention. However, research on connected packaging applicable to the wine consumer context remains scarce, with little managerial guidance available to producers looking to adopt these consumer-facing technologies. Simultaneously, the uptake of connected packaging presents an opportunity for researchers to employ innovative methodologies to study wine consumer attention when they do not feel as directly observed.

In the spirit of the empirics-first tradition (Golder et al., 2023), we leverage in-market industry data to address the aims of this study and uncover new actionable insights with real-world relevance:

1) *To understand how wine consumers attention can be measured to shape the design of connected packaging to guide marketing decisions surrounding the adoption of connected packaging.*
2) *To refine a cost-effective method to enable researchers to observe consumer online attention that can be applied to numerous contexts while mitigating observation bias.*

Background

Identification of individual consumer behaviour patterns has been a gap in research (Carlson et al., 2018), which has recently been explored using Google Analytics data to inform marketing decisions (Dwivedi et al., 2021; Tupikovskaja-Omovie and Tyler, 2021). While Google Analytics provides consumer click attribution and a multitude of information (Tupikovskaja-Omovie and Tyler, 2021), Google Analytics data continues to present limitations in terms of tracking consumer attention and behaviour beyond clicks. This is especially important on landing pages containing branding and information such as those connected through packaging. To overcome this limitation, this study uses Google Analytics enhanced with Tag Manager to improve consumer attention measurement on webpages.

Methodology

A multi-method research design was used leveraging Tag Manager scrolling triggers to record time spent as a measure of wine consumer attention, and a Maximum Difference Scaling (MaxDiff) survey. Scroll triggers of 10% increments were set up through Tag Manager to provide time-stamped events recording consumers scrolling through the webpage. MaxDiff analysis is a simpler and more accurate method to discriminate amongst a set of attributes compared to traditional rating scales (Jakomin et al., 2022) successfully implemented in the wine industry (Mueller Loose and Lockshin, 2013). The MaxDiff question "When I buy wine in a store [attribute] is most/least important to me" was shown to respondents 6 times, with a set of four attributes[1] automatically randomised to ensure high data quality.

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[1] Attributes based on previous wine research (Goodman et al., 2008; Loveless et al., 2010; Mueller Loose and Lockshin, 2013) with the addition of 'smart label' to represent connected packaging in the wine context.

An Australian organic winery and a connected packaging provider provided access to their in-market Google Analytics product data. Australian wine consumers over 18 years took part in the study by scanning the smart wine label with their smartphones between October 25th, 2021, until June 29th, 2022. On the webpage, 136 respondents chose to participate in the MaxDiff survey as well. The analysis was performed using SPSS Statistics V27 (IBM, USA).

Results and Discussion

Overall, Google Analytics registered 515 page views, 117 clicks. Tag Manager registered 1,661 scroll triggering events. Average time spent on the webpage was 48.6s where 63% of consumers did not scroll past the 10% increment and attention dropped steeply after the sustainable share scheme section (Fig. 1). However, attention increased as consumer scrolled through, culminating with the brand storytelling section (40%).

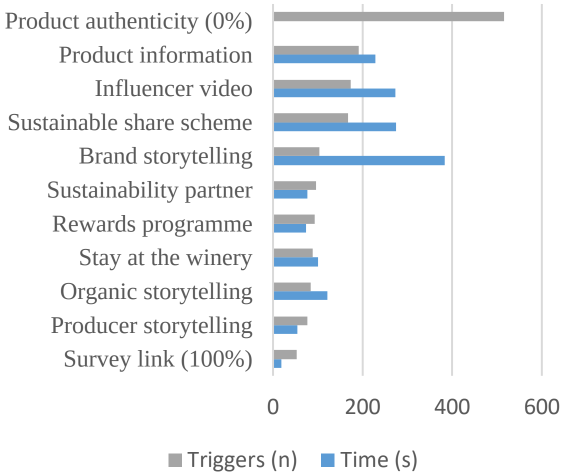

*Figure SEQ Figure * ARABIC 1 Observation results: number of triggering events and time spent per scroll increment (10%...)*

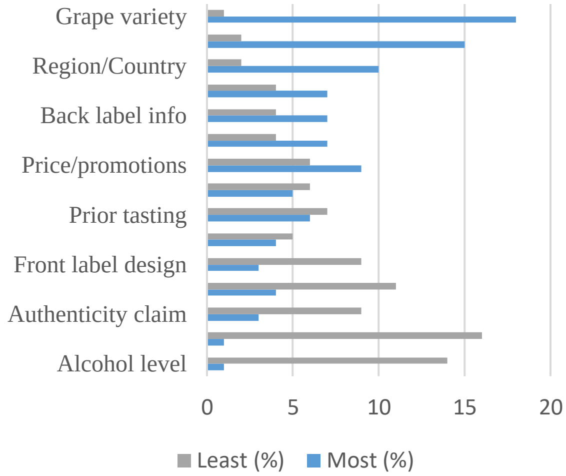

*Figure SEQ Figure * ARABIC 2 MaxDiff results: probability of selecting each attribute as the most and least important*

MaxDiff respondents' age ranged from 21 to 75 (M = 44.8, SD = 12.8), with 70.6% female (*n* = 96), 71% of respondents with tertiary education with high wine involvement (M = 6.14, SD = 0.86). Consumers valued product information, such as grape variety, wine style, and region/country of origin, the most (Fig. 2) matching their attention behaviour. Sustainability ranked highly in the MaxDiff, but consumer attention was low potentially due to placement. Brand storytelling captured consumer attention, in contrast with the low importance of brand name the survey responses (Fig. 2) indicating the importance of storytelling for consumers.

Implications for Theory and Practice

Theoretically, the study enhances our understanding of consumer online behaviour and provides valuable insights into consumer engagement, particularly attention and advances an innovative and non-intrusive method for collecting consumer attention data. Thus, addressing research aims 1 and 2.

Managerially, the findings offer actionable insights to wine producers seeking to implement and optimise connected wine packaging to effectively engage today's discerning and digitally connected consumers. The findings highlight the importance of providing detailed product information tailored to highly involved and educated sustainability-conscious wine consumers. Further, the research underscores the effectiveness of storytelling rather than influencer video marketing in connected packaging to capture and retain wine consumer attention.

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Exploring HTE in Static and Time-Series Data

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Abstract:
This research reviews the different methods used to estimate Heterogeneous Treatment Effects (HTE) in causal inference, specifically focusing on static and time-series data as well as time-invariant and -varying treatments. The study explores methods, including meta-learners and tree-based techniques with or without instrumental variable (IV) for static data as well as heterogeneity-robust Difference-in-Differences (DID) estimators and other machine learning methods for time-series data. The main objective is to enhance researchers' understanding of different HTE methodologies and provide guidance on selecting the most suitable method based on the specific characteristics of the data and treatment under study. Moreover, this study provides a summary of the datasets, open-source codes, and evaluation metrics that are accessible. This will help researchers and practitioners to easily investigate, assess, and utilize the causal inference methods.

Keywords: Causal Inference, Heterogeneous Treatment Effects, Machine Learning

Understanding Engagement with Gamified Online Surveys

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Abstract:
Gamification applies game design elements in non-game contexts, such as online surveys, to enhance user engagement. However, research on using the MDA framework to improve gamified survey design is limited. To address this gap, this study combines a literature review with depth interviews involving twenty-two young adults. The interviews explore five gamification mechanics and sheds light on why participants engage with certain mechanics over others in gamified online surveys.

The results indicate that each gamification mechanic evokes a range of positive and negative emotions among the interviewees. This paper extends the MDA framework by considering both positive and negative emotions, making a significant contribution to our understanding of how survey respondents interact with gamified online surveys. By delving deeper into respondent engagement, it enhances our comprehension of the effectiveness and impact of gamification in online surveys.

Keywords: Survey design methodology, gamification mechanics, MDA framework

Modelling Subscription Renewals

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Abstract:
Subscription based business and payments models are increasingly being adopted by many sectors, including public services. This research aims to model the subscription renewal behaviour of subscribers. The following three are the key highlights of presented model building endeavour: (i) the research proposes a Bass model based modelling approach and contrasts it with a regression model for predictive and explanatory relevance, (ii) the research considers three different subscription durations (3, 6, and 12 months), and (iii) allows for adjustment for an intervention event. This research finds superior results from Bass model based approach. It shows that 12 month plan (longer duration) attracted higher early renewals, 3 month plan attracted auto-debit renewals, and 6 month plan attracted deadline oriented behaviour. Decision makers can use the research for managing subscription plans.

Keywords: Subscription renewal, Bass model, Subscription model

Organic Food Purchasing: Dissecting with Data Science

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Introduction and Research Aim

The global organic food market has experienced exponential growth over the past few decades, driven by an escalating consciousness towards health, environmental sustainability, and ethical food production (Willer et al., 2019). This rising trend, however, often masks the underlying complexities and multifaceted dynamics of organic food purchasing decisions. Previous research has contributed valuable insights into these decisions (Taghikhah et al., 2020), yet much remains to be explored regarding the undervalued and hidden factors influencing these choices. We aim to bridge this gap by employing two sophisticated yet distinct analytical approaches: Structural Equation Modeling (SEM) and Machine Learning (ML). SEM is a statistical method that offers a robust examination of complex cause-effect relationships (Hair et al., 2019), while ML, a subset of artificial intelligence, provides a data-driven, predictive tool capable of handling high-dimensional, unstructured data to identify subtle and non-linear patterns (Breiman, 2001). Notably, we propose a novel approach that uses ML as a preliminary stage to refine and define hypotheses. This can streamline the SEM process by allowing us to focus on testing only those hypotheses identified by ML as highly influential. Despite their individual strengths, no studies to date have juxtaposed these two methodologies in understanding consumer behaviour in the organic food market. This study, therefore, contributes significantly by comparing the insights derived from SEM and ML, fostering a more comprehensive understanding of the organic food purchasing dynamics. Moreover, we delve deeper into the less understood factors that shape organic food purchasing decisions. The current literature has predominantly focused on factors such as health, environment, and ethics (Zhou et al., 2013), often side-lining other potentially influential variables. Our research seeks to uncover the under-rated elements such as social norms, personal norms, habits, emotions, thereby painting a more nuanced and holistic picture of consumer intentions in this market.

Background and/or Conceptual Model

In order to encapsulate the intricate nature of consumer behaviour and the multiple stages that direct an individual towards a buying decision, we construct a theoretical-based. Specifically, we integrate the power of pertinent theories to comprehend the impact of cognitive and emotional elements behind diverse purchasing actions: Theory of Planned Behavior (Ajzen, 1991), used to comprehend elements steering deliberate choices, Theory of Interpersonal Behavior (Triandis, 1979), incorporated to assimilate the impact of emotions, Impulsive Buying Theory (Stern et al., 1999), utilized to identify factors instigating spontaneous buying, Alphabet Theory (Zepeda & Deal, 2009), amalgamated to incorporate the function of habits, Goal Framing Theory (Lindenberg & Steg, 2013), employed to address a range of objectives.

Methodology

Relying on the theoretical framework, we formulate a questionnaire to collect data relevant to the associated variables. Participants in this study were a diverse set of individuals residing in the city of Sydney, Australia. A total of 1003 responses were collected through an online survey from individuals aged 18 and above. The respondents were selected in such a way that the distribution of gender, income, and age groups was representative of the overall Sydney population. The survey was administered online to consumer panels who voluntarily participated in the study (Taghikhah et al., 2021). We utilize supervised learning, a method of ML wherein an algorithm learns from labelled training data, and applies this learning to new data. The target variable in our study is intention to pay more for organic food. We employed a range of non-parametric classification algorithms and eventually selected the Random Forest algorithm, a powerful ensemble learning method that showed the highest performance. After the identification of important features and eliciting hypotheses accordingly, a two-step SEM approach was adopted to their validity, as recommended by Anderson and Gerbing (1988). CFA was first used to develop the measurement model, then the measurement model and structural equation paths were estimated simultaneously to examine the proposed conceptual model using AMOS 29 and the maximum likelihood estimation technique. This two-step approach was applied to ensure the validity and reliability of the proposed measurement items prior to examining the constructs' structural relationships.

Results and/or Discussion and Contributions

Regarding ML results, the intention model demonstrated strong predictive performance across the different folds. In essence, our findings underscore that organic food purchasing decisions are influenced by a confluence of factors revolving around sensory experience, trust in certification, environmental consciousness, and health benefits. Most prominently, the results highlight the vital role of taste in the purchasing decisions related to organic products. This indicates that consumers place substantial value on the sensory experience of organic foods, corroborating previous findings that highlight the importance of perceived quality attributes in organic food purchasing decisions (Dolezalová et al., 2016). In addition, trust in certification bodies and organic food labelling also surfaced as a key influencing factor. Moreover, the results denote a strong consumer consciousness toward environmental protection and sustainable practices. This suggests that the intrinsic value consumers attribute to organic foods often extends beyond personal benefits, encompassing broader environmental and societal impacts. Finally, health consciousness appears to be an important determinant, with consumers associating organic consumption with disease risk reduction and healthier choices. This is in line with previous studies that have linked organic food consumption to health motives (Yilmaz & Ilter, 2017). Thus, it was hypothesised that: **H1:** Health beliefs towards organic consumption is positively related to intention towards organic food consumption; **H2:** Environmental beliefs towards organic consumption is positively related to intention towards organic food consumption; **H3:** Trust beliefs towards organic consumption is positively related to intention towards organic food consumption; **H4:** Hedonic goals towards organic consumption is positively related to intention towards organic food consumption. Regarding SEM results, the overall model fit indices revealed acceptable fit of structural models to the data, and that path coefficients supported the hypotheses ($\chi2$ (113) =410.47; $\chi2$/df =3.633, $p<0.001$; CFI =0.97, TLI =0.96; RMSEA =0.051). H_3 in relation to trust beliefs (β=.695, P <0 .01) was confirmed as positively influencing the intention of organic food consumption. However, H_1 and H_2 in relation to health beliefs (β= -0.030, P>0.05) and environmental belief (β=0.135, P>0.05), respectively did not have significant influence on the intention of organic food consumption. These findings emphasise the stronger role of 'perceived trust' towards organic foods as opposed to environmental and health beliefs. Hence, it can be concluded that building consumers' trust in organic foods results in favourable intentions towards organic foods consumption. Also, H_4 was not confirmed. However, results revealed that hedonic goals moderate the relationship between environmental beliefs and intention where environmental beliefs significantly influences intention among participants with lower hedonic goals (β= 0.486, $p<0.01$) as opposed to those with higher hedonic goals (β= -0.166, $p> 0.05$). These findings suggest the significant role of environmental beliefs when food taste is less important. Our primary contribution lies in the novel integration of ML and SEM methodologies to understand organic food purchasing behaviors. This unique methodological blend enables us to explore high-dimensional, unstructured data and confirm hypotheses in a more focused manner, providing a richer understanding of the complexities surrounding consumer choices in the organic food market

Implications for Theory and Practice

The utilization of ML for developing hypotheses in an exploratory manner can help uncover relationships in high-dimensional, unstructured data, thereby generating new theories with high predictive power. The subsequent use of SEM can further substantiate interesting ML results, helping to understand how these factors interact and explaining their influence on consumer intention. The insights from this study can be used by marketers and practitioners in the organic food industry to develop more targeted marketing strategies. Knowing that taste, trust, and attitudes significantly influence purchasing intention, marketing campaigns could be designed to emphasize these aspects of organic food products. Policymakers and industry practitioners can focus on strategies that enhance consumer trust, such as implementing reliable certification systems or transparent supply chain mechanisms like blockchain.

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Carbon Offset Program and the Customer-Firm Relationship

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Abstract:
As climate change has emerged as a global challenge, a growing number of firms have developed a voluntary carbon offset program (COP) wherein a firm enables its customers to pay monthly fees based on their estimated carbon footprint and channels the funds to the climate change amelioration projects of third parties. We measure the causal effects of COP participation on a financial services firm's business relationship with its customers, and the post-enrollment persistence of these effects over time. To account for possible biases due to self-selection into in COP participation, we use two approaches: a synthetic control method and a treatment effects model with an instrumental variable (customers' concern for the climate). Both methods show that COP participation increases customers' investment balances for at least 18 months. We conjecture that COP participation enhances customers' environmental empowerment and subsequent engagement with the firm, which strengthens the customer-firm relationship over time.

Keywords: sustainability; climate change; carbon emission offset program

Marketing Education

Integrating Canva into Marketing Education

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Introduction and Research Aim

The aim of this study is to create a staged approach for educators to embed a digital design tool, known as Canva, into the marketing classroom.

With the increasing digitisation of learning, marketing academics face the challenge of creating highly relevant and immersive materials. The rise of social media platforms since the mid-2000s has disrupted the connection between marketing and design, requiring continuous innovation (Rohm et al., 2019, Hudders et al., 2021). This disruption, led by platforms like Facebook, Instagram, and TikTok, demands content marketers to deliver professional yet creative designs (Cartwright et al., 2021). As marketing practice undergoes rapid and ongoing transformation, educators face difficulties in designing and implementing teaching content and assessments (Rohm et al., 2021). Drawing on the author's teaching experience in marketing subjects, this conceptual paper aims to assist educators in staying ahead and preparing future marketing practitioners.

Marketing academics have incorporated three significant trends in their subject design thinking, aligned with the mission of the Association to Advance Schools of Business (2020) to foster engagement, innovation, and impact in business education. Firstly, educators are increasingly focusing on equipping students with a competitive advantage in the job market by integrating sought-after components within modules and courses (Crittenden and Peterson, 2019). Secondly, the shift in education approaches due to the Covid-19 pandemic has led to greater attention on teaching styles and the adoption of blended learning and dual-mode delivery (Ackerman and Gross, 2021). Improving connectivity and interactions between students both on and off campus becomes crucial as students return to university grounds (Lester and Crawford–Lee, 2022). Lastly, advancements in design technologies and tools like Canva have empowered students to create professional-quality content for assessments and in-class activities (Ferrell and Ferrell, 2020). This paper proposes a conceptual framework for embedding Canva into marketing subjects, utilizing a 6-step process guided by dialogical and social learning theories. The framework addresses implementation challenges, examines observed benefits for staff and students, and reflects on areas for improvement.

Canva, an online design and publishing tool launched in 2013, has gained global popularity, with marketers in over 190 countries using it for content development (Gehred, 2020, Canva, 2022). The web-based platform offers drag-and-drop functionality for creating various marketing materials, such as presentations and digital advertisements. Canva's integration into student education has reached over a million institutions worldwide (Gehred, 2020, Canva, 2019). Notably, Canva's cloud-based nature provides convenient access and storage, while its extensive library of free graphics and videos enhances the quality of reports, presentations, and social media content. Furthermore, Canva proficiency has become a sought-after skill in marketing job advertisements, with numerous positions in Australia requiring knowledge and experience with the platform (Builder, 2022, SEEK, 2022). Despite some discussions on Canva within digital approaches, there is limited literature on embedding Canva in marketing subjects and incorporating it into subject and assessment design.

The development of a conceptual framework for embedding Canva in the marketing classroom is a structured and process-oriented approach that integrates dialogic and social learning research paradigms. The framework recognises the importance of dialogue, interaction, and the social and cultural factors that shape the adoption of new technologies in education. The six-stage process outlines how Canva was successfully embedded into five marketing subjects, serving as a roadmap to guide educators in future implementations. Drawing from dialogic and social learning theories, the framework promotes collaboration, problem-solving, communication, and holistic education. By incorporating social learning theories, the framework ensures that the development of ideas aligns with the needs of both students and educators. Steps 1, 3, and 5 employ a dialogic approach, while steps 2, 4, and 6 incorporate social learning theory, creating a comprehensive and effective process for embedding Canva in the marketing curriculum. The stages are: (1) Information discussion, (2) Staff reflection, (3) Co-creation of resources (4) Tutorial and assessment re-design, (5) Staff training, and (6) Post-implementation reflection.

Introducing Canva in early marketing subjects, particularly in the first year, can have significant benefits for students throughout their university journey, enhancing their knowledge and work-readiness. Notably, the use of Canva transforms feedback from a post-assessment deliverable to a real-time interaction during sessions, leading to improvements in assessment quality. Students can address assessment issues promptly through Canva's feedback and comment function, facilitating continuous and uninterrupted learning.

Furthermore, Canva proves advantageous for online group work, which often faces challenges with participation. By tracking each user's contributions to the document, Canva encourages all participants to engage actively, making breakout sessions more immersive and alerting educators to potential group issues at an early stage. The proposed conceptual model outlined in this paper provides a roadmap for marketing academics to embed Canva into their classrooms, fostering collaboration, communication, creativity, and critical thinking skills among students and creating a more engaging and immersive learning environment.

The evolving landscape of professional, pedagogical, social, and technological changes has led to the rise of blended environments in both education and workspaces (Johnson, 2021). Canva presents an opportunity for educators to create unique, flexible, and authentic experiences valued by students and employers, while fostering student engagement, innovation, and the overall impact on business education. These interactive and project-based tools have the potential to enhance students' adaptability to blended work environments, particularly in the digital era. Initial discussions indicate that through engaging interactions with peers and instructors, students have shown improvements in the quality of their work, time management in assessments, and overall cohort morale. By focusing on active learning tasks supported by tools like Canva, students develop critical thinking skills and problem-solving abilities(Jahnke and Liebscher, 2020). Additionally, the ability to interact within a web-based learning environment, particularly in smaller group sizes, can yield further positive outcomes (Caspi et al., 2003). Canva enables effective learning through social interactions, both online and in face-to-face settings, by seamlessly integrating technology into the learning experience.

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MBA Marketing Education: Contact, Virtual Classes or Hybrid?

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Introduction and Research Aim

The COVID-19 pandemic significantly transformed the landscape of tertiary education, and universities faced numerous challenges. While the full extent of its long-term impacts is still unfolding, it has prompted a re-evaluation of educational practices, the integration of technology, and the recognition of the need for flexible and adaptable approaches to teaching and learning. Likewise, the North-West University's Business School (branded as the NWU Business School) also had to make a rapid transition from full contact (person-to-person) classes to a full online learning (Lotriet, 2020). Lecturers and students had to adapt quickly to deliver and continue modules remotely using various online platforms, video conferencing tools, and learning management systems. This change was specifically taxing as the Level 5 hard lockdown on 27th of March 2020 hit South Africa in the middle of the semester (Lebuso, 2022). Within a week lecturers had to adapt their full contact teaching to online classes (Lotriet, 2020). Neither the faculty or students were prepared, hence this shift presented significant challenges in terms of technology infrastructure, lecturer technology training, and how to lecture remotely. However, because the business school teaches an Executive MBA programme where students all study part-time and are full-time employed, Internet connectivity was not a problem. This is because connectivity is an MBA admission requirement (NWU, 2019b).

As the pandemic's severity passed, the hard lockdown and other restrictions lifted, and the business school could start exploring other modes of academic content delivery. However, reinstating full contact was not an option because of restrictions such as how many people may gather, distancing during gatherings, and student fears (Grobler, 2022). By 21 September 2020, Level 1 lockdown was initiated allowing restricted gatherings. Lecture halls may only accommodate 50% of its capacity. In April 2021, South Africa reinstated Level 3 lockdown restrictions to battle the third wave of the pandemic (Lebuso, 2022).

Currently, with all restrictions on movement and gatherings being lifted, universities could return to a more "normal" teaching environment. However, high technological investment, online-educated lecturers and students, and benefits and developments during online learning now forms a "new normal" for the NWU Business School. Which method of teaching, or rather, which mode of delivery is the most relevant and effective? Should the MBA lectures return to a full contact mode of delivery, stick with the newly established full online mode, or attempt to integrate the benefits into a hybrid mode of delivering education to a new breed of students?

This study, therefore, examines the academic performance of the different modes of delivery by comparing data of Executive MBA Marketing management students at the NWU Business School in South Africa. The study examines academic performance of these students from 2017 up to 2023.

The aim of this study is then to:

> *Determine if the delivery mode (full contact, full online or hybrid) significantly influences Executive MBA students' academic performance.*

Two research questions address this aim:

> **RQ1: Are there significant differences in students' academic performance between full online, full contact and hybrid modes of delivery on MBA level?**
> **RQ2: During which mode of delivery does students, respectively, perform better regarding individual (normative) and groupwork (summative assessment)?**
> **RQ3: Is there a preferred mode of delivery to optimize Executive MBA students' academic performance?**

Theoretical background
The study uses social constructivism as educational basis for evaluating the social science module Marketing management to emphasize the role social interaction and cultural context plays in the construction of knowledge and understanding. According to social constructivists, individuals actively participate in the creation and interpretation of knowledge through their interactions with others, such as active- and experiential learning, and their engagement with cultural norms, values, and symbols of marketing management.

Typical advantages of social constructivism are collaborative learning where individuals can engage in dialogue, share ideas, and learn from each other. This is specifically relevant to the MBA teaching environment because of the importance of group work, discussions, and cooperative activities to facilitate knowledge construction through social interaction. The MBA also requires authentic tasks and contexts to connect learning to real-life situations (such as the group case studies). In a social constructivist approach, the role of teachers are seen as facilitators of learning rather than the sole transmitters of knowledge. This is specifically relevant to MBA where lecturers, as facilitators guide students towards real-world solutions by creating a supportive environment and encourage active participation and reflection among students. Likewise, social constructivism recognizes the value of diverse perspectives and encourages the exploration of different viewpoints by students on business solutions. In this case, discussions regarding group work and solutions to case studies are invaluable because exposure to other groups' solutions to complex business problematics in the case studies (and other applied discussion opportunities) promotes critical thinking, reflection, and the consideration of alternative interpretations, fostering a deeper understanding of complex issues. These are all qualities required by astute business leaders.

Overall, social constructivism provides a framework for understanding how knowledge is constructed, highlighting the significance of social interaction and cultural context in the learning process. It has had a significant influence on educational theories and practices, emphasizing student-centered approaches and the importance of active engagement in learning

Integrating social constructivism and open educational resources (OER) can have several benefits for teaching and learning in MBA classes. The MBA learning experience can be enhanced by incorporating OER into MBA classes. In the Marketing management module, students are required to read a wide range of resources such as case studies, industry reports, and related business material to stimulate critical thinking, prompt discussions, and engage students in applying their knowledge to real-world business scenarios. OER can also provide MBA students with diverse perspectives and a global outlook because industry leaders and experts offer diverse viewpoints on business practices from different industries and countries. This exposure broadens students' understanding of business complexities and enhance their decision-making skills. MBA students are encouraged to analyse, interpret, and discuss OER contents and apply their perspectives and experiences to reason possible solutions to real-life business problems within the specific environmental context. This also enriches the overall learning experience while establishing a learning habit that can be applied in lifelong learning and continuous professional development. The MBA program at the NWU Business School specifically aims to develop students' skills beyond the classroom and foster lifelong learning by incorporating OER in to stay up to date in an ever-changing business environment. Finally, OER emphasise ethical business practices, social responsibility, and sustainability. These traits are promoted as MBA outcomes and all module lecturers facilitate critical discussions and reflection on the role of businesses in society as part of their module outcomes.

Methodology
The database consists of Executive MBA students' marks for the module in Marketing Management from 2017 up to 2023 at a leading South African business school. The database contains marks for individual assignments, groupwork case studies, final individual- and groupwork marks, and the exam marks. The final exam comprises a detailed marketing plan for a product, service, or organisation as a Portfolio of Evidence. The mode of delivery served as dependent variable while the independent

variables comprised the marks for each assignment (groupwork, individual and exam). Three modes of delivery were compared, namely full contact (2017-2019), full online (2020-2021) introduced abruptly during Covid-19's hard lockdown on 27 March 2020, and the post-pandemic hybrid mode currently in effect (2022-2023). All the variables influencing academic performance remained unchanged for the module in Marketing Management (Bisschoff, 2020-2023). This means that there was no change since 2017 in the module outcomes, number of synchronous teaching hours, module content, assessment format (formative and summative), prescribed textbook, and even the module lecturer. Even the time of lectures remained constant.

Students attended classes on Saturdays between 07:30 to 14:30, in class (2017 to 2019), online via Zoom or Teams (2020-2023). (There are eight Saturday classes of 2.5 hours per module). Students also attend two 60-hour one-week study schools (January and July). Each module has eight hours contact time This was full contact before the pandemic, full online during the pandemic, and since 2021, full contact classes. In practice the mode of delivery means that the contact time for Marketing Management amounts to:

- Full contact: Contact classes (20 hours) and contact study schools (8 hours)
- Full online: Online classes (20 hours) and online study schools (8 hours)
- Hybrid: Online classes (20 hours) and contact study schools (8 hours)

The data comprised 532 cases: 230 full contact students, 159 full online students, and 143 hybrid students. Cronbach's alpha coefficient measured the data's reliability whereafter One-way ANOVA determined significant differences ($p \leq .05$) of academic performance between the three modes of delivery. Descriptive results emanated from inferential statics.

Results and Discussion

The dataset is reliable (α=0.85), so are the modes full contact (α=.74), full online (α=.86), and hybrid (α=.82) (Field, 2017). Additionally, every year's data, as well as the data for individual assignments and examinations per year showed satisfactory alpha coefficients (α≥0.70) (Field, 2017). At first glance, the marks and deviations between the delivery modes when comparing the mean values and standard deviations. The descriptive statistics show that the means and standard deviations of the assignments are: Individual assignments (64.5%; 13.6%), Group case study 1 (69.9%; 11.3%), Group case study 2 (75.3%; 14.6%), Group case study 3 (77.8%; 13.1%), Group case study 4 (77.1%; 15.4%), and Exam (66.2%; 15.3%). It is noteworthy that the sequential marks for the group case studies improve as the students gain more experience with the full contact (64.3%, 70.6%, 75.1%, 81.7%) and hybrid (66.4%, 78.9%, 82.7%, 91.4%) delivery modes, but not during the full online mode (69.9%, 71.3%, 71.2%, 62.5%). It is postulated that the limited personal contact and discussions during the hard lockdown of the pandemic limited student group learning. Informal discussions with students supported this notion. The individual assignment's average marks (61.9%) are also lower compared to the full contact (65.4%) and hybrid (67.9%) modes.

The ANOVA confirmed that significant differences exist between the modes of delivery for the individual assignments, group case studies and the exams ($p \leq .05$) (Ellis, 2023). The Tukey$_{a,b}$ Post-hoc tests showed that students performed significantly better during the hybrid delivery mode in individual assignments (69.2%), than full contact (63.8%) (Ellis, 2023; Pallant, 2020).

Regarding the 1st group case study, full online performs (67.3%) significantly worse than hybrid (71.1%) and full contact (73.6%) delivery modes. Likewise, in the 2nd, 3rd, and 4th group case studies the hybrid delivery mode (82.37%, 75.4%, 82.7%) outperforms the full contact (75.4, 80.1%, 86.6%) and full online (71.4%, 71.4%, 67.8%). The hybrid delivery mode, therefore, are more suitable for academic performance of group work. Although there is a 3% variance between the full online

(63.7%) and the other two delivery modes (66.7%, 67.8%), these differences are not significant the 95% confidence level (α≤.05). Finally, considering the final module mark, the hybrid delivery mode (71.0%) is significantly higher than the other two modes of delivery. However, there is no significant difference between full online (67.5%) and full contact (67.2%) modes of delivery regarding the final module mark.

Based on the findings, it is evident that the hybrid mode of delivery results in the best academic performance. This observation is based on two reasons, namely 1) There are progressive learning continuously throughout the semester regarding the group case studies. They learn to improve and hone their skills to better analyse and apply business solutions to real-life problems experienced by organisations, and 2) The students perform better academically and earn higher final module marks (maybe because of reason 1).

The study poses three limitations. 1) The students are executive MBA students, thus part-time students who are fully employed. These students are mostly paying for their own studies, and they are more serious about gaining knowledge. Therefore, the hybrid mode of delivery might not necessarily be the best model for parent-sponsored full-time campus students enjoying student life. 2) The other important limitation is that this study evaluated the mode of delivery in time intervals. It did not use a true experimental design with control groups in each group to directly compare modes of delivery for a specific year group. As such, the results are limited to the research design. This means that the hybrid delivery mode yielded better academic performance among the 2022/23 student groups than the contact delivery mode did for the 2017-2019 student groups. 3) The academic performance relates to marketing management. These results should not be extrapolated to quantitative models such as statistics, accountancy, or financial management without substantiating research.

It is concluded that the hybrid delivery mode facilitates academic performance of post-pandemic executive MBA marketing management students.

Implications for Theory and Practice

In theory, this paper contributes to the educational environment and the so-called “new normal” when the traditional mode of delivering tertiary education was low-tech, talk-and-chalk, and favoured full contact classes. Limited research on technological advancements and other teaching modes (except for full online or the traditional “distance education models”) existed. The limited environmental changes also resulted in a low-key priority for alternative education delivery models. However, the Covid-19 pandemic abruptly forced different education models and modes of delivery to become a top-order research priority. Both educational institutions and students experience exponential growth into new education delivery models born from need.

This study contributes by analysing comparative data from three modes of delivery, the traditional full contact model, the enforced full online model via technology with no or very limited contact, and then the best-of-both-worlds hybrid delivery mode where universities could retain the adopted technology (and newly developed education tools) to supplement the traditional personal contact mode of deliver. As such, this study provides a scientific comparison, and shows that the (new) hybrid teaching mode are undoubtedly more advantageous and that students gets the best value for their money.

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Sustainability Teaching: Empowering Students with Podcasts

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Introduction and Research Aim

February 2022 was a watershed as it engraved the release of a report commissioned by the French Ministry of Research and Higher Education to audit the teaching of sustainability by universities and higher education institutions (Jouzel and Abbadie Report, 2022). The report underlined the critical lag in broaching sustainability: students were under-informed about the negative impact of human activities on natural resources and the ethical and social consequences of climate change. They also lacked the relevant skills (e.g., to embody the values of sustainability, to act in a sustainable way) that would allow them to adapt to the worldwide challenges and implement ecological and social transition appropriately. These conclusions represented a wake-up call for a large part of the French teaching community, to which we belong. In particular, we were facing two major issues: 1) How to raise awareness among undergraduates about the ecological and social transition in a playful and engaging way? and 2) How to create an original teaching set which would be easy to implement and share for a minimum cost?

To answer these questions, we relied on transformative learning (Bainbridge, 2021; Papenfuss et al., 2019; Slavish and Zimbardo, 2012) to imagine an original and open-source pedagogical approach for sustainability teaching. This approach consisted in a challenge between 16 teams of 5 students each based on the listening and production of podcasts. It was implemented during a week with two successive school years of undergraduate students (June 2022 and June 2023) at a large French university, namely CY Cergy Paris Université, which represents a total of 130 participants. The difference in grades about responses to the same sustainability MCQ measured before and after the implementation of the approach as well as students' responses to a post-satisfaction questionnaire highlighted a significant increase in knowledge, high levels of satisfaction, and perceived personal engagement and empowerment. Moreover, the pedagogical approach was in the final of two national competitions for the most innovative pedagogical initiative, which underscored its success amongst the French management teaching community, aside from students. In what follows, we will present the pedagogical approach and its procedure, the results of its effectiveness, and discuss the implications of its implementation.

Pedagogical Approach and Procedure

Extant literature on sustainability teaching highlights its complexity and recommends a student-centered teaching strategy (Anastasiadis et al., 2021; Erskine and Johnson, 2012). In addition to teaching sustainability concepts and frameworks, there is a need to resort to active learning and hands-on experiences in order to induce action (Stead and Stead, 2010). Following this recommendation, we relied on transformational learning, where students become actors of their learning process as they 'learn by doing with others' (Vygotsky, 1986, p188). Teachers become then coaches and facilitators who help students acquire key concepts (Bruner and Haste, 2012), develop their critical thinking and curiosity (Rosebrough and Leverett, 2011; Slavich and Zimbardo, 2012), and collaborate with each other to master information and create their own (Rosebrough and Leverett, 2011).

The resulting pedagogical approach is a one-week challenge, entitled "Listen to the World of Tomorrow", where students are empowered through the listening and the production of podcasts. The pedagogical approach is built upon the three key pillars of transformative learning (Gazibara, 2013). The first pillar uses a large set of material, such as documentaries and readings, to help students understand the major concepts and challenges related to sustainability (e.g. Anthropocene, planetary boundaries, fossil energies and carbon footprint). The second pillar aims at raising awareness on current and future initiatives, using the listening of podcasts. Each group of students was assigned a list of 15 podcasts of a national radio channel that lasted 3mn each on average. The podcasts highlight concrete initiatives and actions that promote ecological and social transition. The students had to analyze the podcasts (e.g., editorial line, tone, interviews), understand their positioning and target audience, and identify their strengths and weaknesses regarding a student audience. The third pillar focuses on students' action by producing and promoting the diffusion of their own podcast. More precisely, students were asked to imagine and produce their own podcast on a theme of their choice related to sustainability (examples of chosen themes: fast-fashion and ocean pollution, carbon footprint of internet use, video games and circular economy). They had to leverage their creativity and communication skills to share their knowledge, ideas, and perspectives with a wide student audience. This hands-on experience enhances both their hard (e.g., mastering of sound editing software such as Audacity, GarageBand, Adobe Edition literacy) and soft skills (e.g. communication abilities). Table 1 in Appendix provides detailed information about the purpose of each pillar, the educational material, and students' means of assessment. With our open-source mindset, we created a website with all the teaching material (i.e., press articles, video links, questionnaires, requirements and assessment grids). So far, the body material is in French but it can be translated afterward.

Results and Implications

We used a set of diverse and complementary direct (i.e., student-focused) and indirect (i.e., colleague-focused) measures in order to assess the effectiveness of the pedagogical approach.

Direct measure. Before starting the challenge, students filled-in a pre-test questionnaire in order to assess their knowledge on sustainability issues. They filled-in the same questionnaire at the end of the challenge. Analysis of the difference in scores they obtained on the pre-test and post-test show an increase of 45.02% ($t(129)=12.414$; $p<.001$) which suggests that the pedagogical approach has facilitated their knowledge and understanding of sustainability key concepts. We also collected students' feedbacks and evaluation of the pedagogy through a survey, asking them to assess, using a 5 point like-type scale, their learning experiences, engagement levels, and satisfaction. All our students attended the 5 days and on average, 80,8% of them assess that they became more knowledgeable about ecological and social transition ($M_{\text{perceived learning gains}}=4.10$) and 91,2% state their satisfaction and that they massively participated in the challenge ($M_{\text{satisfation}}=4.10$; $M_{\text{impengagement}}=4.11$). The last step involved students reflecting on their practices and day-to-day actions, through individual introspection and self-awareness. Every student expressed their will to commit themselves to changing their behavior by implementing more sustainable habits. Some expressed willingness to start to sort their wastes, buy more sustainable clothes or second-hand ones. Some pledged to use more public transportation and less their car. But mostly, they wanted to help as volunteers in charities which is the embodiment of what being a change agent is.

Indirect measure. The success of the pedagogical approach amongst students encouraged other colleagues in the department to get trained to better tackle sustainability issues in their classroom. The biggest echo might be embedded in a new interdisciplinary project entitled Design a Sustainable Future (DSF) that we initiated on a wider level. With DSF we challenge 400 third year students, spread among 8 specialties (from marketing technics to logistics and transport management to bioengineering), to solve a problem faced by a local actor be it a city hall, a charity or a local company. Finally, "Listen to the World of Tomorrow" was in the final of two national competitions for the most innovative pedagogical initiative (i.e., the French marketing association and the national federation for the teaching of business management) and certified “innovative tool” by one of them, demonstrating its outstanding quality.

In conclusion, our pedagogical approach is useful for educators who want to embed sustainability teaching into their courses. Not only does the approach empower students and engages them in a playful way but it is also easy-to-implement and inexpensive.

Appendix. Table 1 – The three pillars of our pedagogical approach

Purpose	Pedagogical approach	Brief description	Educational materials	Student deliverables/ Assessments	Interdisciplinary Skills
Understand and clarify the main underpinning concepts and major challenges of sustainability (1 day)	Pillar 1 of transformational learning: Student-centered learning	Students have to understand the major ecological and social challenges related to sustainability. They acquire fundamental knowledge, notions and definitions about concepts such as Anthropocene, fossil energy, carbon footprint, the 9 planetary boundaries cause and consequences of climate change	Educational toolkit with articles, websites, videos and documentaries explaining core concepts like Anthropocene	Sustainability-related Infographic Pre- and Post- Tests: MCQ	Analyzing, processing, comprehending and summing up intel
Raise awareness of current and future initiatives (1 day)	Pillar 2 of transformational learning: Active learning	We highlight concrete initiatives and actions that promote social and ecological transition. By listening to existing podcasts of national radio channels, students discover innovative projects and sustainable solutions that contribute to a better future. They acquire a deep understanding of current and future issues and develop critical thinking skills	Guided activities that require students to explore problems and solutions related to sustainability, and use higher order cognitive strategies (analysis, synthesis) For each group, one Radio Show and 15 preselected Podcast episodes covering ecological and social transition	Analyzing/ reacting to Podcasts Understand Podcast positioning and target definition	Developing open-mindedness and critical thinking Scrutinizing a communication tool
Action (3 days)	Pillar 3 of transformational learning: Collaborative and	Students have to create a new podcast (content, identity, target, mission and values) and to promote it	Educational toolkit with articles, websites and videos on how to position and create a podcast (different type of scenario used in a podcast, how to	Defining the podcast concept, identify its core values and adapt the episodes to a new target audience	Mastering the production part of a podcast, its editorial one and devising the strategy behind that resonates with the

	experiential learning		create a successful podcast, use of a recording software to record and edit the episodes …)	Producing a Podcast and creating the podcast artwork (design eye-catching cover) Promoting the podcast by implementing a communication strategy for the podcast: leveraging AT, BLT and TTL Media Channels	communication media used Acting as a responsible citizen

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The Empirical Realism Case Study Approach

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Introduction and Research Aim

As has been widely reported, there has been a rise in the problem of students submitting unoriginal content for University assessments (e.g. Young-Powell, 2017). The internet made it easy to copy and paste content, then essay mills offered cheaply constructed essays or assignments, and now artificial intelligence offers the ability to construct an assignment with a simple instruction (Frye, 2022). The ability of AI to do this will only improve. However, for an AI to write an assignment for a student, the content needs to be already on the internet for the AI to locate, interpret (loosely) and re-configure into the specification required. If the content is not on the internet (not discussed and analysed already) and requires actual analysis and thinking, then it will be extremely difficult for an AI bot or AI assisted technology to do this work. Therefore, case studies offer at least a partial solution to the problem of setting assignments that really test the abilities and knowledge of students. For case studies to be even *more* useful, they can utilise the fact that there are empirical generalisations in buyer behavior and brand performance. These generalisations allow marketing educators to construct a fictitious (or partially factual) case that is nevertheless highly realistic. Moreover, it means there can be correct answers or solutions to the case that are not available online. The aim of this paper is to outline how an empirically realistic case study can be used as the basis of student assignments. The research question addressed is:

RQ1 Can empirical generalisations be used in marketing case studies to provide challenging, useful student assessments?

Background: Empirical Generalisations

An empirical generalisation is a pattern or regularity that repeats over different circumstances (Bass and Wind, 1995). Some well-known marketing empirical generalisations are as follows. First, the main difference between small and big brands is the size of the customer base, not the loyalty of the customer base (Ehrenberg, Uncles and Goodhardt, 2004). Relatedly, small brands 'suffer twice' they have a smaller customer base that is somewhat less loyal than the customer base of a big brand – known as double jeopardy (Ehrenberg, Goodhardt and Barwise, 1990; Romaniuk, Dawes and Faghidno, 2021). Next, as brands grow, the size of their customer base increases far more than the loyalty of their customer base increases (Dawes, 2016). Third, it has been well established that brands share their buyers with competitors in line with size/market share (Ehrenberg and Goodhardt, 1969; Mansfield and Romaniuk, 2003; Lynn, 2013); and fourth, the users profiles of competing brands do not differ much (Uncles *et al.*, 2012). Fifth, the extent to which brands are seen as different or unique to competitors is much lower than what managers often believe (Sharp and Romaniuk, 2010; Bronnenberg, 2008). The facts mean there are 'right' and 'wrong' ways to attempt to grow a brand, and these can be built into an empirical realism case and the assessment criteria.

The way that empirical generalisations can be used is in what we refer to as an empirical realism case study. It embeds generalisations such as these into the case information and sets tasks for students to analyse some simple data to 'see for themselves' whether the firms in the case exhibit generalised patterns such as double jeopardy, how they share customers with competitors, or whether the customer base is different or similar to competitors. Moreover, the textual information in the case can present challenges to students in the form of managerial beliefs that may be at loggerheads with the patterns residing in the data. This feature arguably makes the case more experiential (Elam and Spotts, 2004). For example, the case may suggest that a senior manager in the business believes that growth will come from enhanced customer retention, or that targeting a tightly defined segment is the most promising route to growth. Students be given a 'hint' or a more explicit instruction that they should verify the beliefs or assumptions held by the management of the firm in the case.

Example
An example case is based on the author's experience working with a financial institution based in Adelaide, South Australia. The case is written from the viewpoint of a recently appointed marketing manager preparing a plan for the coming year. Aside from the environmental analysis (economic, demographic trends and so on), the marketing manager faces some internal challenges from senior management relating to issues such (1) focus on new-customer acquisition versus retention, (2) which products to advertise (3) whether the firm is sufficiently good at converting enquiries to sales. Moreover, some of the beliefs these other managers have may not be supported by the data. To address these questions, students need to undertake some simple excel-based analysis tasks as well as interrogate and interpret market research reports. Examples of the data they learn to analyse to answer these issues are:

1. Using benchmarks for retention in the industry. For example, in industries such as banking, customer retention rates are approximately 90% year on year; and are systematically lower for smaller brands. Appreciation of these facts will allow proper interpretation of data provided on the focal brand in the case study, once the student has calculated its retention rate over various time periods and verified that retention exhibits the double-jeopardy pattern (Wright and Riebe, 2010).
2. Students are provided with information on which products tend to be bought by new-to-bank customers, which gives an indication of which ones tend to attract new buyers versus attracting additional purchases from existing customers.
3. Students are provided with (constructed, realistic) data on enquiry levels that allow them to calculate 'enquiry-to-conversion' rates. They can then make informed marketing decisions based on contextualising these rates to the industry benchmark.

Results
The answer to the research question is that empirical generalisations can be embedded into marketing case studies to provide challenging, and relevant educational outcomes, in the manner described. The case method is a tried and tested one in business education (Calma and Davies, 2021). Here we show how it can be successfully integrated with generalised findings from marketing research. Moreover, constructing a case using the concept of potentially incongruity between manager beliefs and the evidence from data provides a great learning challenge to students. Indeed, this approach helps embed the idea of evidence-based decision making and critical thinking. Also, it is far harder to engage in plagiarism, contract cheating or AI-writing in solving these cases. There is no repository of past content for contract cheaters, AI's or the student themselves to go to, because the case content is semi-unique (unless a past student has posted answers on the internet). We successfully tackled the issue of re-using past case assignments by using versions of the case (changing various details and data in the case) that readily identify student use of a previously used case. Lastly, while it may still be possible for students to obtain their work from others, we found that testing knowledge about the case in weekly quizzes, and including specific questions about the case in an exam readily identifies such students.

Implications for theory and practice
Using the empirical realism case method provides considerable benefits for educators and students. Students learn about generalised patterns in buyer behavior and brand metrics that they are likely to encounter in their career, and they are required to discern what the implications are. Moreover, this approach is far more difficult for students to complete using cheating methods such as contract essays, plagiarism or chat/GPT and is therefore overall good from the viewpoint of academic integrity.

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Mechanised Mischief: Exploring Generative AI and Cheating

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Abstract:
This research investigates student perceptions of generative AI (genAI) and its implications for academic cheating in university settings. Given the exponential growth and integration of AI technologies like ChatGPT in education, understanding its potential misuse is critical. Utilizing survey data collected from students enrolled in marketing units at two different Melbourne-based universities, we explore attitudes towards cheating and perceptions of using genAI in an undergraduate and postgraduate context. We find postgraduate students generally view cheating as more serious than undergraduate students, however, postgraduate students are more likely to see the potential opportunities in using genAI for learning where undergraduate students tended to have a more process driven view. As genAI evolves, this study underscores the need for further research and policy interventions to guide its responsible and effective use, ensuring academic integrity in the AI era.

Keywords: academic integrity, generative AI, student experience

SDG's In Marketing Curriculum: A Reflective Process

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Abstract:
This study explores the integration of the Sustainable Development Goals (SDGs) within a university-level School of Marketing curriculum using Bloom's Taxonomy to develop a reflective process that could be applied to tertiary education more broadly. Subject coordinators mapped SDGs across Bloom's dimensions, reflecting on their embeddedness within the curriculum. Findings reveal that some subjects directly align with specific SDGs, where assessment tasks require students to work on goal-related projects. Conversely, other subjects indirectly relate to the SDGs through discussions on related topics without explicitly stating their connection. This study offers practical insights by establishing a framework for academics and university administrators to evaluate the extent of SDG integration in marketing programs and identifies opportunities to enhance the level of integration. In utilising Bloom's Taxonomy, the process uncovers gaps in marketing subjects and highlights where SDG teachings may be further embedded within the marketing curriculum and tertiary education more broadly.

Keywords: (3) SDGs, marketing education

The Duplication of Grades

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Abstract:
For over sixty years, marketers have understood how brands within the same category in the same country compete. Marketers know that the level of customer sharing between two brands is predictable and is determined by brand size. Our paper adapts an analytical tool used to understand how consumers buy across different brands to examine how students achieve across different grades. Such a tool helps academics alleviate the anxiety faced by students failing early in the semester and calm high-achieving students who do not perform in line with their self-expectations. Our study applies the Duplication of Purchase to students' grades by analysing more than 1,800 results for five assessments from over 350 students within an undergraduate marketing course. Evidence shows that students' grades can be modelled similarly to consumer brands; thus, there is a pattern called the 'Duplication of Grades'. The findings help academics alleviate student anxiety.

Keywords: Duplication of Purchase, Duplication of Grades, Education

How the Marketing Education Track Can Grow

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Abstract:
Our novel research aims to determine if, and how accurately, we can model researchers publishing within conference tracks in how we model consumers buying brands. The Double Jeopardy pattern shows the expected level of brand loyalty given the brand's size. While examined extensively for 60 years, no research, to date, has aimed to determine the applicability and subsequent implications for conference track chairs. Our study empirically tests this method by examining the ANZMAC 2022 Conference Proceedings containing over 400 accepted papers within 15 tracks from more than 900 researchers. The results empirically demonstrate that the biggest tracks have far more accepted papers from many more researchers, which attract only a slightly higher average number of submissions. The findings will help track chairs of the smaller tracks (e.g., marketing education) set goals for growing the submissions in subsequent forthcoming conferences hosted by the University of Tasmania.

Keywords: Double Jeopardy, Dirichlet, Publishing

Actually Improving Accessible Learning: Unit Coordinator Motivation

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Introduction and Research Aim

Accessibility represents equal opportunities for those living with an impairment in the real or virtual world, and is a recognised human right (UN General Assembly, 2007). In the decade preceding 2021, it is estimated that domestic enrolments of students with disabilities has increased 64.9% (ADCET, n.d).Whilst this points to important progress, students with accessibility challenges face significant obstacles in their education. Challenges may include motor, visual, auditory, cognitive, or cultural, and can be permanent, temporary, and situational. Accessible learning design removes barriers and offers all learners equal opportunities to succeed whilst honouring commitments in 'Disability and Inclusion Plans'. However, by failing to include accessibility into educational curriculums, cycles of ignorance, exclusion, and marginalisation are perpetuated (Gal, 2019). To address such concerns at the administrative / strategic level accreditations and mandates from governing bodies such as Principles for Responsible Management Education (PRME) and the UN Sustainable Development Goals are increasingly being adopted by marketing educators (Rosenbloom, 2022). These require universities to operate ethically with matters of accessibility. At the student level, new challenges for accessible learning have recently emerged, including disruptive technologies, blended /virtual learning, and evolving learning management systems.

Relevant marketing scholarship has begun to examine the implications of accessibility for learning. Rivera et al. (2020) argue that human-centred approaches be adopted to inclusive marketing based on universal design paradigms. In doing so, educators require institutional support, and should be skilled in supporting such diversity. Moreover, new requirements for strong digital and analytical skills mandate that marketing students engage with advanced technology, data, and visuals (Ye, Kim, and Cho (2023) - these may present many accessibility challenges. Herein, Dickinson-Delaporte, Gunness, and McNair's (2020) perspectives on transmedia play in marketing education advocate for accessibility through a wide number of platforms to allow diverse learners to grow in experience. Crucial to improving accessibility of marketing education is curricula disseminated through learning management systems (LMS) (Munoz et al., 2022) and in classrooms. Whilst senior leadership may espouse pledges and equity teams produce plans or guidelines, it is up to those creating and delivering said curricula, unit coordinators (UCs), to be consulted as experts (Johnstone, Higgins, and Fedorchak, 2019).

Background and/or Conceptual Model

To understand how UCs can make a difference in improving the accessibility of curricula we must understand the influence of motivation. Intrinsic motivation represents the highest perceived locus of causality where an individual is motivated by enjoying the behaviour, finding it interesting in itself. This includes self-determination theory dimensions of competency, autonomy, and relatedness (Ryan and Deci, 2017; Deci and Ryan, 1985) and should underpin continual and enduring UC motivation to *transform* the accessibility of curricula. Extrinsic motivation represents individuals being motivated by the recognition of inherent instrumental value of a behaviour, such as receiving rewards or avoiding punishment. This includes dimensions of integrated, identified, introjected, and external regulation (Howard et al., 2017; Ryan, 1995) and should underpin marginal and fleeting UC motivation to satisfactorily *improve* accessibility. Just understanding motivation to improve accessible learning is not sufficient, as enablers and inhibitors are the factors that shape the successful implementation of an action or practice once motivation exists. HE research explores these through alignment with educational philosophy, leadership practices, (Meeuwissen, et al. 2021), informal networking and social activities, line managers' communications, and departmental silos (Roper, 2021). In such contexts, stakeholder influence appears pertinent, particularly students, the UC themselves, colleagues / school, faculty, and the university.

Several gaps in the literature exist pertaining to improving accessible learning: much accessibility learning research is only abstract in nature, examining things such as inclusion, identity, support (e.g. Shpigelman, et al., 2021; Parchomiuk, 2019); research is not focused on the granular 'curricula level' where education happens; accessibility research generally focuses on student perspectives (e.g. Brewer and Movahedazarhouligh, 2021; Geckil et al., 2017; Björnsdóttir, 2017), overlooking the key stakeholder responsible for developing and delivering accessible learning design - UCs; and important concepts of UC motivation and the enablers / inhibitors have not been examined in the accessible learning design context, nor their implications for marketing education. To address these shortcomings, the following questions are proposed: RQ1: How does unit coordinator **motivation** impact improving the accessibility of HE curricula? RQ2: What are the **enablers** and **inhibitors** unit coordinators encounter in improving the accessibility of HE curricula? RQ3: How can **marketing education** improve accessibility for more diverse and multi-faceted graduates?

Methodology

Through phenomenological investigation, the research questions are to be explored through comprehensive longitudinal interviewing (twelve months apart). Semi-structured interviews will be conducted with 30 UCs from a West Australian university across a range of experience levels (with accessibility and academic experience) and teaching disciplines (predominantly marketing), with 5 conducted at this pilot phase. Themes explored include establishing experience with accessible learning; practice relative to ADCET universal design principles; evaluating one's intrinsic and extrinsic motivation to improve the accessibility of learning curricula; identifying concrete and specific practice that enables and inhibits UCs to improve accessible learning design (evaluated at the stakeholder level). Data is transcribed and coded using open, axial, and selective coding through an inductively derived data matrix.

Results and Discussion

Preliminary findings extend scholarly understanding in the fields of accessible learning and its applications to marketing education. Key UC motivators are identified for the first time, including the influence of professional peers and desire to behave in accordance with one's values. Demotivation is discovered to spur from technological anxiety and fear of changing curricula. UC enablers are distinctly parsed as adequate expertise in accessible design and clear goals and objectives, with the key inhibitor being UC workloads. Overall, the key stakeholder group of the UC and their school is acknowledged, more so than at the university level, reflecting the shift needed to a 'bottom up;' approach. Universal design findings suggest less consideration for physical accessibility amongst UCs, and a limited understanding of perceptible digital information (i.e. WCAG). As a whole, there is uncertainty around whose role and responsibility it is, and the trade-offs UCs see between developing expertise and KPIs.

Implications for Theory and Practice

Initial contributions include identifying what aspects of motivation are relevant for UCs in making this positive and necessary change. This research articulates and parses motivation from enablers and inhibitors, an issue the literature often struggles with, whilst extending scholarship to this unique educational context and framing it with respect to key stakeholders that impact change. Accessibility research is advanced to the granular curricula level, detailing to university leadership / managers' specific leverage points to improve accessibility. Through such insights we articulate how more accessible UC practice can advance marketing education to produce diverse and multi-faceted marketing graduates.

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Popular vs. Professional Teacher: The Role of Module Evaluation

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Introduction and Research Aim

Globally, the higher education (HE) sector has undergone a paradigm shift, including governance and state regulation (Hemsley-Brown & Oplatka, 2015), high levels of competition (Hemsley-Brown & Oplatka, 2015), supply and demand (Riddell, 2018), funding regimes (Belfield et al., 2017), efficiency and effectiveness (Antony et al., 2019). Overnight, commodification (Belk,2020) swept into the traditional education system (Naidoo et al., 2011). The commodification of education shaped a new identity for students (Henkell, 2000). The new identity produced a double identity for students (one as a consumer and the other as a learner) (Naidoo, 2000). Student-consumer demand service and satisfaction with the teacher, course design, assessment, teaching style, and learning outcome were considered important drivers of the quality of education. To assess students' level of satisfaction, the evaluation system was established primarily to assess teaching quality (Remmers and Brandenburg, 1927). Various evaluation tools have been created: module evaluation questionnaires (MEQs), student evaluations of teaching (SETs), student evaluation of educational quality, and course feedback. MEQs are the main yardstick to judge teachers who can provide students with satisfaction and gain higher MEQs. One of the outcomes of such MEQs-focused learning and teaching is the appearance of a new genre of "popular" teachers as opposed to the more traditional "professional" teachers. This research explores selected four areas, such as course design, assessment, teaching style and learning outcome, to study the role of MEQs in defining professional vs. popular teachers from a student perspective. dichotomy occurs. Berk (2005) argues that institutions have treated the module evaluation system as a teaching quality and professional development benchmark. Youngs et al. (2015) cautioned that these evaluation systems fail to link authentic teaching styles (learner-focused) (Youngs, Kim and Pippin, 2015) and tend to reward popular teaching styles (customer-focused) (Piazzoli, 2012). Popular teachers believe students as customers than learners within a marketised framework.

Teaching style

Popular teaching style has been identified in roles like "entertainer", "performer" and "artist" (Marchant, 1992; Saban and Koçbeker, 2006; O'Neill, 2006), which reflects the "performative and entertaining" properties of popular teachers. Even though they get a comparatively high rating in MEQ, it does not indicate that they indeed perform better than professional teachers. The notion of a popular teacher comes from "students do not follow teachers they do not like" (Roberts, 2017, p.45). The increasing use of module evaluation tools encourages popular teachers to treat students as consumers than learners. This study unpacks the module evaluation questionnaire's role in defining the categorisation of popular vs. professional teaching styles influencing course design, assessment, teaching style and learning outcome.

This study aims to investigate the role of MEQs in Double Jeopardy.

Two research questions are addressed in line with this aim:
RQ1: What is the relationship between teachers' course design, assessment, teaching style and learning outcome with MEQs?
RQ2: What is the role of MEQs on the perception of professional teachers and popular teacher?

Background and/or Conceptual Model

Double jeopardy (DJ) is a theory utilised in marketing to evaluate brand performance and loyalty (Dawes et al., 2017). Within this context, DJ highlights that smaller brands always have fewer customers who are somewhat less loyal (Ehrenberg et al., 1990) to the brand and display lesser preference, thus, in higher education, DJ refers to students' preference for different styles of teaching that professional teachers are less popular and receive lesser rating in MEQs..

Methodology

The qualitative data was collected in an in-depth interview comprising 6 respondents in a 90-minute-long detailed account of students' perceptions of course design, assessment, teaching style and learning outcome. The respondents were full-time undergraduate students at a Sino-British, joint venture institute. All interviews were transcribed in full and analysed by the author to identify similarities, differences, and inconsistencies to ensure the reliability and credibility of the findings. All participants were aged 18-22 years and studying the same course with the same teachers.

Results and/or Discussion and Contributions

The interview was semi-structured, and probing allowed us to tease the role of MEQs in categorising professional vs popular teachers in terms of course design, assessment, teaching style and learning outcome.
Course design: a professional teacher's course design is found to be systematic, challenging, and comprehensive. Students take notes during class and revise learning content after class. On the contrary, a popular teacher's course is easy, flexible, entertaining, and considered more fun to learn (Participant 3). Students enjoy interaction outside of class in activities created by popular teachers (Participant 1).
Assessment: students think professional teachers provide meaningful assignments that sometimes take much work. Moreover, those assignments require much deeper thinking, research, and after-class discussions (Participant 1). On the other hand, students consider popular teacher assessments easy, relaxing, and not time-consuming. Although the assignments are less stressful, the knowledge acquired from popular teachers is equally qualified (Participant 4).
Teaching styles: students think professional teachers are logical, rigorous, and formal (Participant 5). Also, experienced teachers are willing to provide feedback and assist in applying knowledge and skills (Participant 6). Students think popular teachers are facilitators and allow students to participate in class (Participant 2). A popular teacher creates an easy and comfortable environment for students to feel less pressure while learning (Participant 6).
Learning outcome: students feel they must work hard to earn good grades in both teaching styles (Participant 3), but more academic knowledge is needed in the popular teaching style.

The module evaluation favours popular teachers regarding course design, assessment, teaching style and learning outcome (participants 3, 1 and 2).
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Implications for Theory and Practice

Results suggest students can distinguish differences between a popular teacher and a professional teacher in terms of course design, assessment, teaching style and learning outcome. Our study concludes that an experienced teacher has a more teacher-centred, learning-focused role, and popular teachers follow a student-centred, service-focused role. Both categories of teaching styles are evaluated on module evaluation questionnaires, and professional teachers tend to suffer double jeopardy that they are less popular and receive lower scores in student satisfaction surveys.

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A Bibliometric Reflection in Marketing Education

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Abstract:
This study conducted a bibliometric analysis of 255 studies from 82 publications in the Web of Science database between 2012 to 2022. The findings indicate a slight annual decrease of 3.62% in publication numbers. The recent dominant themes in research were "innovation," "classroom," and "attitudes." Key recurring themes throughout the examined years were "marketing education issues" and "learning approaches and issues," suggesting their significant influence on marketing education research and potential for high citations. Emerging or declining themes include “social marketing education”, “social media”, “marketing pedagogy” and “marketing history”. Future research in marketing education should consider investigating the use of new technologies in teaching marketing and exploring topics related to social marketing education.

Keywords: Marketing Education, Bibliometric, Biblioshiny

Students' Perspective of E-Learning in Higher Education

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Introduction and Research Aim

Universities are transitioning from traditional classroom teaching to technology-enhanced teaching modes to meet the changing demands of their customer, the student. This shift highlights the importance of examining and improving e-learning strategies to enhance educational experiences and fulfil their customer's expectations. (Meskhi et al., 2019; Zhang et al., 2018). The ongoing transformation of the educational landscape through e-learning requires comprehensive research and comprehension of students' motivation and challenges when engaging in e-learning activities (Elshareif & Mohamed, 2021; Fandiño et al., 2019; Osei et al., 2022). In order to gain a deeper understanding of the factors that shape students' engagement in e-learning, this study aims to explore students' perspectives and insights regarding the motivations and challenges they encounter in university e-learning services settings. Therefore, this study proposes the following research question in line with this aim:

RQ: What are the specific factors that facilitate or inhibit current student engagement with university e-learning tools and service settings?

Background

Herzberg's Dual Factor Theory (DFT) (Herzberg, 1959) explains how individuals' behaviours change and how they may adopt new behaviours. To the researcher's best knowledge, DFT has been extensively applied in traditional work environments, but applying this theory to the unique e-learning setting remains relatively unexplored. Specifically, on understanding how the inhibitors and facilitators distinct and interact with the e-learning context. Therefore, this study employs Herzberg's DFT to explore and understand students' holistic interaction with university e-learning services. This theory provides insights into the factors influencing students' inhibitors (barriers) and facilitators (motivation) when engaging in the university e-learning service setting. According to DFT, facilitators motivate students to engage in e-learning activities. These facilitators may include the content quality (Hadullo et al., 2018), interactive learning activities (Fandiño et al., 2019), opportunities for collaboration (Mystakidis et al., 2021), and the relevance of the course materials to students' goals and interests (Rahm et al., 2021). Using DFT can help this study understand how these facilitators positively impact students' motivation and engagement with e-learning, contributing to a better understanding of their perception of value. On the other hand, inhibitors are related to the external environment and serve as barriers for students to engage in e-learning activities. Ali et al. (2018) conducted a systematic literature review and discussed the four main categories of barriers to e-learning adoption: technological, individual, pedagogical, and context-related barriers. However, there is a need for more updated research to understand the current landscape of e-learning barriers, especially due to the rapid technology development and changes in educational contexts. Moreover, Ali et al. (2018) also notes that the specific variations in the importance of these barriers due to factors like changes in education technology and infrastructure remain unknown. Therefore, through DFT, this study can systematically identify and analyse these inhibitors, providing valuable insights into the challenges that students face when adopting e-learning services.

Methodology

Three-stage qualitative data was collected from 31 undergraduate students at the University of Otago, New Zealand, using a diary (16 diaries) and in-depth semi-structured interviews (31 interviews). Firstly, 16 students recorded seven-day diary entries to capture their initial experiences and motivations. Secondly, semi-structured in-depth interviews were conducted with the same 16 students based on their diary entries. To ensure saturation, seven additional students were included in the interviews. Lastly, eight follow-up interviews were conducted with the initial 16 students to gain deeper insights into their e-learning perspectives and experiences. This study employed Clarke and Braun's reflexive thematic analysis as the primary analytic method to analyse and interpret the interview data (Braun & Clarke, 2022).

Results and Discussion

This study found that both individual differences and social interactions impact students' motivation and engagement in university e-learning tools and services settings. The findings show that most students highlight the importance of convenient e-learning tools at university in supporting effective learning. The concept of convenience in e-learning refers to the ease and flexibility that university e-learning tools and services could offer to students. It can either drive students' motivation to engage in e-learning or inhibits students. For example, most students highlighted both sides of convenience when engaging in the same e-learning tools/services. For instance, many students mentioned the effectiveness of using e-learning tools to memorise concepts based on positive experiences shared by their friends and the availability of helpful materials created by senior students. This positively motivates them to engage in e-learning. On the other hand, some students emphasised the need for user-friendly interfaces and improved accessibility in e-learning platforms. This negative aspect of convenience suggests the importance of a personalised approach to accommodate specific needs and preferences. While previous research has explored convenience broadly (Bassiouni et al., 2019; Ray et al., 2021), this study delves deeper into highlighting the complex nature of individual differences. It suggests that a 'one-size-fits-all' approach (Katsaris & Vidakis, 2021) may not be effective due to the individual's learning preferences between individuals may have a significant impact on students' engagement and learning performance.

Furthermore, the findings illustrate how social interactions influence students' motivation to engage in university e-learning tools and services. For example, students emphasised the importance of interactions between students and between students and lecturers, as well as the use of online collaboration tools (such as live class/communication, real-life case studies, and discussion board) and their positive impact on learning performance. Some students also mentioned the negative social aspects of the e-learning environment and addressed the importance of creating a conducive atmosphere for learning and maintaining motivation. Findings have shown the importance of understanding how different features and functionalities of these tools and services impact students' motivation and engagement in university e-learning settings. These insights contribute to understanding the influences of individual differences and social interactions in e-learning tools and interactive knowledge delivery methods within the student's educational experience. Moreover, they provide empirical evidence that addresses the theoretical gap regarding the effective use of technology and practical learning approaches in educational contexts.

Implications for Theory and Practice

This research contributes to existing knowledge by highlighting the role of individual differences and social interactions in students' motivation and engagement in university e-learning settings. Understanding these insights of students could guide higher educational institutions to ensure ongoing evaluation, improve the quality of e-learning resources and maintain students' satisfaction.

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Authenticity in Marketing Education for Social Change

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Abstract:
This study assesses fostering an authentic disposition of an instructor activity involving self-disclosure called This Is Me Exercise (TIME) as part of positive social change. Establishing authenticity is drawn from the pedagogy of vulnerability and self-determination theories. These theoretical foundations highlight four characteristics contributing to instructor authenticity: perceived courage, trust, relatedness, and competence. The TIME was used in graduate and undergraduate marketing courses at three regional universities. Student survey administration (n = 114) took place pre- and post-TIME. Significant increases in composite scores provide evidence supporting an affirmative response to each of the four research questions. Using the TIME in class is associated with increased authenticity elements including perceived instructor courage, trust, relatedness, and competence. Marketing educators can utilize the TIME with confidence that it has the potential to develop an authentic disposition. This activity can be used online or in-person with graduate or undergraduate students in any marketing course.

Keywords: authenticity, pedagogy of vulnerability, self-determination theory.

Building WIL Relationships with Social Entrepreneur Practitioners

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Abstract:
This exploratory qualitative research identified challenges and success factors of assisting onboarding and building long term relationships with social entrepreneurs to deliver work integrated learning (WIL). Social entrepreneurship (SE) is of growing importance to identify and deliver solutions to the complex problems of social and environmental issues. Where previous studies have focused on student and university provider issues and benefits of WIL, this study focusses on the industry practitioner. The success of WIL programs is reliant on overcoming challenges of onboarding, meeting objectives and building relationships with industry practitioners. The research method was a two-stage interview, involving three social entrepreneur practitioners in a WIL program to develop a new or updated product. The research identified university inputs of a dedicated well-resourced WIL centre, with knowledgeable staff, clear communications of the whole process, with clear objectives and replication of the client business process leading to ongoing relationships and positive student outcomes.

Keywords: Work integrated learning, social impact, social entrepreneurship.

Boosting Students' Employability with Interdisciplinary International Experience

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Abstract:
In an uncertain global context, fostering a deep understanding of marketing's transformative power in driving positive change and addressing contemporary social and environmental challenges is core to empowering marketing students to become influential agents of meaningful impact. To facilitate this, students participate in a hybrid learning environment working across international, cultural, and interdisciplinary boundaries, creating a community of practice. The marketing students are part of a simulated international consultancy focused on designing and launching a mobile application addressing a contemporary social issue. To create the application, students undertake an iterative design thinking process based on continuous interaction between cross-discipline student teams. The study highlights that the transformative learning process helps students to enhance and develop their marketing and professional abilities, sense of self-efficacy, and employability to become influential agents of meaningful impact. The findings are derived from insights gained from curriculum design, student surveys, and semi-structured interviews.

Keywords: experiential learning, employability skills, interdisciplinary

Interactive Oral Exams: Authentic Assessment at Scale

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Abstract:
The potential of interactive oral examinations as an assessment approach is receiving increasing attention. The impact of COVID-19, and the advent of freely-accessible AI tools is prompting review of current assessment practices. Concerns regarding scalability, and the perceived inequity for international students, are limiting adoption. This paper presents the results of a pilot that implemented interactive oral exams to over 800 students of which 36% were international. The results showed that interactive oral examinations are feasible at scale, and led to a number of positive outcomes for both domestic and international students, including reduced fail rates, increased high distinction grades, and improved student evaluations of the unit. Other benefits include the authentic connection of assessment to learning outcomes, and an increase in students' critical thinking skills. This paper discusses the challenges and lessons learned from the pilot study, and provides recommendations for future implementation of interactive oral exams.

Keywords: interactive oral examinations, authentic assessment, large cohorts

Boosting Student Engagement in Marketing Education

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Abstract:
This paper examines the role of practical exercises in enhancing student engagement in online marketing education. While online workshops are crucial for active learning, many students experience limited participation and benefits. However, there is a research gap in exploring the specific impact of practical exercises in online sessions, particularly in the field of marketing education. This qualitative utilising data collected through experiential case study found that by incorporating hands-on activities and real-world applications, practical exercises have the potential to bridge the gap between theory and practice, foster critical thinking and collaboration, and promote deeper understanding to enhance student engagement in online marketing education.

Keywords: Online workshops, student engagement, practical exercises, marketing education.

Protecting Young Consumers Through Cryptocurrency Education

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Abstract:
This paper examines the potential for cryptocurrency education to be incorporated into financial literacy programs in Australia and New Zealand. Working from a theoretical background of self-protection, it is argued that knowledge regarding cryptocurrency will help protect young consumers against financial harm, as well as benefit the wider community. Young people are particularly vulnerable to a range of dangers, and cryptocurrency engagement without adequate knowledge poses additional threats to young consumers.

To determine current financial literacy practices, textual data was extracted from relevant curriculum websites. Both countries identified a range of subjects and year levels responsible for delivering financial literacy, but differed in their conceptualisation of young people. To understand how cryptocurrency education might be delivered, survey data is currently being gathered from teachers.

The inclusion of cryptocurrency education would require practical changes in financial literacy programs. A shift towards emerging technology would be required, with older financial concepts superseded.

Keywords: Cryptocurrency, financial literacy, education

Data Simulation Exercises and Students' Learning Experience

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Abstract:
This paper explores the effectiveness of simulation exercises in enhancing students' data literacy, analytical skills, and future employability in the context of "Big Data Analytics in Marketing" course. As marketing becomes increasingly data-centric, the demand for marketers with strong data analytical abilities is growing. However, many marketing students lack a solid foundation in data analysis, posing a challenge for their educational journey. To address this gap, a major Australian university introduced simulation exercises within the big data analytics course curriculum. Drawing on theories of experiential learning and situated cognition, student reflective essays and classroom observations were analyzed. The findings indicate that simulation exercises fostered increased interest, enthusiasm, and self-efficacy in data analysis. Students developed a greater appreciation for data-driven decision-making, problem-solving skills, and confidence in handling and interpreting big marketing data.

Keywords: simulation exercises; reflective learning; marketing education

Fostering Brand Co-Creation of Universities Through Online Posts

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Introduction and research aim

The emergence of social media has revolutionized how people communicate and where people access information (Fang, 2019). While allowing organizations to share information with customers through brand posts (Lund and Wang, 2021), these posts also allow customers to contribute their own resources by interacting and creating user-generated content on this site (Schamari and Schaefers, 2015). As a result, members have opportunities to participate in the co-creation process and add value to a brand. With this in mind, several higher education (HE) institutions are putting a growing emphasis on brand posts on social media (Peruta & Shields, 2017; Lund, 2019). However, how to design online posts to raise students' awareness and motivate them to contribute to the value creation of the university brand is a core challenge for marketing managers in this industry.

Prior literature has utilized different theoretical frameworks to explain consumer co-creation behavior in the context of online settings, including: theories of individual behavior (e.g., theory of reasoned action, Stimuli-Organism-Response), social-technical theories of behavior (e.g., social exchange theory, social support theory), and theories-related to mass communication (e.g., uses and gratifications theory) (Le et al., 2022). These theories have been successful in investigating the impact of individual characteristics, social media characteristics and brand characteristics as the antecedents of co-creation activities. However, little is known about how HE institutions develop online brand posts to enhance brand awareness of students and engage them with these posts in ways that potentially co-create brand value. Moreover, previous research found a significant difference between private and public universities (Naidu and Derani, 2016). While public universities get funded by the government and offer more affordable courses with lower tuition, the income of private universities is sourced from endowments and student-related fees (Ahmed Zebal and Goodwin, 2012), so private schools make more efforts in marketing for attracting prospects, including social media. This study aims to explain how online brand posts affect students' responses and brand co-creation behaviors, as well as investigate the differences of brand post strategies between public and private universities.

We address two research questions in line with this aim:

RQ1: Which features of online brand posts foster co-creation outcome through students' responses in the HE setting?

RQ2: What are the differences in posting strategies between public and private universities?

Theoretical background

From the perspective of a social communication process, communication is a process by which an individual (the information source) transmits stimuli (the message) to modify the behavior of other individuals (the information receiver). Four crucial factors of this process as suggested by Berlo 1960 are: Source, Message, Channel, and Receiver (or SMCR model). Therefore, this study assumed that the information (in a form of online brand post) that students receive are a communication process including four elements: source-related features (source credibility); message-related features (quality and quantity of posts); social media platform (as a channel); receiver's attitudes and co-creation outcomes (the receiver's responses).

When people communicate with other members on social media, they experience a variety of situational factors, such as the characteristic of the sources and messages, which cause both affective and cognitive responses (Li et al., 2014). Recent research (e.g. Wang, 2021; Wagner et al., 2017) has confirmed that consumer's perception of brand post features (content and volume of posts) positively influence their attitudes and engagement. After receiving the message and understanding what the communicator actually wants to convey, the receiver will respond or interact to the brand posts in a variety of ways, such as: liking, giving feedbacks, developing the idea, recommendations or sharing the information for others (Časas et al., 2016).

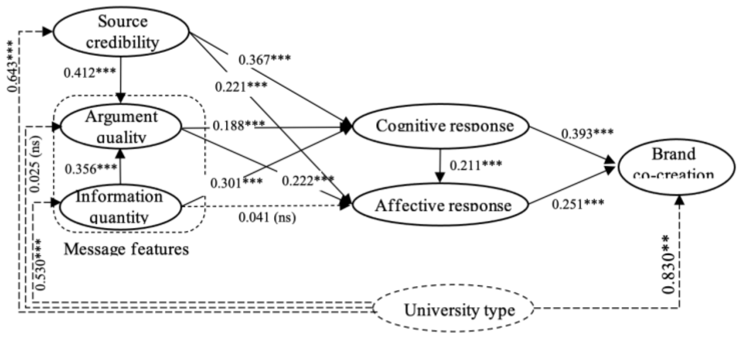

Figure 1. Conceptual model

Methodology

To examine our hypothesis model, this study applied a quantitative survey using a questionnaire that focus on HE students with some prior experience with brand co-creation behavior on social media. Respondents were selected from the ten most popular universities in the largest metropolitan of Vietnam that appeared in the Ranking Web of Vietnamese Universities (Webometrics). With over 1200 sets of distributed questionnaires, 879 were returned and 755 were identified useable for data analysis.

Results

Our findings show that two characteristics of brand posts - source credibility and argument quality - have an effect on consumers' responses in both cognitive and affective aspects, which in turn motivates them to participate in the brand co-creation process. In contrast, the remaining feature (i.e. information quantity) has a favorable effect on cognitive responses, but not having a significant impact on the affective responses. It is conceivable that the abundance of brand information might prevent people from obtaining the desired information at the desired cost and speed or result in information overload (Ho and Tang, (2001)), thereby not promote brand-driven affective response.
Moreover, the type of HEIs is a factor controlling in both the current posting strategies and co-creation activities. The results show that brand posts from private universities are perceived as more reliable source and higher quantity, as well as received higher level of co-creation activities, compared to public institutions. However, university type did not significantly impact argument quality.

Implications for Theory and Practice

Theoretical contributions: Our model is the first based on social communication process theory to illustrate the link between main factors, which aids better understanding of the mechanisms connecting source features, message features, receivers' responses and co-creation behavior. Moreover, very little research has been conducted to specifically examine the potential relevance of the communication process theories in understanding the predictors of co-creation behavior, especially in the HE setting.
Managerial implications: First, HE branding managers should provide students opportunities to create brand value through activities including: branding competitions, participant interviews, debates, live chats, online reviews, comments, and public voting. Second, instead of posting massive amounts of posts as a large amount of brand information can have a negative impact on members' affective attitudes, carefully crafting high-quality posts with enough quantity to present relevant information in an attractive format should follow as the suitable practice. HE marketing managers can create high-quality posts by strengthening students' attitudes related to non-content cues such as credible sources (reputed professionals, experts or influencers). Last but not least, both public and private HEIs must become more proactive and market-oriented because to the growing competition. In order to better create online postings, brand managers at public institutions should promote more co-creation activities, reputable sources, and appropriate post frequency.

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Post-Feedback Grading to Build Growth Mindset

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Abstract:
This paper presents a preliminary study that explored the impact of post-feedback grading on learner engagement and learning outcomes in a final-year marketing unit. Departing from the controversial "ungrading" philosophy, the authors implemented an innovative assessment regime within the constraints of a traditional university. The study investigated whether post-feedback grading increased students' engagement with feedback and improved their learning outcomes. Ungrading in education is briefly discussed, emphasizing the importance of feedback in student learning and the benefits of fostering a growth mindset. A new component in the assessment rubric was introduced that rewarded students for demonstrating a growth mindset through improvement in subsequent assignments. The findings indicate that the assessment innovation increased student grades, motivated students to engage with feedback, and enhanced their satisfaction with the unit. The implications of this study suggest the potential for post-feedback grading approaches to promote a growth mindset and improve learning outcomes.

Keywords: growth mindset, assessment, feedback

Sustainability and the Higher Education Marketing Curriculum

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Introduction and Research Aim

According to Sterling (2016), higher education has a central role in engaging individuals with the knowledge, skills, and also the values needed to understand the grand societal challenges presented and addressed by the sustainable development goals (SDGs). Whilst there is debate around the SDGs (E.g. Weybrecht, 2021), they are regularly positioned at the core education for sustainable development (ESD) guidance (E.g. QAA, 2021; UNESCO, 2017). For business schools further encouragement to view and progress work through the SDGs comes as a result of the work of, for example, the United Nations Principles of Responsible Management Education (PRME) (Morsing, 2022; Storey et al., 2017). As a discipline, marketing may be seen as a slow adopter of ESD, whether linked to the SDGs or not, due to, for example, a lack of critical approaches to marketing within research and scholarship (Davies et al., 2020; Donthu et al., 2021 Voola et al., 2022). However, it may be suggested that, despite apparent and potential conflicts marketing and marketing courses should recognise and embrace sustainability (and the SDGs). Not least because of the role and impact of organisations and marketing on consumption patters (E.g. Sheth & Parvatiyar, 2020).

Whilst the need to include the SDGs in the marketing curriculum has been sufficiently explored in relation to the need of bringing the discipline back to relevance, less literature explores what and how SDGs are integrated in the marketing curriculum, with some notable exceptions (Voola et al., 2022; Rosenbloom, 2022; Bolton et al., 2020). This study aims to:

Address the SDGs agenda from a marketing education perspective, through a review the current academic literature concerning the embedding of the SDGs within the marketing curriculum of HEIs. In doing so, it considers two questions:

- What are the key concepts, theories and tools, within the marketing discipline, that can support the integration of the SDGs in the marketing curriculum?

- How are the SDGs integrated within the marketing curriculum, through processes relevant to the overall ESD discipline?

Methodology

An integrative literature review was chosen for its ability to study, analyse, and synthesise representative literature on a topic (Torraco, 2005). This type of literature review emphasises conceptual links across multiple streams of study and is most effective when several communities of practice work simultaneously on a special topic (Cronin & George, 2023). The integrative literature review was deemed most suited for this study, as it integrates reflections relevant to ESD, with those relevant to the marketing discipline.

The authors reviewed the literature with a particular focus on how existing literature has presented the role of SDGs in the marketing curriculum. Three databases were used to conduct the review: EBSCO Host, Scopus, and Google Scholar, in conjunction with 4 main keywords such as: 'Sustainable Development Goals' and 'Sustainable Education', 'Marketing', and ‘Corporate Social Responsibility'. In addition, considering the broader nature of SDGs, various journals were selected to identify the suitable literature, with additional research conducted directly through the search tools of those journals; these were chosen among those that focus on marketing education primarily, but also adding those management or sustainability journals commonly publishing ESD contributions.

Results and/or Discussion and Contributions

Findings highlight difficulties around the integration of marketing and sustainability because of the theoretical conflict between these topics, linked to a lack of critical approaches in marketing scholarship, as well as lack of clear pedagogy for sustainability in marketing (Watson et al., 2021; Brocato et al., 2022). Within marketing teaching and scholarship, a focus on the SDGs could support the integration of the many, potentially conflicting, concepts and terms, for example: sustainable marketing, green marketing, sustainability marketing which are all present in theory and practice (Lunde, 2018). Within ESD scholarship, pedagogic theories such as systems thinking, co-creation and co-design, and experiential learning, are valuable tools for framing/reframing the marketing discipline. This may further support movement away from the prevailing paradigm of unbridled economic growth and the exploration of sustainable consumption models, is considered crucial within the marketing discipline if change(s) are to be supported (Davies et al., 2020).

The pedagogic approaches employed to introduce the SDGs are diverse, especially around whether embedding across all modules or selectively in elective modules (Albinsson, et al., 2020); this fundamentally affects the underlying theories utilised to frame the concepts. Cross-disciplinary learning opportunities, collaboration with industry, and partnership between students and the community, can contribute to developing sustainability competencies and incorporating SDGs into marketing courses (Thao et al., 2022). The role of leadership in defining vision and values around sustainability, enhancing staff capabilities, and promoting research and partnerships for cross-disciplinary education and collaborations is indeed crucial (Seto-Pamies et al., 2016; Painter-Morland, et al., 2016; Owens, 2017).

Following the reviewing of the literature, the authors propose a 3Es framework for embedding sustainability and the SDGs in the marketing curriculum of HEIs. This framework highlights the link between the pedagogic approaches, the theories and tools that frame the marketing debates around the SDGs, and the stakeholders involved in such teaching/learning activities. First, the approach should generate knowledge about the SDGs in marketing (Engage), starting from traditional concepts to reflect on the challenges of such integration. Secondly, using critical theories of marketing and transformative pedagogies, values and attitudes of students and lecturers should move towards advocating for sustainability in marketing (Expand). Finally, a partnership-based approach to learning, should lead to behavioural change and marketing actions aligned to the SDGs (Enact). Stakeholders involved are also highlighted and include department heads, course teams, quality teams, employers, industry experts, professional bodies, who contribute to a partnership-based sustainability learning experience. Students are concurrently responsible for actively participating in discussions, completing assessments while questioning their values, improving self-awareness, and applying the knowledge and skills to become future leaders aligned with the SDGs.

Implications for Theory and Practice

The outcome of the research is a framework which supports the engagement of marketing academics, teams and departments in engaging with sustainability and the SDGs. It provides insights to the focus, content, topics, structures and approaches and pedagogy that guides the embedding of work in this area. The focus is marketing education, as a result of the current state of play and challenges noted. The work is, therefore, of value due to the growing demand for work which advances ESD, through the lens of the UN's SD strategy and, as necessary, PRME, with a focus on a specific discipline to enable and support tailoring as necessary.

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Leveraging Marketing Through Marketing History Education

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Introduction and Research Aim

History of marketing of products can have a vast role in the education of marketing. Lessons learned from the past enable us to develop a more socially responsible and ethical approach towards marketing. How products have been marketed by the marketers has a huge impact on the world as people started using those products in the way they have been marketed. An invention can hold constructive potential but can be turned into a destructive or unsuccessful product, depending on how it has been marketed. In most cases, it is observed that the inventor or innovator of the product does not think of their product's destructive or harmful applications while inventing the product, but some people exploit its negative aspects to gain more profit from it. Alfred Nobel, the inventor of "Dynamite," quoted several times that he did not envision his creation to be used as a weapon technology. He was a pacifist who created dynamite with the intention of helping society by making faster and easier mining operations as well as the construction of roads.

The aim of the study is to provide literature on the involvement of inventors' perspectives while marketing of products. Spulber (2012) argues in his research that inventors hold valuable tacit knowledge about their inventions, and their superior understanding of their creations give them greater expertise in applying them, compared to the potential adopters.

This research article is based on the following research questions:

1. What is the role of the history of marketing of the products in leveraging the marketing for good?
2. What is the significance of the alignment of the inventors' perspective with the marketers' perspective?

Background of the study

The involvement of inventors' perspective in the marketing of the products has gained increasing attention due to its potential impact on commercialization and society. One of the key elements in achieving successful commercialization is leveraging the inventors' knowledge (Maurseth and Svensson, 2020; Spulber, 2012; Branuerhjelm and Svensson, 2007; Agrawal, 2006). Inventors develop knowledge in the process of inventing and developing their inventions, termed as tacit knowledge. Tacit knowledge refers to inventors' unspoken, personal experience-based knowledge regarding their inventions, which cannot be easily codified or transferred (Maurseth and Svensson, 2020). It is highly valuable as it contains information and insights that are difficult to articulate or document. Firms can also get the ability of breakthrough innovation to gain sustainable competitive advantage, which results from exploiting the tacit knowledge possessed by the inventors (Mascitelli, 2000).
Inventors can provide valuable knowledge in the incorporation of their creations (Jensen and Thursby, 2001) into the market and can offer precise guidance for the proper implementation of their codified knowledge due to the possession of the tacit knowledge (Colyvas et al., 2002). Inventions produced by different individuals can be seen as recipes (Dosi and Nelson, 2010) which prompt us to contemplate the enormous understanding of the inventor, essential for the effective implementation and advancement of their creations. In today's world, innovation has become a key factor of growth and competitiveness for the firms (Buckler and Zien, 1996). Businesses commonly recognise the need of innovation in order to grow and survive (Kennedy et al., 2012), and they can get the ability of breakthrough innovation by exploiting the tacit knowledge of inventor to gain sustainable competitive advantage (Mascitelli, 2000; Murray, 2004; Dornbusch and Nehausler, 2015). A very negative impact has been observed on the inventions left behind by their inventors with the source firm due to the highly detrimental loss of tacit knowledge (Wang and Zheng, 2022).

Methodology

This study represents a comprehensive literature-based review aimed at establishing a thorough comprehension of the integration of inventors' perspectives alongside marketers' viewpoints within the domain of marketing education. In the course of this investigation, we systematically assess a selection of scholarly papers sourced from the esteemed A and A* journals, based on their inclusion in the prestigious ABDC (Australian Business Deans Council) journal ranking list. In addition to academic research, this study draws upon diverse reports and real-world examples, thereby enriching the depth and applicability of our findings.

Results

The extensive literature on inventors' involvement in the firms at the time of market development has significantly contributed to explaining that inventors develop valuable tacit knowledge through experience and direct involvement in the creation process of products. Tacit knowledge plays a role as invisible bridge between invention or innovation and the market development of the market. Historically, it can be seen that association with inventors' perspective helps organisations in creating and developing market for the product. Our study finds two propositions as results which are:

1. If the marketer of the product is closely aligned with the vision of the inventor of the product, then it is beneficial for the firm as well as for society.
2. If the marketer is not aligned with the real purpose of the inventor, then it is not good for the firm as well as society.

Implication for Theory and Practice

The results of the study can be used as literature, which can be included in marketing education in order to make students aware of the alignment of inventors' and marketers' thought processes to create significant social impact. We strongly recommend the incorporation of a historical perspective on products from the inventors' viewpoint into marketing textbooks, as this important perspective is currently non- prominent. Students undergoing marketing education may pursue their careers as marketers in companies, entrepreneurs, or marketing educators. In all of these scenarios, it is essential to educate them about the significance of growth and the social impact their positioning can create. Incorporating this concept into the marketing education would enable students to comprehend how the growth of their products can be influenced when they market or position them in alignment with the vision of product's inventor. By exploring into the historical narratives of various products, students can gain insights into the growth trajectory and the societal impact that results from such alignment with inventors, who possess essential tacit knowledge.

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Teaching Marketing in the Metaverse Digital Environment

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Abstract:
Students' instructing and learning experiences have been enhanced by the emergence and application of technological advances. These tools simulate real-world situations and provide students with interactive opportunities. By incorporating Virtual Reality and the Metaverse into marketing course design. Students are able to participate in role-plays, interact with peers from around the world, exercise their marketing skills, and create virtual businesses. This study seeks to use Metaverse technology and Virtual Reality to improve student engagement and learning outcomes in marketing courses. The study will concentrate on the development of marketing courses (a Sales management course has been designed) utilizing these technologies and an analysis of their effect on student engagement and academic performance. The research aims to investigate the prospective educational benefits of innovative technologies.

Keywords: Metaverse, Student engagement, Virtual Reality

Marketing Strategy, Branding and Brand Management

A Multidisciplinary Review of Crisis Spillover Research

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Abstract:
A crisis spillover occurs when "events in an external organization create concern, uncertainty, or perceptions of harm for another organization." (Veil et al., 2016, p.317). The spillover effect of crises has become an emerging research topic in the field of crisis communication, however to our knowledge a cross-disciplinary review of the literature on the topic has not been conducted yet. Also, the complexities associated with crisis spillover and their management call for a synthesis of existing findings which can provide future research directions. This paper reviews the literature on spillover crises. Through our efforts we identified 56 articles that were published in 35 different journals between 1985 and 2021. These articles were published in a wide-range of journals including journals in marketing, public relations, and management. Under-researched topics identified in this review include risk factors for spillover crises, types of crises examined, stakeholders impacted, methodology used, and country samples.

Keywords: Spillover crisis, Crisis Contagion, Product harm crisis

Fit for Purpose: Augmented Reality and Branding

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Introduction and Research Aim

The advent of immersive technologies such as Augmented Reality (AR) are radically reshaping the marketing landscape and consumer-brand interactions. However, from a technological point of view, many organisations do not have the capabilities to integrate AR into their business operation. Alternatively, if companies have the capabilities, they lack the skills to best deploy this technology in alignment with their brand. When strategically integrated with an organisation's brand framework, AR holds the potential to significantly influence brand perception and consumer engagement. This study, rooted in the Task-Technology Fit (TTF) theory, explores the concept of 'AR-Brand fit', investigating how AR aligns with an organisation's values, strategies, goals, and target demographics (Goodhue & Thompson, 1995).

As the convergence of next-generation networks, the Metaverse offers an intersection of physical and digital experiences. AR, a primary technology within the Metaverse, seamlessly integrates real-world and virtual-world information, providing users with an immersive, interactive experience (Feng and Zhao, 2022). This augmentation superimposes additional information onto our perception of the physical world (Kye et al., 2021), adding a rich layer of immersive, interactive content to the Metaverse (Feng and Zhao, 2022; MacCallum and Parsons, 2019). The utilisation of AR is not a one-size-fits-all solution; it requires alignment with an organisation's values, goals, and strategic vision to generate meaningful outcomes. The main research question that this paper seeks to address is: "How does AR align with an organisation's values, strategies, target demographics, and goals?" Additionally, we will investigate the range of AR functionalities from basic visualisations to more sophisticated customer experience enhancements, and how they can be used at different levels of brand strategy alignment.

Addressing the 'so what' question, this research holds immense significance in the current business landscape. As companies strive to remain competitive and innovative, understanding how AR can be strategically integrated into their branding and marketing efforts is crucial. This study offers insights into the alignment between AR and various aspects of an organisation's strategy, including target demographics and values, thereby paving the way for more effective and immersive branding campaigns. Moreover, as the Metaverse continues to grow, the role of AR will undoubtedly expand, making it imperative for businesses to understand and harness the potential of this technology. This paper, therefore, serves as a vital resource for organisations looking to adapt to and thrive in the rapidly evolving landscape of immersive technologies and the Metaverse.

Background

Task-Technology Fit (TTF) theory posits that aligning technology with tasks will enhance performance (Goodhue and Thompson, 1995). This study utilises TTF to create a conceptual model demonstrating how firms can achieve marketing objectives by aligning their technological readiness with varying levels of Augmented Reality (AR) technology. Technological readiness is the propensity to adopt and utilise new technologies (Parasuraman, 2000, p. 308) and has been applied to organisations (Richey et al., 2007). Richey et al. (2007) argued that technology adoption is influenced by a firms' internal capabilities. This research expands on this by integrating organisational values and strategies, refining the alignment between technological readiness and AR/brand fit. Notably, prior works predominantly focus on customer perspectives, including the influence of user expectations on technology design (Vaidyanathan, 2020) and consumer behavior in using fitness apps (Chang et al., 2023). Additionally, Spies et al. (2020) noted the TTF's lack of application to AR.

This paper is a pioneer, applying TTF to study how firms can leverage AR to achieve marketing tasks aligned with their brand strategy. By integrating organisational values and strategies, our model offers both short-term and long-term guidance for firms in aligning their technological readiness with AR functionalities, aiding them in thriving in the Metaverse. Recent studies underscore AR's practical applications. Pini et al. (2023) showed AR influencing consumer choices through real-time information overlays, benefiting businesses by creating value for customers. Kang et al. (2023) highlighted AR's potential in serving niche markets, catering to the unique needs of differently abled individuals. Vretos et al. (2019) suggested that brands with higher differentiation levels could reap more benefits from AR by offering personalised experiences. For example, Nike could use AR to allow customers to customise and virtually try on shoes, enhancing customer experience and influencing purchase decisions. Interestingly, even relatively undifferentiated brands can harness AR for engagement and buzz generation, as illustrated by Pepsi's successful AR campaign.

Conceptual Model:

To tackle our research question, "How does AR align with an organisation's values, strategies, target demographics, and goals?" we deployed the Task-Technology Fit theory as our guiding conceptual lens. The study unearthed several critical insights. Importantly, this research introduces an innovative framework anchored in two critical dimensions: tech readiness and the alignment of AR with brand/ad strategy. The proposed framework comprises of two dimensions:

1. **Tech Readiness**: This dimension represents how prepared an organisation is to deploy AR technology. It considers factors such as the availability of resources, expertise, and the infrastructure necessary for AR integration.
2. **AR's Fit with Brand/Ad Strategy**: This dimension encompasses the extent to which AR can bolster brand differentiation. It differentiates between lower and higher levels of AR functions - from product/place visualisation at the lower end, through storytelling, to customer experience enhancement at the higher end.

Implications for Theory and Practice

This study suggests a significant positive correlation between the level of AR functions and brand differentiation, suggesting that high-level AR functions enable brands to establish a unique market presence. Moreover, AR's capacity to co-create customised experiences or products, as illustrated by the Nike example, plays a pivotal role in driving consumer engagement and purchase intention. Importantly, the effectiveness of AR is not solely reliant on high brand differentiation; even relatively undifferentiated brands, like Pepsi, can utilise AR to stimulate engagement. In addition to this, the research emphasises the versatility of AR in serving niche markets and meeting individualised needs, as demonstrated by Kang et al.'s (2023) study, which showcases how AR can be tailored to aid differently-abled individuals. The manuscript takes a different approach to previous research by shifting the focus from the technology's role in customer experience and journey (e.g. Hoyer et al. 2020) to its influence on brands and branding. In particular, the proposed novel framework brings together two critical dimensions (AR readiness and AR-brand fit) that have not been jointly examined before. This research helps companies assess their current position and identify areas for improvement and further development. Ultimately, this manuscript suggests that managing the interplay between AR readiness and AR-brand fit is crucial for companies to leverage AR for brand differentiation.

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Framing Brand Concept Of Vertical Line Extensions

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Abstract:
This study examines brand's message framing considerations when firms decide to expand their portfolios vertically. Specifically, it investigates whether brands should frame brand concepts functional versus symbolic benefits and its implications for consumers' purchase intentions. In this research, we carried out two online experiments and collected data from 415 participants recruited from MTurk, to investigate the moderating role of believability on the effect of brand concept framing on consumers' purchase intentions of vertical line extensions. The results indicate that (i) consumers evaluate more positively a vertical extension advertising message when it is framed in a consistent manner with a targeted price/quality segment and not with its parent brand or existing product line, and that (ii) this effect is moderated by consumer believability such that an advertising framing effect is found for more, but not less, skeptical consumers. Perceptions of category fit mediate the relationship between framing brand concept and the evaluation of the extension. This study contributes to the advertising and marketing literature by exploring how brand concept framing in advertising messages of vertical line extensions can be interpreted differently by consumers depending on their level of believability, and in turn, influence their purchase intentions.

Consumer Beliefs and Responses to Equality-Based Initiatives

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Abstract:
The demand for inclusivity and equality in the marketplace is increasingly gaining public and academic attention, with mounting calls for brands to take action. Diverse racial representation (DRR), a policy of having a fair representation of minority employees in company teams, is one way to promote marketplace equality. DRR's research in marketing has rarely examined consumer beliefs, namely power distance belief (PDB) and religiosity. Drawing on previous research, we find that following a brand's DRR adoption, willingness to pay and advocacy intentions are higher (vs lower), and these effects are stronger among consumers with low PDB, driven by perceived altruism. Moreover, we identify religiosity as a boundary condition that mitigates the negative impact of DRR adoption among consumers high in PDB. Three experiments demonstrate the crucial roles of PDB and religiosity on consumer decisions, enriching the literature and providing guidance for managers wishing to adopt equality-based initiatives as part of their brand strategy.

Keywords: Corporate activism, Consumer beliefs, Branding.

Investigating Cross-Category Loyalty Towards Parent Brand

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Abstract:
To grow their business, a company could either introduce more brands in one product category – or extend the same brand across categories. The study explores whether brand buyers in a durable category are more likely to buy the same brand in other categories. Looking into purchases of three macro-categories in the United States (Hand Tools, Gardening & Lawn Care, Small Kitchen Appliances) over two years (2020 – 2021), the results show that buyers are likely to purchase multiple brands across related categories, with a higher likelihood to purchase the same brand, when available: 4.9x for Hand Tools, 5.3x for Gardening & Lawn Care, and 2.8x for Small Kitchen Appliances. The findings carry some brand management implications: brand buyers need to be aware and able to purchase the same brand when offered across range of categories – otherwise due to polygamous loyalty, they will purchase other available brands.

Keywords: Buyer behaviour, portfolio management, brand loyalty.

Diversification and Firm Performance: A Cumulative Study of Diversification Types

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Abstract:
Diversification stands as one of the most critical decisions in firm management, so it comes as no surprise that numerous studies have delved into its impact on firm performance. However, although three types of diversification exist i.e., segment, geographic and customer, literature has primarily focused on examining the impact of a single type of diversification in isolation, neglecting the interplay with the other two. We investigate their simultaneous and interactive impact on firm performance to enhance clarity and to establish a more comprehensive understanding. We utilize data from Standard and Poor's 500 (S&P 500) firms between 1972 and 2019. Preliminary findings indicate that relying on a single type of diversification yields incomplete results, highlighting the necessity of considering the interactions between the three types of diversification when assessing their impact on firm risk.

Keywords: diversification – performance relationship, corporate diversification strategy, marketing-finance interface

A Multi-Actor Perspective on Athlete Brand Activism

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Introduction and Research Aim

Brand activism occurs when brands take a stand on socio-politically divisive issues (Sarkar and Kotler, 2018; Mukherjee and Althuizen, 2020). Brand activism is increasingly used as a marketing tactic, helping brands to establish a unique brand positioning (Jain et al., 2021; Mukherjee & Althuizen, 2020). Nevertheless, brand activism is risky (Mirzaei et al., 2022). Research indicates that it may have negative consequences, including perceptions of woke washing and inauthenticity (Vredenburg et al., 2020).

This research focuses on the role of activism for a specific type of brand: athlete brands. Athlete brands are a specific type of human brand with unique personalities and characteristics in the field of sports (Osorio et al., 2020). Athlete brands are now amongst the most well-known in the world (Anderski et al., 2023). Social media provides athletes with the opportunity to develop, maintain and expand their personal brands (Anderski et al., 2023). Reflecting sports capacity to be a platform for promoting change, athlete brands have a wide media reach, credibility and cultural relevance (Arai et al., 2014).

Previous research has shed valuable insights into the effects of athlete brand activism, such as enhanced opportunities to attract new sponsors and fans' perceptions (Rey & Capra, 2023). Nevertheless, it has typically focused on famous, high profile athletes, single events, and dyadic effects on single actors, such as fans or sponsors (e.g., Brown et al., 2022). In contrast, research into the role of brand activism for elite athletes without widespread celebrity status, and in the context of an athlete's network of actors is missing. The present research addresses these oversights and investigates: i) what brand activism "looks like" for the everyday athlete (e.g., how prevalent it is, the topics posted about, and the types of athletes who engage in activism); and ii) how athletes can use brand activism to co-create brand meaning within their network of actors. These objectives can inform guidelines on best practices to minimise the risk for all actors (e.g. clubs, leagues, event owners, athlete managers, sponsors) associated with athlete activism.

Theoretical Background

The study extends Anderski et al.'s (2023) conceptual framework of integrative human branding, which combines the three theoretical concepts: human branding, integrative branding, and performativity theory. Human brands are associated with traditional marketing and brand attributes and they result from a strategic process of building, developing, and nurturing the brand. Brand management literature increasingly draws on performativity theory to understand and interpret the brand meaning co-creation process. Integrative branding, posits that athletes cannot build and control their brand autonomously. Integrative branding involves two interrelated processes – building brand identity and co-creating brand meaning. It assumes that brand meaning is always co-created by various actors, like fans, media, sponsors, agencies, teams or even other athletes. Performativity theory is concerned with performative constitutions of reality and argues that social objects are constituted by a set of performances. The fundamental premise for branding is that brand meaning is continuously co-created through the performances of multiple actors (Essamri et al., 2019; Iglesias et al., 2020; von Wallpach et al., 2017). The present research extends previous work by conceptualising brand activism as a specific performance type for the brand meaning co-creation of athlete brands. Combined, these key concepts provide a framework to investigate brand activism as a performance used for the brand meaning co-creation of human brands.

Methodology
This study used a netnographic approach and observed all professional German athletes' (N=608) posts on Instagram over the course of three major sporting events: the Summer Olympic Games in Tokyo 2021 (N=432), the Winter Olympic Games in Beijing 2022 (N=150), and the FIFA Wold Cup in Qatar 2022 (N=26). Data was collected retrospectively by manually capturing all activism posts (N=84) and comments (N=48,185) on the athletes' official Instagram profiles. Specifically, we collected data two weeks before, during and two weeks after each event. The data collected comes from a range of athletes, both very high profile and those less well known (range 12,800,000 – 1,032 followers); and a range of sports (e.g., soccer, athletics or biathlon).

To answer the first research question, we used descriptive statistics to understand the number of athletes engaging in activism, along with other relevant information including the topics posted about, how often activism occurs, engagement with activism posts (e.g. number of comments), and the number of actors involved. We used these results to address the second research question, and conceptualise different ways to co-create brand meaning for athletes when they engage in activism.

Results and/or Discussion and Contributions

Table 1. Descriptive statistics

German athletes / athletes positing activism content	608 / 65 (11%)
Total no. of posts (of any content) / no. activism posts	5,723 / 84 (1.5%)
Average no. activism posts per athlete	1.3 posts
Average no. comments per activism post	573 comments

During the three major sporting events, 11% of German athletes posted activism-related content on their private Instagram accounts. This was slightly higher for the Bejing Olympics (17%) and Qatar World Cup (27%), but lower for the Tokyo Olympics (8%). Overall, only 1.5% of posts across the three events contained activism. The average number of activism posts per athlete was 1.3, only 25 posts were made by athletes with more than 100,000 followers, while the majority of the 59 posts were made by athletes with less. Across all athletes, the top five issues addressed were racism, health, peace, female empowerment, and power of sports.
Overall, we identified 10 different actors (e.g., athletes, sponsors, fans, media, associations) involved in co-creating brand meaning for athletes engaging in activism. These included including sponsors, the media, fans, and sports clubs/organisations as well as other athletes. We were able to conceptualise four types of athlete brand activism based on the number and involvement of various actors: individual activism (informing and raising awareness); collaborative activism (collective endeavour); network activism (mobilization of brand network); and beyond network activism (cross-platform engagement).

Implications for Theory and Practice
The present research extends the framework of Anderski et al. (2023) to conceptualise brand activism as a specific performance type for the brand meaning co-creation of athlete brands. This provides a platform for a more comprehensive understanding of the role of activism in co-creating brand meaning of athlete brands based on a multi-actor approach. From a practical perspective, our results can help athletes, brand managers and other actors (e.g., sponsors) better understand the intended and unintended consequences of athlete activism.

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Communicating Sustainability: An Exercise in Tension Management

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Abstract:
A strategic challenge for marketers is that even where sustainability considerations are part of the value an organization delivers, it may not be clear whether to communicate this to customers. An organization's choices, regarding whether and how to communicate these considerations, can add to or alleviate its sustainability-related tensions. Thus, particularly in high-pressure sustainability environments, organizations may be wary of communicating their sustainability value. This study takes the case of an organization operating in a high-pressure sustainability environment and explores how paradoxical tensions related to communication about sustainability emerge. It depicts a complexity of paradox relationships not evident in studies examining fewer paradoxes or levels. Addressing the lack of research connecting organizational logics and sustainability tensions, this study also investigates the role of logics in the flow, management and creation of paradoxes. The communication choices marketers make can then act as paradox tension management strategies.

Keywords: Customer Value Propositions, Paradoxical Tensions, Organizational Logics

Consumer preferences for Indigenous Australian Grains

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Introduction and Research Aim

For reasons extending to health, disease, (Moss and McSweeney, 2022), and lifestyle many consumers are now consuming gluten-free (GF) foods. Most common amongst these are breads, pastas, cereals and pastries, which are traditionally grain-based, refined products. Evidently, the GF market is expected to grow at a compound growth annual rate of 9.2% during 2020– 2027 (Grand View Research, 2020). Whilst still a niche, many 'ancient grain' (AG) alternatives have resurfaced, or perhaps re-branded. AGs are themselves gluten-free, representing those used by ancient civilisations (Bordoni et al., 2017) possessing superior nutritional properties (Moss and McSweeney, 2022). They may include barley, teff, sorghum, and pseudo-cereals like quinoa and buckwheat (Perrino, 2022). The success of these markets is providing opportunities to diversify and develop markets for 'indigenous Australian grain' foods (IAG). Such grains may include native millet, purslane, and other perennial grasses, possessing the benefits of being well adapted to our local environments and nutritionally beneficial (Abdelghany et al., 2021). In doing so, agricultural practices play an important role in supporting and nurturing the growth of indigenous businesses and empowering community and individuals through economic development (Denny-Smith et al., 2023; Dudgeon et al., 2021). However, these products are not without their challenges for brand management in communicating compelling value propositions in cluttered retail environments is difficult. Herein, the aim of this research is to examine consumer evaluations of IAG products as an emerging alternative to conventional GF, so to inform new product development, brand management, and business ownership opportunities for indigenous Australians.

Background and/or Conceptual Model

Extant research into GF consumption has revealed numerous insights for brand managers. For example, it is found that liking and preferences for particular GF biscuit attributes differ amongst consumer clusters (Di Cairano, 2022), and that consumers inspect ingredient lists and nutritional facts more when a GF certification logo is not present on packaging (Puerta et al., 2022). Recent AG research supports a strong emotional drive for 'unmodified' artisanal products (Longin and Würschum, 2016). Some scientific research examines IAGs from a nutrition or biology perspective (Tikapunya et al., 2017; Bell et al., 2010), whilst research of Drake et al. (2021) and CSIRO (2019) suggest interest in production and demand of IAGs is on the rise. However, there is a dearth of brand and marketing research to grow demand and opportunities for indigenous businesses. In light of supporting local Australian products, their ecological benefits, resilience, (CSIRO, 2019), inclusivity (Ferraro et al., 2023), and natural GF properties, it is proposed that Australian consumer perceptions of IAGs foods will be more favourable than conventional GF and AG. As cue utilization research argues that consumers decode product cues to inform product evaluations based on encoded associations (Woo and Kim, 2022; Olson and Jacoby, 1972), the specific use of verbal and visual cues to denote the ingredient types of GF alternatives is believed to be influential. Evidently, this could impact how consumers evaluate IAG food attributes, as well as how much more they are willing to pay (WTPM) and purchase likelihood (PL) relative to conventional GF and AG foods.

RQ1: Are IAG foods perceived more favourably than conventional GF and AG foods regarding a) product attributes, b) willingness to pay more and c) purchase likelihood

RQ2: Does the category of food impact evaluations of gluten-free alternative foods

Methodology

A 3 (GF Alternative: GF, AG, IAG) x 3 (Food Category: Bread, Pasta, Cereal) between-subjects experimental design was conducted. To maximize ecological validity, stimuli and prices were extracted from the websites of national retailers with only packaging cues (text and certification icon) adjusted and the price equivalent and the same across alternatives. Evaluations of general Australian shoppers were sought, with 676 participants (>60 per condition) sourced through a consumer panel. Participants evaluated GF alternatives based on specific attributes (adapted from Teuber et al., 2016 and Alencar et al., 2021), willingness to pay more relative to the non-GF version (could elect to pay more or less), and their likelihood to purchase (adapted from Wang et al., 2019). Covariates were included to account for the cultural importance of products coming from Australia - regional ethnocentrism (Fernández-Ferrín, and Bande-Vilela, 2013) and a neophobia measure adapted to GF products (Cattaneo et al., 2019). Two-way MANCOVA and one-way ANOVA analyses is conducted using SPSS.

Results and Discussion

Table 1: Mean results compared across products and GF alternatives

	Pasta			Bread			Cereal		
	GF	**AG**	**IAG**	**GF**	**AG**	**IAG**	**GF**	**AG**	**IAG**
Attributes[a,d,e]	.198	.691	.386	.112	.484	.568	.215	.385	.579
WTPM (%)[b]	.332	.399	331.	.121	.347	.233	.142	.278	.236
Purchase Likelihood[c]	-1.149	-.656	-.542	-1.234	-.878	-.748	-1.214	-.709	-.625

[a] Attributes of GF alternative relative to conventional; [b] WTPM for GF alternative divided by conventional WTP; [c] PL for GF relative to conventional PL. [d] Sig differences (>.001) across GF alternatives for specific attributes: Tasty, Healthy, Nutritious, Organic, High Quality, Luxurious, Environmentally Friendly, Natural Texture, Produced Using Traditional Methods. [e] GF lowest mean score for all attributes

Table 2: Two-way MANCOVA results

	Alt. Attributes				WTPM				PL			
	SoS	**df**	***F***	**Sig**	**SoS**	**df**	***F***	**Sig**	**SoS**	**df**	***F***	**Sig**
IVs												
GF Alternative[a]	17.79	2	16.22	***	2.25	2	3.46	*	45.22	2	8.80	***
Food Category[b]	.101	2	.09	.912	2.388	2	3.67	*	3.27	2	.636	.530
Interaction	4.49	4	2.24	.063	.54	4	.416	.797	2.35	4	.229	.922
Covariates												
Ethnocentrism	11.87	1	21.65	***	.30	1	.914	.339	56.33	1	21.92	***
GF fear	.097	1	.18	.675	2.27	1	6.99	**	57.17	1	22.24	***

* $p < .05$, ** $p < .01$, *** $p < .001$, [b] [1=GF, 2 =AG, 3 =IAG], [b] [1= Pasta, 2 = Bread, 3 = Cereal].

Implications

Results reveal that indigenous Australian grain (IAG) foods are generally perceived more favourably than ancient grain (AG) and always gluten-free (GF) foods. For brand managers this is the first research to support the viability of IAGs in the food product categories examined. The finding that consumers were not prepared to pay more for any GF alternatives indicates brand managers must enhance their value proposition. This should likely be by focusing on particular attributes, such as health, nutrition, environmental friendliness, and traditional production processes. In doing so, we inform practices of packaging design to shape shoppers' cue utilization for this emerging food category. The empirical support that the type of GF alternative does influence attribute evaluations, and relative price prepared to pay and purchase likelihood is important. Particularly considering that comparisons were made relative to conventional, non GF products - a choice consumers face in reality. Herein, this research extends the limited scholarship into GF products from a marketing perspective. Support that products conveyed as IAGs through packaging, whilst holding all else constant, has significant implications for policy makers looking to grow and nurture this emerging industry whilst creating employment and wealth opportunities for indigenous Australians.

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Sport Events: Conceptual Model on Infrastructure Outcomes

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Abstract:
The aim of this study is to propose a conceptual model on the effects of mega sport event infrastructure outcomes on its social legacy and sport participation. Previous infrastructure negative associations such as abandoned structures and eviction of low-income citizens to infrastructure, may resulted negative social legacy for the event. Planning and staging major sport events in a way to ensure social legacy could be vital for the future existence of these events. The coming study's methodology design is mixed method focusing on major sport event legacy through semi-structured interview and surveys. This study contributes to theory on event and destination (marketing/management); by determining the relationships between major sport event infrastructure outcomes, social legacy and sport participation. Major sport event organisers may apply the findings to develop set outcome objectives in the planning and staging these events.

Keywords: social legacy, build infrastructure, facilities, major sport event; accessibility.

Role of Charisma in Luxury Brand Storytelling

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Introduction and Research Aim

This paper proposes a research agenda to investigate the role of *luxury brand charisma* as an antecedent, and *customer-inspiration* as an outcome of *narrative transportation*. The research combines literature on narrative transportation (Green & Brock, 2000, 2002), luxury brand charisma (Semaan et al., 2019), and customer inspiration (Böttger et al., 2017).

Storytelling is ubiquitous in luxury marketing (Gurzki et al., 2019). Escalas et al. (2004) defined a narrative advertisement as an "*ad that tells a story"* (p. 108). The human mind processes stories or narratives differently and holistically, which depletes critical thinking and counterarguments (Green & Brock, 2000). Customer-inspiration is a temporary motivational state achieved through a marketing-induced idea such as a narrative advertisement. It involves triggering spontaneous outcomes through the stimulation of imagination and an urge to act (Böttger et al., 2017). Often characters in the stories are strong reasons for an individual to connect with them. These strong characters can be a source of charisma, having special magnetic charm and persuasive appeal (Semaan et al., 2019). Like a charismatic leader, a brand can also act as a strong and persuasive character with charisma (Semaan et al., 2019), hence the term *luxury brand charisma*. Therefore, a *charismatic narrative-advertisement* is highly likely to positively impact customer inspiration.

Theoretical Background and Hypotheses

Green & Brock (2000) suggested that narrative transportation is a mental process that works by blending attention, imagery, and feeling. Individuals lose touch with the real world, and for moments they imagine themselves absorbed in the narrative (Green & Brock, 2000, 2002). The concepts of narrative transportation and narrative processing can be studied through two seminal theories, the transportation-imagery model (Green & Brock, 2002) and the extended transportation-imagery model (Van Laer et al., 2014). The occurrence of narrative transportation (Van Laer et al., 2014), subsequently leads to narrative persuasion (Van Laer et al., 2019). It is widely studied that narrative transportation and narrative persuasion establish their meaning in persuasion-related outcomes such as consumers' positive attitudes toward the story, story-consistent attitudes, brand evaluations, attitudes, and intentions (Hamby & Jones, 2022).

In this research, we propose an extended model that explains an urge to buy luxury products triggered by luxury brand charisma and narrative transportation. The new model is identified as the "*charismatic transportation*" model. *Charisma* as the overarching concept related to luxury brand charisma, has mainly been studied as characteristics of the *charismatic leader* (Conger & Kanungo, 1994), means of social transformation (Fiol et al., 1999), an authority which is achieved from the devotion of the followers (Weber, 2009), a way to achieve inspiration and aura in masses, through projection in the minds of followers (Schiffer, 1973). The connection with the charismatic leader is mainly emotional and seldom rational. People are so involved with the charismatic leader that they even justify the illegal activities (Wieser et al., 2021). Under the influence of charisma, individuals bestow their acceptance, affection, trust, and obedience to the leader's super-human qualities (Antonakis et al., 2016).

Charisma and inspiration find their significant references and origin in research works on religious studies. Both find connections with 'divine gift', 'supernatural influence' and 'divine encounter' (Thrash & Elliot, 2003). While charismatic leadership can inspire (House & Shamir, 1993), *"the inspired individual is moved by the truth, ingenuity, goodness, beauty, or superiority of the trigger object and is motivated to transmit, actualize, or emulate those transcendent qualities*" (Thrash &

Elliot, 2003, p. 873). Böttger et al. (2017) explained customer-inspiration as the consumers' temporary motivational state which takes the reception of a marketing-induced idea to a pursuit of consumption-related goals.

Like charisma, narrative transportation supress elaboration, boosts heuristic processing and enhances persuasion. In the context of narrative transportation, characters in the stories are strong reasons for an individual to identify self in them. People experience the events in stories from the perspective of characters as if they are experiencing and living through the emotions of the character (Hamby & Jones, 2022). It is emotional arousal for the story characters, which gives association and meaning to the story in consumers' minds (Van Laer et al., 2014). Higher immersion in narratives leads to little argumentative cognitive elaboration, thus limited cognitive responses (Escalas, 2007). Luxury brand charisma can therefore achieve higher level of narrative transportation by focusing less on the argument strength and more on the story and character. Against this backdrop, our research proposes the following hypotheses:
H1: Luxury brand charisma will have a positive influence on customer inspiration.
H2: Narrative transportation will mediate the positive impact of luxury brand charisma on customer inspiration.

Proposed Research Methodology

The research methodology comprises two stages. The first stage represents a field study. In this first stage, an initial pilot study will be undertaken to identify short video stories with varying levels of luxury brand charisma. Three research assistants will be asked to evaluate and shortlist the videos (available in the public domain). Next, a group of luxury brand consumers will be shown the selected videos, and their perceptions of luxury brand charisma, narrative transportation and customer inspiration will be measured. The second stage will utilize a controlled experiment where levels of luxury brand charisma will be manipulated and their effects on narrative transportation and customer inspiration will be measured. In this second stage, a new sample of luxury brand consumers will be shown shortlisted videos with varying degrees of luxury brand charisma. The operationalisation of narrative transportation will be adopted from (Green & Brock, 2000). The measurement of luxury brand charisma will draw upon the works of Semaan et al. (2019). Research on customer-inspiration includes two scales of *inspired-by* and *inspired-to*; both the scales will be adapted from the works of Böttger et al. (2017).

Implications for Theory and Practice

Beyond creation, co-creation, and communication of brand stories, this study expects to help luxury brand storytellers navigate the stories in customers' minds. By controlling the levels of luxury brand charisma in a marketing communication, a marketer can better communicate the intended message, which can transport the individual into a narrative world, and can evoke motivation to trigger an urge to act (Böttger et al., 2017). Our research also expects that in doing so, luxury brand charisma will enhance narrative transportation, which will result in higher customer inspiration. Furthermore, in the context of luxury storytelling, this research will help marketers identify opportunities to create mesmerising stories to facilitate the creation of long-term goals in customers' minds, and reinforce luxury brand *desirability*. This study will also help firms to optimise resources involved in story-creation and communication to make the most of the available time, effort, and monetary investments. Lastly, this study will highlight the potential of luxury brand charisma and narrative transportation in influencing the minds of masses (both consumers' and stakeholders'). This can be constructively used to (1) design and deliver marketing campaigns focused on positive outcomes, and (2) predict and avoid marketing campaigns with potentially harmful outcomes.

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Authentic and Inclusive LGBTQ+ Branding

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Abstract:
While LGBTQ+ consumers value and reward brands that invest in developing authentic relationships with LGBTQ+ communities, such efforts may be perceived as insincere and profit driven if organisations fail to align their practices, including marketing practices. Drawing from congruity theory, this study explored how consumers evaluate if a brand that is perceived to support LGBTQ+ causes was inclusive of LGBTQ+ people, indicative of brand and consumer identity fit. Using an online survey with open-ended questions, 403 LGBTQ+ people were asked to nominate a brand they believed supported LGBTQ+ causes and justify the brand they nominated. The findings uncovered five key factors that informed their perceptions: the product, advocacy initiatives, marketing communications, internal marketing, and ownership and management. These factors represent both internal brand management and external brand touchpoints in terms of consumer experiences, which altogether contribute to a brand being perceived as authentically inclusive of LGBTQ+ people. Based on the findings, the Consumer-centric Model of LGBTQ+ Brand Inclusivity is proposed.

Keywords: brand activism, LGBTQ+ inclusion, inclusive branding, brand management

Customer-Based Brand Competitiveness Measurement

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Abstract:
Brand competitiveness as a brand's outperformance of competing brands is an important signal that influences a consumer's response to a brand's marketing, i.e., its customer-based brand equity. Leveraging a customer perspective, this study develops a new measure for customer-based brand competitiveness (CBBC). The scale development process comprises three stages, with two qualitative and three quantitative studies. An initial pool of 36 items is generated from a literature review and qualitative interviews with 20 consumers in the scale construction stage. The scale refinement stage with 21 academic branding experts results in a reduced pool of seven items. The quantitative scale validation stage with a total of 1,157 consumers, resulting in 2,078 brand evaluations across five industries, confirms the reliability, validity, and unidimensionality of the seven-item CBBC scale. Structural equation modelling shows the superiority of the new CBBC scale when explaining brand equity and purchase intention.

Keywords: Brand competitiveness, scale development, brand performance

Greenwashing on Brand Attitude: Forgiveness and Growth

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Abstract:
This study proposes that the perceived severity of greenwashing impacts brand attitude, with this relationship being mediated by consumer forgiveness and moderated by growth beliefs. Additionally, this study uses an apology as an intervention to evaluate its moderating effect on the relationship. With a between-subjects experimental design, two groups were exposed to corporate greenwashing scenarios with varying levels of perceived severity. Results show that high (versus low) perceived severity worsens brand attitude, with consumer forgiveness mediating this relationship. Moreover, the negative effect of high (versus low) perceived severity on consumer forgiveness is significant for consumers with low growth beliefs. Results also show that higher perceived sincerity of an apology improves brand attitude. These findings emphasise the importance of ethical business practices and highlight the role of communication in maintaining consumer–brand relationships. Managers can utilise these insights to develop sustainable marketing strategies that foster trust and enhance reputation among consumers.

Keywords: Greenwashing; Consumer forgiveness; Growth beliefs

Loyalty Program Status Demotion and Relationship Fading

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Introduction and Research Aim

Service industries (e.g., airlines, hotels, credit card, and car rentals) widely use hierarchical loyalty programs (HLPs) to retain and enhance relationship with customers (Yu et al., 2022). Customers are demoted to a lower tier and lose the related benefits if they fail to exceed the targeted spending level corresponding to the status (Wagner et al., 2009). Again, past literature suggests that an unfavorable event (e.g., status demotion) acts as a turning point in a buyer-seller relationship (Harmeling et al., 2015; Cambra-Fierro et al., 2015), which may induce B2C relationships to fade. Relationship fading refers to waning of favourable customer attitudes and decline in intention to continue relationship with a brand or firm reflected in feeling of negativity and disengagement as well as reduction in buying frequency and/or volume (Evanschitzky et al., 2020). However, existing research is relatively silent about the link between status demotion and relationship fading, especially if status demotion act as a turning point to trigger fading relationship. Moreover, the direction of impact between these two phenomena - status demotion and relationship fading, is still unknown. Therefore, the aim of this study is to identify the relationship between HLP status demotion and relationship fading. We address two research questions in line with this aim:

> **RQ1:** What is the direction of the impact between status demotion and relationship fading i.e., if status demotion influences relationship fading or the other way round?
>
> **RQ2:** What is the mental mechanism of the relationship between status demotion and relationship fading?

Identifying such relationship is pertinent because of the adverse impact COVID-19 on travel and tourism industry reflected in travel ban across the world causing failure to meet the spending level to retain a particular HLP status. This put forwarded a unique context to discover if status demotion caused psychological disengagement (i.e., fading) in the customers mind or customers became disengaged due to travel ban during the COVID-19 that caused the HLP status to demote.

Background and Conceptual Model

Due to the COVID-19 pandemic, customers could not travel and their HLP points might have expired. This might hurt them prior to actual status demotion (Cassidy, 2022) causing feeling of negativity towards the airlines resulting in their patronage reduction. This eventually might influence the status demotion to occur. However, extant research and industry evidence show that Singapore Airlines extended its KrisFlyer elite membership and miles expiration for two consecutive years (Cassidy, 2022). In case of Qantas Frequent Flyer, the airlines' points don't expire if a customer earns or even redeems points every eighteen months. In addition, customers can keep their Qantas points alive by shopping at the British Petroleum (BP) gas station and Woolworths supermarket. Interestingly, checking one's body mass index (BMI) using Qantas Wellbeing app also helps keep the airlines' frequent flying points on-going (Graham, 2022). Thus, airline companies adjusted their policies to prevent the adverse impact of HLP points expiration. This helped customers retaining their status during the COVID-19 pandemic. Therefore, we posit that status demotion influences psychological disengagement and patronage reduction, not the other way round. We explored relevant literature on status demotion (Banik et al., 2019; 2022) and relationship fading (Åkerlund, 2004; Evanschitzky et al., 2020). Drawing on these two streams of literature and stimulus-organism-response model (Mehrabian & Russell, 1974), we derive the following hypotheses:

H1: Status demotion impacts demoted customers' psychological disengagement.
H2: Status demotion impacts demoted customers' patronage reduction.
H3: Psychological disengagement impacts patronage reduction.
H4: Psychological disengagement mediates the link between status demotion and patronage reduction.

Methodology

A nationwide Qualtrics survey among airline HLP members was conducted in Australia using a structured questionnaire. The structured online survey started with two filtering questions: (i) if the respondent was an HLP member of any airline; and (ii) if the respondent had recently been demoted from a particular status in the program. All the scale items measuring the constructs (status demotion, psychological disengagement, and patronage reduction) were adapted from the existing literature. 268 responses were collected and finally 213 responses (51% female; average fortnightly income of A$3000) were retained and used for data analysis. The data were analysed by assessing various psychometric properties of the constructs in terms of their factor loading, reliability, and validity, all of which were found to be satisfactory meeting the required benchmarks.

Results and Discussion

Model 4 of Hayes' (2013) PROCESS macro was used to test the hypotheses. It has been found that status demotion significantly impacts psychological disengagement (β=0.26, p<0.01) and patronage reduction (β=0.30, p<0.01). Psychological disengagement influences patronage reduction (β=0.17, p<0.05) and the indirect effect of status demotion on patronage reduction via psychological disengagement is also found to be significant (β=0.04, p<0.05, 95% CI: 0.01, 0.09). Therefore, H1, H2, H3, and H4 are supported meaning that status demotion influences relationship fading as it significantly affects demoted customers' psychological disengagement and patronage reduction. Further, the study shows empirical evidence that status demotion is a type of non-core service failure event (Roos, 2002; Roos, 1999) for which a buyer-seller relationship fades.

Implications for Theory and Practice

This research offers unique contribution in terms of playing a pioneering role through identifying a theoretical connection between the two streams of literature: status demotion and relationship fading. It shows empirical evidence that status demotion fosters relationship fading influencing demoted customers psychological disengagement and patronage reduction. With this empirical evidence, the research extends the S-O-R framework through its application to the HLP context in explaining the effects of status demotion (stimulus) on psychological disengagement (organism) and patronage reduction (response). Further, it extends the HLP literature by shedding lights on the mental mechanism of the link between status demotion and relationship fading such that psychological disengagement mediates the link between status demotion and patronage reduction.

From managerial viewpoint, the findings emphasize that managers should devise a carefully reviewed status demotion process to preserve demoted customers, who are still valuable and may otherwise be put in danger by demoting them prematurely. Since psychologically disengaged customers are likely to be more interested in competitors' activities, managers need to design value-enhancing communication strategy (Haumann et al., 2015) by showing the benefits of staying with the firm as well as the drawbacks of switching. Managers should train their frontline employees to empathically explain (Liao, 2007) the reasons for demotion and thus deal with demoted customers with due diligence. This would help to minimize the level of psychological disengagement. In addition, managers may consider to implement appropriate risk communication strategy (Bullock et al., 2013) such as advance notice communicating risks of demotion and conveying preparedness messages that inform the borderline HLP customers emphasising the need to intervene before the demotion occurs.

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“I Can’t Forgive You!”: Conceptualising Brand Infidelity and Consumer Reconciliation with Brand Misdemeanours

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Abstract:
How do you react when a sacred brand that you love ‘cheats’ on you? As the phenomenon of brand transgressions becomes increasingly prevalent and consumer and media attention and responses to it, increasingly vehement, we study the phenomenon and resultant customer reactions. Through a focused ethnographic approach, we explore its perceived severity and create a broad typology. We further focus on a particularly severe form of misdemeanour in which a sacralised and pure brand commits severe moral violations, a phenomenon we term brand infidelity and examine how consumers’ cope. Our work sheds light on how brand infidelity influences consumers’ emotions, brand attachment, forgiveness, and/or desire for revenge. Additionally, our work elucidates the processes through which consumers appraise brand misdemeanours and cope. The findings have important implications for brand managers and marketers and offer insights on the severity of the consequences of such perceived infractions and potential avenues for its amelioration.

Keywords: Brand Infidelity, Brand Sacredness, Moral Violation

Embracing Brand Vulnerability: Systematic Literature Review and Conceptualisation

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Introduction and Research Aim

The concept of brand vulnerability is relatively novel (Vainauskiene & Vaitkiene, 2012), particularly in relation to the contemporary brand ecosystem. Brand vulnerability has received attention in consideration of product/price assortments and retail partnership decision making, highlighting the brand centric nature of the current approach and the close ties between brand strength, risk and vulnerability (Dass et al., 2013; Kumar & Dass, 2012). Yet, related discussions have mainly focused on tactical short-term brand considerations in marketing implementation, rather than a longer-term view of brand vulnerability. Further, there is limited conceptualization and application of the concept. Therefore, the aim of this research is to:

> *Clarify the nature of the brand vulnerability concept from a longer-term brand management perspective to better understand how brand managers can navigate potentially vulnerable influences on the brand over time.*

In pursuing these aims, two clear research questions are addressed:

> **RQ1: What is the nature of brand vulnerability?**
> **RQ2: How is brand vulnerability effectively managed?**

Background

Traditional branding research explores how firms pursue growth, by crafting rich brand meaning (Brodie et al., 2017; Martin, 2005), building emotional connection (Bagozzi et al., 1999), and more recently, how brands can engage actors in the co-creation of value (Brodie et al., 2011; France et al., 2016; Merz et al., 2009). This narrative of brand research is dominated by ways in which brand managers can pursue growth, with less attention given to influences that may detract from the brand and impact stakeholder engagement with the brand. Yet, as we see turbulent business, environmental, and social settings, the volatility of brands warrants further investigation. In this setting, brand vulnerability emerges as a worthwhile topic of discussion in order to better understand how brands are vulnerable to exposure to continuously changing and disruptive market conditions.

Brand vulnerability is an underdeveloped research area, with limited knowledge of the concept to date. Initial discussions of brand vulnerability are useful in identifying that a brand is exposed to vulnerability both through internal action and external influences (Vainauskiene & Vaitkiene, 2012). However, brand vulnerability discussions are entwined, and at times conflated, with brand risk, brand crisis, as well as customer and cultural vulnerability. To address this issue, deep examination of brand vulnerability will provide a mechanism to clarify the distinctions of these concepts and then progress managerial approaches to brand vulnerability. Concepts such as brand risk and brand resistance explore closely related areas but are conceptually distinct. Further, the domain of customer vulnerability offers a more established narrative of vulnerability in the marketing domain, albeit from a stakeholder perspective rather than a brand-centric view. However, customer vulnerability clarifies that vulnerability is not limited to specific customers and that it is a transitive state (Baker et al., 2005). Likewise, brand vulnerability is not limited to small or new brands, or particular brand contexts, suggesting that defining brand vulnerability around which brands are vulnerable misses the central focus of what conditions create vulnerability. As such, brand vulnerability shifts away from perceptions of vulnerability to explore what conditions will create actual vulnerability for brands.

Methodology

A systematic literature review (SLR) approach was used to generate reliable research insights. A range of relevant databases were explored, examining Australian Business Deans Council (ABDC) A and A* publications, along with B nonprofit journals to increase inclusivity of branding contexts. The ABDC is widely used in SLRs as a periodically updated and reliable ranking system (Hollebeek et al., 2022). The review captures literature from 2004 onward, due to the significant shift in the contemporary view of marketing with the seminal work of Vargo and Lusch (2004). Keywords for searching included: brand vulnerability, brand risk, brand resilience, brand resistance, brand repulsion and brand exclusion (and derivations of these words), resulting in 1787 published articles, with 818 remaining after duplicates were removed. Abstract screening was performed with a final set of 271 papers for full paper screening, whereby an additional 211 papers were excluded based on established criteria, resulting in 60 full studies for analysis. Full papers were then analysed following an integrative qualitative inquiry process of (1) topic profiling to identify and refine key concepts (2) a visualisation process examining concepts in their original text linked to a global perspective on branding (Angus et al., 2013), and (3) analysis of codes to explain the relational network of words that inform understanding of brand vulnerability.

Results

Examination of the literature enabled the definition of *brand vulnerability as a latent state of exposure for the brand, influenced by conditions that may expose the brand to unanticipated consequences*. A key insight is that as a state, vulnerability is determined to be a specific condition of the brand. While previous discussions around brand vulnerability and risk emphasize the type of consequences for the brand (Hsu, et al, 2016; Kumar, 2005), we propose that brand vulnerability is an existing state or condition of the brand, rather than a brand outcome. Therefore, brand risk and brand vulnerability are clarified as being distinct concepts, requiring different approaches for brand management. Additionally, as a latent state, vulnerability is not overt and may exist in a dormant or covert manner, therefore the strategic imperative may not be urgent or dominant in strategic brand choices.

Insights from the Leximancer analysis identify key themes of brand distinguishing identity and state-based characteristics, from branding to reveal the process and interactive elements that shape branding interactions in the market. These focal themes form a relational network of concepts between customer and marketing nomenclatures informing insight into how branding scholarship currently engages brand vulnerability.

Brand vulnerability is an inevitable state for any established brand. By changing the perspective of vulnerability, brand managers may be able to embrace the inevitable uncertainty and make powerful changes to their brands. Brand vulnerability is not a simple risk/reward equation but requires brands to connect to core values to navigate vulnerabilities. For instance, a sociopolitical issue may be explored from a brand risk perspective, influencing brand managers to avoid a particular course of action. However, when brand vulnerability is embraced, brand managers explore beyond short term equity considerations to determine a course of action which aligns to the brands core values, and which therefore may have capacity to contribute to both future brand strength, but also provide social betterment by supporting a social agenda.

Implications for Theory and Practice

The systematic examination of the branding literature offers several valuable implications. Firstly, new theoretical clarity is provided. Further, by distinguishing between related concepts, a new approach to vulnerability emerges, influencing theoretical examination but also shifting practical approaches to brand management. Embracing brand vulnerability may lead to positive future brand outcomes. Finally, the rigorous approach to knowledge extension enables the identification of a strong future research agenda for ongoing development of brand vulnerability theory.

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“Why Brands Grow” Revisited

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Abstract:
The purpose of this study is to examine what factors affect long term brand growth in consumer-packaged goods categories. We use actual brand purchasing data from a sample of approximately 12400 households in the UK over a five-year period from 2010 to 2014, with a total of 188 brands in 10 product categories. We model the effects of change in penetration and loyalty on change in market share in the five-year period. We find that both change in penetration and loyalty have significant effects on long term brand growth. However, the effect of change in penetration is twice the effect of change in loyalty. We also model the effects of marketing variables, including new products, brand promotion intensity, and brand price on changes in market share. We find that new products have a positive effect on long term brand growth, while brand promotion intensity has a negative effect and brand price has no effect on long term brand growth. Finally, we find that the results are similar across national brands and private labels.

Keywords: Brand growth; Long-term; Marketing mix.

The Meaning, Nature and Dimensions of Brand Generosity: Qualitative Approach

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Abstract:
Brands play an undeniable role in shaping our values, beliefs, and choices, evolving from mere symbols to motivators that influence consumer behaviour. As the focus shifts from product to brand success, character traits like brand generosity become increasingly crucial. Despite its importance, literature lacks a universally accepted definition and dimensions of perceived brand generosity. There's a practical need for further research to understand the gap between consumer perception of brand generosity, its actual practices, and desired outcomes. This study employed a multi-method qualitative approach, mining data from Twitter according to the Global Fortune 500 2019-2020 and conducting semi-structured interviews with 34 customers and 8 practitioners. The study findings provided a new definition of brand generosity that considers its multidisciplinary nature, and introduced novel dimensions: activist, authentic, socially responsible, conscious, and marvellous. This study findings elucidates various dimensions of brand generosity, assisting firms in creating and enhancing their perceived brand generosity.

Keywords: Brand Generosity, Qualitative approach, Data mining.

Typology of Brand NFTs in the Metaverse

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Abstract:
The hyperconnected digital universe promises to fundamentally change the way consumers, brands and companies interact and interact in a seamlessly connected virtual reality space. Non-fungible tokens (NFTs) are valuable digital assets in brand marketing. This paper conducts content analysis and cluster analysis of NFT release samples to develop a model of NFT strategy. The conclusions indicate that these five types are based on various resources available to brands: heritage, community, products, collaboration and gameplay. This study reduces the complexity of recognizing the role of brand NFTs and helps researchers and brand managers recognize different manifestations of NFT to assist in managing consumer relationships.

Keywords: Non-fungible tokens; Metaverse; Brand assets

The Dark-Side of Artificial Intelligence in Marketing: A Meta-Analysis

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Abstract:
Artificial intelligence (AI) has emerged as a highly influential technology in marketing and daily life. Yet, whilst research in the AI arena has proliferated, the influence of AI's negative aspects on customers has remained understudied. Thus, this research aims to understand what are the dark-sides of AI and their overall outcomes in marketing. To provide a clearer picture of the dark-sides of AI on customer outcomes, we integrate effect sizes from 45 studies, including 50 independent samples (N = 19,503). The findings show significant effects of AI's dark-sides, including privacy risk, perceived risk, customer alienation, and uniqueness neglect on a customer's evaluative outcomes (perceived benefit, positive evaluations, trust) and behavioural outcomes (purchase, loyalty, wellbeing). Further analyses reveal that these effects are moderated by online (vs. offline) contexts, age, gender, product context (hedonic vs utilitarian) and industry types (service vs manufacturing). Results further show that the perceived risk of AI had the strongest direct effect on behavioural and evaluative outcomes, with privacy concerns having the second strongest direct effect. The paper offers recommendations to help marketers optimise and reduce the effects of the dark-sides of AI.

Keywords: Artificial intelligence (AI); meta-analysis; perceived risk

Are We Preaching to the Wrong Choir?

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Introduction and Research Aim

Some scholars suggest that public communication campaigns intended to address problematic behaviors tend to work best on those who need them least (Dutta-Bergman, 2004; van't Riet & Ruiter, 2011) and often tend to stimulate resistance among those whose behaviors are deemed most in need of change (Ringold, 2002). If projected on a wide-scale basis, the results would inevitably produce greater disparities between these two groups (Dutta-Bergman, 2004, 2005). In a world concerned about growing societal inequalities (Ingraham, 2018; Wike, 2013), it is vital for policymakers and change agents to be aware that their well-meaning efforts to address problematic disparities—efforts intended to ameliorate conditions for the most at-risk, underserved, and disenfranchised segments of society—might in fact be exacerbating those disparities.

The aim of this study was to examine whether efforts to promote greater levels of engagement in pro-social behaviors provide substantive benefits to their target audiences, or whether such efforts can produce unintended consequences.

H1: Pro-social advocacy will produce differential effects on pro-social behavioral intention depending on subjects' pre-existing levels of pro-social engagement such that:

H1A: Among groups with high pre-existing levels of engagement, those exposed to pro-social advocacy messages will exhibit greater levels of pro-social behavioral intention than those exposed to a control message.

H1B: Disparities in levels of pro-social behavioral intention between high and low pre-test engagement groups will be greater among those exposed to the advocacy messages than among those exposed to the control messages.

RQ1: Among groups with low pre-existing levels of pro-social engagement, will those exposed to prosocial advocacy messages exhibit greater levels of pro-social behavioral intention than those exposed to the control message?

Background and Conceptual Model

When it comes to society-wide performance of pro-social behaviors and avoidance of anti-social ones, the continuing stream of public health interventions and pro-social public communication campaigns is a testament to the persistence of the gap between the ideal and the reality for large portions of the population. Taken as a whole, public health campaigns generally *seem* to produce modestly positive results. In a summary-review of meta-analyses, Snyder (2007) reported finding an average positive effect size of just 5%. But it is not safe to assume "at least no harm done" among the populations who fail to respond positively to such campaigns (Hornik, 2012). Instances of backfiring and boomerang effects are disturbingly common (e.g., Burgoon et al., 2002; Byrne & Hart, 2009; Lienemann et al., 2013).

Methodology

The study was conducted as a survey-based experiment with participants (*N*=776) randomly assigned to one of two different message conditions (directive pro-social advocacy, control) within one of three domains of human activity (politics, health, the workplace). The study design and survey instrument each received institutional review board approval for human subjects research prior to data collection. All subjects were assessed for pre-existing level of engagement in pro-social behaviors within their assigned domain, then exposed to either a pro-social advocacy message or a non-persuasive control message, then assessed for level of intention to engage in domain-specific pro-social behaviors.

Pre-Existing Engagement in Pro-Social Behaviors was measured using Likert-type self-ratings of frequency of recent performance of four selected engagement-relevant activities within each domain. Using 33% and 66% cut-points, participants were divided into *High*, *Mid* and *Low* engagement groups within each domain. *Pro-Social Behavioral Intention* was measured using Likert-type self-ratings of likelihood of performing the same engagement-relevant activities in the next 30 days. *Message Conditions:* Based on the theory of planned behavior (Azjen, 1991, 2012), the *pro-social advocacy message* directed subjects to perform the desired behaviors with a combination of attitudinal ("it'll be good for you"), normative ("your friends will approve"), and control belief ("it's easily doable") reasons. The *control message* was a similar length but included no behavioral implications or components.

Results

The hypotheses and research question were tested using a two-way analysis of variance (ANOVA) with intention as the continuous dependent variable and engagement level (3 levels) and domain (3 levels) as categorical independent variables. The ANOVA and post-hoc tests provided support for H1A and H1B: Across all domains, subjects in the high pre-existing engagement groups exposed to pro-social advocacy messages exhibited greater levels of pro-social behavioral intention than those exposed to control messages. In other words, pro-social advocacy was effective among groups who were already highly engaged in pro-social activities. Furthermore, disparities in levels of behavioral intention between the high and low pre-existing engagement level groups were greater among those exposed to the advocacy messages than among those exposed to the control messages. Regarding RQ1, among the low pre-existing engagement groups, there was no significant difference in levels of pro-social behavioral intention between those exposed to the advocacy messages or the control messages. In other words, the pro-social advocacy messages were ineffective among the groups most representative of the targets of typical pro-social advocacy campaigns.

Implications for Theory and Practice

For designers of persuasive messages, it is humbling to report that, with regard to populations of greatest interest in public communication campaigns—those deemed most in need of making the pro-social behavioral changes our government agencies and public safety experts are likely to advocate for—our carefully crafted campaigns may often have been worse than useless. Most marketing plans are designed to reach the most favorable target audiences for their products and services, and they tend to focus on increasing customers' desires for those products and services. But most public service campaigns are aimed at audiences who have been ignoring and resisting messages to eat better, work smarter, and "straighten up and fly right" for their entire lives. Instead of providing reasons why they should adopt prescribed behaviors, perhaps our marketing campaigns should attempt to address the reasons these populations *don't* engage in those behaviors. Instead of trying to increase motivation for pro-social actions, it may be more effective to focus on removing barriers to those actions, which may entail social stigma, lack of transportation, misinformation, or prohibitive cost of one form or another. People are not likely to change their behaviors if the underlying situation remains the same, no matter how brilliant the advertising copy. If the words carry messages of barriers removed, maybe more people will listen.

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B2B Marketing in a Crisis: Bridging Crisis Communications and Marketing

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Abstract:
Marketing for firms plays a strategic role in their survival during downturns, yet there is a lack of literature on crisis B2B marketing strategies. Mapping the B2B digital content management framework with established crisis communications theories like IRT and SCCT, this study seeks to enhance B2B marketing during crises. It offers a novel framework for approaching B2B marketing content during and after crises. The paper is supported by a systematic review of the literature and a case study of crises involving cloud technology. These crises were chosen because of their ubiquity, growing frequency and suitability for illustrating the dynamics presented in the study. It adds to the B2B marketing scholarly literature by providing fresh insights (about the approaches that B2B marketers and organisations can take during crises) that are currently missing from the scholarship. These insights will benefit both practitioners and scholars, enhancing theory and practice.

Keywords: Marketing strategy, crisis communications, brand management

The Price of a Small Logo Change

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Abstract:
Logo changes are one of the most visible changes a brand can make to its identity. These changes can range from large overhauls to small tweaks in style or colour. This research examines the impact of 16 minor logo changes on two measures of brand identity strength: Fame and Uniqueness. When the logo changed, Fame, which is the proportion of category buyers that link brand with the logo, is either stable (60%) or declined (40%), while Uniqueness, which is a measure of the exclusivity of brand links to the asset remains mostly unchanged. Buyers decline in Fame slightly more than non-buyers. This indicates that even the smallest changes to the brand logo can have a noticeable negative impact.

Keywords: Logo, brand identity, logo change

Unfolding the Spillover Effects of Brand Crisis

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Abstract:
Previous research examining the spillover effects of a brand crisis tends to take a static perspective in advocating that the effects can be negative to non-focal brands. However, the spillover effect hinges on how non-focal brands perceive it. This study fills a research gap by analyzing the dynamic characteristics of the spillover effect of a brand crisis and provides implications of how to deal with it from the non-focal brand perspective. Drawing on attribution theory, we adopt a dynamic and processual perspective by undertaking a multi-case study designed to reveal how spillover effects unfold. Our findings provide three key contributions. First, the spillover effects are unfolded along with the process of how non-focal brands attribute and make sense of the focal brand crisis. Second, the spillover effects are revealed as being multidimensional, negative or positive, immediate or emerging. Third, the spillover effects are also influenced by some contingency factors.

Keywords: Attribution; Sense-making; Spillover effects.

Activist Celebrity Endorsers: Does the Controversy Pay Off?

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Abstract:
Celebrity endorsement has long been used as a brand promotional tool. Yet, with brands under pressure to signal their higher social purpose, the nature of celebrity endorsements is evolving. Increasingly, brands partner with activist celebrities - public figures who identify as part of historically marginalised groups or who use their platforms to support or oppose a partisan issue. Equally, brands are publicly cutting ties with celebrities who espouse values incompatible with their own. The present research seeks to understand this new marketing phenomenon by examining the nexus of celebrity endorsement and brand activism. The empirical component of this study will consist of a series of experiments with Prolific participants. To our knowledge, this is one of the first studies that not only links celebrity endorsement and brand activism but also tests for effects on the brand, the advertisement and the focal cause, giving rise to considerable theoretical and practical implications.

Keywords: Celebrity endorsement, brand activism, brand equity

The Effect of Label Design on Sales

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Abstract:
This research examines the effects of front label design on hedonic product sales. Despite emerging research highlighting the importance of front label design, little is known about whether and when front label design influences actual sales. Using a store-level dataset of sales for 127 wine labels over 105 weeks, the results show that objective dimensions of label design have distinct effects on product sales while controlling for the key marketing-mix elements. Specifically, labels with high self-similarity (labels that appear similar to its parts, or with a repetitive pattern); simplicity (labels with less overall variation in their visual features); and high contrast (labels with textual or pictorial elements clearly visible from the background) enhance sales. Interestingly, fluent front labels (high in self-similarity, simplicity, and contrast) outperform disfluent front labels at higher, but not lower, prices. The findings provide clear recommendations on front label design for manufacturers operating in cluttered retail environments.

Keywords: Front labels, Sales, Retail.

Sensory Brand Experience and Brand Related Outcomes

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Abstract:
The modality of Instagram affords users to showcase their content in visually and aurally appealing pictures and videos, that are carefully curated by the influencers and brands to offer consumers a sensory brand experience (SBE). However, there is limited understanding on what is the impact of these sensory experiences on consumers and subsequently the brands promoted by influencers. Therefore, we investigate the impact of sensory brand experience provided by Instagram influencers in their endorsement of luxury brands. We conducted a survey of more than 600 Instagram followers of luxury brand influencers to understand how the sensory experiences provided by influencers impact three brand-related outcomes. The PLS-SEM analysis demonstrates that sensory brand experiences with an Instagram influencer significantly impact brand usage intention, brand commitment, and purchase intention. We contribute to the growing literature to the stream of Instagram influencer research by investigating the influences of sensory brand experiences on brand-related outcomes.

Keywords: Instagram, Influencers, Luxury Brands

Crafting a Brand Identity: The Rise of Artisan Entrepreneurs in Kenya

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Abstract:
This study examines the emergence of artisan entrepreneurs in a developing country and the efforts to establish a new identity for the 'made in Kenya' brand. By conducting interviews with artisan entrepreneurs in Nairobi and actively observing craft market events, we explore the practices that support the growth of these entrepreneurs and address the challenges stemming from negative brand associations and a fragmented national identity.
The findings highlight the importance of creating shared meanings among the local community, empowering local entrepreneurs, promoting local culture, and establishing a shared brand identity based on Kenya's heritage and traditions to overcome the negative country-of-origin effect. Additionally, the establishment of informal networks among artisan entrepreneurs fosters a supportive community that encourages greater appreciation for locally produced brands. We demonstrate how artisan entrepreneurs act as microinstitutional agents, driving bottom-up institutional change and transforming perceptions and values associated with products made in Kenya.

Keywords: Craftmanship, brand identity, entrepreneurs

Stereotyping in Artificial Intelligence-Driven Brand Cultures

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Introduction and Research Aims

In an evolving business climate, brands are more than just products or services; they are a manifestation of a company's values and beliefs. Brands are spending significant resources on developing a brand culture that is appealing to consumers. Thus, crafting a favourable brand culture has evolved as an important component of brand strategy. The use of AI technologies in creating a conducive brand culture has the potential to provide unprecedented advantages in building brand image and maintaining customer engagement. However, implementing AI in brand culture is not without its challenges, because AI is what humans make it to be. Marketers work with brands whose cultures are increasingly affected by emerging AI technology, given the growing pervasiveness of AI. This implies that AI by definition, is biased as it represents the prejudices of those who construct it, perpetuating stereotypical caricatures based on specific beliefs.

Relevant examples of AI influence on brand culture stereotyping include “Tay”, Microsoft's chatbot, which was deactivated within 24 hours of its debut after it started making racial and misogynistic remarks to users. Spotify generates AO-powered personalized playlists for users based on their listening experience. The tool, however, has been chastised for promoting gender prejudices by suggesting tracks with names like "Boys' Night Out" or "Girl Power." (Kim et al., 2019). Such scenarios emphasize that while AI has the potential to improve consumers' lives in very concrete ways, a failure to incorporate culturally and socially inclusive observations into technological advancements may deteriorate consumers' encounters with AI (Loureiro & Nascimento, 202). Stereotypes directly or indirectly influence brand opinions or decisions, negatively impacting members of stereotyped groups and consequently the brand’s goodwill. Previous studies have explored the impact of gender stereotyping on AI recommender systems (Ahn et al., 2021) and cognitive biases affecting machine learning capabilities (Marinucci et al., 2022). However, a schematic understanding of how stereotyping is adversely impacting brand culture and the role of AI in creating an inclusive brand culture is missing.

Thus, the present study conceptually analyses the role of AI in augmenting the inclusivity strategy facilitating the creation of a diverse brand culture. The study investigates the possible dangers associated with AI failing to reflect a wide variety of diverse groups of society and suggests ways to improve a prejudiced AI system by ideating and presenting a conceptual framework namely, The AI-Brand Culture Pyramid Model. The aim of the study is to:

- Identify strategies that brands can use to avoid reinforcing negative stereotypes and promote positive cultural narratives.
- Explore the potential benefits and drawbacks of using artificial intelligence to mitigate brand culture stereotypes.

The research questions addressed in the present analysis logically manifest the research aims.

RQ 1 – What is the strategy for brands to avoid reinforcing negative stereotypes and promote positive cultural narratives?

RQ 2 – What are the potential benefits and drawbacks of using artificial intelligence to mitigate brand culture stereotypes?

Conceptual Background

Extant Literature comprises scholarly contributions that explain the problem of stereotyping and social categorisations in AI-driven brand culture. AI systems must be reviewed and updated frequently to maintain equality and accuracy, including new data sets to measure performance and identify existing prejudices like gender stereotyping (Ahn et al., 2021). As AI continues to grow in prevalence, brands will have to be critically aware of to be of the “Gen Z” audience, the most ethnically diverse generation in history. (Nam & Kannan, 2020). A study by Kim et al. (2019) revealed that AI algorithms can amplify gender and racial stereotypes in advertising and branded content, as data sets that reflect biased societal norms are relied upon. AI algorithmically powered technologies create "personality profiles" for brands basis the image they wish to project (Choi et al., 2020). Such profiles can convey a stereotypical brand culture to consumers if biases are encouraged in brand messaging, interactions or initiatives. According to Fox (2018), the personalisation expertise of AI can be a monster or a miracle. While AI can help tailor brand content to specific individuals or groups, it can also perpetuate stereotypes by relying on demographic data that includes broad assumptions about people's interests and behaviour.

Methodology

The present study comprehensively reviews past literature on AI-driven brand culture to identify relevant constructs that will help build an action plan for eradicating stereotyping and promoting inclusivity. A thematic and content analysis of the insights from the literary articles and the interplay of the constructs helped in the ideation of a robust conceptual framework. The conceptual model is proposed for strategic action to erase stereotyping in brand culture.

Results and Contribution

The rich insights emerging from the thematic and content analysis results in the creation of The AI-Brand Culture Pyramid Model. The conceptual model is designed to address the research questions highlighting the challenge of stereotyping in AI-driven brand culture. The model comprises three levels for shaping an inclusive AI-driven brand culture. The levels are - brand culture foundational elements, brand culture monitoring elements, and brand culture goal elements. Each level in the model reduces the risks of stereotyping in a hierarchical manner.

The foundational level variables ensure that the AI system delimits perpetuating stereotypes of brand culture. Variables at the foundation level (as shown in Figure 1) impact the design of the AI system based on training data and shapes the brand culture. The monitoring level focuses on evaluation based on monitoring and detection of the biases in the AI system to prevent stereotyping. Regular monitoring of the inherent biases and categorisations in the AI system helps to foster the brand's stand on diversity and inclusivity. The top level of the pyramid represents the desired goal of creating an inclusive representation of brand culture. The interplay between the variables in the foundation and evaluation levels affects the goal of inclusive brand culture without any stereotyping.

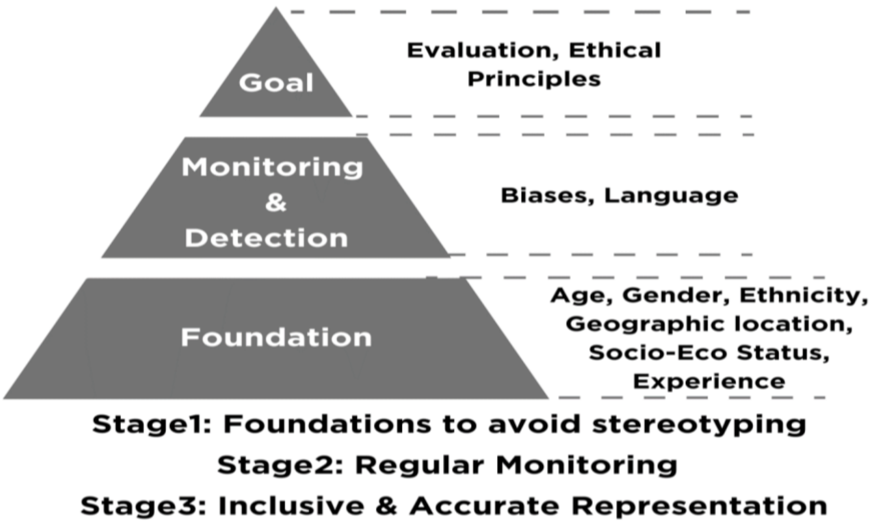

Figure 1: The AI-Brand Culture Pyramid Model

The conceptual model enables brands to systematically identify intrinsic flaws in the AI system, by evaluating the varied data sets used to create branded content that mirrors the brand culture. The three stages of the model help brands to i) discern the presence of prejudiced vocabulary in brand messaging, ii) track the performance of the AI system regularly in inclusivity and iii) maintain ethical guardrails for applied AI tools to align with the brand culture intentions.

Implications for Theory and Practice

The present study presents theoretical and practical implications as the article is of assistance to scholars for the advancement of brand research and to practitioners as the strategic map for establishing a fair and inclusive brand culture in the current technological era. The objective of every brand is to create a sustainable brand culture for all key stakeholders which in turn ensures a positive brand image, favourable consumer perceptions and a strong competitive advantage.

The *theoretical implications* of the study include robust theoretical insights into how AI is impacting brand culture. Assessing the degree and direction of stereotyping in brand cultures and the role of AI in ameliorating or exacerbating will help future brand researchers to create paths for brands to build a more inclusive culture. The novel conceptual model emerging from the thematic analysis as presented in the study offers a structured solution to the problem of stereotyping and underlines in detail how at each level AI can be effectively used to suppress stereotyping. Future research on inclusive brand cultures will have a robust action plan to refer to that considers the influence of modern technology.

The *practical implications* of the present analysis comprise the sense of direction it will provide practitioners on the systematic way of eradicating stereotyping and building an inclusive and diverse brand empire. Every level in the conceptual model acts as a stepping stone towards achieving the brand's goal of a fair brand culture by using the prowess of AI. Brand practitioners can benefit from the model as it delivers deep insights into the social, managerial and relational implications of ignoring the risks of stereotyping. Thus, the present study acts as a guiding map for practitioners to leverage AI machinery for building awareness, consistently monitoring branded content and honestly evaluating inclusive brand activities to craft a reliable and relatable brand culture.

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Product Innovativeness in Marketing New Brands

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Introduction and Research Aim

Most product markets are highly competitive these days, and businesses rely on effective marketing strategies to develop or sustain their competitive advantage (Porter, 1990). Product innovation, as one of the key marketing strategies, has been found to positively influence product performance (Lee and Colarelli O'Connor, 2003), financial performance (Aaker, 1991), and market share (Gleißner et al., 2013).

Creating strong brand equity (or value) is crucial for all brands, especially so for a new brand in the market (Slotegraaf and Pauwels, 2008). The stronger the brand equity, the higher the chance for a new brand to survive or grow. Aaker (1991, p.41) conceptualised brand equity as "a set of assets and liabilities linked to a brand, its name, and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customer". Keller (1993, p.8) proposed brand equity from a customer's perspective and defined it as "the differential effect of brand knowledge on consumer response to the marketing of the brand". Brand equity has evolved in the past two decades and has included a few important constructs, such as brand image, brand experience and brand attitude. Product innovation, however, has not been adequately researched regarding its potential effects on brand equity.

The aim of this study is:

To understand the influences product innovativeness has on the brand equity of a new brand.

We address two research questions in line with this aim:

RQ1: what are the key dimensions of product innovativeness?
RQ2: How does product innovativeness influence brand equity?

Hypothesis Development and Conceptual Model

Product innovativeness

Product innovativeness is one of the most important constructs that have been developed to examine product innovation (Garcia and Calantone, 2002). Product innovativeness demonstrates the capability of a business to apply its creative ideas to products and achieves branding success and competitiveness (Keller, 1993). Product innovativeness is often context specific and hence, it is important to identify specific dimensions apply into the research context (Datar and Rajan 2018). Newness is another key dimension of innovativeness (Edison et al., 2013), which refers to the novelty aspect of the product according to a consumer's experience. Another often adopted dimension of product innovativeness is differentiation, which refers to the extent the product is different as compared to other products (Porter, 1990). Firms can pursue a differentiation strategy to differentiate their products and reduce costs to compete with competitors (Barney, 1991). Technical advance is another dimension that has been established in prior literature (Cooper, 1994).

***H1**: Product innovativeness is reflected from newness, differentiation, and technological advance.*

Brand image

Brand image is probably one of the most-examined brand equity constructs, which refers to a set of favourable, solid, and unique brand associations (Keller, 2003). Brand image can create recognition, build credibility and equity for the business, and deepen the customer's long-term memory (Keller, 2003). One way to improve brand image is through product innovation. For example, household appliance businesses add eco-innovation designs to products to build an eco-friendly image (Paraoidamis et al., 2019). Another way to improve the brand image is by adding or enhancing functional, experiential, and symbolic benefits to products through technology (Gleißner et al., 2013). Therefore, product innovativeness is hypothesised to positively influence brand image (Zhang et al., 2013).

H2: *Product innovativeness has a positive effect on brand image.*

Brand experience

Brand experience refers the sensory, affective, intellectual, and behavioral interaction between a consumer and a brand (Brakus et al., 2009). Product innovation is critical for developing a successful brand, because it can drive positive brand experiences (Brakus et al.,2009), which subsequently achieve higher brand equity (Saari and Mäkinen,2016). For example, providing innovative product customisations significantly differentiated the brand from its competitors (Yuksel et al., 2021).

H3: *Product innovativeness has a positive effect on brand experience.*

Brand attitude

Brand attitude is another key construct of brand equity, which refers to a consumer's judgment and overall evaluation of a brand (Keller, 2003). Brand attitude is also influenced by product innovativeness. For example, Henard and Dacin (2010) reported that consumers may react more favourably to new products with more robust innovative attributes. Successful product innovations can also add meanings to a brand, strengthen brand expectation, and subsequently help consumers develop positive brand attitude (Brexendorf et al., 2015). For example, Olsen et al. (2014) reported that product innovation through “greener” designs significantly improved brand attitude.

H4: *Product innovativeness has a positive effect on brand attitude.*

Methodology and Results

The sample included more than 330 Australian consumers of different demographic backgrounds (e.g., age, gender, and income). A new Western Australian honey product (a real product) was adopted in the study. Measures were all adopted from prior studies. Structural Equation Modelling (SEM) was employed to validate the conceptual model. All hypotheses were supported.

Contributions and Implications

The main objective of this study is to understand how product innovativeness influences the brand equity of a new brand. Findings recommends that improving product innovativeness should be a significant strategy for new brands, if they wish to increase their brand equity. Improving product innovativeness may help achieve brand competitiveness in the long run. New brands should pay strong attention to product innovation as well as communicate its product innovativeness through advertising or other marketing communication efforts. Future studies can also examine consumer characteristics, such as consumer innovativeness (Seyed Esfahani and Reynolds, 2021), which may influence the relationships examined in the current study. Products beyond food can also be explored to improve the generalisability of the findings.

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Services, Retailing and Customer Experience

Location-Based Advertising Filtering Mechanism Effects Behavioral Intention

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Abstract:
Literature found that location-based advertising (LBA) improves marketing effectiveness; however, distrust threatens consumers' acceptance of LBA. A filtering mechanism is inspired by the notion that consumers inclined to prefer and trust certain kinds of advertisements when the information is autonomously filtered, such that the messages are customized to match consumers' shopping needs. This study aims to investigates the effect of the LBA filtering mechanism through a smart service platform implemented for large shopping centers and department stores. An experiment was conducted with a total of 200 consumers. The results reveal that filtered (vs. non-filtered) LBA leads to more favorable behavioral intention (in terms of greater intention to inquire, purchase, and recommend) through the serial mediation of reduced psychological distance and enhanced trust. This work is the first to examine the impact of LBA system design through LBA filtering on the effectiveness of LBA marketing. It contributes to the LBA literature by adding to our understanding of consumers' psychological and behavioral responses to LBA.

Keywords: location-based advertising, psychological distance, behavioral intention

Pre-Christmas Mega Sales: The Nightmare Before Christmas

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Abstract:
Christmas and Boxing Day sales have traditionally played a substantial role in retail landscapes. While the magic (and impact) of Christmas persists, it now increasingly overlaps with other large industry-wide sales events such as Black Friday, Cyber Monday, and Singles Day. These sales generate substantial interest among consumers yet create challenges for retailer margins and supply chains. In this paper, we first define Pre-Christmas Mega Sales (PCMS) as a phenomenon. Then, through 11 in-depth interviews with business leaders and retail experts, 11 first-order and 4 second-order themes emerge including reluctance and fear, non-genuine participation, a race to the bottom, and separating admin from joy. These themes provide valuable insights into the emerging impact of PCMS in the retail industry, while highlighting areas for future research around how, and if, retailers should participate in large discounting events.

Keywords: retail, discounting strategy, retailer experience

Human-Machine Socio-Emotional Service Experiences

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Abstract:
Digital transformation, especially artificial intelligence (AI) is revolutionizing the customer service experience. Interacting with anthropomorphised machines which display human-like behaviours is impacting customers' experiences of services in forms that require further investigation. This research examines how anthropomorphic features lead to the formation of socio-emotional relationships between consumers and AI virtual conversational assistants (VCAs) together with how the mediating role of socio-hedonic gratification influences the formation of such relationships. A nationwide quantitative survey was conducted in the US among users of Siri, Alexa, and Google Assistant. A total of 482 participants completed the survey through the Amazon Mechanical Turk platform. Research findings indicate that anthropomorphic features play a significant role in developing socio-hedonic gratification and socio-hedonic gratification has significant effects on forming a socio-emotional relationship, through a mediating role between anthropomorphic features and socio-emotional relationship.

Keywords: Anthropomorphism, Gratification, Socio-Emotional relationship.

Humanoid Service Social Robots

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Abstract:
Recently, robots have begun transitioning from behind-the-scenes operations to direct customer interactions in the service sector. However, the definition of robot from a service and marketing perspective remains ambiguous in the academic literature. This paper aims to differentiate robots from other similar technologies and explore the literature on the idea of robots in their humanoid form designed for service and social purposes. The systematic literature review encompasses six key approaches to understanding the robot's literature: 1) defining humanoid robots for service roles and social interactions, 2) identifying influential authors and sources of information, 3) examining theories used in the literature, 4) exploring factors contributing to robot acceptance, 6) Investigating factors leading to robot rejection, and 6) outlining a robust future research agenda. Ultimately, the aim of this work is to facilitate comprehension of the robot's literature from a marketing perspective and foster a collaborative approach for future research endeavors.

Keywords: Robot, Service, Social

Managing Engagement in Digital B2B Settings

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Abstract:
Digitalization has changed how offerings are being deployed, as well as how value is experienced by customers. These changes have led to a need for new marketing strategies and the development of emerging marketing concepts, such as customer engagement. Somewhat surprisingly, marketing literature tends to neglect engagement strategies, and in particular regarding digital B2B contexts. This research aims to gain a deeper understanding of B2B engagement strategies for digital offerings and is based on multiple case studies of five B2B firms offering digital products and services. We identify four strategies of direct and indirect engagement aimed at purely digital offerings. Through this, we add to the understanding of customer engagement management by emphasizing the supplier's perspective and by including the customers' dispositions to act as well as the external actors surrounding the customer in digital contexts.

Keywords: Customer engagement, marketing, strategies, B2B, digitalization, digital offerings

Customer Engagement and Sales in Live Streaming

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Abstract:
Live streaming e-commerce is a new form of e-commerce with an added unique characteristic of real-time interaction. Specifically, viewers can request sellers/live streamers to display the products that they are interested in to get a closer look to check the quality. And, sellers/live streamers can respond to these requirements instantly. This real-time interaction brings a higher degree of customer engagement than traditional e-commerce, and therefore has a better sales performance. While some studies have explored how customer engagement affects consumer behaviors under live streaming e-commerce context, they have inconsistent findings which may be influenced by moderators. Thus, this research investigates: 1) how does customer engagement affect sales under live streaming context? and 2) under what condition (e.g., duration) will the customer engagement have the strongest/weakest effect on sales? This study collected data from the live-streaming tracking platforms (e.g., HUITUN). Findings expect to offer guidelines to live streamers.

Keywords: Customer Engagement, Sales Performance, Live Streaming E-commerce

Employee Badges - Transformative Tools for Service Inclusivity

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Gavin Northey, Griffith University

Abstract:
Cause-related badges are often worn by 'Front Line Employees' (FLEs) to communicate support for social causes, inclusivity, and marginalized groups, and are one of the ingredients that create a 'symbolic servicescape'. Importantly, research has suggested 'explicit' cause-related badges (those widely known across the broader population, such as the Pride rainbow flag) will generate higher levels of expected service quality than 'implicit' badges (badges known primarily by the specific community or sub-culture), though this is yet to be tested. Based on cognitive appraisal theory, a conceptual model was tested across a pre-test and six experimental studies (n=1,679), which examined the use of LGBTQ+ service inclusivity badges by frontline employees in the airline, hotel, retail, and health industries. Results show 'explicit' (vs 'implicit) cause-related badges elicit positive emotional responses in customers, generate higher perceived expertise in customers' view of frontline employee, thereby serially mediating the effect of badges on expected service quality.

Keywords: service inclusivity, signalling, LGBTQ+

How and When Will Authoritarian Leadership Thwart FLE Performance?

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Abstract:
We aim to examine whether working in a stressful environment (under authoritarian leaders - AL) inhibit FLE creativity in serving customers and what can FLEs do to effectively curb or even reverse the potential negative effect of authoritarian leadership on their creativity, thus their performance is not attenuated. Using nested data from 564 FLEs and 138 managers across 138 travel agencies, we find that AL negatively impacts FLE performance via suppressing FLE creativity; this negative indirect relationship is attenuated when FLEs adopt an active coping strategy, and exacerbated when FLEs adopt an avoidance coping strategy in response to working under AL. We uncover the mechanism and contingencies underlying the effect of AL on FLE performance. We offer practical suggestions to hep service managers understand the potential repercussion of utilizing authoritarian leadership style in the workplace and to FLEs to understand what they can do to deal with such leadership style.

Keywords: Authoritarian leadership, coping styles, FLE behavioral response

Mindfulness Attenuates Both Emotional and Behavioral Reactions Following Service Failure

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Introduction and Research Aim

Customer incivility is defined as “low-intensity deviant behavior perpetrated by someone in a customer or client role, with ambiguous intent to harm an employee, in violation of social norms of mutual respect and courtesy” (Sliter et al., 2010, p. 468). Such customer behaviours include hostile gestures or expressions (such as rolling their eyes or sighing), improperly addressing a representative, and complaining about delayed service, to name a few (Medler-Liraz, 2020). Through this, we answer the call for research from Sliter and Jones (2016) by identifying and extending the research on the antecedents of customer incivility as well as determining the variables which can enhance or pacify this customer misbehaviour. Even though failure in services is ubiquitous, the biggest challenge the service providers may face is the kind of service failure, outcome failure vs. process failure, that is experienced by the customer and the emotional reaction following the failure. This emotional reaction often translates into customer misbehaviour and therefore we examine, customer incivility, a milder form of customer misbehaviour in this study. The current study adds to this knowledge by providing the antecedents and probable moderators to customer incivility

The aim of this study is:
Through this research we try to address the question whether more mindful customers act differently in terms of uncivil behavior after encountering a service failure as compared to less mindful customers.
In line of the above aim we address the following research questions:
1. whether customer mindfulness attenuates the relation between service failure type and anger (i.e., emotion regulation to service failure)
2. if customer mindfulness attenuates the relation between anger and customer incivility (i.e., behaviour regulation to anger).

Background and/or Conceptual Model

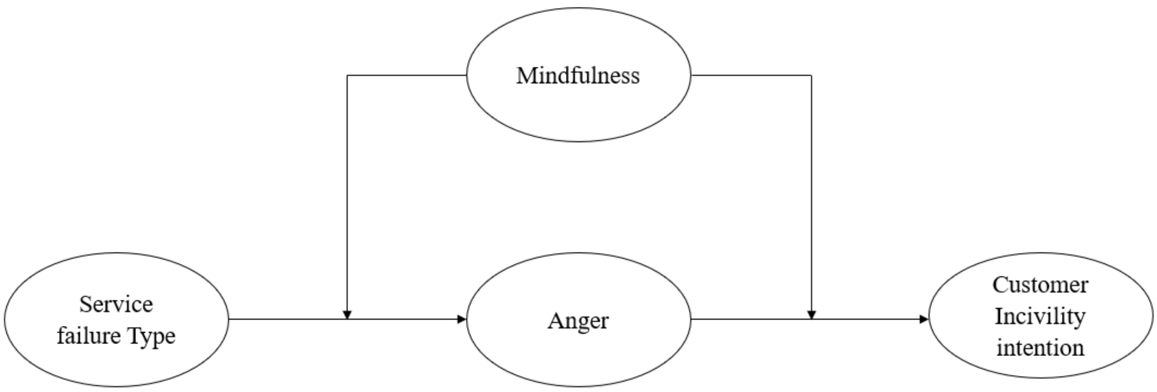
Service failures fall into two categories: outcome and process. Technical failures are represented as outcome failures, whereas functional failures are stated as process failures (Israeli et al. 2017). Failures to deliver physical goods/services or fundamental or core services are referred to as outcome failures. Contrastingly, process failures refer to the flaws during the delivery of fundamental services and goods (e.g., slow service, rude or inattentive employees) (Grönroos 1994).

Based on the premise of AET, customers view incidents like service failures as negative affective events. Therefore, they react to a negative experience in two stages: an appraisal of the event and emotions arising as a result of the appraisal (Weiss and Cropanzano 1996). Though other negative emotions like regret, disappointment, and irritation arise post service failure (Harrison- Walker 2019), our main focus is on anger as both process failure (irresponsible behavior by the service employee towards the customer/guest) and outcome failure (spicy food), are the failures which have high other-responsibility for the negative event resulting in goal-incongruency. When someone else is responsible for an adverse outcome, anger erupts due to blame attribution (Van Kleef et al. 2010).
H1: Type of service failure will positively affect anger.

Customers also engage in retaliatory behaviors to cope with negative emotions (Bonifield and Cole 2007). McColl-Kennedy et al. (2009) noted that customer rage (a form of anger) results in a severe form of verbal and physical abuse by the customers following a service failure.
H2: Anger will positively affect customer incivility intention.

Since AET supports that negative emotion is aroused due to the perceived injustice experienced by the customer, this arousal of negative emotion can instigate the customer to demonstrate uncivil behavior towards the service employee. Therefore, based on the above rationale, we hypothesize:
H3: Anger experienced by the customer will act as mediator between service failure and customer incivility.

Vago & Silbersweig (2012) define mindfulness as a psychological construct involving present-centred attention and orientation toward life through self-awareness, self-regulation, and self-transcendence, as well as a collection of practises to develop this present-centred attention and orientation. Glomb et al. (2011) highlight two key processes for improved mindfulness: decoupling of experiences, thoughts, and feelings from the self and reduced automaticity. Decoupling lessens ego engagement, allowing people to see events and experiences from a more detached perspective (Good et al., 2016). Internal reaction is slowed by reduced automaticity, allowing people to reflect and take a step back when confronted with negative situations (Scott & Duffy, 2015). Shaffakat et. al. (2021) demonstrated that employee mindfulness moderates the mediational path from psychological contract breach via hostility to deviance by attenuating both emotional and behavioural reactions. Therefore, we argue that the link between service failure, anger and customer incivility towards the service employee is not uniform across all customers but depends on their degree of mindfulness.
H4: Mindfulness moderates the positive relation between service failure type and anger such that the relation is weaker at higher levels of mindfulness.
H5: Mindfulness moderates the positive relation between anger and customer incivility such that the relation is weaker at higher levels of mindfulness.
The conceptual framework is shown below:



Methodology
This research plans to use a 2x1 (service failure type: process vs. outcome) between-subject scenario-based online experiment. Other constructs will be measured based on the established scales.

Implications for Theory and Practice
In the present research, we integrate these findings by theorizing and testing a more comprehensive two-stage moderated mediation model in which mindfulness both attenuates emotional responses to experiences (i.e., anger in response to service failure) by helping people "step back" and observe their experiences, rather than getting too identified with them (Teper et al., 2013); and at the same time reduces the behavioural consequences of anger by helping people accept whatever emotions they experience without necessarily having to react to them behaviourally (Cambell-Sills et al., 2006).

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Does Gratitude Matter in Human-Robot Service Encounters?

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Abstract:
Gratitude has been studied to expand relationship marketing in a traditional service firm context. In the evolving service industry, this study examines gratitude towards service robots instead of exploring gratitude towards service firms and their employees. Specifically, the article studies gratitude in human-robot healthcare service encounters. Using social exchange, affect, and appraisal theories, the authors empirically validate a framework that helps explain the mechanisms underpinning Artificial Intelligence (AI)-based interactions between patients and service robots. These results suggest that for gratitude to be present in an AI-based exchange, it should not rely on the service robot's intelligence, humanness or social presence; instead, a robot must be perceived as having high levels of social interactivity. The results also show that the relational states of warmth, competence and rapport strongly affect patient gratitude in an AI-based exchange.

Further, the benevolent intention was not significant in this study. We also found that empathy only moderates the relationship between the service robot's humanness and patients' gratitude. The research validated the use of social exchange theory in an AI-based exchange and found that the relational outcomes in the reciprocal exchange process continue to occur with AI entities.

Keywords: Service Robots, Gratitude, Healthcare

Do Life Transitions Change Store Loyalty?

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Abstract:
In households, multiple life events transpire, such as marriage, divorce etc., which transition them across different stages in their life cycles. These transitions engender economic and psychological changes within households and could have substantial implications for retailers. This study investigates the impacts of Household Life Cycle (HLC) transitions on store loyalty. Building on the sense of belonging as the theoretical underpinning, we hypothesize that experiencing HLC transitions that decrease the sense of belonging will decrease household store loyalty, while experiencing HLC transitions that create more belongings will increase store loyalty. Using Nielsen panel data and employing differences-in-differences models with propensity score matching, we show that household's loyalty trait increases after childbirth, but decreases after divorce and empty nesting.We further show that households' variety-seeking tendency mitigates the negative effects of transitions on store loyalty. Our findings contribute to HLC and life events literature and have important implications for retailers.

Keywords: Life transitions, Store loyalty, Sense of belonging

Thriving in Tension: Embracing Creativity, Improving Performance

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Abstract:
Employees experience tensions frequently in modern worklife. Based on the paradox theory, the current study investigates why and when tensions can result in positive performance outcomes and for whom the tensions can enhance creativity. To answer these research questions, this study focuses on the role of employee creativity, paradox mindset and psychological empowerment. Findings from 216 frontline employees serving in a state-owned hospital indicated that tension can enhance employee performance through creativity. Furthermore, employees with high paradox mindset have more tendency to view tensions as chances for being creative. In addition, the positive impact of creativity on perfomance is boosted by psychological empowerment. Our results offer important theoretical and managerial contributions, especially for innovative work environment.

Keywords: Experiencing tension, Employee creativity, Employee performance

AI Services: Addressing Child Malnutrition in Low-Income Markets

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Abstract:
Child malnutrition in low- and middle-income countries is a critical challenge, impacting millions of children and straining healthcare. This research emphasizes AI technology's importance in proactively addressing malnutrition, leading to improved child health and reduced healthcare costs. Through a community-centered small-scaled pilot study, the research team collaborated with a tech startup and an NGO, developing a tailored AI-based app for parents with low-income, to upload children's meal photos. Results showed the app's significant impact on child health, with increased weight and fewer health center visits, saving costs for families and service providers. Parents' prevention-focused orientation drove positive health behaviors through the app. Addressing challenges like recognizing local foods is vital for community adoption. The research offers a transformative framework to tackle child malnutrition and highlights AI's potential in uplifting underserved communities. Scaling up the study promises lasting positive change for vulnerable children worldwide.

Keywords: Child malnutrition, AI technology, Healthcare service

Reversing the Contagion: Role of Narrative and Empathy

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Introduction and Research Aim

Digital technologies have paved the way for novel forms of exchange, such as access-based consumption (ABC). ABC face a higher risk of customer misbehaviour, which can violate organizational policies and negatively impact others' functional experiences (Plé and Demangeot, 2020). Despite the perceived benefits of platform owning and controlling resources, research suggests that the absence of supervision, limited customer interactions, and constrained product return opportunities increase the risk of misbehaviour contagion (Schafers et al., 2016; Srivastava et al., 2021). Therefore, service firms must address the issue of misbehaviour contagion and its mitigation to sustain their growth and enhance customer experiences. Also, the reverse contagion in ABC has surprisingly been largely overlooked in academic research. In the context of ABC, even small acts of customer citizenship behavior can break the vicious cycle of misbehaviour contagion, ultimately improving the consumption experience for subsequent users.

According to Lawson et al. (2021), consumers often associate ABC with greater freedom from responsibility and commitment, as the accessed product can be enjoyed without concern for theft, damage, or loss of value. Furthermore, consumers tend to have lower quality expectations as accessed products depreciate over time. However, Schaefers et al. (2016) found something unexpected. Some customers, even if they have seen others behave badly with the same rented product, take good care of it and even return it in better condition. They called this "reverse contagion".

The aim of this study is:
Given the lack of research on reverse contagion, two critical questions remain unanswered. We aim to answer these two questions specifically:
RQ1: What stimulates the focal customer to reverse the contagion?
RQ2: What strategies can service firms employ to encourage customers to reverse the contagion?

Conceptual Model

Previous research has shown that when focal customers observe misbehavior, they are likelier to engage in similar behavior (Schaefers et al., 2016; Srivastava et al., 2021). Schaefers et al. (2016) have reported that communal identity not only restricts the misbehavior contagion but also triggers the reverse contagion. Taking a clue from this finding we wanted to explore other variables that can result in the same citizenship behavior. We argue that narrative appeals can evoke empathic concern in individuals, allowing them to adopt a perspective that elicits an emotional response that benefits others. In the context of services, empathy has been found to benefit individuals, service organizations, and society (Bove, 2019). We contend that consumers with high levels of empathy towards service firms will view any instances of misbehavior with accessed resources as harmful to both the service firms and society at large.

Prior research presents compelling evidence for narrative persuasion and individuals' prosocial behavior. Narratives involve a story that retells a real-life or fabricated experience involving actors, goals, a social setting, and event sequences (Kim *et al.*, 2017). Appraisal theories of emotions (See Hoffman, 2001) recognise the importance of perspective-taking as an important underlying mechanism for empathy. Therefore, narrative appeals that reproduce a real-life or a real-life experience involving actors and event sequences are highly likely to trigger perspective-taking, resulting in empathy.

Based on the above argument, we argue that narrative appeals trigger the reverse contagion by inducing empathy in the focal customer. Therefore,
H1: Narrative persuasion (vs. non-narrative persuasion) is positively associated with reverse contagion.
H2: Narrative appeal positively influences empathy.
H3: Empathy mediates the relationship between appeal and reverse contagion.

However, this indirect effect depends on the intensity of the misbehavior, as with an increase in the required effort to fix the previous misbehavior, customers tend to exhibit less intention to reverse the contagion. Therefore,
H4: Misbehavior intensity moderates the effect of narrative appeal on reverse contagion as such that the reverse contagion intention is lower for higher misbehavior intensity conditions.

Methodology
We conducted a field study to test our hypothesized model. Our 3 (appeals: narrative, non-narrative, no appeal) x 2 (misbehavior intensity: high, low) between-subjects experiment involved 54 participants from a top-tier Indian institute who frequently use a local scooter-sharing service. Pre-ride, participants were presented with narrative/non-narrative appeals or no appeal (control). Post-ride parking conditions were manipulated and evaluated.

Results
ANOVA showed narrative appeals was rated higher ($M_{\text{narrative appeal}} = 6.23$, SD = 0.712) than non-narrative ($M_{\text{non-narrative appeal}} = 2.60$, SD = 0.77, $F [1, 34] = 213.481.839$, $p < 0.05$) and high-intensity misbehavior was perceived as such ($M_{\text{high-intensity}} = 5.58$, SD = 0.94, vs $M_{\text{low-intensity}} = 1.83$, SD = 0.90, $F [1, 51]= 217.342$, $p < 0.05$). This indicates that manipulation was working as desired.

A significant main effect of appeals on reverse contagion was found ($F [2, 48] = 172.961$ $p < 0.05$), with narrative appeals showing a higher positive impact ($M_{\text{narrative appeal}} = 6.133$) than non-narrative ($M_{\text{non-narrative appeal}} = 3.956$) and no-appeal ($M_{\text{no appeal}} = 1.667$) conditions, providing support for hypothesis H1. Narrative appeals under low-intensity misbehavior generated higher reverse contagion ($F[2, 48] = 19.604$ $p < 0.05$), providing support for hypothesis H4. Control variables (altruism and negative reciprocity) did not significantly impact reverse contagion.

Using SPSS Process Model 4 with empathy as the mediator, narrative appeals had a significant and stronger positive effect on empathy ($\beta = 2.360$, $t(49) = 24.869$, $p <0.05$) than non-narrative appeals ($\beta = 1.146$, $t(49) = 11.568$, $p <0.05$), providing support for hypothesis H2. A significant indirect effect was found for both narrative and non-narrative appeals, stronger for narrative appeal ($\beta = 2.0134$, SEboot = 0.622, 95% CI = 0.833 to 3.284) than non-narrative appeal ($\beta = 0.978$, SEboot = 0.299, 95% CI = 0.401 to 1.583). This provides support for hypothesis H3.

Implications for Theory and Practice
Our study offers multiple contributions to the reverse contagion literature in access-based consumption (ABC). First, we empirically validate reverse contagion in a scooter-sharing context, indicating its prevalence beyond peer-to-peer sharing. We also emphasize the possibility of customer value co-creation instead of value co-destruction following misbehavior.
Second, we demonstrate the utility of narrative appeals in ABC. Our results highlight how narratives allow individuals to appraise a target’s situation and reduce psychological reactance, connecting the appraisal theory and narrative appeals literature with ABC.

Lastly, we examine empathy's dual role as a dispositional variable and when induced. Our findings confirm that empathy can diminish the effect of previous misbehavior on misbehavior contagion and mediate the relationship between narrative appeals and misbehavior contagion, contributing new insights to misbehavior and reverse contagion literature.

For managers facing customer misbehavior in ABC, our study suggests that narrative appeals can mitigate misbehavior by eliciting empathy and encouraging responsible actions. Developing a misbehavior intensity scale can help identify misbehaviors potentially reversible through customer contagion and focus on rectifying severe misbehaviors beyond customers' willingness or ability to address them. Service firms can further support reverse contagion by providing guidelines on countering misbehaviors and encouraging customers to share their reverse contagion stories, providing effective strategies for managing customer misbehavior.

Fig 1- Conceptual Model

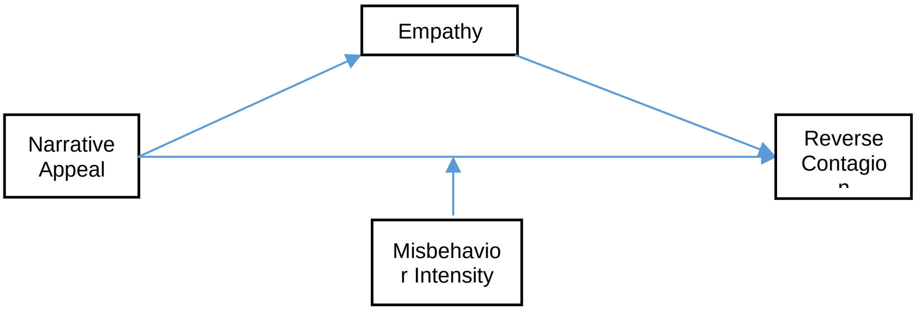
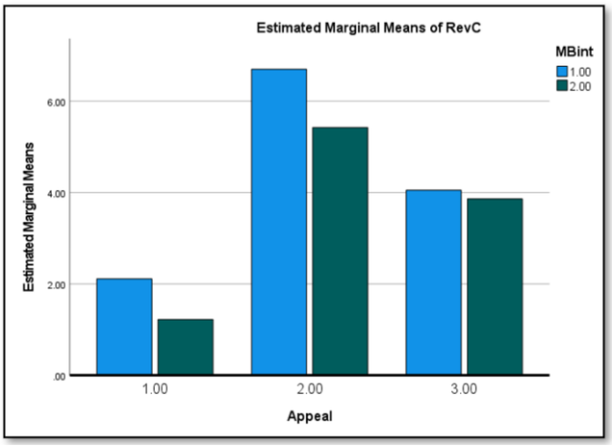


Fig 2- Moderation Effect



RevC: Reverse Contagion
Appeal: 1= no appeal condition; 2 = narrative appeal; 3 = non-narrative appeal;
MBInt (Misbehavior Intensity): 1 = low intensity misbehavior; 2 = high intensity misbehavior

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Antecedents and Mitigation Initiatives of Showrooming Behavior

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Abstract:
Showrooming refers to the activity via which consumers gather information and try products in bricks-and-mortar retailing stores while they complete the transaction online. This project aims to explore the role of ethicality in influencing the cognitive and affective responses associated with showrooming which can in turn influence the adoption of such behavior. A set of qualitative interviews informed a longitudinal survey aiming to capture shoppers' actual showrooming behavior. The results highlight the role of the perceived ethicality and the associated cognitive and affective responses in adopting such behavior as well as the role that customer values and initiatives undertaken by the retailer have in this process. Specifically, the findings suggest that to alleviate the negative effect of showrooming retailers should focus on both affective and cognitive cues associated with the behavior by focusing their messages on the unethical dimension of such activity.

Keywords: showrooming; consumer dysfunctional behavior

AI-Human Coaching for Salespeople Learning

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Laurent Scaringella, Rennes School of Business

Abstract:
We aim to better understand how Artificial Intelligence (AI)-human coach assemblage models for salesperson learning works effectively. Our study theorizes that customer engagement behaviors as expression of needs, objections, and questioning during a sales call will impact salesperson learning via AI-human coach assemblage model and the industry could moderate the effects. We work with ZTO technology, a firm specialized in salespeople training with AI, and analyze 7206 training interviews of salespeople done via an AI-based expert coaching system coupled with human trainers by multilevel-modeling. Results indicate that on average and overtime salesperson learning trajectory process was positively influenced by interactions with customers' expression of needs and objections, but negatively influenced by process of customer questioning.

Keywords (maximum 3): Artificial Intelligence (AI), salespeople, learning

Chatbots in Frontline Services and Customer Experience: An Anthropomorphism Perspective

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Nicolas Pontes, The University of Queensland
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Abstract:
This study examines the impact of chatbot anthropomorphic language on customer engagement. Two experimental studies were conducted to investigate the role of chatbot anthropomorphic appearance and brand credibility in moderating the relationship between chatbot language and customer engagement. Using social response theory, the results confirm the interaction of human-like appearance and anthropomorphic language, including the use of emojis, shapes customer engagement as mediated by perceived chatbot competence and authenticity. Importantly, the positive effect of anthropomorphic language on perceived competence, and subsequently on authenticity and engagement, is only significant when brand credibility was low (vs. high). Notably, this study is among the first to explore chatbot schema activation through both appearance and language, with a specific focus on language associated with emojis to enhance anthropomorphic features. Our findings contribute to social response theory by illuminating the dynamics between human customers and anthropomorphised AI salesforces. This study provides crucial and timely insights that can be employed to streamline chatbot interaction strategies, fostering superior customer experiences in the process.

Keywords: Customer Experience; Chatbots; Anthropomorphism; Services marketing

Optimising AI Through Anthropomorphism in the Face of Service Failure

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Rory Mulcahy, University of the Sunshine Coast

Abstract:
The research explores the use of conversational AI in communicating service success and failures for both customer and service outcomes across two service contexts. We address three research questions in line with this aim: 1) What impact do service failures and service successes delivered via conversational AI have on organisational and customer outcomes? 2) By exploring different types of anthropomorphism cues, how can conversational AI be designed more effectively to lead to positive organisational and customer outcomes? 3) What are the underlying psychological processes that underpin and explain customers' reactions to conversational AI? The research establishes whether and how the communication of service outcomes through conversational AI can be optimised through anthropomorphism (linguistic, visual and social presence cues). Guided by Cognitive Appraisal Theory, four experimental studies examine the use of anthropomorphism to increase the humanness of the conversational AI and in turn, outcomes for individuals and organisations.

Keywords: Conversational AI, Anthropomorphism, Service Outcomes

Influence of Speciesism in Human-Robot Master-Servant Relationships

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Sven Tuzovic, Queensland University of Technology

Abstract:
Recent advancements in artificial intelligence (AI), automation, and robotics, have significantly transformed retail frontline service encounters, customer-employee relationships and human-robot collaborations (HRCs). Humanoid social robots (HSRs) have emerged as revolutionary additions to retail frontline service operations to work alongside human staff to enhance customer service in brick-and-mortar stores. This raises the question of how consumers' intention to use HSRs is affected when they witness HRCs based on a master-servant relationship where the robot shows its "mastery" in its actions, demonstrating superiority over human staff and creating a power differential between robots and humans, that possibly trigger a perceived threat. This study focuses particularly on the moderating effects of speciesism, as HSRs replicate unique human characteristics and behaviours that may lead to a social bias against robotic frontline retail staff as humans are considered superior agents over animals and technology. Implications for theory and practice will be presented.

Keywords: human-robot relationships, speciesism, perceived threat

Thinking and Feeling? Exploring Robopet Reviews

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Nichola Robertson, Deakin University
Satheesh Seenivasan, Monash University
Phyra Sok, Monash University

Abstract:
Robopets are physically embodied social robots generally designed to look and act like popular pets, e.g., cat or dog. Robopets are espoused to improve the well-being of individuals who interact with them by emulating the benefits of live pets, but without concerns such as cost and caring for a real animal. Accordingly, for seniors who cannot feasibly own a live pet, robopets are an intervention that potentially addresses the social isolation and loneliness they often face. Utilising 4910 Amazon consumer reviews of a variety of robopets produced by Joy For All, which are targeted to seniors, the authors conducted an exploratory text analyses to uncover key topics discussed in the reviews correlated with high and low product rating scores. Preliminary findings support theory of mind adaptation, and can be applied to inform robopet product design and seller communication; thus using marketing for good to help address an important social challenge.

Keywords: Robopets; well-being; exploratory text analyses.

Omni-Channel Loyalty: Building Trust Through Consistency

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Trang Duong Thi Thuy, University of Economics Ho Chi Minh City
Ton Huynh Kim, Ho Chi Minh City Open University

Abstract:
Building upon the stimulus-subject-response model theory and relationship marketing theory, we propose a conceptual model that examines the synergistic impacts of information consistency, system consistency, and system consistency on customer loyalty. We further contend that customer trust is the underlying logic that explains the impact of consistency on loyalty. Empirical findings from a sample of 344 respondents support the proposed hypotheses. We also provide theoretical contributions and managerial implications.

Keywords: Information consistency, image consistency, system consistency, customer trust, customer loyalty

Empirical Evidence of the Transformative Potential of Refugee-To-Refugee Value Co-Creation.

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Jörg Finsterwalder, The University of Canterbury
Michael Hall, The University of Canterbury

Abstract:
The current refugee crisis challenges society to find ways to improve the lives of people fleeing their country. This qualitative empirical study emphasises the importance of successful integration of refugees into host societies, which can be challenging due to unfamiliarity. Fellow established refugees who have undergone similar refugee (service) journeys and share the same culture may be better positioned to offer advice and help, and thus can facilitate a smoother integration process. The study thus explores the role of fellow established refugees offering assistance to newly arrived refugees during refugee-to-refugee (R2R) value co-creation interactions. It identifies three major themes: service provider related challenges, challenges faced by newly arrived refugees in accessing services, and the motivations and intentions of established refugees in assisting newly arrived refugees. The study proposes a R2R value co-creation framework which highlights the importance of established refugees in facilitating the integration process across all stages of the service encounter.

Keywords: Customer-to-customer (C2C) value co-creation, Refugee-to-refugee (R2R) value co-creation framework, Transformative Service Research.

Social Robots and Consumers' Deservingness of Preferential Treatment

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Nicolas Pontes, The University of Queensland

Abstract:
This research intends to examine the extent to which service providers can minimize the chances of discretionary preferential treatment resulting in unintended consequences and, more specifically, negative emotions. We show that there is a preference for unearned preferential treatment when a service robot is responsible for providing customers benefits. We argue that service robots do not possess moral agency and are incapable of making judgements regarding consumers' deservingness of benefits provided.

Keywords: discretionary preferential treatment, service robots, social robots, moral agency

Service Failure and Customer Incivility: Role of Religious Belief

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Abstract:
This research investigates the unexplored impact of religious belief on customer incivility within service failure contexts. The study elucidates that highly religious customers exhibit a greater intention of uncivil behavior following a service failure, driven by their lower tolerance for norm violation and, consequently, less forgiveness. The study employed a scenario-based methodology involving 223 online responses, establishing direct and mediation relationships between religious belief, forgiveness, and customer incivility. The results indicate a significant positive relationship between religious belief and customer incivility and a significant indirect effect mediated by forgiveness. This research provides novel insights into the literature on customer incivility and religious impact on consumer behavior. It offers practical implications for service managers, suggesting they align recovery strategies with the cultural context, considering customers' religious beliefs and their potential impact on behavior following service failures.

Keywords: Service failure, religious belief, forgiveness, customer incivility

The Role of Discount Vouchers in Gamification

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Stefan Roth, University of Kaiserslautern-Landau (RPTU)

Abstract:
The rapid digitalization of the retail industry has introduced gamification as an innovative approach to enhance brand loyalty, motivation, and engagement. So far, however, there is very little evidence of the interplay between gamification and discount vouchers. This study aims to determine if gamification alone is sufficient or if a monetary reward is still necessary. An experimental design compared a discount voucher condition with a no discount voucher condition in a gamification context. The results indicate that a discount voucher positively influences reuse intention and less likely to spread negative word of mouth in a gamified context. However, the two groups' satisfaction with the retailer did not significantly differ. Additionally, participants' prior game experience had an impact on the outcomes. This study contributes to retail practice by highlighting the importance of considering both gamification and monetary rewards to increase reuse intention and word-of-mouth.

Keywords: gamification, price discounts, retailing

The Moderating Role of Political Ideology on Variety-Seeking Behaviour in the Context of Realistic Threats

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Abstract:
Amidst ongoing political polarisation and the rise of large-scale crises, understanding the relationships between consumers' perceived threats, political ideology, and variety-seeking behaviour is important. However, previous research has not explored all three variables, leading to mixed findings. Further, the influence of perceived threats on variety seeking remain unexplored in real-world settings, especially concerning significant threats beyond minor retail changes. To clarify this ambiguity, we investigate these relationships during severe, 'realistic' threats. Using the first wave of the COVID-19 pandemic as a natural experiment, we leveraged a dataset of over 32 million transactional and demographic observations and found that realistic threats lead to an increase in variety-seeking behaviour, moderated downward by greater conservatism (vs. liberalism). These insights enable retailers to tailor their marketing strategies based on customers' political ideologies, allowing for a more personalized and diverse shopping experience during times of crisis and disruption in an uncertain global retail landscape.

Keywords: Variety-seeking behavior, Political ideology, Realistic threats

From Coolness of Mobile Shopping Apps to Values for and from Customers: The Role of Immersive Experience

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Introduction and Research Aim

Since mobile apps took off, 'coolness', which includes originality, attractiveness, utility, and subculture, has been key to app success because it helps buyers evaluate products and determine tech products' success (Sundar et al., 2014). There is still much uncertainty about the nature of mobile shopping app coolness and its subsequent outcomes, such as customer value. Customer value has been primarily examined as values for customers, which refers to the customer's summative assessment of what is gained and what is sacrificed (Zeithaml, 1988). Kumar et al. (2010) proposed the concept of values from customers as the value accruing to a business from their customers' positive transactional and non-transactional interactions with the business. In the context of mobile shopping apps, scant research has explored the impact of coolness on customer values. Moreover, a cool mobile shopping app will enable its users to become more deeply involved in the immersive experience without any distractions and stimulate more exploratory behaviours through its unique or cutting-edge design with a vivid manner and various interactions with images and animation (Lee & Wu, 2017). As a result, immersive experience increases customers' perceived values and willingness to contribute values to firms. The aims of this study are to: (1) examine the effects of mobile shopping app coolness on values for customers and values from customers; (2) explore the mediating role of immersive experience on the relationship between mobile shopping app coolness and those values; (3) assess how the values for customers determine values from customers in the context of mobile shopping apps.

Theoretical Background and Research Model

In mobile shopping apps, users can search for or retrieve product information, conduct payments, and easily navigate and operate the apps (Li et al., 2020); therefore, creating utilitarian value is synonymous with effectiveness and efficiency (Kim & Park, 2019). In addition, technological products with new and exciting 'cool' features such as attractiveness, uniqueness, trendiness and subcultural that are appealing and hip create higher hedonic value (Kim & Park, 2019). Thus, **H$_1$**. *Mobile shopping apps coolness is positively related to values for customers.*

Retailers have increasingly leveraged mobile apps as a channel to gain customer value. Warren et al. (2019) argued that when users perceive a brand as cool, they are willing to discuss that brand or create word of mouth, leading to customer influencer value. Customer loyalty is always mentioned as a dimension of customer values, particularly customer lifetime value. Furthermore, customer feedback shared with the company is considered valuable input that can be leveraged to gain a sustainable competitive advantage by transforming the feedback into knowledge (Itani et al., 2019). Kumar et al. (2010) proposed that values from customers comprise customer lifetime value, customer influencer value, customer referral value, and customer knowledge value. Thus, **H$_2$**. *Mobile shopping apps coolness is positively related to values from customers.*

Recent research has employed the flow theory in the online shopping context. When customers experience stores in the online environment, positive human-computer interaction can create a flow experience (Chen et al., 2018). Prior research indicated the different influences of flow experience on utilitarian and hedonic values (Lee & Wu, 2017). Thus, **H$_3$**. *The positive relationship between mobile shopping app coolness and values for customers is mediated by immersive experience*.

Hamilton et al. (2016) suggested that higher immersion will more likely generate customer influencer value for the brand. Furthermore, previous studies suggested that the online flow experience increases customers' motivation to participate in co-creation activities with the brand, such as sharing knowledge about preference information, feedback and improvements to the shopping experience on the app

(Carlson et al., 2017). Thus, **H_4**. *The positive relationship between mobile shopping app coolness and values from customers is mediated by immersive experience.*

This study grounds the relationship between values for customers and values from customers in the social exchange theory, of which the concept of reciprocity is at the core (Blau, 1964). Thus, H_5. *Values for customers are positively related to values from customers.*

Methodology

The quantitative approach was used in this study. A survey was conducted among respondents who are mobile shopping apps users and from 18 years old in Vietnam, an emerging market. In the mobile shopping app context, customers must use a smartphone with a shopping app installed. The instrument included scales of research constructs adopted from previous well-established studies: coolness as a multi-dimensional construct, including subculture, originality, attractiveness, and utility, adopted from Sundar et al. (2014); the multi-dimensional construct of values for customers, consisting of perceived utilitarian value and perceived hedonic value, from Kim and Park (2019); the multi-dimensional construct of values from customers including customer lifetime value, customer knowledge value and customer influencer value from Hamilton et al. (2016) and Wu et al. (2018); and the uni-dimensional construct of immersive experience from Hamilton et al. (2016).

Results and Discussion

After screening data, 351 valid responses were analysed using SmartPLS software. Scale reliability, convergent validity and discriminant validity were assessed before the hypothesis testing examination. Results found that all three direct hypotheses (i.e., H_1, H_2 and H_5) were supported with β values being 0.482, 0.357 and 0.398, respectively (all $p<0.001$). The findings also found that both indirect effects in H_3 and H_4 were positive ($\beta=0.107$ and $\beta=0.052$, respectively) and significant (all $p<0.01$). H_1 result supports Warren et al. (2019), who argued the coolness of interactive wearable devices as an antecedent of customer perceived value in the mobile shopping apps context. H_2 finding extended prior research in that the coolness of mobile shopping apps leads to positive values from customers. H_3 and H_4 further strengthen the role of the perceived coolness construct in the context of technology products and is consistent with Le and Nguyen-Le (2021) in that customers completing tasks more efficiently during the purchase journey could lead them to experience greater enjoyment in their shopping and a deeper sense of satisfaction. H5 result confirms the positive relationship between values for customers and values from customers, in line with Itani et al. (2019).

Implications for Theory and Practice

The current study contributes to the existing literature as it empirically demonstrates the important role of perceived coolness in mobile shopping apps. Additionally, this study contributes to the discipline by quantitatively examining the dynamic mechanisms of forming customer values of the coolness of mobile shopping apps. Drawing on insights from this study, retailers or businesses may see the need to optimise their customer values by developing and designing mobile shopping apps to enhance customer perceived coolness. In addition, marketers should focus on building several communication strategies to increase consumer awareness of cool images of their shopping apps. Lastly, managers should also focus on features helping users efficiently immerse themselves in their shopping experience. With support from innovative technology such as augmented reality, virtual reality, or artificial intelligence, users can be more attracted and immersed easily in the shopping environment.

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Effects of Recommendation Timing in Media Customer Lifecycle

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Abstract:
The positive effects of media firms' active participation in customer lifecycle have been widely studied in customer relationship management. However, important questions remain about how the marketers target the right customers with the right genre and at the right time. Specifically, we address this gap by examining how the timing of recommendation affects the likelihood of viewership including frequency (number of visits) and customer value (consumption hours). To evaluate these effects, we obtain a dataset that comprises 10 million accounts, identify key moments in media customer lifecycle, and apply association rules to recommend the right genre to the customers. Moreover, we conduct a field experiment to investigate the effectiveness of instant/delayed recommendations to nudge customers for an improved overall experience. This research contributes to the literature on the temporal effects of marketing activities and provides practical advice for broadcasting service providers to recommend content effectively.

Keywords: Customer Lifetime Value, Nudge Theory, Recommendation Timing

Spiritual Engagement: Conceptual Development and Measurement Scale

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Abstract:
This paper introduces the concept of spiritual engagement as a vital dimension of customer engagement that complements cognitive, emotional, and behavioural aspects. While current marketing literature emphasizes basic thoughts, feelings, and actions, it overlooks the deeper connections customers develop with brands or organizations that encompass spiritual meaning and purpose. The study aims to conceptualize and develop a measurement scale for spiritual engagement through a two-stage approach involving depth interviews with consumers and experts. The research identifies six potential dimensions of spiritual engagement: connection to others, connection to self, meaning and purpose, self-reflection and seeing the bigger picture, personal development, and transcendence. A measurement model is constructed, and the empirical findings confirm the distinct nature of spiritual engagement, expanding the understanding of customer engagement and providing organizations with a useful diagnostic tool for measuring spiritual engagement levels. The study highlights the significance of incorporating spirituality into marketing research and practice.

AI and Wellbeing: A Bibliometric Analysis

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Abstract:
The impacts of AI in transforming service practices and in wellbeing have been widely recognized. Scholars investigate how AI can be leveraged to enhance wellbeing in different perspectives, contexts and focuses. However, it is unclear how AI is shaping the domain and research fields. This research conducted a bibliometric literature review to explore the key themes of how AI impacts wellbeing. VOSviewer was used to investigate the interconnections with existing publications retrieved from the Web of Science database. The results suggested seven clusters of themes of AI in wellbeing: Technology of AI and user acceptance, AI infrastructure, AI models and macro health, AI in Psychological wellbeing and mental health, AI in healthcare, Regulating the use of AI, and AI in sustainable development and deployment. The results are expected to provide an overview and emerging research topics for researchers in AI and wellbeing fields.

Keywords: Artificial Intelligence, Wellbeing, Bibliometric Analysis

Metaverse and NFTs: Progress or Risk for Indigenous Art and Culture?

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Abstract:
This study explores the transformative potential and challenges presented by advanced technologies like Non-Fungible Tokens (NFTs) and the Metaverse in disseminating Indigenous knowledge and preserving cultural artifacts. Adopting an ecosystemic perspective, it examines how digital innovation permeates Indigenous service ecosystems. Through prospective sensemaking and web-based horizon scanning, the research uncovers trends, impacts, and uncertainties associated with NFTs and the Metaverse in Indigenous art and culture, particularly within Tikanga Māori. The findings highlight the value of advanced technologies for cultural preservation and creative expression, as well as the challenges of cultural appropriation and misrepresentation. Strategies such as infusing Indigenous practices and values, asserting data sovereignty, promoting digital inclusion, and ensuring authenticity are identified to address these challenges. This study sheds light on the complexities of technological advancements and emphasizes the importance of balancing opportunities and risks to safeguard Indigenous heritage and knowledge for future generations.

Keywords: NFTs, Metaverse, Indigenous service ecosystems

The Effect of Visual Complexity on Online Subscription Intention

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Abstract:
Although atmospheric cues have been applied in an online retail setting to investigate how consumers evaluate products, there is a lack of research investigating the impact of web atmospherics on the intention to subscribe to services online. Thus, this study examines whether websites of high complexity decrease subscription intention. The study also examined the role of perceived psychological and financial risks in mediating the effect of visual complexity on subscription intention. Findings from a one-factor (visual complexity: high vs. low) between-subjects design show that visual complexity decreases the intention to subscribe to online services. Furthermore, financial risk was found to mediate the relationship between visual complexity and subscription intention, demonstrating that a website with high visual complexity influenced perceptions of financial risk, which in turn decreased the intention to subscribe. The current research contributes to literature on visual complexity, fluency and subscription intention and offers insights to online service providers.

Keywords: visual complexity, online retail, subscription intention

Measuring Willingness to Accept Social Robot's Recommendations (WASRR)

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Introduction and Research Aim

Service robots are increasingly used in the hospitality sector, especially post-Covid-19 (Zeng, Chen, & Lew, 2020). The social robot market is expected to reach USD 24.72 billion by 2029 (Maximise Market Research, 2023). It is estimated that by 2030, robots will carry out up to 25% of hospitality tasks (Stipes, 2019). Service robots are "system-based autonomous and adaptable interfaces that interact, communicate and deliver service to an organisation's consumer" (Wirtz et al., 2018, p. 909). When service robots are used in frontline service settings, they are called Social Robots (SR) as they interact and co-create value with their consumers during the interaction using their communicative abilities (Hegel, Muhl, Wrede, Hielscher-Fastabend, & Sagerer, 2009; Wirtz et al., 2018). Social robots are designed to facilitate human-robot interaction (Aymerich-Franch & Ferrer, 2022), such as greeting customers, delivering food and providing product/service recommendations (Herse et al., 2018; Kilichan & Yilmaz, 2020). Traditionally, humans provided recommendations, for example, by a friend or a salesperson (N. Yoon & Lee, 2021). With time, as artificial intelligence developed, online recommendations were provided to customers by recommendation agents (Senecal & Nantel, 2004). With the rapid adoption of social robots in frontline service settings, measuring Willingness to Accept Social Robot Recommendations (WASRR) has become critical. An extensive review shows limited efforts to understand the willingness to accept AI and social robot recommendations (Wang, Lu, & Yin, 2022). Thus, this study aims to develop a scale to measure WASRR. The research question addressed here is:

- **Research Question:** How can we measure Willingness to Accept Social Robot Recommendations (WASRR)?

Background

Consumers react differently to SR compared to other technologies like virtual agents or chatbots and, thus, require a different measurement scale. Unlike virtual agents or computer-generated systems, SR is always present in some physical form. Therefore, they have both technical and social aspects and need a different scale than the ones developed for AI. While some research studies have examined Willingness to Accept AI Recommendation Systems (Pal, Chua, & Banerjee, 2023; Wang et al., 2022), no scales are designed for social robots' recommendations. Mixed results have been found regarding customers' acceptance or rejection of robot service (Holthöwer & van Doorn, 2022). Even though Shin and Jeong (2020) mentioned using a robot concierge for providing recommendations, they did not test for recommendation acceptance in their study. Similar concepts to WASRR were also found in the literature but they either focussed on designing the recommendation system (De Carolis, Lops, Musto, & Semeraro, 2020), anthropomorphism and recommendation intention (Chi, Zhang, & Pan, 2023), anthropomorphism and use intention (Blut, Wang, Wünderlich, & Brock, 2021), repatronage intentions (Said, Ben Mansour, Bahri-Ammari, Yousaf, & Mishra, 2023), using different robot modalities (Lee, Kim, Kim, & Kwon, 2017) or simple behavioural measures (e.g., accept or reject recommendation) (Okafuji et al., 2021; Rossi, Staffa, & Tamburro, 2018). Research from a customer's perspective is limited (N. Yoon & Lee, 2021). This calls for developing a new scale to measure the acceptance of social robots' recommendations. Measuring recommendation acceptance intention is critical as recommendation quality leads to higher customer satisfaction and sales (V. Y. Yoon, Hostler, Guo, & Guimaraes, 2013). Further, intentions are the best predictor of actual behaviour, as suggested by the Theory of Reasoned Action (Ajzen & Fishbein, 1975).

Methodology

Willingness to accept SR recommendations is conceptualised as customers' willingness (intention) to accept recommendations provided by a social robot in a hospitality setting. In short, it indicates how much customers are willing to perform certain behaviours (Reimer & Benkenstein, 2016). This definition will be provided to the expert panel to review the items related to this concept. To achieve this, the WASRR scale will be developed using an established procedure recommended by Churchill (1979) and Devillis (1991). The scale development procedure consists of five stages of scale development: item generation, purification of the measurement scale, evaluation of the latent structure, testing the nomological validity of the measurement scale and scale replication and generalizability. This paper will discuss the first stage of the scale development process. The first stage consists of two steps: 1) an extensive literature review and 2) a thesaurus search. In Step 1, an extensive literature review was used to generate the items. Five concepts that are similar to WASRR were identified and have been used to generate items: 1) willingness to accept AI recommendations, 2) recommendation adoption, 3) willingness to comply, 4) compliance with SR advice and 5) accepting SR recommendations. Through this process, 12 potential dimensions of WASRR were identified along with 42 initial items. In Step 2, 42 items were examined for conceptual similarities to the WASRR scale and the wording of the items before conducting the thesaurus search. After the thesaurus search, 20 more items were added to the 12 dimensions, making it 12 dimensions and 62 items. See below for examples of these dimensions and their items. These dimensions were included in the initial pool of items as they are essential dimensions of willingness to accept social robot recommendations.

Discussion

During step 1, some dimensions reflected behavioural intentions (B), and others reflected attitudinal factors (A) of WASRR, e.g., the intention dimension (B) and likeliness dimension (A), as shown below in Table 1. A full list of items is available upon request.

Table 1: Examples from an initial pool of items

Willingness (B): I am willing to try Pepper's recommendations, I am willing to accept Pepper's recommendations, I am willing to use Pepper's recommendations, I am willing to accept Pepper's suggestions, and I am willing to act on Pepper's advice.
Effectiveness (A): Pepper's recommendations have enhanced my effectiveness in making wine selection, My decision making became more effective because of Pepper's recommendations, I was able to make a more effective decision because of Pepper's recommendations, and Pepper's recommendations allowed me to make an effective decision.

In the following stages of the scale development process, an expert panel of academic and non-academic individuals will review the initial pool of items. The panel will evaluate the items based on clarity, readability and content validity. The items will be on a 7-point Likert scale (1 = *strongly disagree* and 7 = *strongly agree)*. This will be followed by item purification, exploratory factor analysis, confirmatory factor analysis and structural equation modelling.

Implications

Robots will used more in service as an ageing population and labour shortage increases (Blut et al., 2021; Sangster, 2022). Use of SR for recommendations will enhance guest experience and save operational costs. However, it's possible only if customers are willing to accept SR recommendations. This study aims to develop a much-needed scale to measure WASRR. Thus, when organisations or researchers decide to use social robots to provide recommendations, they can use the WASRR scale to evaluate social robot appropriateness in that setting, avoiding customer dissatisfaction and failure in deployment. The WASRR scale will be the first in the hospitality industry and can be adopted and adapted to fit organisational needs.

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A Systematic Review of the Impact of Time Pressure in Retail Environments

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Abstract:
Consumers today often face time pressure while shopping in retail stores. Perceived time pressure affects a number of shopping outcomes, but there are a limited number of studies that have focussed on understanding this construct and its effects in the retail context. The current paper provides a conceptual clarification of perceived time pressure, reviews empirical studies that have investigated its impact in retail environments, and finally provides directions for future research and managerial implications.

Keywords: Perceived time pressure, retailing, consumer behaviour

Fluently Consumed Designed Sensory Experiences

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Abstract:
Sensory experiences that might include audio or haptic cues have the potential to improve the ease in which information is processed. This study investigates the extent to which audio and haptic cues aid in information processing and / or as a means to go beyond utilitarian benefits to enhance hedonic considerations as a means to yield a positive response. As part of this, two distinct groups of respondents with low-risk (n=239) and high-risk (n=255) respondents are compared to evaluate the importance of risk considerations on the process. Results show that particularly high-risk respondents react positively to audio and haptic stimuli, however, as hypothesised, this does not lead to a positive response through an ability to improve the ease of processing as it does for respondents with low-risk perceptions. This provides interesting theoretical implications enhancing existing sensory literature on how certain stimuli and user risk-perceptions can influence utilitarian and hedonic responses along with practical implications thereon.

Keywords: Fluency theory, risk perception, sensory experience

Should Healthcare Service Providers Share Assets?

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Abstract:
The sharing economy continues to expand and the healthcare sector is beginning to adopt sharing economy principles. Building on psychological theories and data from two scenario-based experiments, this study provides insights into the unintended effects of sharing healthcare assets when the sharing decision is made by the healthcare service provider, not the end-user (i.e., patient). Such unintended outcomes suggest important theoretical and managerial implications.

Keywords: Sharing economy, healthcare, unintended outcomes

Social Marketing

EMPOWER: A Codesign Research Method Framework

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Abstract:
The EMPOWER framework provides easily remembered guidelines to ensure that codesigned research methods empowers participants and incorporates their interests throughout the process. Built on a strength-based approach, EMPOWER draws insights from five years of collaborating with older adults, fostering their technological proficiency. These guidelines are applicable to groups experiencing vulnerability beyond older adults. EMPOWER is a 'how to' framework that can be used by researchers and social marketers interested in the empowerment of their research participants. This short paper offers an overview, without direct detailed examples from the field related to the components of the framework.

Keywords: codesign, vulnerability, older adulty

Brand Purpose: Are Consumers Aware to Care?

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Abstract:
Brand purpose has gained much attention, however, it lacks empirical support for its promised benefits. This research aims to examine consumer awareness of various purpose brands, as without such awareness, it is not possible for a brand to reap the benefits of its' purpose. This study also investigates whether being aware of a brand's purpose affects consumer perceptions of it being different from competitors. Data were collected in Australia from 693 respondents via online surveys using a pick-any approach. On average, 14% of consumers are aware of a brand's purpose. Brand users are on average 3 times more likely to know the purpose than non-users. Those who are aware of a brand's purpose are also more likely to link the brand to is 'different from competitors' however this is seen across the whole attribute set, thus the direction of causality is uncertain. In conclusion, few consumers are aware of the purposes of brands, even ones that have shown a sustained commitment to purpose over 20+ years.

Keywords: Brand Purpose, Usage Bias, Differentiation

Empowerment in the Context of Transformative Gamification

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Introduction and Research Aim

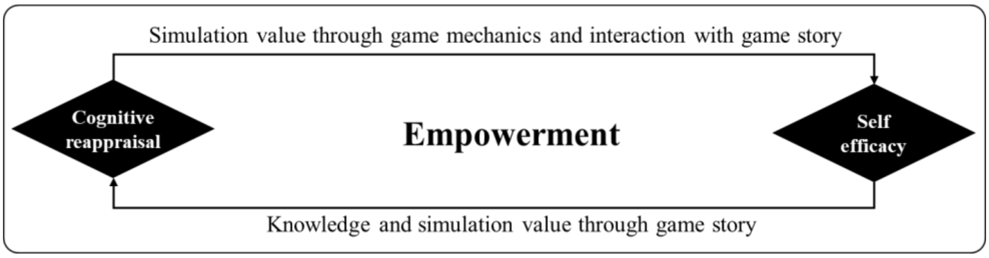
Despite the emphasis of social marketing and TSR on empowering and supporting vulnerable consumers (Beatson et al., 2020; Kubacki et al., 2020; Ostrom et al., 2015), the role and concept of empowerment has not been discussed in gamification settings. Therefore, gamification services are often designed around motivational affordances to influence well-being behaviours. The TSR literature generally emphasises research on supporting vulnerable consumers. These consumers are defined as those who feel a sense of powerlessness (Beatson et al., 2020; Riedel et al., 2023; Riedel et al., 2022). Therefore, investigating the ways that gamification services can be used to overcome powerlessness can be a key advancement in gamification for well-being, as it has been shown that vulnerable individuals' lack of engagement with certain behaviours is not necessarily due to lack of motivation or knowledge, but several barriers and not feeling internally capable of change (Duane et al., 2016; Kroese & de Ridder, 2016). However, the meaning and the process of empowerment varies across settings and is not constant (Zimmerman, 1995). Therefore, the unique nature of gamification entails a specific definition and conceptualisation of empowerment for gamification services targeted toward vulnerable individuals. As such, this study provides *an operational definition for empowerment in gamification services targeting vulnerable consumers.*

Background and Conceptualisation

vulnerable consumers are recently defined as "unique and subjective experiences where characteristics such as states, conditions and/or external factors lead to a consumer experiencing a sense of powerlessness in consumption settings" (Riedel et al., 2022). Reviewing gamification literature, there seems to be a dearth of research on investigating how gamification services can overcome consumers sense of powerlessness in their health and well-being actions. In a recent review of gamification services targeted toward vulnerable consumers, van der Lubbe et al. (2021) identified three main mechanisms that are commonly used in such services, including knowledge transfer, skill acquisition, and behaviour support. These mechanisms seem to be almost the same mechanisms used in gamification services in any well-being intervention targeted toward the general population (Johnson et al., 2016). Therefore, unsurprisingly, no significant positive long-lasting effect has been reported for gamification services targeted toward vulnerable consumers (van der Lubbe et al., 2021). As such, it is still unclear what empowerment means and how gamification services can be empowering at all.

The concept of empowerment has been discussed in psychology at length. Psychological empowerment is described as "a cognitive state characterised by a sense of perceived control, perceptions of competence, and internalisation of the goals and objectives of the organisation" (Menon, 1999, p. 161). Psychological empowerment is comprised of four dimensions as competence, meaning, self-determination, and impact (Kraimer et al., 1999; Seibert et al., 2004). Similarly, Markwart et al. (2020) introduced the concept of empowerment in health and showed that it was made up of self-efficacy, competence, and engagement. In social marketing empowerment is defined at individual, organisational, and community level, from which intrapersonal empowerment is relevant to gamification due to its application at micro level. Intrapersonal empowerment is described as "a sense of empowerment or self-empowerment, refers to individuals' self-perceptions of their abilities to exert influence in different life domains and to conduct influence-related activities and tasks that affect their lives and living conditions." Kamin et al. (2022, p. 1111).

Although the abovementioned conceptualisations and dimensions for empowerment appear to be a good starting point for conceptualisation of this concept in gamification, adapting the linear mechanism and dimensions directly from concepts such as psychological empowerment may not lead to the most accurate outcomes, as it cannot take into account the multi-sensory nature of gamification which can target individuals emotions and cognitions in parallel. Therefore, we argue that gamification empowerment must focus on broader outcomes and the different ways gamification elements can be orchestrated to reach those outcomes. In this direction, reflecting upon previous conceptualisations, it appears that there are two main ingredients to empowerment including enhancing individuals' belief in themselves (self-efficacy), and their mindset and interpretation of their situations, and their influence and control over them (cognitive reappraisal). Therefore, empowerment can be defined in terms of how gamification services facilitate self-efficacy and cognitive reappraisal through gamification mechanics and content. This approach seems to be in line with the main dimensions of transformative value (knowledge and simulation) suggested by Mulcahy et al. (2021) as well. As the simulation value relates to practising behaviours in gamification settings and enhancing self-efficacy, and knowledge to enlightening individuals by showing them alternative ways of interpretation. Therefore, empowerment seems to be a reinforcing feedback loop as follows.



As such, we propose an operational definition for empowerment in gamification settings as *the ability of gamification services to enhance consumers' expectation of their efficacy to perform health-related behaviours as well as their ability to alter their emotions by appreciating alternative interpretations of different situations.*

Discussion and Contributions

Conceptualising empowerment in gamification services targeting vulnerable customers contributes to delineating how gamification systems can be tailored to fit the needs of vulnerable consumers. It is suggested that struggling with situational and pathogenic vulnerabilities that not only limit individuals' abilities toward well-being behaviours, but also influence their help seeking (Garrido et al., 2022; van der Lubbe et al., 2021). Further understanding of empowerment can also help better position gamification services as preventive systems supporting individuals' well-being as emphasised in TSR literature (Riedel et al., 2023).

Implications for Theory and Practice

This conceptualisation can provide practical guidelines around designing empowering gamification services. Previous gamification studies focusing on empowerment often retrospectively measure the extent to which gamification services have empowered individuals; however, they rarely discuss how and which mechanisms in gamification can bring about empowerment (Fadda et al., 2017; Li et al., 2021; Lin et al., 2018), Furthermore, majority of those studies focus on the concept of psychological empowerment and its four dimensions which as mentioned earlier, does not explain the interplay of effects leading to empowerment in gamification services. Therefore, this conceptualisation can be used as a guide for researchers and practitioners in design and implementation of gamification services for individuals experiencing vulnerabilities.

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Co-Created Value for Whom? The Effect of Recognition of First Nations' Perspectives and Holism on Health Service Outcomes

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Introduction and Research Aim

This paper presents three cases of health delivery programs with First Nations consumers and communities to demonstrate the relational imperatives of examining power-sharing in the co-design of health delivery programs. By focusing on three approaches to health program delivery co-design (top-down design, mid-stream design and bottom-up design approaches), we examine the following important research questions

> **RQ1:** How effective were the three types of interventions (top-down, mid-stream, and bottom-up)?
> **RQ2:** How does the understanding of the First Nations perspective (holistic co-creation and an understanding of history, racism, and current power imbalances) contribute to the effectiveness of each type of intervention?

Background and/or Conceptual Model

For co-creation in health services to occur there needs to be equitable dialogue between parties (Lusch & Vargo, 2006). The First Nations (FN) perspective necessary for effective co-creation in health is based on two central tenants. One is an understanding of history, racism, and current power imbalances; the other is holism, which can be defined as the connection to country and culture. There is a legacy of colonialism for Australian First Nations people, leading to a lack of control over their lands, lives, cultures, and a lingering sense of white paternalism (McPhail-Bell et al., 2016). The other is holism. Holism considers the whole as much more than the sum of its parts (Struthers & Peden-McAlpine, 2005). There is an integration and inseparability between the spiritual importance of oral history and the emotional connection to land, an identifier of clan or nation. Holism is based on the concept of community over the individual. This includes family connections and nation (mob) centered around a location, or place often called "country," and is a central aspect of holism as it binds family, culture, and community to an identity (Guerin et al., 2011). What has not been research is how the extent of recognition of holism and the manner in which health services delivered leads to be better co-creation and therefore better health outcomes

Methodology

We employed three cases (furher details provided on request) representing three transformative health service design models of top-down (Australian Health Policy on COVID-19 vaccinations and First Nations Peoples), mid-level (Birthing on Country), and bottom-up (The Narrendera Community Health Project). For case study 1, Australian Health Policy on Covid-19 vaccinations and First Nations peoples, we relied on secondary data and the lived experiences of First Nations people in the program. We sourced seven quotes of their experiences from media reports and interviews about the nature of the program \ and combined this with statistical evidence of vaccination rates. We also used seven quotes from mothers involved in the Birthing on Country program in the second case study. These quotes were, in some cases, academic papers as the mothers later became involved in the program or recounted their experiences.

Results, Discussion and Contributions

Table 1 summairses the adoption of the first nations perspective and holism across each of the case studies. In case 1 (National Vaccination Plan) Despite a top-down approach, vaccination rates of First Nations communities remained well behind the general population; in some areas (states), less than 50% of First Nations people were fully vaccinated as of January 2022 (Department of Health 2022a). With case two (mid-stream), The Birthing on Country (BoC) program was established by the College of Midwives and CRANAplus committed to establishing Birthing on Country that influenced authorities who work with the First Nations communities, which acted as advocates for change. This program was also supported by reseachers and led by First Nations people at university such as Charles Darwin University (Molly Wardaguga Research Centre, 2023). For BoC, Kildea et al. (2017, p. 223) reported significantly "higher proportions of women presented in the first trimester, receiving more than five antenatal visits (babies <32 weeks excluded)" and experienced "significantly lower proportions of preterm birth, cesarean section and admissions to neonatal intensive care," thus reducing medical costs. In the final case (Narrandea), What began as a bottom-up approach established to 'empower' (tokenism) began to transform into a hybrid of bottom-up and mid-stream advocacy structures. At the community (collective) level, when they were empowered to take the initiative to make changes within their communities, power dominance and exclusion were exercised on the community by government organizations to resist change. These changes amounted to make the hospital a healing place First Nations Australians would want to visit. Thus, a mid-steam approach is the best approach for FN perspectives to occur with holism that leads to co-creation and better health outcomes.

Table 1: The First Nations perspective, type of health delivery and co-creation of value in health.

First Nations perspective/ Type of health delivery	**Case 1. Top-Down: Australian Health Policy on Covid-19 vaccinations and First Nations peoples**	**Case 2. Mid-stream: Birthing on Country**	**Case 3: Narrandera Community Health Project**
Acknowledgment of history, colonialism, racism, and disadvantage	(1) "A lot of people are saying they feel sorry for NSW, but [when] you say, 'Do you know there is over 800 of our mob sick with COVID?', they can't believe it," she said. "The numbers don't get told at the press conference, so some people think it's only 'white people' with COVID." First Nations CEO of Aboriginal Health Service in Broome (Jash 2021) **(-)** (2) You know, the Aboriginal	(6) "I was surrounded by a team who took the time to hear me and to listen. Who weren't judging me. Who were walking alongside me and supporting me to make healthy choices for me and my family". (Author and Mother in Birthing on Country program) (Watego, 2021) (+) (7) "Racism expressed in things like criticisms about their lifestyles. The Birthing on Country project	(12) "Indigenous (First Nations) people must get a say in the process and outcomes; that is the whole point. They must have some control over what's going on in their community; they must feel like they are being listened to; that's all anybody wants to be, listened to. They don't need to be Einstein; they just got to look at working with Indigenous (First Nations) communities differently, not trying to enforce mainstream white values and services on First Nations people". (Research participant: District health manager, First Nations female) **(-)**

	communities will be one of the first ones that will be trying the vaccine. What, again, are we just the fucking guinea pigs for ’em? So I’m not happy with that. Like, give it to a bunch of white fellas first and let’s see if them fellas live from it. (Bryant et al., 2021). (Female, western Sydney, 50+ years) (-)	is trying to move away from the hospital system and shake things up. We educate healthcare services to let them know that if they behave a certain way to Indigenous Australian women, then the women won’t access their care.” (Research participant: First Nations Australian woman, program management) (+)	
Holism	(3) Yuwalaraay elder “We’re all interconnected. The way in which Indigenous people function out here, for people who don’t understand, is that we rely entirely on our extended family networks in our town, and the next town, all down the line from here to Dubbo.” (Allam et al., 2021) **(+)**	(8) “I have always felt a deep peace when I am in the bush with our country. Although country is still with us in the cities, the suburbs, the towns, these places have always been too busy for me and with lots of spiritual “noise” from things too disconnected from our natural ecology, the web of life our miyagan (family). In the bush, I feel healthy, right and good – waluwin – we say in our Wiradjuri language.” (Magick &	(13) “For me, the research project is invaluable because it gets our story out. It’s about our stories, our experiences with health. For Indigenous people, that’s an horrendous story. I am younger than most of the elders around here, but I won’t even go to a doctor here. I want people to hear our stories and make changes in health, to make it more accessible to Indigenous people, so that they feel more comfortable walking into any health service.” (Research participant: Narrandera First Nations community member, female, early-thirties) **(-)**

	Keedle, 2019). (+)

Note: +/-, positive or negative effects on health value co-creation.

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Family Nutrition and Community Sport: Insights and Opportunities

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Abstract:
Community sport has the potential to shape nutritional outcomes and is a powerful setting in which to foster social change. This research examined the intersection between food and junior sport in conjunction with VicHealth and Football Victoria. A mixed-method approach was employed to gain a holistic understanding of (a) how community sport impacts family nutritional practices – the habits and routines that are formed around participation; (b) the community sport food environment, and (c) organisational barriers to change. The results demonstrated that community sport participation can be unsupportive of healthy eating, due to competing demands that impact nutritional decisions, and the contextual availability of calorie dense, nutrient poor options. Conversely, the findings have implications for interventions aiming to improve nutrition. In particular, the results provide insight into how community sport can be used as an entry point to shape healthy routines, provide nutritional education, and collaborate with parents in competency building.

Keywords: sport, nutrition, intervention

Physical Activity Messaging: A Mental Availability Approach

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Abstract:
The World Health Organisation emphasises the importance of mass communications in addressing global physical inactivity levels. The present research utilises the concept of mental availability to identify and evaluate the effectiveness of messages to use in such communications. Mental availability offers a novel approach to designing physical activity messages by focusing on building and cueing implicit and associative pathways to behaviour, rather than shifting perceptions. The findings reveal messages to protect, build and avoid in physical activity communications, including ‘something to do when the weather is nice’ and ‘to improve mental health’ (protect); something to do to recharge, gain a sense of achievement and build self-confidence (build); and for when you want alone time, to meet new people/connect with others, for a rainy day, and something to do with friends/family (avoid). The research provides a foundation to apply the notion of mental availability to other societal problems.

Keywords: physical activity, mental availability, category entry points

A Short Segmentation Tool for Social Marketing

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Abstract:
Segmentation is a fundamental marketing principle that is underutilised in social marketing research and practice, despite evidence showing social marketing is more effective when more principles are used. To facilitate greater use of segmentation in social marketing, this research aimed to develop a tool that could assign individuals to segments using a reduced set of measures to simplify the process. Three studies were conducted to create and verify a short diagnostic segmentation tool. Multiple linear regression was used to predict segment membership drawing on earlier two-step cluster analysis. The tool was applied to another data set to verify segment prediction. Following this development approach, a short diagnostic tool was created using a large data sample that included objective and subjective measures reflecting contemporary social marketing practice. The final tool predicted segments with a high degree of accuracy based on five survey questions. This simple tool has the potential to simplify data collection enabling greater uptake of segmentation in social marketing practice.

Keywords: Social Marketing, Segmentation, Healthy Eating

Do Value-Congruent Appeals Motivate Community Advocacy Behaviours?

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Abstract:
The current study examined whether preferences for value-expressive appeals for engaging in community advocacy reflect peoples value priorities and whether value congruent appeals motivate advocacy behaviour. Australian adults (N = 429) reported their personal values, preferences for appeals expressive of four higher order values, and community advocacy behaviours towards a campaign aimed at increasing the rate of unemployment benefits. We found evidence of preference for value-congruent messages for 3 out of the 4 higher order values (self-transcendence, self-enhancement, and conservation values). There was also evidence that greater congruence between personal values and value-expressive appeals was positively associated with community advocacy behaviour. These findings suggest that community advocacy campaigns should target people with appeals reflecting their personal value priorities in order to motivate advocacy behaviours.

Keywords: personal values, value-expressive appeals, community advocacy

Blak Business in the Grey Literature

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Abstract:
Australia's Indigenous (Blak) business sector has grown substantially. Despite this, the Australian public knows little about Indigenous businesses, and what is known is largely drawn from the grey literature, such as news media and magazine articles. This research explored how Indigenous businesses are represented in the grey literature, as such representations are critical to attracting investors and customers. Led by Aboriginal researchers using an Indigenist theoretical lens, a systematic content analysis interrogated 544 articles published over 16 years from 2006 to 2022. Manual thematic analysis revealed several troubling trends, including persistent deficit perspectives of Aboriginal and Torres Strait Islander businesses, that Indigenous authors and voices were largely absent, and the meagre frequency of articles in many Australian news media outlets. These novel findings shed light on prevailing biases in the grey literature that hinder Indigenous business success, thwarting social justice and progress towards the national Closing the Gap (2020) agenda.

Keywords: Social marketing, Indigenous voice, Indigenist research

Applying Consumption Journey Mapping to Self-Radicalization Online

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Abstract:
Radicalization is the socialization process toward an extremist belief system that increasingly justifies violence. Within radicalization studies, one growing challenge is understanding self-radicalization on social media. This study applies consumption journey mapping to analyze how radicalization into male supremacism overlaps online with legitimate consumption interests, such as dating, fitness, and financial advice. A narrative analysis of reflexive accounts within notorious misogynistic communities on social media is conducted. The findings map a journey in which seemingly harmless consumer interests devolve into an echo chamber of grievances that increasingly justifies violence. Consumers enter the journey seeking dating advice and community support, only to encounter adversarial subtexts setting up liberalism and feminism as enemies. The theoretical contribution extends consumption journey mapping beyond the marketing domain in ways that help policymakers and social media managers to counter self-radicalization online.

Keywords: Radicalization, Consumption Journey, Journey Mapping.

Evaluation of a Community-Based Intervention Addressing Social Isolation

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Abstract:
Lack of social connections underpins a range of health-related issues and significantly increases risk of premature mortality. Limited research exists regarding the effects of community based interventions on quality of life (QoL) or loneliness. This study used a quasi-experimental design to investigate the effect of the South Australian intervention, the Community Connections Program (CCP) by the Department of Human Services that connected people to their communities and social support services. QoL was measured with the AQoL-6D and loneliness was assessed with the Campaign to End Loneliness Tool. Participants' (n=195) overall QoL improved from intervention intake to completion, with a moderate effect size (d=0.62). Participants' overall feeling of loneliness reduced from pre to post intervention measurement, with a large effect size (d=0.90). Results demonstrated that a community based intervention such as the CCP is an effective strategy to increase individuals' QoL, reduce their experience of loneliness, and create positive impact in local communities.

Keywords: Community intervention program, Quality of life, Loneliness.

Voices for Choices - Who Pays the Piper

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Introduction and Research Aim

The aim of this study is to move social marketing forward in a fresh direction. Instead of focussing on important single issues such as smoking and drinking with associated impacts on health (Wymer 2011) it is suggested that looking at aggregations of choice as value propositions might be a productive exercise. We address four research questions in line with this aim:

RQ1: How might aggregate choices affect consumers?
RQ2: How do considerations of time cost and life impact affect choices?
RQ3: How do these choices interact with each other?
RQ4: How might consumers be motivated to make better choices?

Background and/or Conceptual Model

A conceptual model is proposed. This framework is high and low time cost (Prelec & Loewenstein, 1997) versus the degree of life enhancement (Ratner et al., 2008). This distinction can be further examined by providing a relational framework of aggregate value propositions which assesses choices and how they affect consumers over time (Payne, Frow & Eggert, 2017). However, the effects of aggregations of choice are not clear cut and the relationships between the value propositions can be oppositional or reinforcing.

Methodology

A heuristic is presented in Figure 1. This uses time cost versus life impact and moves from low time cost to high time cost on one axis and life limiting to life enhancing on the other. Sporting and life metaphors are used to describe four value propositions.

Figure 1. Value Propositions by time cost versus life impact

High time cost	**VP 4- Dropping the ball.** **Low education** **Housing insecurity** **Unproductive relationships** **Unhappy families** **Bad friendships** **Unsatisfactory employment**	**VP 1- Kicking goals.** **Productive Study** **Home ownership** **Successful relationships** **Happy families** **Good friends** **Good employment**
Low time cost	**VP 3- The dubious consolations.** **Takeaway food** **Smoking / Drinking** **Too much screen time** **Uncontrolled consumption**	**VP 2-Supporting activities.** **Cooking healthy meals** **Playing sport / Exercise** **Productive hobbies** **Having a budget**
	Life limiting	**Life enhancing**

Discussion and Contributions

The low time cost activities in VP 2 & 3 are behaviours and habits which affect the life outcomes in VP 1 and VP 4 (Clear, 2018). While VP 4 might be seen as an outcome and VP 1 as a goal, they are also choices and rest on a base of other choices such as VP 2 and VP 3. For example, if a consumer has a busy day at work and comes home tired, it may be very attractive to order takeaway food, have a cheeky wine and a sneaky cigarette then watch television for several hours before going to bed (VP 3). The alternative might be to reheat a casserole, drink some water and go for a walk after dinner with the dog and a partner (VP 2). These are all low involvement choices, but the time cost and life impact for the two sets of choices is very different.

The first set of choices (VP 3) will save time but cost money and have a negative impact on health. The second set of choices (VP2) will save money, cost slightly more time, and improve health. If the first set of choices becomes an ingrained habit, it will become life limiting. If the second set of choices is established as a productive routine, it will become life enhancing. Habits that are life limiting are often described as a vicious cycle whereas habits that are life enhancing are seen as a virtuous cycle. These patterns may develop early in life and be linked to the self-esteem of consumers (Isaksen, 2010). So why do consumers consistently make bad choices over their lives? Why do they indulge in vicious cycles instead of investing in virtuous cycles? Alienation has been suggested (Pieters, 2013). Another answer is that consumers may not realise how these small low involvement choices have a higher price than what they thought. In effect they have become bad habits (Clear, 2018). Going further, consumers might not see that when one choice is embraced, others will be associated with it.

There are also aspects of psychology involved. Some people are more hedonistic and willing to indulge in their pleasures. Others have different interests or may be more risk averse (O'Shaughnessy & O'Shaughnessy, 2002). People may want VP 1 & 2 but often end up with VP 3&4. Going further, the VP on the right can be undercut and sometimes reinforced by the VP on the left which are distractions and temptations, but which also act as compensations and consolations. Sometimes also, the certainties of failure might be less challenging than the possibilities of success. This too could be related to deficits in self-esteem (Isaksen, 2010). Social context also comes into the picture. It has been suggested that intrinsic motivation may be a more powerful factor with some choices (Moller, Ryan & Deci, 2006).

It is not all so simple though. With the best intentions, people can also make choices in VP 1 which appear to be good initially, but which may not work out that way. A house can lose value rather than gain value. A marriage can be wonderful at first then sour and break up leaving spoiled friendships and a broken home. There may be hidden costs. An element of risk is often present with long-term choices. Going further, high involvement life enhancing choices can be compromised by low involvement life limiting choices. What seems to be a good choice like marriage with children and buying a house (VP 1) may then be compromised by bad low involvement life limiting choices like alcohol, cigarettes, and fast food (VP 3) These are often seen as harmless rewards after a long day, but by impacting relationships, health and finances they can corrode consumer ability to enjoy good time cost investments.

Implications for Theory and Practice

Informed consumers may know what the good choices are and what the bad choices are. However, they might get confused with understanding the implications of their choices and how these choices interact with each other. They also can make bad choices which erode their good choices. We can consider the research questions.

RQ1: How might aggregate choices affect consumers?
RQ2: How do considerations of time cost and life impact affect choices?
RQ3: How do these choices interact with each other?
RQ4: How might consumers be motivated to make better choices?

With respect to RQ1, it is likely that bundles of choices reinforce impact over time. It is important to remember that even the "good" choices of VP1 may have costs and hidden complications in VP 3. For RQ2, it is possible that many consumers have good intentions but get seduced by temporary attractions which function as compensations. For RQ3, it is likely that choices in VP 3 displace VP2, undercut and erode VP1 and potentially lead to VP 4. Lastly for RQ4, it is suggested that social marketing might assist in fostering good choice selection and maintenance by drawing attention to the complex relationships between aggregate value propositions which are sets of choices presented to the market. Encouraging consumers to consider aggregate choices as value propositions in terms of time cost versus life impact may be a productive strategy for social marketing. Further exploration of the relationships between groups of choices is also necessary to throw light on their long-term interactions and implications. Psychological and social factors may also need to be considered (Moller, Ryan & Deci, 2006). However, what this paper suggests is a fresh way of applying the techniques of consumer behaviour to the strategic goals of social marketing (Evans & McCormack, 2008).

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From STDs to IDs: Co-Designing a Koality Citizen Science Program

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Abstract:
Koalas are becoming increasingly vulnerable to extinction due to a number of anthropogenic threats. Disease (i.e., chlamydia) represents a significant threat affecting their survival. Koalas can recover from disease if they are captured and treated by resource managers and wildlife carers in a timely manner. The public can be enlisted to help via reporting of koala sightings through citizen science opportunities. However, despite koalas' appeal as an iconic species, community reporting rates are low. This mixed-methods study conducted formative research to understand community volunteers' views regarding current approaches to koala citizen science in South East Queensland. Theoretically informed interviews, online surveys, and a co-design process embedded within a social marketing approach yielded key insights about program design and implementation. Recommendations were generated to support the development of citizen science initiatives with the overarching goal of increasing participation and retaining existing volunteers, while driving the specific behaviour of submitting koala sightings.

Keywords: citizen science, co-design, social marketing

Emotional Arousal and Cancer Prevention Message Processing

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Introduction and Research Aim

In the past 30 years, cancer cases have increased rapidly due to high levels of tobacco usage, physical inactivity, and improper diets in Vietnam (Pham et al., 2019). Despite the Vietnam National Cancer Control Program's efforts to prevent and identify cancer, most cancer patients are detected extremely late, which lowers their quality of life and increases cancer-related morbidity and death (Pham et al., 2019). To prevent cancer, communication via digital platforms plays a vital role in raising awareness and changing cancer prevention behaviours (Klein et al., 2022). The literature shows a clear relationship between emotions and cancer-related prevention behaviours (Diefenbach et al., 2008). One of the fundamental aspects of emotion is the emotional arousal level, which refers to the strength of emotional stimulation to be calming or sedating, agitating, or stimulating (Russell, 2003). In the health communication context, persuasion through public health messages may be more effective if emotional arousal is high (Davis et al., 2017). Thus, emotional arousal can be influential in health message processing.

Recent research shows the important role of social media in diffusing social marketing communication, celebrities, and social media influencers (SMIs) (Juthe et al., 2015). Celebrities can raise cancer awareness and promote positive societal change by encouraging cancer information-seeking behaviour and early cancer detection through interpersonal communication (Biancovilli et al., 2022). For example, Western celebrities published stories about their cancer condition, such as Chadwick Boseman (Brooks et al., 2022), Angelina Jolie (Kamenova et al., 2014), and so on. Moreover, in delivering cancer messages in health communication, SMIs were found their roles in encouraging prevention actions from public audiences (Fielden & Holch, 2022). Emotional arousal messages based on an influencer’s death, such as sadness, anger, anxiety, and hope, led to a change in public intention and corresponding actions to participate in cancer dialogues (Fielden & Holch, 2022). Especially, social media’s recommendation system helps consumers accidentally discover interesting information, which is called serendipity (Zhao & Wagner, 2022). This serendipity is also beneficial as it provides essential health information for consumers and is more likely to translate into actions and prompt healthier lifestyles (Zhao & Wagner, 2022).

Although celebrities and SMIs have many benefits in health communication, there are few studies on their use to address cancer issues. Accordingly, this study explores the effectiveness of cancer communication through celebrity and SMI involvement in delivering messages and the serendipity of TikTok’s algorithm. Further, the impacts of emotional arousal are examined to explain the impact of emotional communication assets on the intention to take healthy actions in both the online and offline environment. Hence, we propose the research question: What is the impact of influencer-endorsed emotional-arousal TikTok videos on cancer-related behaviours?

Theoretical foundations and the conceptual model

The theoretical foundations used for the conceptual model (Figure 1) are emotion contagion theory (Hatfield et al., 1993) and emotion arousal theory (So et al., 2015). Firstly, emotion contagion theory is defined as the immersion of one’s emotion into the state of the message or context’s emotions, which later on affect their perception and behaviours in correspondence with the message or context cue (Hatfield et al., 1993). In health communication via video content, narrators with high/low stimuli of emotions could trigger audience feelings such as empathy, fear, and angle similar to emotional video content (Tseng & Huang, 2016), which, in turn, leads to their recognition of the highlighted cancer issues. Thus, the audience's intention to adopt health risk-reducing actions is gradually enhanced by the rise in expected emotions and perceptions. Moreover, to explain the association between emotion and behaviour, the emotion arousal theory is used in the study by connecting emotion, cognition, and behaviour mechanism in decision-making (So et al., 2015). According to the theory, there is a connection between emotions and cognitive appraisals. Prior interpersonal connections can shape individual emotions (Lazarus, 2001). This emotion can cause cognitive appraisals of event/incidence, external causation, and individual ability to deal with the event/incidence (So et al., 2015). In this study, since individuals admire the celebrity and his/her relevant product/service (films, songs, shows) more than any other, their emotions toward celebrity cancer conditions will impact their appraisals of health communication messages using relevant celebrity cues (film, song, image, voice). Accordingly, a suitable choice of appraisal in health communication campaigns can affect health-related positive behaviour intentions such as sharing the received message and taking prevention and detection behaviours.

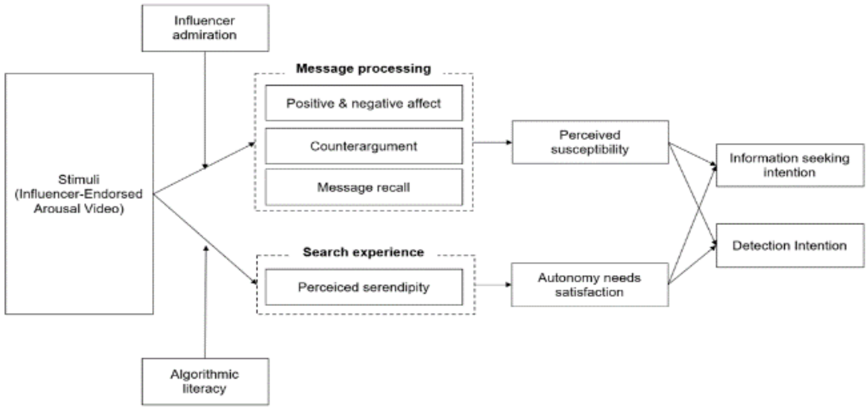

Figure 1. The conceptual model

Method and Data Analysis
This study utilizes a 2 (SMI tier: macro-influencer versus micro-influencer) × 2 (emotion: meaningful versus entertaining) between-subjects factorial experiment. This study's factorial experimental design effectively isolates the main and interaction effects of influencer tier and message construal while controlling for confounds. This study also emulates participants' naturalistic web-browsing patterns to ensure ecological validity by embedding images of a fictitious SMI's TikTok profile and post conveying the public service announcement (PSA) within an online survey questionnaire. A convenience sample of 600 participants currently residing in Vietnam will be recruited via two different approaches. First, the pilot study collects data via Adtima Audience Pulse (AAP), a leading platform in Vietnam for primary research for a representative sample of the Vietnamese public with over 615,000 active Zalo users having diverse demographics. Second, the project collects primary data using an online experiment that is designed on the Qualtrics survey tool. Data will be analysed with SPSS using a combination of independent sample t-tests, simple mediation regression models, and one-way and two-way analyses of covariance (ANCOVAs). SEM will be used to test the proposed model.

Discussion, Contributions, and Implications for Theory and Practice
Theoretically, this research explains the impacts of emotional arousal on reactive health communication adoption through (1) influencer and (2) platform. First, the study highlights the impact of different types of social media influencers on triggering deeper levels of message processing. Second, we explore the role of an algorithmic channel and algorithmic awareness in the process of health information processing. By looking from such a dual perspective, this research does not only health communication domain but also influencer marketing and platform management literature. From a practical perspective, the findings expect to benefit health policymakers and health institutions by increasing screening and detecting behaviours against cancer. Since many Asian countries have a substantial information gap on the issue (Pham et al., 2019), this research can be generalized to the cancer communication landscape with appropriate and effective strategies of emotional arousal and social media influencer endorsement for delivering health messages on social media, which further increases social welfare with a general enhancement in public awareness towards cancer early-stage protection and prevention.

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Are Gifts a Delight Or An Overhead Cost? Impact of Donor Motivations on Preference for Gifts

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Abstract:
Donor retention is a critical priority for Not-for-Profits around the world as charitable organizations suffer with nearly 70% donor-attrition. Yet, there has been scant research on the impact of retention strategies. Not-for-Profits extensively use gifts for donor retention. Yet, past literature has limited our knowledge to the impact of gifts as an incentive and not as a donor retention tool. Importantly, majority of not-for-profits make these gifts optional. Hence, we investigate donor preferences for gifts, its drivers, and its impact on donor retention.
Across 3 field and 4 lab experiments, we find that a significant proportion of donors reject gifts. Donors who reject gifts are less likely to donate again and donate lesser money whereas donors who accept are more likely to donate again. We find that donors who are driven by altruistic motives reject gifts as they perceive a communal relation and hence consider gifts as waste of expenditure.

Keywords: Donor Retention; Thank-You Gifts; Gift; nonprofit marketing

Generation Z & CEO Activism: A Socio-Emotional Framework

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Abstract:
This research explores the impact of CEO activism on the financial investment decisions of Generation Z. Companies are under increasing pressure from their stakeholders to not only comply with, but be vocal about Environmental, Social, and Governance (ESG) issues. CEOs have the potential to play a crucial role in shaping societal opinions, especially when actively engaging in the public debate over social media. Generation Z, being digital native, may thus be especially receptive to these messages, and decide to invest where their values and emotions lie. This research looks at the role of two dimensions of CEO activism, which may impact investment decisions among Generation Z: emotions and identity-congruence. Data from a 2 (identity-congruent vs non-identity-congruent) x 2 (high emotional charge vs low emotional charge) between-subject experimental design is currently being collected. Altogether, this research offers a socio-emotional understanding of investment strategies among younger generations.

Keywords: CEO Activism, Generation Z, ESG Financial Decisions

DV Campaign Messaging from Shock to Strength

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Abstract:
Domestic violence and abuse (DV) are significant worldwide personal, family, and social issues. As one of the most under-reported crimes, the effects can be fatal, and repercussions can last for years. Over the last twenty years, many campaigns have aimed to draw attention to the issue and prevent DV, with some winning awards and critical acclaim, while others have been criticised and even banned. This paper reviews the content of several social marketing campaigns by government bodies and community organisations that raise awareness or provide pathways for survivor support, to identify the targets and messages of the advertising. It discusses the recent Australian Government campaign, "Stop it at the Start", which provides a case for campaigns that use 'marketing for good'. The findings note that messaging has moved from 'shock' to 'strength' over time. Note that this paper discusses issues and depictions of images that may be triggering.

Keywords: Domestic Violence, Social Marketing, Advertising appeals

Values and Consumption of Time and Money

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Abstract:
This study investigates how three key dimensions of materialism, acquisition centrality, possession-defined success, and acquisition as the pursuit of happiness, relate to actual consumption of time and income. Improving upon prior research which uses attitudinal measures related to consumption, we use survey data from a representative sample of 2,745 Dutch adults containing self-reported data on actual consumption of time and money. We find that only centrality materialism is associated with higher levels of consumption. Interestingly, the increased consumption both in terms of time and money is on leisure activities. Both success and happiness materialism were unrelated to actual levels of consumption. The results provide a more nuanced perspective to the uniformly negative view that materialism leads to excessive consumption.

Keywords: Materialism, behaviour, consumption.

Social Influence in University Institutional Eating

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Abstract:
Adequate dietary intake ensures optimal energy production for activity and recovery, and contributes to well-being, and physical, cognitive and mental health. While understanding of the benefits associated with diet, poor dietary intake and eating habits continue to be reported. Social influence is an effective mechanism for behaviour change and a primary determinant of eating behaviour. This study aimed to explore the social influences impacting eating behaviour within one institutional feeding population. Semi-structured interviews (n = 16) were conducted with university students aged 18+ who live on university campus in Queensland. Thematic analysis identified social influences of modelling (adequate dietary behaviour), perceived norms (acceptable actions within groups), reinforcement (positive/negative) and interaction (actions/interactions with others). The most prominent social influences were modelling, interaction and norms. Reinforcement had minimal involvement within this university sample. The identification of social influences can inform future research and eating interventions to improve dietary intake and eating behaviour.

Keywords: Social Influence, Nutrition, Behaviour Change.

Waste Not Want Not: A Theory Informed Proof-of-concept Social Marketing Pilot

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Abstract:
Approximately more than 50 million metric tons of e-waste is generated each year with a 21% growth rate year over year for the next five years (E-waste Monitor, 2022). A considerable body of research exists outlining the extent of the e-waste problem, but few solution-focused studies exist. In response to this lack of solution focussed research, this paper reports how social marketing theory and practice were applied to design, implement, and evaluate a pilot e-waste programme (based at a University) to encourage audiences to drop unwanted e-waste off at a central collection point.

Responding to calls to more clearly apply framework and theory, this paper explains how The Co-create-Build-Engage framework (CBETM) was used to build and evaluate the proof-of-concept social marketing pilot, with COM-B being the guiding theory for intervention design.

During the co-creation phase, in-depth interviews, a stakeholder workshop, and surveys were used to inform the pilot programme design. The theory informed survey also serves as the baseline measure for programme evaluation. Prior to the commencement of the six-week campaign, flyers were placed under windscreen wipers of parked cars on one university campus to advise staff and students about a new university e-waste drop-off point as the pilot preparation stage. During the six-week pilot, one drop-off point was available 5-days per week from 9 am to 5 pm. To promote this, posters were placed around campus to remind staff and students that the drop-off point was available along with a social media campaign. As a result, a total of 570.5 kilograms was dropped off during the six-week period. A post-pilot-survey was being sent at the time of ANZMAC paper submission and final survey results will be reported at the conference in December along with limitations of the present study all of which represent opportunities for future research.

Keywords: e-waste, disposal behaviour, circular economy, social marketing, theory, COM-B

Exposure to Dementia and Social Comfort

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Alyssa Friel, University of Otago

Abstract:
This study examined social comfort (absence of stigma) towards people with dementia (PWD) in Aotearoa New Zealand and if contact with PWD fosters social comfort. 358 public participants completed the Social Comfort sub-scale of the Dementia Attitudes Scale and indicated whether they had had contact with PWD. Findings revealed social comfort towards PWD is higher in New Zealand than other nations, although there is still significant room for improvement. Furthermore, contact with PWD is associated with greater social comfort towards PWD. The findings have ramifications for dementia friendly communities and public marketing campaigns. To familiarise the public with dementia and lessen stigma, it is recommended that marketing efforts are produced and co-created with PWD and their caregivers – creating personal messages to target people throughout Aotearoa New Zealand.

Keywords: Dementia; Social Comfort; Social Marketing

#StopAsianHate: A Case Study of Influencers

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Abstract:
With the rise of social media, influencers have gained significance in organizational marketing strategies. While many companies employ influencers to generate profits, their contributions to non-profits have been understudied. This study is motivated by the need to delve into how social media influencers endorse social problem campaigns, focusing on Asian hate as a case study. Our objectives are twofold: 1) examining the narrative techniques employed by influencers to engage audiences and 2) uncovering the discourses generated in response to these tactics. Using a qualitative case study approach, we employed content analysis to analyse Instagram posts from eight influencers and the accompanying follower comments. Four narrative techniques emerged: educating, testimonies, sense of community, and collaboration. Interactions with followers generated five themes: rebuking, diversion, acceptance, empathy, and gratitude. These findings enrich our understanding of narrative strategies and offer insights for social marketers to mitigate social problems and/or promote social causes.

Keywords: social media influencer, social marketing, racial discrimination

Enhancing Social Marketing Programs Through Behavioural Spillover

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Abstract:
The present conceptual paper discusses the potential of spillover in fostering broader lifestyle changes amidst global challenges like climate change, food insecurity, and chronic diseases. While traditional behaviour change programs target one specific behaviour (e.g., Program A for Behaviour 1), spillover has shown promise in influencing multiple behaviours simultaneously (e.g., Program A for Behaviours 1, 1a, 1b, 1c). This paper discusses how spillover supports social marketing’s goal of fostering positive individual and societal change. It offers guidance to practitioners aiming to enhance behaviour change programs alongside providing future research directions. By recognising and leveraging the potential of behavioural spillover within social marketing programs, we can create a positive cascade effect that expands the reach and impact of desired behaviours. This approach holds promise for driving meaningful change at both the individual and societal levels, promoting a range of behaviours contributing to a more sustainable and socially conscious world.

Keywords: spillover, behaviour change, social marketing

Measuring Collective Engagement for a Social Purpose

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Carolin Plewa, The University of Adelaide
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Elina Jaakkola, University of Turku

Abstract:
For organisations to shift their focus from short-term profits to a higher social purpose, it is important to establish collective engagement. However, extant marketing literature has primarily centred on individual engagement with little consideration of engagement at a collective level. Despite recent conceptual advances, an empirical investigation of collective engagement concept and its nomological relevance remains scarce. Hence, this study aims to address this gap in knowledge by developing and validating a measurement scale for the collective engagement construct within a social purpose context. To inform the scale development process, a systematic literature review has been completed, followed by an established scale development process, including expert review (n = 10), an item purification study (n = 300) and a construct validation study (n = 300). The measurement scale developed in this study will be a useful a tool for researchers and practitioners looking to measure collective engagement for a social purpose.

Keywords: Collective Engagement, Measurement Scale, Social Purpose

(Ir)responsible Consumer Behaviour Around Wildlife in Aotearoa New Zealand

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Abstract:
Interactions with humans can expose wildlife to behaviours (e.g., feeding) that may threaten their survival, challenging wildlife conservation practices. Grounded in the capabilities, opportunities and motivation-behaviour (COM-B) model, this study explores drivers of (ir)responsible consumer behaviours during kea (Nestor notabilis) encounters. Kea is an endangered and taonga (treasured) bird species endemic to Aotearoa New Zealand. Interviews with 36 consumers who had encountered kea in the wild during their visit to Aotearoa New Zealand revealed predominantly responsible rather than irresponsible behaviours such as non-feeding and ocular consumption (unobtrusive watching) of kea. Consumers' prior knowledge of kea traits, behaviour, and status, and their ability to process memories of seeing signage that prohibits feeding kea, activated responsible behaviours. However, other practices such as approaching closely to take photos/videos and luring kea with objects may affect wildlife behaviour in the long term. The results provide the foundation for designing behavioural change interventions to influence responsible consumer behaviour around kea. Such interventions can draw on pro-wildlife social and personal norms, self-efficacy to behave appropriately around wildlife, and the belief that feeding is detrimental to kea health and behaviour.

Keywords: kea, responsible behaviours, wildlife encounters

Using Transit Advertising as a Supportive Tool in Social Marketing

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Abstract:
With growing environmental issues arising around the world, it is important for governments to use all the tools at their disposal efficiently to raise awareness and affect positive social behaviour change within their respective communities. Previous research has looked at the efficacy of online marketing and print advertising as effective agents of behaviour change, but there is very little research looking into transit advertising being used as a supporting tool. To address this, we implement a out of home (OOH) advertising element to a social marketing initiative being run by the Social Marketing team at Griffith University to ascertain whether it can indeed be used as an effective supporting tool for social marketing. The AIDA model was used as the theory base to determine the effectiveness of the OOH treatment applied. A total of 2182 surveys have been conducted between 2022 and 2023 in the ACT areas of Lake Tuggeranong, Yerrabi Pond, as well as a number of suburbs treated as control areas. Key findings from these areas indicate that those areas which were treated to OOH advertising displayed a higher rate of Awareness and Interest, leading to increased Action. However, Desire does not seem to have been impacted by the OOH treatment.

Keywords: transit advertising, social marketing, AIDA

Effectiveness of Brand Recovery Actions After Greenwashing

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Yingfei Hu, Waseda University

Abstract:
Greenwashing means exaggerating the environmental friendliness of a firm’s products or processes. It damages a firm’s brand reputation and drives away customers. After greenwashing is exposed, firms tend to engage in recovery actions to restore their brand reputation and consumer purchases. Based on an experiment in the Japanese automotive industry with over 3000 consumer evaluations, this study compares the effectiveness of different brand recovery actions following greenwashing exposure. The results indicate that greenwashing strongly reduces consumers’ perceptions of the brand’s reputation and their intentions to purchase its products. All four recovery actions tested are effective, but they can only restore 40% to 60% of the original level of brand reputation and purchase intentions. The most effective recovery action is developing environmentally friendly products, followed by environmental donations, environmental volunteering, and executive replacement. These findings contribute to the limited literature on greenwashing and provide options for firms to recover from greenwashing.

Keywords: greenwashing, brand reputation, consumer purchases.

Introducing HITS: A Playlist for Social Marketing

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Abstract:
Evidence is accumulating for social marketing's ability to deliver positive changes benefitting people and our planet. The field is not without problems. Theory is underutilised, and if theory is used, an over-reliance on individual focussed theories dominates practice, which is stigmatising. Responding to current deficits in social marketing theory this paper offers a new conceptual framework – HITS (Help Me, Incentivise Me, Tell Me and Show Me). Actions are described across the four HITS domains delivering a list for social marketers to apply in practice. The HITS framework offers a playlist directing attention to the range of actions that social marketers can implement to support behaviour change. The HITS framework redirects focus away from individuals targeted for change ensuring people whose behaviour is deemed to need to change are not stigmatised. Future research needs to empirically test the HITS framework.

Keywords: Theory, social marketing, behaviour change

Would You Rather: A Different Approach to Anti Drink Driving Campaigns

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Abstract:
This paper examines the effectiveness of the 'Would You Rather' campaign launched by Waka Kotahi New Zealand Transport Agency in May 2023. The campaign targeted male drivers aged 25-35 with low risk perceptions of drink driving. A post-production online survey was conducted with 238 participants, who rated the campaign ads and provided qualitative feedback. Results showed that 82% of respondents found the 'Would You Rather' campaign more likable than previous campaigns. Attitude change was higher compared to previous campaigns, and qualitative feedback indicated increased awareness of consequences and attention-grabbing qualities. The results supports the effectiveness of using a combination of emotional appeals and focusing on long-term consequences in drink driving campaigns. These findings have implications for future road safety campaigns.

Keywords: Drink driving, emotional appeals, communication effectiveness

Consumer Values Influence on Diversity Marketing

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Rebecca Dolan, The University of Adelaide

Introduction and Research Aim

Diversity marketing is an approach concerned with the representation of marginalised groups into a brands communication, looking to provide increased visibility and breakdown stereotypes for minoritized populations (Burgess et al 2022). This is progressively being recognised as a strategy that allows brands to contribute to society and gain a competitive advantage (Christofi et al 2013). As it aligns with consumer's expectations of brands and what they value (Burgess et al 2020). However, this approach is not devoid of risks; as brands seen as inauthentic, are perceived as tokenistic, eliciting backlash due to poor implementation (Podoshen et al 2021). This highlights the importance of comprehending the intricacies of diversity marketing, and what contributes to successful incorporation. Existing literature focuses on organisational variables, often neglecting the consumer-centric perspective (Bigne-Alcaniz 2009). To ensure a holistic perspective is achieved, relevant metrics to explain the consumer response is vital. Where we find societal concern, and expectations on brands in this context, is often attributed to an individual's belief system, or their values (Liscandru & Cui 2018; Vitell 2014). Thus, this study addresses a consumer-centric perspective in diversity marketing, utilising values, to gauge their potential influence on the effectiveness of diversity marketing. Where we address two research questions in line with this aim:

RQ1: *How do consumer values influence diversity marketing?*
RQ2: *What segments of consumers respond favourably or adversely to diversity marketing?*

Background and/or Conceptual Model

To build upon the organisational focus of current literature, we use Brand Approaches to Diversity as a representation (Burgess et al 2022). This concept suggests a brands strategy for diversity marketing, is determined by order of entry and multidimensionality, as the factors that influence a brands perceived authenticity, leading to overall success (Burgess et al 2022). While numerous frameworks are available, this paper represents consumer values through the widely accepted view of Schwartz Theory of Human Values, which suggests 4 domains of where people's values fall into, these being self-transcendent, self-enhancement, conservation, and openness-to-change (Schwartz 1992). By suppling defined segments, we can categorise consumers, based on where their value priorities lie, assisting our second research question. As this paper aims to identify causes of successful diversity marketing, an understanding of success parameters is required, where literature suggests there are multiple desired outcomes (Moorman 2020*)*. Therefore, a hybrid logic approach to diversity marketing with three measures is proposed. First social impact, being the contribution to the societal issue and ensuing effect on stakeholders (Hadad & Gauca 2014*)*. Brand impact, concerned with evaluating how diversity marketing fosters desirable perceptions or attitudes for the organisation (Zhang 2015*)*. Lastly, consumer impact, which examines how a brand's associations influences how consumer derive value (Borin et al 2013*)*.

In our conceptual development, Schwartz's conservatism values, which prioritises safety and the status quo, often resist prosocial initiatives, leading to the first proposition (Puska 2018*)*.

P1: *Consumers characterized by high value priorities within the conservation dimension are expected to have a negative influence on the efficacy of a Brand's Approach to Diversity.*

For the openness to change dimension, or individuals valuing freedom, or enjoyment in life, while a positive influence is expected, we anticipate a diminished influence relative to other domains, due to a lesser relevance to their driving values in this context (Schwartz 2010*)*.

P2: *Consumers demonstrating pronounced value priorities from the openness to change dimension, while positive, will see a relatively diminished influence in comparison to other orientaions in affecting the efficacy of a Brand's Approach to Diversity.*

Consumers valuing self-enhancement motivations are less critical of brands motivations for using diversity marketing, reducing negative outcomes (Zasuwa 2016*)*. They also derive value through association through competitive altruism, as a method to increase status, by appearing self-sacrificing in their actions (Costa Pinto et al 2019*)*.

P3: *Consumers exhibiting high value priorities in the self-enhancment dimension will have a positive influence on the efficacy of a Brand's Approach to Diversity.*

Lastly, a self-transcendent orientation associated with altruism, is often considered the primary motivator in responding positively to diversity marketing (Romani et al 2012).

P4*: Consumers with elevated value priorities from the self-transcendent dimension will exert the most substantial positive influence on the efficacy of a Brand's Approach to Diversity.*

The proposed conceptual model builds upon organisational considerations, with Schwartz's dimensions having a moderating effect of a polarity spectrum of responses, suggesting the strength of diversity marketing's effectiveness, is contingent on consumers primary value orientation, measured through a hybrid logic of success.

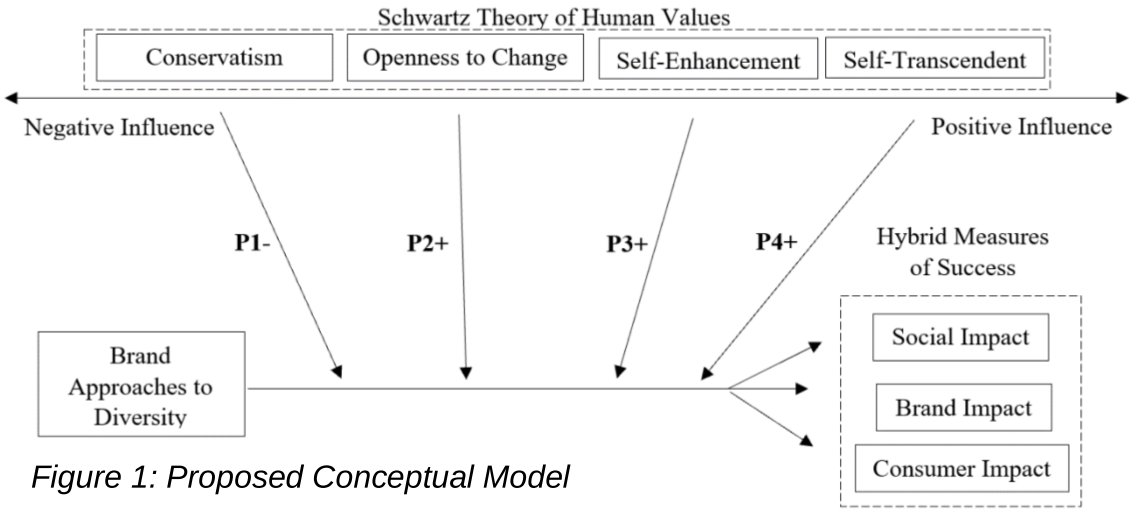

Figure 1: Proposed Conceptual Model

Discussion and Implications for Theory and Practice

This paper is believed to be the first to utilise Schwartz Theory of Values in the setting of diversity marketing. Whereby utilising this concept as a moderating factor in the context of Brand Approaches to Diversity, we make theoretical contributions to the area of diversity marketing, by accounting for the consumer perspective, offering greater clarity on what determines the result of diversity marketing. This research informs organisations of what they can consider when implementing diversity marketing, suggesting that by considering their audience, they can better predict the response to their support of the initiative, and account for the type of consumer, to better drive success. By doing so, this research looks to encourage brands to adopt diversity marketing, by reducing the likelihood of backlash, while encouraging proper implementation, resulting in further representation of marginalized groups.

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Regulatory-Focused Social Media Engagement for Health Messages

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Abstract:
Organisations working in health promotion and behaviour change marketing are increasingly taking advantage of social media platforms as communication channels to reach out to their target audience and disseminate messages. The present research investigates the impact of incentives, ad appeal, and gender identification, on consumers' social media engagement in health-related ads. This research uses the regulatory focus theory to discover the effectiveness of anti-smoking ad framing in antismoking advertisements. The aim is to determine how males/ females react and engage with health-related social media ads, framed with promotion vs. prevention-focused appeals. A series of experimental studies examine the level of social media consumer engagement under three different incentive conditions (monetary, social good, no incentive), for two types of ad appeals (promotion vs. prevention-focused), each ad appeal has two versions (A female vs a male version). This research also examines the moderating role of incentives, and gender identification on social media engagement.

Keywords: Social media consumer engagement, ad appeal, gender identification

'Gambling for Love and Money' a Social Marketing Dilemma. A Qualitative Study Exploring the Influence of Social Capital on Gambling Risk Perception Amongst Older Female Recreational Gamblers.

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Kirsten Robertson, University of Otago
Janet Davey, Victoria University of Wellington

Introduction and Research Aim

Gambling is among the fastest growing industries worldwide, estimated to grow from $449.04 USD billion in 2022 to $765.89 billion by 2027 (TBRC, 2023). This surge is attributed to the ubiquitous nature of the internet, rapid adoption of mobile technologies, gambling technological advancements (Kolandai-Matchett & Wenden Abbott, 2021) exposure to gambling marketing (Guillou-Landreat, Gallopel-Morvan, Lever, Le Goff, & Le Reste, 2021)
as well as rising socio-economic disparity, and declining psychosocial and mental wellbeing, (Gov.Uk, 2023). Subsequently gambling related harms are escalating with harms disproportionately distributed amongst the disadvantaged and most vulnerable in society(Abbott, 2020). Gambling harms result in financial hardship, relationship discord, multi-morbidities, criminal activity, reduced mental health, suicidal ideation, and early mortality (Goyder, Blank, Baxter, & van Schalkwyk, 2020). Globally, the costs of gambling related harms stretch into billions of dollars per annum (AIHW, 2021; PublicHealthEngland, 2020). Problem gambling studies amongst men and youth dominate the literature (Palmer du Preez, Paavonen, & Bellringer, 2021). Yet worldwide women, particularly women aged (50+ years) are increasingly gambling, with gambling harms rising accordingly (GambleAware, 2022). Generally people gamble for recreational, entertainment and escapism purposes, to mitigate feelings of anxiety, stress, loneliness and social isolation (GamblingCommissionUK, 2021). People also gamble for financial gain. The drivers that underpin risky and problem gambling are similar to recreational gambling, except increased risk taking is likely to occur due a personal crisis or significant life event such as loss of employment, death, and loss of valued relationships (Back, Lee, & Stinchfield, 2011). Typically, risky gambling amongst women has been attributed to psychological maladies, with socio-cultural influences less considered (McCarthy, Pitt, Bellringer, & Thomas, 2021). McCarthy et al.'s (2021) study on gambling and risk perception, contradicts commonly held psychological assumptions. The authors reveal the drive for social capital and social connectedness as informing risk perception which led to risky gambling. Furthermore, although women are most likely to engage in recreational gambling, they are just as likely to develop risky gambling behaviors and experience gambling related harms as men (Håkansson & Widinghoff, 2020) and they are nine times less likely to report gambling related harms(Guardian, 2022). Therefore, the purpose of this study is to extend the work of McCarthy et al (2021) and investigate the influence of social capital on gambling risk perception amongst older female recreational gamblers (aged 50+ years) in order to identify opportunities for appropriate and effective behaviour change interventions among this target audience. Four key research questions address this purpose: RQ1. Why do women (aged 50+ years) play recreational gambling games? RQ2. How do women (aged 50+ years) perceive the risks involved in recreational gambling games? RQ3.What factors influence these perceptions of risk? In particular how does social capital (familial role and status, as well as close relationships, friendships, and social networks) influence the way women (aged 50+ years) perceive the risks involved in recreational gambling games? and RQ4. What influence does marketing have on the way women (aged 50+) years view risk in recreational gambling games? Including how does social marketing influence risk perception in these games?

Theoretical Background

Social marketing initiatives addressing gambling harms amongst women have been hindered due to a lack of empirical studies exploring female gambling behavior and a reliance on population studies skewed towards problem gambling amongst men and youth (Palmer du Preez et al., 2021). Risk perception is a vital component in social marketing and behavior change initiatives (Kotler & Zaltman, 1971). Defined as a cognitive process, risk perception guides individual behaviour in circumstances where the potential for risk or harm exists (Jacoby & Kaplan, 1972). Popular in health research and employed in social marketing studies the Risk Perception Attitude (RPA) framework is used to determine why people chose 'not to engage' in self-protective behavior (Rimal & Real, 2003; Stone & Grønhaug, 1993). The RPA framework assumes positive behavioural change and self-protective behaviour is most likely to occur when the perceived threat is high, and efficacy is high and vice-versa (Rimal & Real, 2003). Risk attitudes are also informed by social capital which is a primary social determinant of health outcomes (Szreter & Woolcock, 2004). Nuske et al (2016) found social capital a useful framework to examine significant life events and social connections that motivate women to gamble with lower levels of gambling risk taking associated with higher levels of social capital. Holdsworth et al (2012) reveal a correlation between reduced social capital, a relaxing of familial responsibilities and risky gambling. Hence social capital and risk perception are studied inconjunction to identify opportunities for appropriate and effective behaviour change interventions among older female recreational gamblers (aged 50+ years).

Methodology

Sixty qualitative semi-structured interviews were carried in person and online between July and September 2023 with women (aged 50+ years) who had gambled on recreational games over the past twelve months. Participant demographics recorded included employment and living status such as living alone, with partner or others as well as ethnicity and year of birth. Thirty-seven women identified as NZ European, nine Pasifika, seven Māori, and seven 'other' including Australian, British, Chinese, Irish, South African, and Canadian. Two women were aged between 78 - 95 years, forty from 59 - 77 years with eighteen between 50 - 58 years old. Participants were recruited via Snowball recruitment methods and Facebook posts as well as word of mouth referrals. Participants received koha by way of a ticket for drawer of three one-hundred-dollar grocery vouchers. Self-selected pseudonyms were used with any identifying details were removed. Critical Incident Technique was used to identify significant events such as major wins, losses or events which could link social capital with risk perception. Interviews were recorded and transcribed via OtterAi software with transcriptions manually updated to correct transcription errors. Ricoeur's (1976) hermeneutic phenomenological interpretation method guided the study along with Dibley et al (2020) four step presentation method. Interpretations were analysed in relation to the Risk Perception Attitude framework.

Preliminary Results

Naïve interpretation to date suggests that social capital significantly influences the way older female (50+years) recreational gamblers perceive risk in gambling. Social capital (familial role and social status, close relationships, and social networks) both protect against and promote risky gambling activity. From the twenty-two themes 'I am not a gambler' and a sense of 'self-control' pervade the study along with Coleman's (1995) economic approach to social capital. Specifically in relation to Lotto, the most preferred form and most frequently played form of gambling. Lotto, was commonly labelled as a 'community donation' bought to benefit family and significant others, as well as the disadvantaged, and themselves. Perceptions of high self control, experience with addictions in the family and observations of gambling harms experienced by others, along with a dislike for losing money, contributed to heightened perceptions of risk. While perceived 'luckiness,' knowing 'winners' in social networks, personal experience of winning (anything), along with thrill seeking and curious personalities, fear of missing out, financial stress, feeling 'hopeful' and a belief in a 'higher power' were associated with reduced risk thresholds and low perceptions of risk and increased gambling behaviour.

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Strategic Impact Narrative: Meet the new SAM

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Abstract:
A new publishing format of the impact case study has emerged for academics in marketing to demonstrate how marketing is being leveraged for good. This paper summarises the engaged research approach undertaken between applied marketing researchers and a public art museum (Shepparton Art Museum, affectionately known as SAM) over a 10-year+ journey. The original intention was to evidence the impact of SAM using a logic model framework. This then evolved into a deeper partnership that used the research to underpin a case for support to build a new SAM. Through the partnership, SAM has been able to tell its story of impact, informed by the logic model approach and our concept of strategic impact narrative, enabling it to move from deficit to strength-based language and build a new SAM.

Keywords: engagement, impact, museum

Increasing Public Trust in the Age of Disinformation

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Abstract:
Disinformation is one of the most serious issues facing administrations today. It is achieved through the use of advertising and bots to create the impression of conflict and amplify polarized views. Despite its relevance, little is known about how to reduce disinformation beliefs. This study examines how knowledge of bots (bot knowledge), and trust in government impacts on mis-knowledge (false information beliefs). In a cross-sectional survey across two countries we find that bot knowledge increases trust in government which subsequently reduces mis-knowledge among social media users. However, this effect is only seen in New Zealand, which is characterised by a relatively high trust baseline, and not in the United States, where there is low trust in government. This finding has important ramifications for public health authorities, who can increase the effectiveness of their health campaigns and potentially minimize the impact of disinformation through educating their populations about bots.

Keywords: social marketing; disinformation, bots

ChatGPT Usage Behaviour and Individual Well-Being

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Abstract:
While artificial intelligence (AI) tools like ChatGPT have taken the world by storm, they have sparked significant concerns about potential job displacement. However, relatively little attention has been paid to their impact on individuals' well-being. Is it possible that people are becoming too reliant on ChatGPT in their daily lives (e.g., work and studies), resulting in reduced self-confidence? Or does ChatGPT provide a sense of relief and assistance that can reduce stress and improve overall well-being? Given the extensive attention that ChatGPT has received regarding its power to change the way we live, this exploratory study aims to explore how the usage behavior of ChatGPT affects individual well-being from the social marketing perspective. Understanding these can help us better prepare individuals and society for the future of AI technology. Survey results collected from 1613 ChatGPT users in Singapore will be presented to answer questions of this kind above.

Keywords: ChatGPT Usage Behaviour, ChatGPT, Well-being

Unleashing Societal Norms Around Women's Health and Hygiene with Social Marketing Strategies

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Abstract:
Menstrual taboos still exist in many countries, severely impacting women's self-esteem and making it difficult to manage their periods with respect, safety, and comfort. Women in low- and middle-income countries have few options for maintaining proper personal hygiene during menstruation since there is a lack of adequate information on menstrual management, water, disposal, private changing facilities, and sanitary hygiene products. Social norms were operationalized in two different ways: (1) as a composite additive measure of one's approval, one's perception of the approval of other interpersonal groups, and one's impression of other girls' engagement in the desired MHM behavior; and (2) as a result of social constraints. Twenty-eight female family members were interviewed as part of the data collection. Intervention strategies are provided in between after interviews and then behavior change is discussed in post-sessions. Participants discussed menstrual health communication patterns and how they support, refute, and alter social norms. Participants specifically discussed how they were informed about their menstrual health under the guise of secrecy and shame and how social norms limit them and influence them to use certain menstruation products. Social marketing strategies were specifically discussed to understand how awareness can be delivered.

Keywords: Menstrual Health, Social Marketing Strategies, Social Norms Theory.

Sustainability and Ethics

Imbuing Brand Names With Environmental Sustainability Meaning

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Abstract:
This research introduces spiritual brand names as an effective brand naming strategy to influence consumer perceptions, preference, and behaviour towards environmental sustainability. Spiritual brand naming focuses on the use of spiritual or abstract concepts or words that relate to an individual's relationship to the sacred. Four experiments introduce and demonstrate that spiritual brand names (e.g., Soul, Divine) prime consumer perceptions, preference, and behaviour towards environmental sustainability, due to activation of brand morality perceptions. This research has important implications for how brand managers can use marketing for good through the use of spiritual brand naming strategies to influence brand morality perceptions and environmental sustainability judgements and behaviours. This research also raises important public policy implications with brand managers cautioned against the use of this brand naming strategy if it is intended for unethical reasons to mislead or deceive consumers regarding the environmental sustainability of the brand's products.

Keywords: brand name, brand morality, environmental sustainability.

Are Consumers Committed to Sustainable/Ethical Food Consumption?

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David Dean, Lincoln University

Abstract:
This study provides insight for social marketers and marketers of sustainable and ethical food products. It proposes a model that illustrates the food-related lifestyles and concerns that influence consumers commitment to sustainable and ethical food consumption—a highly cited contributing factor in the fight for food justice and combating climate change. Data from an online survey with a sample of 526 New Zealand consumers were used to test this model. Partial least squares structural equation modelling revealed that concern for animal welfare, followed by concern for unnatural additives and processes, are the most important influences on consumers commitment to sustainable and ethical food consumption. Only the food responsibility dimension of food-related lifestyles was found to influence all three concerns, with food innovation exclusively influencing concern for unnatural additives and processes, and food involvement only influencing concern for food waste.

Keywords: food-related lifestyles, sustainable food consumption, consumer behaviour

Transparency and Ecosystem Wellbeing: Facilitating Circular Economy

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Abstract:
With increasing interest in transitioning to a circular economy this research aims to understand how transparency can be used to facilitate change in the circular economy. Transparency is expected to lead to societal change through enabling consumers to hold brands accountable and improve their practices. However, there is insufficient understanding within extant literature of how and why transparency may enable this meaningful change. By drawing upon ecosystem design and ecosystem wellbeing, this conceptual paper aims to understand how different actors may facilitate brands to be transparent about their business practices to help transition to circular business models. This research aims to understand the potential barriers for brands implementing transparency to guide value perceptions towards circular business models. Transparency may enhance the adoption of circular business models, which is a device to address the ecological and societal challenges that we, as a broader ecosystem, face today.

Keywords: transparency, circular economy, ecosystem wellbeing

A Consumer Perspective on Corporate Social Irresponsibility: A Scale Development and Preliminary Validation

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Introduction and Research Aim

An increasing number of studies are investigating consumer responses to corporate wrongdoing. This rise in scholars' interest is creating a new demand for scales that measure corporate misbehaviour perceptions. However, we know relatively little about what criteria consumers use to judge behaviour as irresponsible. Existing research assumes that consumers evaluate egregious acts in terms of their severity (e.g., Omar et al., 2019), immorality (Chipulu et al., 2018), or moral inequity (Trautwein & Lindenmeier, 2019). To help fill this gap, the aim of this study is to develop a scale that measures the perceived irresponsibility of corporate behaviour.

Background

Current research on perceived ethicality has shown that consumers consider the moral standards and outcomes of corporate actions when assessing a company or brand (Brunk, 2012). Given that the moral foundation theory (MFT) represents a multidimensional approach to morality (Graham et al., 2009), the present study used this theory as a conceptual framework. According to the MFT, an ethical appraisal is an instant process that involves cognitive and emotional aspects (Haidt, 2012). The MFT contends that people intuitively follow innate criteria when assessing what is good or bad, including care/harm, fairness/deception, loyalty/betrayal, authority/subversion and sanctity/degradation (Haidt, 2012). The list of irresponsibility foundations is not limited, however. Depending on the context, different values can be moralized (Schein & Gray, 2018), which makes this framework suitable for application in other fields, including consumer research.

Methodology

To develop a new scale, this research followed the procedure described by DeVellis (2003). Thus, the project started with exploratory research to better understand which moral foundations play a major role in irresponsibility appraisals of corporate actions (Study 1). Then, the generation of scale items (Study 2) and scale purification took place (Study 3). Finally, preliminary scale validation was conducted (Study 4, Study 5).

Results

In Study 1, a series of focus group interviews (N = 100, 50% female, ages of 19 and 65) was conducted. The results showed that most corporate actions indicated by consumers as being irresponsible addressed unfairness (46%) and harm (36% of statements). The three remaining categories of irresponsibility, namely, those related to betrayal (9%), illegality (5%), and oppressiveness (4%), accounted for a relatively small share of all statements.

Drawing on the outcomes of consumer interviews, six to five items were developed for every moral foundation (Study 2). All the items were carefully analysed and verified by two marketing scholars. At the next stage, an attempt was made to reduce the number of items and assess the multidimensional scale structure. Three pretests revealed that corporate irresponsibility appraisal based on the MFT cannot be regarded as a set of factors because all the items loaded on one underlying factor (detailed results upon request). The final EFA conducted on data drawn from an online survey (N=220) supported the earlier observations (Study 3). The one-factorial solution explained 62.4% of the total variance. All the items significantly loaded on one factor, and their values ranged between 0.62 and 0.93. The maximum likelihood chi-square statistic supported the existence of one latent construct (χ^2 = 4.498, df = 2, $p > 0.05$). The Cronbach's α showed good internal consistency (α = 0.853).

To examine convergent, discriminant, and criterion validities, the study carried out two online surveys (Study 4). Participants assigned to Survey A read material about a hypothetical chocolate producer using child labour (ethical transgression), whereas participants assigned to Survey B were provided with a scenario depicting a retailer who destroyed a community centre to build a new shopping mall (social transgression). There were 245 participants assigned to Survey A (162 females, M = 39.7 years), and 217 people (64% female) assigned to survey B (M=39.2 years). An applied confirmatory factor analysis revealed a good fit to the data in the two samples, namely, A ($\chi2(2)$=1.700, $p > 0.05$, RMSEA=0.000; AGFI=0.983, CFI= 1.000, SRMR= 0.008) and B ($\chi2(2)$=1.632, $p > 0.05$, RMSEA=0.055; CFI= 0.995, SRMR= 0.012). The average variance extracted (AVE) for the proposed scale in both samples exceeded 0.50 (AVE_A= 0.55, AVE_B= 0.52), and the composite reliability (CR) values were greater than 0.70 (CR_A= 0.83, CR_B= 0.85), demonstrating good convergent validity. To test discriminant validity, the study again used CFA; however, this time the measurement models included not only the new measure but also the CPE scale (Brunk, 2012). The research findings confirmed the distinctiveness of these scales. The square root of the AVEs for the proposed scale and the CPE scale were greater than the correlations between them. Finally, the results concurred with previous studies (Grappi et al., 2013) showing that an action involving direct harm to others is significantly more harshly evaluated than a social transgression, that is, an action harming the common good of a community (M_A= 1.68 vs. M_B= 2.84, t (452.6)= 11.154, $p < 0.001$), which confirmed the criterion validity of the new scale.

Study 5 tested the nomological validity of the proposed scale, that is, ‘the relationship between the scale and the precursors and/or consequences of the construct being measured by the scale’ (Castleberry et al., 1999, p. 32). Specifically, the research investigated the relationship between irresponsibility behaviour and four concepts related to this appraisal, namely, blame attributions (Robbennolt, 2000), anger towards the culprit and compassion for victims (Xie et al., 2015), and trust in the firm (Ginder & Byun, 2022). Data were gathered from larger field research projects that examined consumer responses to corporate social irresponsibility in the banking industry (e.g., unfair mortgage terms). The sample included 524 respondents (55.6% female, age: M= 41.6, SD= 14.1) who knew that their primary bank had been financially punished for using unfair terms in the CHF mortgages. Concurrent with current knowledge, the proposed scale for irresponsibility behaviour positively correlated with blame attributions ($r = 0.61$, $p< 0.001$), anger towards the corporate culprit ($r = 0.346$, $p < 0.001$) and compassion for victims ($r=0.385$, $p< 0.001$). In line with the predictions, the research found a negative correlation between trust in the firm and irresponsible appraisal of its operations ($r = - 0.11$, $p < 0.05$). The strength of this negative correlation was weak since trust, as an attribute of corporate reputation, is a relatively stable asset (van der Merwe & Puth, 2014).

Implications for Theory and Practice

This study developed and offered a preliminary validated scale for measuring the perceived irresponsibility of corporate behaviour from the perspective of a consumer. To this end, this research helps to fill an important gap in the consumer and CSR literature. Previous research devoted to consumer responses to CSI has typically used scales that assess organizational ethicality, separate facets of irresponsibility (e.g., harm), or the moral inequity of behaviour, which are similar to the propositions outlined this paper. However, the abovementioned moral inequity scale is dedicated to assessing the ethicality of humans, not that of corporate behaviour (Reidenbach & Robin, 1990). In addition, the scale was exclusively built on moral philosophies. The proposed scale in this paper merges consumers' perspectives with moral foundation theory. Given the parsimony, the measurement tool outline herein might be useful not only for marketing scholars but also for practitioners.

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Appendix. The proposed scale of corporate social irresponsibility

Five, seven-point Likert-type items measure the degree to which a consumer considers the particular corporate action as irresponsible. Scale items are as follows:

1) __________ is unfair
2) __________ is harmful
3) __________ is dishonest
4) __________ is disloyal

Integrating the SDGs with Sustainable Luxury Marketing

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Abstract:
This manuscript explores which of the United Nations' Sustainable Development Goals (SDGs) luxury brands are implicitly and explicitly engaging with and how these are enacted through marketing. Via a thematic content analysis of the top 10 luxury brand websites, we show that the brands focus on certain SDGs (8, 9, 12), which they primarily reference implicitly through sustainable product redesign. These findings suggest that luxury brands can differentiate themselves by implementing unique SDGs, enacting the SDGs through different actions (e.g., promoting responsible consumption, reorganising the marketing function) and increasing the explicitness of the SDGs within their marketing communications.

Keywords: Luxury, SDGs, Marketing

Distinctive Strengths of Marketing in Implementing SDGs

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Abstract:
Pressing issues related to climate change, biodiversity, and social inequality are some of the challenges businesses must address. However, there is limited scholarly understanding of how marketing enhances or facilitates a sustainable business strategy built on sustainable development goals (SDGs). As such, our research examines how marketing provides unique value. Firstly, marketing can incorporate sustainability elements into product development and service design by creating novel value offerings. Secondly, marketing raises awareness about the company's commitment to sustainability and encourages sustainable consumption behaviours and practices. Thirdly, marketing can focus on exchanges that overcome potential market failures and address inequalities. Fourthly, marketing value occurs through the interaction of resources that incorporate societal, ethical, and sustainable dimensions. Lastly, marketing is a guiding force in managing conflicting interests among diverse stakeholders. Overall, we demonstrate the value of marketing in conceptualising and operationalising 'doing good' in a sustainable business strategy.

Keywords: Marketing, SDGs, sustainable business strategy.

Featuring Sustainability in Customer Value Propositions

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Abstract:
Customer value propositions (VPs) can have an important role to play in corporate sustainability, as mechanisms for facilitating value delivery across economic, social, and environmental dimensions. But prior research linking VPs to sustainability is limited, leaving few insights for marketers seeking to integrate corporate sustainability efforts into their VPs. This study is informed by 40 in-depth interviews with 21 senior marketers across organizations and industries. It advances a typology of the roles that social and environmental sustainability elements play in VPs, identifies the criteria that determine them, and illustrates why simple distinctions between VPs and sustainable VPs lack nuance. It further identifies four types on a spectrum of organizational sustainability orientations and shows how they influence the role of sustainability elements in VPs. Given the pressure on marketers to communicate sustainability benefits and the scrutiny imposed on such communication, accurate assessment is crucial. These frameworks provide needed guidance.

Keywords: Customer Value Propositions, Corporate Sustainability

How Government Eco-exemplarity Influences Sustainable Consumption

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Abstract:
Considering the need for greater collaboration between governments, citizens, and companies to curb climate deregulation, this research provides the first exploration of the influence of government eco-exemplarity on citizens' sustainable consumption. We argue that governments guide citizens through the demonstration of exemplar behaviors regarding their impact on the environment, and particularly through the dissemination of institutional norms, which establish what is right/wrong in terms of eco-responsibility within a country. Using a quantitative exploratory study, we show that that citizens' sustainable consumption behavior is positively influenced by institutional norms, intended as the expression of perceived government eco-exemplarity. This influence is hierarchically mediated by institutional norms, social norms, and personal norms; and in parallel by the ascription of responsibility. Findings allow to define the role of government's example in promoting sustainable consumption and lay the foundations for further in-depth studies.

Keywords: Sustainable consumption; Government eco-exemplarity; Institutional norms

Animal Welfare and Consumer Behaviour: Systematic Review

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Introduction and Research Aim

Farm animal welfare has become an international topic of discussion in various domains, including public concerns, government regulations, and institutional ethics codes (Budolfson et al., 2023). Concern for farm animal welfare led to a growth in demand for improved-welfare livestock products (Cornish et al., 2016). The livestock industry also reacted quickly to this and actively involved improved-welfare practices and certifications in their strategic planning. Much research suggests that consumers welcome this change and are willing to pay a premium for pro-welfare meat (Denver et al., 2022; Latacz-Lohmann & Schreiner, 2019; Sonoda et al., 2018). However, consumers' attitudinal responses and intentions to buy pro-welfare meat do not often translate to their actual behaviours (Akaichi & Revoredo-Giha, 2016). This is because there are many barriers to the purchase of pro-welfare meat; these include price, meat dissociation, and lack of knowledge (see Alonso et al., 2020).

This challenge calls for intervention measures from various stakeholders (e.g., governmental bodies and industries) to encourage individuals to consume ethical livestock meat. Those interventions could range from nudging (Vigor, 2018), information provision (Cornish et al., 2020) and legislation (Vapnek & Chapman, 2010). However, to date, there is a lack of synthesised literature on welfare-related practices and strategies encouraging actual pro-animal welfare behaviours. Against this backdrop, the present research conducts a systematic literature review of consumers' attitudinal responses and behavioural intentions toward pro-welfare meat. The main objective of the present research is to identify the relevant practices and marketing interventions aiming to encourage consumers to purchase ethical livestock meat.

Framework and Protocol

The present study employs the ADO (Paul & Benito, 2018) to identify the antecedents (e.g., welfare practices and interventions influencing ethical livestock meat consumption), decisions (e.g., responses to antecedents and contribute to outcomes - mediators) and outcomes (e.g., attitudinal and behavioural responses). Following the ADO framework, the present study attempts to answer the following questions:
RQ1: *What is the animal welfare practice and marketing intervention that have been studied and their effects on ethical livestock meat consumption?*
RQ2: *What is the mediator and moderators that explain the effect of welfare-related practices and marketing interventions?*

Only peer-reviewed quantitative empirical studies that have been published were included in the review. Specifically, we included studies that examined consumers' attitudinal and behavioural responses toward improved-welfare meat across different disciplines. A total of 1083 abstracts were screened across three databases (i.e., Scopus, Web of Science and ProQuest). A list of 126 abstracts was shortlisted for a full-paper screening, which resulted in 59 animal welfare-related articles published papers accepted to the final systematic literature review. From 59 articles, we systematically extracted and coded the results of 79 individual studies from various fields, including public policy, food science, economics, marketing and psychology, with a total of 58,789 respondents (Mean = 744, Min = 50, Max = 6,378). Data were then extracted and coded in relation to the research questions.

Results and Discussion

Data reveals eight major animal welfare domains that have been examined in the extant literature: production (n = 32), housing and living conditions (n = 27), surgeries (22), feeding (16), transportation (n = 15), hormones & antibiotics (n = 13), breed (n = 12) and slaughter (n = 4). Across the eight domains, there are 69 different improved welfare practices, in which outdoor access (n = 20), organic production (n = 19), antibiotic-free (n = 11), GMO-free feed (n = 10), slow-growth breed (n = 9), smaller group size (n = 8) and stocking density (n = 8) are found to repeatedly (>95% of studies) have a positive effect on consumers' attitudinal responses and behavioural intentions toward pro-welfare meat (e.g., Norwood et al., 2011; Risius & Hamm, 2017).

In terms of marketing interventions and strategies, past studies mostly examine the presence of improved welfare claims (n = 22) and the provision of detailed information regarding animal welfare practices (n = 13). Many studies indicate that the presence of welfare labels and additional information heighten consumers' favourable attitudes and behavioural intentions toward pro-welfare meat (e.g., Cornish et al., 2020; de Jonge & van Trijp, 2013). Consumers highly rate the products specifying the types of animal welfare that they address (i.e., health, dietary, environment and safety; Chen et al., 2021) and if the practices are certified by third parties (i.e., consumer groups and NGOs) and governments (e.g., Uzea et al., 2011). However, there are studies that report contradicting findings and suggest that additional information only has minimal influence on consumers' responses (e.g., Heid & Hamm, 2013). Furthermore, different ways (e.g., text vs. visual) of communicating the information also influence the effectiveness of the information (Pouta et al., 2010).

Our review further indicates that the extant literature often neglects the mechanisms underpinning the effect of welfare practices and marketing interventions. We find 14 studies examining 12 variables that potentially mediate the effect of animal welfare practices and marketing interventions on consumers' responses. Similarly, there are only 23 studies examining 18 potential moderating variables. However, many of these studies often examine these variables as direct predictors of consumers' attitudinal responses and behavioural intentions toward pro-welfare meat. In terms of mediating variables, much research suggests that consumers have favourable perceptions (i.e., expected taste, healthy, environmentally friendly and safety) towards pro-welfare meat, and this, in turn, enhances their responses (e.g., Uehleke & Hüttel, 2019). Meanwhile, we find that consumers with negative opinions of existing welfare regulations, unfavourable attitudes toward intensive livestock farming and more knowledge of animal welfare standards are more likely to respond favourably to improved-welfare practices and marketing interventions (e.g., de Jonge & van Trijp, 2013; Latacz-Lohmann & Schreiner, 2018).

Taken together, our systematic literature review offers several contributions to both theory and practice. The extensive evidence of positive effects from outdoor access, organic production or antibiotic-free suggests that consumers often perceive 'traditional' and 'natural' farming to be better for animals' well-being. In terms of marketing interventions and strategies, our review reveals that information alone may not be sufficient. This challenges the current assumption that further information about animal welfare is enough to induce positive responses. Our review reveals that the effect of information provision is highly dependent on the ways the message is being communicated and consumers' interpretation. However, this stream of research is still limited in the extant literature. As such, there are opportunities to explore different ways to communicate animal welfare-related information. Furthermore, It appears that consumers' interpretation of welfare-related information is more nuanced than we expected. Thus, there could be value in further exploring different psychological mechanisms underpinning the effect of animal welfare information provision. Furthermore, a better understanding of consumers' views, values and mindsets could offer meaningful insights into how consumers interpret different welfare-related information and further explain their reluctance to commit pro-animal welfare behaviours.

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Can Financial Incentives Promote Effortful Pro-Environmental Behaviours?

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Abstract:
A Container Deposit Scheme (CDS) was introduced in 2020 in Western Australia to reduce the amount of recyclable single-use beverage containers in litter and landfill. The scheme offers 10 cents for every eligible container returned to a drop-off site, which requires more effort compared to the currently used household recycling bins. Since it is not clear what could motivate such an effortful pro-environmental behaviour (PEB), this study examines the associations between personal values, perceptions of effort, and importance of financial incentives in relation to container return intentions. A survey of 938 adults showed that self-enhancement values were positively associated with perceived effort and negatively associated with appeal of financial incentives, and intentions to return containers. This suggests that the financial incentives currently used to promote the scheme do not offset the effort required to return and may be ineffective in encouraging participation for people who prioritise their own self-interest. This study extends our knowledge of how values relate to effortful PEB and the effectiveness of financial incentives in motivating such behaviours.

Keywords: Personal values; Effortful pro-environmental behaviour; Financial incentives;

Solar for Renters: Consumption Values and Policy Enablers

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Abstract:
There has been a rapid uptake of rooftop solar amongst higher-income, owner-occupier households. To address inequities in solar access, it is important to understand the value that renters attach to solar and their perceptions of the policy measures that could be targeted at low-to-middle income (LMI) households. The results of an online survey (n=331) show that the same consumption values guide consumer behaviour in owner-occupier and rental homes. Partial least squares structural equation modelling shows that functional, symbolic, and epistemic value are significantly and positively related to pro-solar attitudes, whereas no significant differences were observed for moral value. The scholarly contribution of the study lies in the development of an augmented consumption values framework. The findings have implications for policy makers and the installers of rooftop solar systems.

Keywords: rooftop solar, consumption values, renters

Effectiveness of Framing in Advocacy Videos

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Abstract:
Despite a recent push in society for a more inclusive culture, little is known about how to construct effective videos to advocate for people with disability. A common concern is the type of message framing, especially in light of ample but mixed findings regarding the effectiveness of positive versus negative framing in advertising.
Across two studies, our results show that while marketing practitioners tend to use more negatively framed videos (i.e., showing bad treatment) in advocacy marketing campaigns for people with disability, it is actually positively framed videos that are more effective in inducing prosocial intentions towards people with disability among the public (than the negatively framed videos or control). The results also suggest that positively framed videos are more effective than the status quo option (i.e., doing nothing). The effect is mediated by fairness perceptions, such that positively (vs. negatively) framed videos enhance perceived fairness, which in turn increases consumers' prosocial intentions. This research provides important practical implications on how to create effective advocacy campaigns to shift societal attitudes toward treatment of people living with disability.

Keywords: framing, advocacy videos, people with disability

Sustainability in Fast Fashion: The Take-back Programs

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Abstract:
Sustainability is crucial in fast fashion, and the 'take-back program' has gained popularity as a sustainable initiative. This program enables consumers to return their purchased items to brands for eco-friendly disposal. Despite this, consumer scepticism towards corporate sustainability efforts remains high. To address this, brands need to gain consumer trust and increase participation in such programs. This paper explores the role of transparency in encouraging consumer engagement in the 'take-back' program. Our hypothesis suggests that transparency influences participation through perceived control and warm glow. Two experimental studies were conducted to investigate this relationship. Study one revealed that high transparency in the recycling process increases willingness to participate and word-of-mouth (WOM) compared to low transparency. Study two further demonstrated that recycling process transparency affects the outcome variables through perceived control and warm glow. These findings contribute to transparency research and hold important implications for managers.

Keywords: transparency, sustainable fashion, circular economy

Meta-Analysis on Relationship Between Perceived Brand Ethicality and Consumer Response

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Abstract:
Recent research highlights the relationship between perceived brand ethicality (PBE), consumer purchase intention, and consumer-brand relationship. Existing studies offer mixed findings and moreover, their relationships have not been the focus of any meta-analytic reviews. Therefore, we conducted a meta-analysis to provide an empirical consensus to this debate by studying the magnitude of the association between perceived brand ethicality and consumer responses (purchase intention, brand trust, and brand loyalty). Moreover, we examined the moderating effects of self-accountability and brand experience to expand our understanding of this relationship. After a thorough literature review from major databases and cross-referencing of the relevant articles, we selected 31 peer-reviewed articles for this meta-analysis. The results reveal that consumer response to PBE positively influences attitude formation toward the brand and purchase intentions. Additionally, moderation analyses reveal the crucial roles of self-accountability and brand experience in influencing the effects of PBE on consumer-brand relationships and purchase intention.

Keywords: Perceived brand ethicality, Consumer-brand relationship, Purchase intention

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Abstract:
Although the literature investigates stakeholder engagement, little is known about stakeholder engagement for sustainability purposes. This paper investigates the factors affecting firms' ability to ensure stakeholder engagement, proposing that internal (i.e., board oversight of climate-related issues and incentivization) and external (i.e., climate change commercial risk/opportunity identification and ESG controversies) factors, along with contingencies (i.e., emissions targets and management commitment) might allow firms to promote engagement with stakeholders for environmental sustainability. We theorize the effects via the tenets of control theory. Using data from 226 firms, the paper finds that board oversight, incentivization, and risk/opportunity identification positively influence stakeholder engagement. Our results also support the moderating effects. Through additional analyses, this paper captures the effects of different factors on different types of stakeholders (customers and suppliers), focusing on how incentivization drives customer engagement.

Keywords: value-chain, emissions, stakeholder engagement

A Systematic Literature Review on Green Skepticism

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Abstract:
Green skepticism among consumers concerning sustainability claims in marketing hinders sustainable practice adoption. Despite its widespread prevalence, to the best of the author's knowledge, no attempt has been made in the past to review and synthesize the extant literature on green skepticism. This study presents the first systematic literature review based on an integrated framework-based analysis of the consumer green skepticism literature by following Theory-Context-Characteristics-Methodology and Antecedents-Decisions-Outcomes synthesizing 42 empirical studies. This study will identify reasons, factors, and available strategies to overcome green skepticism. A framework will be proposed based on the synthesis of the literature, which will provide strategic insights for i) marketers to create better promotional campaigns for sustainable products and services. ii) and researchers' future research directions on GS.

Keywords: Green Skepticism; Sustainability Claims; Sustainable Consumption; Systematic Literature Review

Will Consumer's Ideology Influence Their Sustainable Consumption?

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Abstract:
Religiosity and political ideology are two important ideological factors that influence consumer behaviour. However, most of the literature has studied their impact on consumers' behaviour through the lens of personal values and moral foundations. Building on the dual concern theory, and the multistage theory of differential effects, we examine the impact of religiosity and political ideology on consumer's plant-based meat consumption behaviour through the perspective of consumer motives. Using a multi-method study that combines analysis of secondary data and a survey of consumers, we investigate the effect of both religiosity and political ideology on consumer's plant-based meat consumption behaviour across different consumption stages. Additionally, we also investigate the roles of different consumers' motives in mediating the effect of ideological beliefs on plant-based meat consumption. Our findings contribute to the religiosity, political ideology, and sustainable consumption literatures, and provide insightful implications for practitioners.

Keywords: Religiosity, political ideology, plant-based meat consumption

Empowering Consumers Through Sustainable Micro-Investments

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Abstract:
One of the global priorities is to shift capital towards sustainable investments. However, individual investors indicate that lack of empowerment is a barrier to both general investing and sustainable investments. In this paper, we investigate how empowering consumers through platform features can motivate micro-actions that lead to greater sustainable investments. Drawing on a large customer database of a micro-investing platform, including in-depth consumer interviews (n = 65) and a choice-based conjoint experiment (n = 951), we find that consumers experience empowerment facilitated through platforms' product features that provide the opportunity to create impact at both the individual and collective level. We identify key features of empowerment and empirically demonstrate their influence on consumer choice in the context of micro-investment platforms. We synthesize these findings by proposing a novel framework of consumer empowerment for sustainability, highlighting the role of micro-actions, such as individuals' investment choices, in contributing to the greater good.

Keywords: Sustainable Investments, Empowerment, Eco-Anxiety

Consumer Responses to Brands' Circular Packaging Solutions

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Abstract:
Transitioning towards circular packaging systems, such as refillable solutions, is imperative for the future of consumer-packaged goods brands, particularly for achieving sustainable development goals focused on reducing waste. However, these transitions require some standardisation of packaging formats, and there is limited research investigating the branding implications of standardised refillable packaging. The current study examines how brands' transition to circular economy packaging solutions influences consumers' brand responses and brand equity. We report the results of a between-subjects experiment (n = 424) employing a between-subjects design examining the effects of brands' packaging system (single-use vs refillable) and familiarity (low familiarity vs high familiarity) on consumers' packaging associations and customer-based brand equity. Our findings reveal that consumers perceive refillable packaging systems as less convenient, yet more sustainable, appealing, innovative, and higher quality. Counterintuitively, we found that standardised, refillable packaging did not significantly impact brand knowledge or brand quality. However, it had positive implications for brand loyalty. These results have important implications for future research to examine the nexus between circular economy packaging systems and brand equity, with a particular focus on the factors, such as packaging perceptions, underlying consumers' loyalty towards brands using refillable systems.

Keywords: Circular economy; Packaging systems; Customer-based brand equity.

The Power of Less: Unlocking Motives of Consumer Minimalism

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Introduction and research aim

In recent decades, a prominent consumption style can be captured in minimalism. Minimalist consumers emphasize simplicity by cutting back on consumption and reducing or limiting their possessions (Pangarkar et al., 2021). Many popular media outlets (i.e., Forbes, The New York Times, Time, among others) have highlighted the benefits of decluttering (Sandlin and Wallin, 2022), encouraging individuals all over the world to downsize to smaller homes, pare down their wardrobes, and give away their unused possessions. Similarly, several noticeable brand names (i.e., Muji, COS, and Patagonia) have influenced the simplicity-related value through providing minimalistic clothing fashion, and durable home goods that encourage consumers to purchase fewer items (Wilson and Bellezza, 2022). Minimalist consumers embrace sustainability and are typically very concerned about their impact on the environment and society. This has clearly been witnessed among millennials, a critical market sector that is increasingly adopting a minimalist lifestyle (Solomon, 2018). This global phenomenon demonstrates the widespread use of minimalist lifestyle practices, not only by a tiny segment of the marketplace but also by the general public pursuing products with a higher purpose. However, research on consumer minimalism is still in its early stages. The limited studies conducted in this field have primarily focused on providing an overview and categorization of minimalism and brand engagement strategic approaches. Additionally, some studies have explored the individuals' well-being associated with adopting a minimalist lifestyle (Meissner, 2019). Consumer minimalism is viewed as valuing the mindful acquisition and possession of a small number of carefully chosen belongings, with a desire for a minimalist aesthetic (Wilson and Bellezza, 2022). Despite these efforts, there is still a lack of understanding regarding the ultimate objective that consumers aim to achieve when they embrace minimalistic principles in their consumption-based lifestyles.
The specific aim of the present study is to evaluate the nexus between consumer minimalism and perceived-transcendence and reveal the role of moral identity as a mediating variable and descriptive norm as a moderating factor.

We address two research questions in line with this aim:
RQ1: To what extent does consumer minimalism affect perceived transcendence?
RQ2: Why and when does consumer minimalism affect perceived transcendence through the mediating role of moral identity and the moderating role of descriptive norms, respectively?

Theoretical background

Maslow's hierarchy of needs was utilized in order to comprehend the basis of the ultimate goal of minimalistic consumers. Maslow's hierarchy of needs was used in this. Maslow's greatest level, self-transcendence, involves connecting with something larger than oneself and with others through the summit experience (Dunn et al., 2020). All the good qualities associated with minimalism - respect for the environment, kindness to animals, and concern for others - have their roots in self-transcendence (Luchs and Mick, 2018). As a result, we postulate Hypothesis 1 that consumer minimalism affects perceived transcendence positively.

The self-determination theory (SDT) has been consistently utilized to explore the motivational aspects of autonomy and control in understanding when and why minimalist consumers seek *transcendence (Moller et al., 2006).* It is likely that this intentional pursuit of minimalism, aimed at achieving non-materialistic goals beyond the self, is facilitated by an autonomous process of moral identification. On the other hand, according to SDT, the control process involves the internalization of societal values through descriptive norms (Deci et al., 2008). Based on these premises, we propose the following hypotheses: Hypothesis 2 suggests a positive correlation between minimalism and moral identity; Hypothesis 3 proposes a correlation between moral identity and perceived transcendence; Hypothesis 4 suggests that minimalism influences moral identity, which in turn strengthens perceived transcendence; and Hypothesis 5 posits that descriptive norms moderate the relationship between minimalism and perceived transcendence.

Methodology

The construct measurements of these constructs, including consumer minimalism, perceived transcendence, moral identity, and descriptive norms, were adapted from prior research, namely Wilson and Bellezza (2022), Dunn et al. (2020), Aquino and Reed (2002), and Hassan et al. (2016), respectively. The participants in this study were selected from the ten most prominent shopping malls located in Vietnam's largest urban area (Q&Me, June 2022, page 7). To collect research data, we employed the commonly used method of mall intercept, combined with a systematic random sampling approach, resulting in a sample size of 529 shoppers.

Results

There is the absence of common method bias by utilizing three diagnostic requirements such as Harman's one-factor (33.84% < 50%), marker-variable approach-based correlations between marker variable and the constructs ($r_m = 0.05$, $p = 0.33$), and VIF = 1.39 < 3.3 (Podsakoff and Organ, 1986; Lindell and Whitney, 2001; Kock, 2015). This research did not imply a severe issue of multicollinearity (inner VIF = [1-1.39] < 5) (Hair et al., 2011). The study's measures demonstrate robust psychometric properties, indicating qualified convergent validity (composite reliability = [0.75,0.92] > 0.7; AVE = [0.53,0.80] > 0.5) and discriminant validity (HTMT ratios = [0.30,0.77] < 0.85).

Hypothesis testing shows that minimalism is positively associated with perceived transcendence (H1, $\beta = 0.65$, t-value = 17.44). Minimalism positively influences moral identity (H2, $\beta = 0.47$, t-value = 9.61). Moral identity influenced perceived transcendence positively. (H3, Model 2, $\beta = 0.34$, t-value = 6.72). Due to the significance of both direct ($\beta = 0.65$, t-value = 17.44) and indirect effects ($\beta = 0.16$, t-value = 5.43), moral identity partially mediated the relationship between minimalism and perceived transcendence (H4). Descriptive norms moderate the nexus between minimalism and perceived transcendence (H5, $\beta = 0.10$, t-value = 2.97). Moreover, the bootstrapping bias-corrected confidence interval technique SPSS PROCESS macro's Model 4 and Model 1 also verified the mediator ($\beta = 0.15$, 95% CI = [0.09, 0.21, exclude zero) and moderator ($F(3, 464) = 130.59$, $p < 0.001$, $R^2 = 0.46$), respectively.

Implications for Theory and Practice

Theoretical contributions: This is among the first studies to comprehend the consequences of consumer minimalism. Prior research has demonstrated that consumer minimalism can improve emotional well-being (Shafqat et al., 2023). Unlike previous research by Kang et al. (2021), which employed a control motivational process to explain why consumers reach a specific level of emotional well-being, this study examines moral identity through the lens of an autonomous motivational process.

Practical implications - A message for consumers: This study conveys to consumers that minimalism in consumption is one of the keys to well-being and transcendent life, thus protecting future generations and this planet sustainably. This is due to the fact that it encourages a novel way of thinking about the purchasing process, characterized by reducing superfluous consumption, mindfully curating consumption, cultivating profound social connections, and developing a sense of community belonging, 'all for us' rather than 'all for me'. In contrast, if everyone continues to purchase mindlessly, the ecological consequences will be irreversible (such as the spread of more complicated infectious diseases, natural disasters, and global warming).

Managerial implications: The current study may be useful to marketing practitioners who want to obtain a better knowledge of minimalist consumers. As a result, they may employ suitable strategies to encourage such consumers to participate.

Policy implications: The 12th sustainable development goal of the UN highlights the sustainable pattern of consumption (Voola et al., 2022). The findings of pursuing this minimalistic value will help experience greater transcendence. To attain global sustainability goals, policymakers should raise public awareness and implement effective measures to encourage consuming sufficiently, choosing well, and making it last. When public awareness reaches a 'critical mass' (e.g., the role of descriptive norms), overconsumption will change toward sustainability.

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Default Delights: Spillover and Nudging in Climate-Friendly Food Choice

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Abstract:
Food production contributes significantly to climate change, and transitioning to plant-based diets is crucial for mitigating global warming. Default nudges have shown promise in guiding individual food choices, but their potential to induce spillover effects, where related behaviours are affected, remains uncertain. This study examines the impact of nudging consumers towards plant-based lunches on subsequent dinner choices and explores the compatibility of default nudges with spillover-inducing messages. Participants (n=350 per group) in an online experiment using a hypothetical meal delivery service will be randomly assigned to a control group and three experimental groups. The findings will provide valuable insights into the potential of default nudges and spillover messages to generate positive spillover effects, advancing theoretical understanding. Policymakers and practitioners can leverage these findings to design interventions for healthier, sustainable food choices. Combining nudges and spillover strategies effectively can guide consumers towards climate-friendly options in meal delivery services and similar platforms.

Keywords: Spillover; nudging; behaviour change

New Environmental Paradigm and Zero Waste Purchase Intention

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Introduction and Research Aim

According to US EPA (2022), each individual in the United States single-handedly generates an average of 4.9 pounds (2.2 kilograms) of solid waste daily. The unnecessary packaging on everyday essentials immediately discarded after purchase increases customers' ecological footprints (Moorthy et al., 2021). Multinational firms have launched campaigns to recycle plastic packaging waste and address the problem of single-use plastic (Dando, 2019). As a result, customers who care about the environment gravitate toward businesses that offer sustainable options, such as products that generate zero waste or little packaging to reduce waste. The aim of this study is:

To examine the impact of NEP on consumers' ATT, PBC, SNs, and PI.

To identify the impact of ATT, PBC, and SNs on consumers' PI.

This study addresses the following research questions:

RQ1: Does NEP impacts consumers' ATT, PBC, SNs, and PI?

RQ2: Do consumers' ATT, PBC, and SNs impact their ZW purchase intention?

Background and Conceptual Model

The term 'zero waste' has no known origin. Nevertheless, it is reported that in 1973, chemist Paul Palmer established the Zero Waste System Inc. (ZWS) in Oakland, California, to recover resources from chemicals rather than dispose of them. ZW can be taken literally, but it is not just about diverting trash from landfills. According to Palmer (2009), "The best way to avoid waste is to reuse everything over and over – perpetually. Furthermore, this can only be done if reuse is designed into all products, right from the start."

Since COVID-19, the zero-waste movement has witnessed an increase in social media buzz (Park et al., 2022). Nevertheless, studies focusing on ZW products are still rare (Spiteri, 2021). A significant share of the literature focuses on the factors influencing consumers' pro-environmental behavior (Taufique & Vaithianathan, 2018). Therefore, the NEP scale representing consumers' environmental concerns is incorporated into the model. TPB has been extensively used in the area of green consumption, such as hospitality (Ting et al., 2019), cosmetics (Amberg & Fogarassy, 2019), and green products in general (Khan et al., 2020). However, limited variables are studied in the TPB model (Saleki et al., 2019). Hence, the literature needs to explore the unique combination of variables in predicting green buying behavior more accurately (Chaudhary, 2018). This study fills this gap by proposing a framework that extends TPB and S-O-R to understand Indian consumers' purchase intention toward ZW products. Based on the literature review, the relationship between constructs and the proposed hypothesis is described in Figure 1.

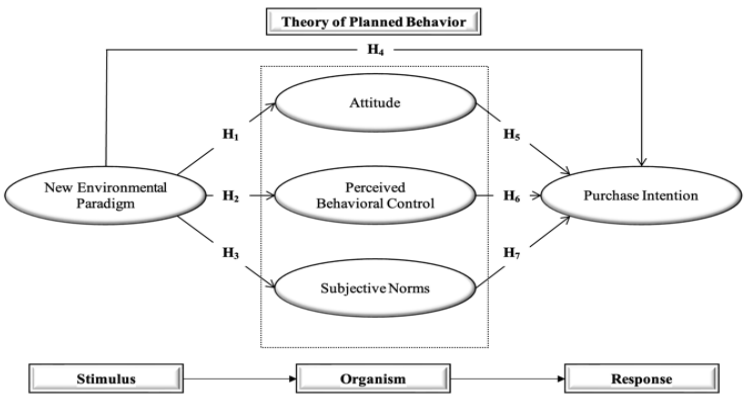

Figure 1: Proposed research model

Methodology

A self-administered questionnaire collected responses from individuals educated about ZW products utilizing a filter question. The questionnaires were distributed on various social media platforms. All items are adapted from the previous studies except for the adopted NEP scale. Consumers' responses were measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). CFA was conducted to verify the goodness of fit of all the scales and test the convergent and discriminant validity. Structural equation modeling (SEM) was used to assess the proposed model and hypotheses with the help of SPSS AMOS 21. For all the constructs, Cronbach's alpha value was above 0.70 (Hair et al., 2010). The present study distributed 400 questionnaires on various social media platforms. In total, 250 qualified respondents participated in the survey representing a response rate of 62.50%. For the final analysis, 239 responses were used after eliminating outliers. Hinkin (1995) recommends a sample size from 1:4 to at least 1:10 for items employed to measure a construct. The sample size of 239 with 21 items is above (239 > 21*10 = 210) the necessary level of 10 cases per item. Data normalcy was established with skewness and kurtosis values meeting the acceptable limit.

Results, Discussion, and Contributions

Measurement model testing: The model fit indices: χ^2/df = 2.01, CFI = 0.96, TLI = 0.96, RMSEA = 0.06, GFI = 0.87, all the indicators satisfied the recommended level indicating that the model fits the data well (Hair et al., 2009; Hair et al., 2010). Cronbach's α values ranged from 0.89 to 0.95, and composite reliability values ranged from 0.90 to 0.95. They were all greater than the cutoff value of 0.70, supporting the construct reliability (Fornell & Larcker, 1981). The convergent and discriminant validity of constructs was confirmed for the hypothesized research model. Structural model testing: The model fit indices: χ^2/df = 2.35, CFI = 0.95, TLI = 0.94, RMSEA = 0.07, GFI = 0.85, all the indicators satisfied the recommended level indicating that the structural model fits the data well (Hair et al., 2009). The structural model explained the variance for the different dependent variables: 55% for PBC, 59% for ATT, and 71% for PI.

Results reveal that all the hypotheses are supported except for H7. The environmental awareness of an individual positively impacts their ATT toward ZW products with stronger PBC, SNs, and PI. Further, pro-environmental attitudes and PBC significantly impact consumers' PI. However, the relationship between SNs and PI was insignificant, implying that social influence may not always affect consumers' purchase decisions. The present study addresses the confined consideration given to ZW products in India by identifying the factors motivating consumers' purchase intention. Therefore, this research's findings will help to accomplish the responsible consumption and production goal of the United Nations' sustainable development goal.

Implications for Theory and Practice

This study confirmed the adequacy of the S-O-R model and extended TPB to investigate ZW consumption patterns in a developing country like India. Empirical data is collected from various parts of India to understand factors motivating consumers to purchase ZW products. Thus, the proposed framework of this study could facilitate interested academicians in conducting related research. Results revealed that NEP stimulates consumers' ATT, PBC, and SNs. Hence, marketers may capitalize on consumers' pro-environmental orientation to create a favorable image for social acceptance and perception of ease. NEP acts as a stimulus for PBC, which, in turn, motivates an intention to purchase. Thus, marketers could enhance the purchase experience of environmentally conscious consumers through ample availability of ZW products in online and offline stores. The positive influence of NEP on PI indicates that pro-environmental orientation significantly influences consumers' PI. Therefore, market segmentation based on environmental concerns could help marketers target their marketing efforts toward individuals who will likely respond positively by exhibiting significant PI.

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The Role of Proximity Dimensions in Organisational Transgressions: Implications for Sales and Marketing

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Abstract:
Unethical behaviour in organizations imposes various risks to customers, employees, and the environment which subsequently result in scandals, lost patronage, and legal violations. In response, organizations invest in and design interventions to curb the occurrence of unethical decision making. However, due to the increase in ethical issues due to the role of technology and economic factors, it becomes integral to understand how individuals perceive ethical issues and their consequences relative to their present experience on their ethical decision making. We conduct a 144 effect-size meta-analytical review of proximity dimensions (social, temporal, spatial and hypothetical) to understand this effect. Social, temporal, and hypothetical proximity all have a significant effect on ethical decision making in organizations. Further, individuals rely on social closeness when the ethical issue involves lying (vs. does not) or does not involve financial implications. Additional analyses suggest that the effect of proximity is stronger in sales and marketing.

Keywords: Ethical decision making; Proximity; Meta-analysis

The Effect of Individuals’ Psychological Aspects and Food Features on Sustainable Food Choices

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Introduction and Research Aim

The market for sustainable products has been increasing rapidly in recent years (Kronthal-Sacco & Whelan, 2021). The sustainable food industry is no exception and was predicted to become a $2 trillion industry by 2022 (Östman, 2022). The growth of the sustainable food market has led food manufacturers, companies, and sustainability stakeholders to explore opportunities within sustainable food systems. As a result, researchers in marketing and psychology have increasingly focused on studying sustainable food behaviour. These studies have examined various factors that influence the intention and purchase of sustainable foods, including health concerns (Xu et al., 2021), consumption values (Kushwah et al., 2019), social norms (Salmivaara et al., 2021), socio-ethical factors, and environmental concern (Rossi & Rivetti 2023). Although these investigations provide valuable insights into sustainable food consumption, no previous research has examined the role of the individual self in sustainable food choices. It is essential to examine the role of the self-concept, since it is a fundamental construct that distinguishes sustainable consumers from ordinary consumers (Bartoli, 2022). Theoretically, White, Habib, and Hardisty (2019) argued that the individual self can significantly influence sustainable behavior. The concept of mindset is another significant gap in the literature concerning sustainable food consumption. Understanding consumers' mindsets toward sustainable foods is essential because it provides insights into the cognitive and psychological factors that drive sustainable purchasing behaviour. This understanding can inform the development of more effective strategies and interventions to promote sustainable food consumption. Finally, we consider food innovation, which has not been examined explored in sustainable food consumption. However, no previous research has considered "whether and how food innovations affect consumer food behaviour". Previous research has only examined the role of consumer innovativeness in food-related behaviour (Govaerts & Olsen, 2022) and the acceptance of food innovations (Nazzaro et al., 2019). Building on the above discussion, this study addresses the following research questions:

RQ1: What is the role of the self-concept in sustainable food choices?

RQ2: What is the impact of (fixed vs. growth) mindset on sustainable food choices?

RQ3: What is the impact of food innovation on sustainable food choices? And does food innovation moderate the effect of the self-concept on sustainable food choices?

Background and/or Conceptual Model

We designed the conceptual model shown in Figure 1. We employ the humanistic theory also called personality theory, proposed by Carl Rogers in 1951, because self-concept is a central theme in the humanistic theory of psychology (Mcleod, 2023). In fact, since we want to understand which aspects of an individual's self-concept affect sustainable behavior, we believe Rogers's personality theory is the best theory for our study because it is the only theory that divides self-concept into different components. In this vein, Rogers (1959) breaks down self-concept into three components: self-esteem, self-image, and ideal self. We also employed Implicit theory to study how mindset influences our behaviour.

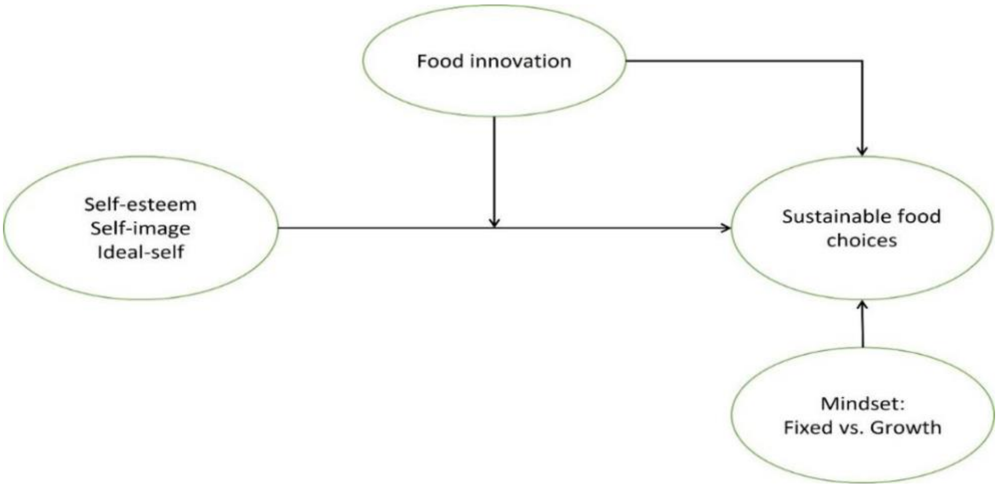

Figure 1. Research model

Methodology

Data for this study is collected through an online questionnaire of 405 Iranian consumers. Participants are recruited using popular social media platforms like Telegram, Instagram, and LinkedIn. We employed valid scales obtained from prior empirical investigations. Structural equation modeling (SEM) and multiple regression are employed to test the relationships among the variables, using Smart PLS and SPSS software. Furthermore, a PLS product-indicator approach is utilized to assess the moderating roles of variables.

Results and/or Discussion and Contributions

Results show that self-esteem ($\beta = 0.47$, $p = 0.002$), self-image ($\beta = 0.39$, $p = 0.000$), ideal-self ($\beta = 0.51$, $p = 0.002$), and food innovation ($\beta = 0.44$, $p = 0.002$) significantly affect sustainable food choice. Moreover, food innovation does not have any moderating effect on the relationships between self-esteem ($\beta = 0.04$, $p = 0.110$), self-image ($\beta = 0.11$, $p = 0.119$), ideal-self ($\beta = 0.05$, $p = 0.502$) and sustainable food choices. Finally, the result of multiple regression shows that the interaction between mindset and sustainable food choice is positive ($\beta = 0.28$, $p = 0.002$). To further understand these relationships, we compare the slopes of the mindsets and find that growth mindsets positively correlate with sustainable food choices (-1SD; $\beta = 2.87$, $p = 0.000$). Conversely, no significant negative relationship is observed between fixed mindsets and sustainable food choice (+1SD; $\beta = 0.38$, $p = 0.089$).

Implications for Theory and Practice

Our study contributes significantly to the marketing literature by introducing several vital advancements from a theoretical perspective. These novel contributions are outlined below:

1. **The Role of Self-concept:** This research is the first to investigate the direct effects of different aspects of self-concept on sustainable food consumption, providing valuable insights into the role of the selves in shaping consumer sustainable food choices.
2. **Mindsets:** Another unique contribution of our study is not only the examination of the positive and negative roles of mindsets in influencing sustainable food choices but also considering the moderating role of this factor. These novel perspectives add to understanding how different mindsets can impact sustainable food choices.
3. **Roles of Food Innovation:** Our research sheds light on the effects of food innovation. This effect shows that the innovation can play an important role in consumer choice behaviors towards sustainable foods.

From a managerial perspective, due the fact that the individual self-concept is associated with sustainable food choices, marketers must employ mass advertising and indicate the personal aspects to encourage individuals to buy sustainable foods. Additionally, businesses and food producers should strive to change individuals' mindsets. Since we show the positive impact of a growth mindset on sustainable foods choice, marketers can employ various advertising tools such as pop-up ads, television ads, word-of-mouth communication, online communication, etc., to shift individuals' mindsets towards embracing sustainable food choices. Moreover, emphasizing food innovations can generate consumer enthusiasm and motivate them to purchase sustainable foods.

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Social Marketing and Sustainability: A Bibliometric Analysis

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Introduction and Research Aim

Over the last two decades, significant research and policy attention has been directed to the topic of sustainability. Nonetheless, there still remains three fundamental broad goals that require immediate and appropriate responses, namely, to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity (United Nations Development Programme, 2022). To address these pressing sustainability challenges, 17 Sustainable Development Goals (SDGs) were established as part of the *2030 Agenda for Sustainable Development* (UN DESA, 2022). Although the SDGs were established in 2015, recent research indicates that the progress is not on track and requires further advancement, especially concerning social and environmental issues (Halkos & Gkampoura, 2021). Addressing the critical targets of the SDGs is the need of the hour, and social marketing has emerged as a potential pathway to encourage more sustainable consumption patterns (Peattie & Peattie, 2009). Recent research points to its significant promise in promoting positive changes in society in this regard (Duane et al., 2021; Milicevic et al., 2022; Rodriguez et al., 2020). Given the slow progress in tackling sustainability challenges, identifying gaps in research and policy could hold the key to accelerating progress in this field. One aspect of social marketing that could potentially identify areas requiring research attention is the continuum of upstream and downstream social marketing (Hoek & Jones, 2011). Downstream social marketing focuses on strategies that promote behaviour change at the individual level, while upstream social marketing typically utilises policy and regulation to alter environments so that they in turn help promote behaviour change (Dibb & Carrigan, 2013; Hoek & Jones, 2011). The current study utilises a bibliometric analysis approach to synthesise the research to date on the application of social marketing in the field of sustainability, with a twofold aim of identifying (i) the sustainability contexts that have received substantial research efforts to date; and more importantly, (ii) the contexts that have been under-researched, so as to potentially inform future research and policy needs that, in turn, could speed up the progress in addressing the SDGs. The continuum of upstream and downstream social marketing will be used to shape the findings of the study.

Methodology

To explore the research landscape surrounding the application of social marketing in the field of sustainability, a bibliometric analysis was conducted, which is a rigorous method for examining and analysing large volumes of scientific data, for gaining a one-stop overview, and identifying and bridging knowledge and policy gaps (Donthu et al., 2021). An essential part of bibliometric analysis is science mapping, which examines the relationships between research constituents. In this study, a specific type of science mapping, known as co-word analysis, was conducted for which the unit of analysis is words derived from author keywords, article titles, abstracts, and full texts (Donthu et al., 2021). For this purpose, the VOSviewer software (van Eck & Waltman, 2010) was used to run a co-occurrence mapping analysis, in which a full counting method was employed using all keywords as the unit of analysis, as done in past studies on sustainability (e.g., Tamala et al., 2022). Prior to running this software, *Scopus*, an abstract and indexing database with full-text links, was used for extracting the relevant publications using the following search terms [Asterisk (*) denotes truncation of search term]: ("social marketing") AND (“sustaina*” OR "SDG" OR "SDGs"), which yielded 676 publication results. Only Scopus was used as the major database because it offers the best coverage and can be used as an alternative to the other databases for coverage of the social sciences’ literature (Norris & Oppenheim, 2007). The data were extracted in a CSV (.csv) file, to be later imported to the VOSviewer software. The network visualization map generated from the co-occurrence mapping analysis is presented in this paper.

Results, Discussion and Contributions

Six clusters emerged from the co-occurrence mapping analysis, as indicated in Figure 1 (due to space constraints, this figure can be viewed here: Figure 1). The red cluster generally reflects the theoretical developments in the field, comprising academic topics including *social marketing, behaviour change, sustainable development* and *literature review*, and other policy-based topics, including *conservation of natural resources,* and *food waste*. The green cluster mainly consists of policy-based topics surrounding health care, including *health care policy, health care delivery,* and *disease control.* The royal blue cluster generally comprises individual level behaviour change contexts such as *smoking, obesity, diet,* and *health behaviour*. The yellow cluster focuses mainly on topics about managing the wider societal problems including *diseases, malaria, insecticide,* and *child welfare*. The purple cluster, on the contrary, generally consists of wider socio-economic policy topics, especially for developing countries, including, *economic factors, health care quality, marketing of health services, program evaluation* and *developing countries*. Finally, the light blue cluster comprises behaviour change contexts at the individual and policy level, especially for developed countries, including, *health promotion, health policy, physical activity,* and *United States*. Overall, upon applying the continuum of upstream and downstream social marketing in this analysis, it is clear that much of the research and policy efforts to date have focused solely on the observable outer dimensions of sustainability, including upstream factors, such as health policies, economic markets, disease control, ecosystems, and social structures; and *observable* downstream factors such as our conative responses including our outer conduct and behaviour, as supported by recent researchers (e.g., Gibbons, 2020; Ives et al., 2020). Consequently, the analysis indicates a general neglect of the *unobservable* downstream factors involving the inner dimensions and transformations surrounding sustainability, including our thoughts, emotions, beliefs, spiritual outlook, identities, and paradigms, and the ability to transcend them, which is again in line with calls from researchers (Wamsler & Brink, 2018; Woiwode et al., 2021). The outer dimensions of sustainability are not in themselves sufficient to produce transformational behavioural change (O'Riordan & Lenton, 2013), and unfortunately, this extensive focus on external factors has tended to blind us to the transformative potential of interior factors (Slaughter, 2012). Overall, this paper contributes to the existing literature in two ways. Firstly, this study is novel in applying bibliometric analysis to examine the interplay between social marketing and sustainability. Secondly, by integrating the continuum of upstream and downstream social marketing into the analysis, the study identifies important research areas that have been overlooked previously, and thus pave the way for further research and policy development.

Implications for Theory and Practice

Researchers suggest that inner dimensions and transformation surrounding sustainability are crucial for understanding and promoting personal and collective processes of change, and thus, lie at the heart of actions for sustainability (Ives et al., 2020; Woiwode et al., 2021). Given that this under-researched topic is at its nascent stage, future research should be exploratory in nature, aimed to identify the key inner dimensional factors and the interplay between them that may foster sustainable behaviours. For instance, self-reflection and awareness arising from mindfulness practices are some of such elements that can activate core values surrounding sustainability, reduce the value-action gaps, and lead to the adoption of more sustainable consumption behaviours (Wamsler, 2018; Wamsler & Brink, 2018). Future research on this pertinent topic is likely to have important contributions to practice as well, especially towards contexts such as education, therapy, and behaviour change interventions, whereby updating the respective policies and practices may facilitate an integration and balance between the inner and outer realms of sustainability that may, in turn, enable us to better address the SDGs.

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Millennial Consumers' Perception towards Ugly Food

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Abstract:
Ugly food is one of the most significant sources generating food waste because it fails to fulfill cosmetic requirements related to shape, size, and colour. Although millennials are concerned about environment, they have been ignored in relevant literature. Thus, this research explores drivers, barriers, and interventions for ugly food focusing on millennial consumers and incorporating Covid-19 context. It adopts a qualitative approach and employs theoretical frameworks of theory of consumption values and innovation resistance theory. Key insights obtained from analysis of open essays collected from 52 participants suggest that consumers purchase ugly food because of functional attributes, social and environmental concern, awareness, Covid-19 experience, reduced concerns for social image and reduced budget during Covid-19. However, perceived costs, consumer misperceptions, and social norms create consumer barriers which could be addressed by introducing retail and government interventions. This study offers novel contribution by adopting holistic approach to understand drivers, barriers, and interventions.

Keywords: Ugly food, Millennials, Covid-19

How Institutions Shape Circular Systems – Comparative Analysis of Package Deposit Systems in Australia and Finland

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Abstract:
The transition towards circular economy (CE) is critical, yet also highly complex phenomena, as it requires collaboration between diverse stakeholders who are driven by different institutional rules, norms, and motivations. While a system-level approach is needed to understand CE transitions, extant literature is focused on single systems, such as value chains and business networks, but does not compare the adoption of a same CE solution in different systems. To address this gap, this study examines how different institutional elements shape the adoption of similar CE solution in different market contexts. We derive empirical insights from a comparative case study that examines beverage package recycling systems in Finland and Australia. Our findings show how institutional elements can drive or hinder the CE-related collaboration in these systems. We contribute to marketing, CE, and sustainability literatures by illustrating how institutional elements shape the adoption of similar CE solutions in different institutional systems.

Keywords: Circular Economy, Institutional theory, Circular Service Systems, Collaboration

Does Reading Make Us Fairer? The Effect of Fiction Reading on Fair-Trade Consumption

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Abstract:
In recent decades, fair trade has appeared as a buzzword. Fair-trade products used to suffer from niche distribution and lack of budgets for promotion and branding but has now evolved to operate in mainstream marketing environment, with distribution at major supermarkets and adoption by leading brands.

In this research, we propose fiction reading as a novel lifestyle antecedent for fair-trade consumption. Furthermore, we identify and test a potential underlying mechanism of empathy. We argue that fiction reading can foster consumers' capacity to show empathetic concerns towards others, which will in turn leads to propensity for fair-trade consumption. Our research is among the first to study the effects of a lifestyle segmentation variable on propensity for fair-trade consumption, as well as the underlying mechanism for these effects. With two experiments, we show that fiction reading enhances support for fair-trade products, and empathy mediates this relationship between fiction reading and support for fair-trade products.

Keywords: fair-trade consumption, lifestyle segmentation, empathy.

Voluntary Climate Active Carbon Neutral Certification

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Abstract:
This project conducted a qualitative study of the motivations, marketing strategies and contextual factors that lead to voluntary corporate carbon neutrality. Analytic induction applied to data collected from 26 semi-structured interviews with decision makers in Climate Active certified firms, external consultants and auditors revealed proactive motivations with two underlying theoretical logics: instrumental and altruistic. The contextual factors influencing Climate Active carbon neutral certification were isomorphic pressures, relative carbon intensity, program awareness and the presence of internal champions. In contrast to firms with profit-oriented motivations who actively market carbon neutrality, legitimacy-seeking and altruistically motivated firms take minimal action to signal carbon neutrality to internal and external marketplace stakeholders. These findings will into be incorporated into a signalling theory-based model that incorporates two additional moderators for signalling intentions of sustainability differentiation and a typology of corporate carbon neutrality. The insights will support policymakers, marketing- and sustainability managers in implementing carbon neutral-based strategies.

Keywords: Carbon neutral certification; signalling; greenwashing

Do Expiry-based Promotions Contribute to Food Wastage?

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Abstract:
This research explores the impact of expiry-based price promotions on consumer decision-making for perishables near their expiration date. This research adopts a dual-process framework and examines how risk perceptions, quality perceptions, and affect mediate consumers' purchase intentions. Findings from a series of experiments that control for differences in price suggest that students, being less experienced and lower-income grocery shoppers, are more likely to buy perishables on quick-sale promotions than when they are not displayed on promotions. However, a wider sample of experienced shoppers is found to be less susceptible to this effect and less likely to purchase perishables on quick-sale promotions if the retail price is not reduced. The research also highlights the influence of time pressure and consumers' regulatory focus on cognitions and affect for perishables on quick-sale promotions. The study findings can aid retailers in implementing effective communication and messaging strategies to manage sales and reduce food waste.

Keywords: Grocery Shopping, Sustainability, Expiry-based promotions, Regulatory focus

Tangibility and the Ethical Purchasing Gap

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Abstract:
This study discusses attribute tangibility as an alternative route to reducing the attitude-behavior gap in ethical consumption. First, a review of consumer's perception of ethical attributes is provided, and supported by several research streams, such as generosity (Cryder & Loewenstein, 2010; Cryder et al. 2013), self-signaling (Prelec & Bodner, 2003; Savary et al., 2015), Social cognitive theory (Bandura & Walters, 1977), and goal pursuit (Tour- Tillery & Fishbach 2018, 2015), attribute tangibility is recommended as a potential strategy in reducing the gap. Tangibility should bring more attention to the ethical aspects of a choice, consequently highlighting self-concept consideration and ultimately influencing choices. Two causal mechanisms for the effect of tangibility on ethical choices are posited: self-efficacy where tangibility affirms consumer belief in the impact of their choices and self-diagnosticity where tangibility highlight an ethical conflict between alternatives leads consumers to choose ethically to maintain a positive self-concept.

Keywords: tangibility, ethical consumption, self-diagnosticity, self-efficacy

Social Enterprise's Multidimensional Sustainability Measurement Framework

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Introduction and Research Aim

Since the world has adopted the Agenda for Sustainable Development, the Stainable Development Goals (SDGs) are at the heart core of the policy agenda of every nation (Gannon et al., 2022). The Sustainable Development Goals (SDGs) aimed to include all people in opportunities with no poverty, no inequality, planet protection, and bringing peace and prosperity to all, simultaneously ensuring sustainable development in economic, social, and environmental domains (van Zanten & van Tulder, 2021). SDGs targets include states, corporate enterprises (CEs), and other stakeholders, including social enterprises (SEs), internalizing these objectives in coherent, integrated, and holistic policy (Defourny et al., 2021).

The existing body of literature recognizes that SEs are assuming a prominent role in achieving SDGs due to the inherent characteristics of their business model (Rahdari et al., 2016). The concept of SEs comes up with multiple definitions; for instance, organizations' pursuit of business solutions to social problems (Thompson & Doherty, 2006), the quest for a social mission coupled with commercial revenue. However, it is established that social value creation and market-driven revenue generation are the significant characteristics of SEs. However, accomplishing these socio-economic—environmental goals relies on sustainability, as they are intertwined with society, the economy, and the environment while maintaining a balance between market institutions and government (Sievers-Glotzbach & Tschersich, 2019).

Existing literature has introduced a dearth of SE's specific Sustainability Measurement Framework (SMF). Therefore, SEs rely on existing CE's specific SMFs to evaluate their sustainability without considering their unique identity, structures, operations, and strategies of SEs (Hueske & Guenther, 2021). Hence, this study aims to construct an SMF for SEs, intended to incorporate four fundamental dimensions of sustainability: social, economic, environmental, and political in the specific context of an emerging economy, Pakistan; however, the political dimension is not adequately addressed previously. The paper is structured as follows: Section 2 explains the background and conceptual model, section 3 elaborates on data and methodology, while Section 4 outlines the data analysis. Finally, Section 5 concludes the paper by presenting the findings and offering policy recommendations.

Background and Conceptual Model

The sustainability-driven SEs intend to improve their core operations' mechanisms for optimal social production and environmental quality (Parrish & Foxon, 2009). However, achieving sustainability is a complicated process, and the intended objective may be addressed once sustainability has been attained. Similarly, the less sustainable SEs exhibit two key characteristics. Firstly, they prioritize sustaining themselves across multiple domains. Secondly, they focus on achieving predetermined objectives; consequently, less sustainable SEs are particularly vulnerable to experiencing mission drift (Arenas et al., 2020). Insofar as the effects and survival of SEs are concerned, it is essential to consider the sustainability measurement of SEs. Literature has presented various SMFs at the global level, including Triple Bottom Line (TBL), Global Reporting Initiative (GRI), United Nations Commission for Sustainable Development (CSD), and Dashboard of Sustainability are developed for CEs (Fiksel et al., 2012). Hence, these established SMFs have provided the base for extracting useful indicators for SEs' multidimensional sustainability.

Data and Methodology

i. Data collection process

This research is based on the data collected during the pilot phase from SEs based in Pakistan across selected cities (Islamabad, Karachi, Hyderabad, Rawalpindi, Gujranwala, Lahore, Faisalabad, Multan, Bahawalpur, Quetta, Peshawar) in four Pakistani provinces. Pakistan has no mechanism for collecting, analysing, and disseminating information regarding SEs; however, this study compiled a list of SEs in

Pakistan, including Internet searches (Żur, 2021) and SE-supporting organizations (Yu et al., 2022). Data collection from SEs, both qualitative and quantitative, was based on theoretical set criteria (Littlewood & Holt, 2018). Moreover, ethical approval for data collection is obtained from Charles Darwin University (CDU), The Human Research Ethics Committee (CDU-HREC).

ii. Methodology

The objective of the data collection serves two purposes. One of the objectives is to identify relevant indicators of SE's sustainability, which can be utilized to measure SE's sustainability. Subsequently, utilizing the chosen indicators, the SEs may utilize them as a self-evaluation instrument for measuring sustainability. To achieve one of these two objectives, this study has adhered to established guidelines and stages as outlined in the literature on scale development which is based on the deductive reason to research and the recommendations of (Churchill, 1979) and (Hinkin, 1995), this research conducted both a literature analysis, in-depth interviews, and focus group discussion which have provided four sustainability dimensions, i.e., Economic, Social, Environmental, and Political relevant to SEs.

Results

The estimations are based on the data collected from SEs in Pakistan; however, the data is collected in the pilot phase of the research, and the final data collection round is in progress.

Phase 1: exploratory online qualitative research: The study's initial phase focused on identifying the key sustainability dimensions critical to SEs and other stakeholders. It involved conducting 12 focus group discussions and in-depth interviews; however, the quantitative phase of the research included key themes that reflected participant perceptions of SEs (Greenland et al., 2023).

Phase 2: Online quantitative survey: The Qualtrics online survey platform distributed a self-administered questionnaire to SEs via a survey link with a research information statement through convenience sampling. The survey was designed with limited questionnaires to ensure data reliability, minimize respondent fatigue, and increase the response rate (Greenland et al., 2023).

Phase 3: Data analysis: The researchers utilized exploratory factor analysis (EFA) to reduce the data (Hair et al., 2010). The EFA was performed utilizing principal component analysis (PCA), employing a Varimax rotation technique as proposed by (Yong & Pearce, 2013). The adequacy of the sample of collected responses for exploratory factor analysis (EFA) was assessed using the Kaiser-Meyer-Olkin (KMO) measure. The results of Bartlett's test of sphericity ($p < 0.000$) indicated a significant inter-item correlation, suggesting that the sample was appropriate for analyzing the factor structure (Yong & Pearce, 2013). The evaluation of variables and the repetitive procedure were grounded on criteria for factors, and the items with factor loadings of less than 0.40 were eliminated sequentially from the analysis (Field, 2017).

Discussion

The analysis has extracted 19 components for which the details of the relevant indicators after EFA and the reliability analysis are given in the full paper. This paper is a part of the full-length project on sustainability measurement and its implication on inclusive growth in an emerging economy context, Pakistan.

Conclusion

SE's role in addressing long-standing socio-economic problems is indispensable; however, it is argued that sustainable SEs are not vulnerable to mission drift. This research identified the SE's specific SMF based on comprehensive data collection and rigorous estimation methods. Moreover, the political sustainability dimension and Economic, Social, and Environmental are introduced in SE's sustainability, which is a significant dimension. Finally, this study has presented the relevant indicators of SE's sustainability in various dimension

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Consumers' Responses to Corporate Activism of Morally Controversial Companies: The Roles of Political Ideology and Moral Decoupling

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Abstract:
Considering the prevalence of corporate/brand activism, this research examines the effects of corporate activism of morally controversial companies (companies for which consumers generally have negative opinions, e.g., tobacco companies). Findings from two experiments provide support for a moderated mediation model where the effects of activism of a controversial company on attitude toward the campaign are mediated by moral decoupling, based on the political ideology of consumers. Liberal (conservative) consumers support liberally aligned (conservatively aligned) campaigns of controversial companies through moral decoupling by endeavouring to separate support for the politically aligned campaign from support for the morally controversial company. However, positive effects on attitude toward the campaign subsequently lead to positive effects on attitude toward the company. Results provide theoretical insights into moral reasoning processes that consumers use when processing activism from controversial companies. Findings demonstrate that morally controversial companies may indirectly gain acceptance through activism, highlighting the need for regulation.

Keywords: Corporate Activism, Controversial Companies, Political Ideology, Moral Decoupling

The Power of Brands to Co-Create Sustainability

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Abstract:
The purpose of this research is to explore how marketing activity at the micro level contributes to the co-creation of sustainability and can lead to transformational shifts towards sustainable futures. Utilising a value co-creation lens our interpretive study implements a novel four phase research process, including a case study analysis of three sustainable fashion brands, analysis of brand generated content on each brands' Instagram account, interviews with thirty self-confessed fans of each brand and subsequent consumer focus groups. The research provides insights into how sustainability can be co-created between brands and consumers, particularly through Instagram, demonstrating that marketing and brands have the power to harness sustainability and instigate change. The paper contributes an innovative 'Co-creating sustainable futures' framework providing a platform to implement marketing activities and future research by marketing/brand managers and researchers committed to sustainability and initiating transformation towards sustainable futures.

Keywords: Sustainability, Co-creation, Marketing activities, Digital platforms, Transformation

Exploring Consumer Sustainability Practices in a Retail Context

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Abstract:
Sustainability has become an important consideration in the retail sector and many retailers are implementing sustainable practices (e.g., providing sustainable products, return packaging). However, little is known how consumers respond to these initiatives. The purpose of this research is to examine consumers' attitudes/intentions and knowledge of sustainability issues (literacy) and how they correspond to consumer sustainable behaviours. An online survey of 1042 New Zealanders was conducted through a nationwide Omnibus. The findings indicate that levels of sustainability literacy influence the perceived importance for a retail business to implement sustainability practices, especially, how often they purchase from a retailer with sustainable practices. Interestingly, initiatives that reward consumers for recycling (e.g., bottle deposit schemes that reimburse) have the potential to motivate low literacy groups towards sustainable behaviours. We contribute by furthering the conversation on what drives sustainable consumption in a retail context. Our study has important implications for retail managers.

Keywords: sustainable consumption, retail, consumer attitudes and intentions

Marketing and Sustainability: Practitioners' Perspectives and Practice.

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Linda McKitterick, Te Pukenga
Gareth Allison

Abstract:
For the marketing discipline to transform to facilitate the UN's sustainable development goals, marketing scholarship needs to assess stakeholders' perspectives. This study explores commercial marketing practitioners' perspectives and practices regarding sustainability and sustainable consumption through in-depth interviews with nine New Zealand commercial marketing professionals. Results indicate sustainability was seen as important but lacks integration into practitioners' practice. This research also identifies a knowledge gap regarding sustainability, sustainable consumption and marketing's role to facilitate sustainability and achievement of the sustainable development goals. Our findings indicate that education for marketing practitioners and integration of sustainability in organisations' core values are needed to enable the marketing function to support the sustainable development goals.

Keywords: Sustainability, Sustainable Consumption, Sustainable Development Goals

Travel and Tourism Marketing

Value Co-Creation for a Memorable Tourism Experience: A Systematic Literature Review

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Introduction and Research Aim

Ever since its introduction in 2004 (Prahalad & Ramaswamy, 2004), value co-creation has been a widely researched concept in various management domains including tourism. In very broad terms, value co-creation refers to the collaboration between various stakeholders of a business (Vargo & Lusch, 2004). The extant research on value co-creation in tourism has mostly emphasised the tourism experience resulting from the travellers' collaboration with tourism service providers and other destination marketers (Arıca et al., 2023; Campos et al., 2018; Pham et al., 2022). These studies have examined how the value of a tourist experience has been created contextually and collaboratively under various circumstances. Despite the extant studies, our conceptual understanding of value co-creation practices in tourism as well as its impacts on tourists and tourism marketers remains vague. To the best of our knowledge, only a few systematic reviews have been published in this domain during the last two decades. Accordingly, their scope remains limited to understanding "*What do we know about value co-creation in tourism*" and not "*How do we know about value co-creation in tourism*" and "*Why do we need to know about value co-creation in tourism*" thereby leaving room for a further structured systematic literature review on value co-creation in tourism. Furthermore, value co-creation practices in tourism have progressed much during the past few years, especially after the Covid-19 pandemic that hit the global tourism and hospitality industry. The recent issues such as transformational affordance of uncertainties such as COVID-19 (Sigala, 2020), advancements in digital technologies (Leminen et al., 2020), and sustainable tourism demands (Asan, 2022) are not properly addressed in the past reviews. These limitations call for a systematic review to synthesize the extant literature on value co-creation in tourism. Thus, the purpose of this paper is to systematically review and synthesize the extant literature on value co-creation in tourism to determine the state of the art of this emerging and growing field. We attempted to answer three research questions in this regard. These are 1) "What do we know about value co-creation in tourism?", 2) "How do we know about value co-creation in tourism?", 3) "What are the future pathways for value co-creation research?". To answer these questions, the current study adopted a structured and systematic review process (Paul & Criado, 2020) and used the popular theory, context, characteristics, and method (TCCM) framework to analyse the collected data and propose future research agenda (Shankar et al., 2022).

Methodology

Accordingly, this study adopted Paul and Rosado-Serrano's (2019) TCCM framework (theories, context, characteristics, methods) to synthesize the literature in the domain of value co-creation in tourism. Being one of the world's largest peer-reviewed research databases, our study primarily used the Scopus database for finding relevant literature. Consistent with the past reviews, we have also used Google Scholar, and ScienceDirect to mitigate the possibility of any missing studies. We have used "*value co-creation*" AND "*tourism*" as the primary keywords for the literature search. In conjunction with those keywords, we have also used "*co-creative," "co-productive," "co-production," "co-created*" AND "*tourism experience*," "*travel experience," "tourism marketing," and "tourism services*" in our literature search. A total of 465 studies were included in the initial phase of our literature search. The next step was to identify the duplicates and irrelevant papers. To provide a state of the art of advancement of value co-creation in the tourism context, the current study considered only peer-reviewed, high-quality research works published in the ABDC (Association of Business Deans Council) ranked journals. We have removed 352 articles from our initial selection due to exclusion criteria such as non-English works (n=11), duplication (n=23), non-tourism journals (n= 125), non-ABDC ranked journals (n= 175) and non-peer-reviewed output types (n=20). Thus, our final data set included 112 academic articles written by 276 researchers published in 39 high-quality tourism journals between 2000 and 2023.

Results and/or Discussion and Contributions

Besides identifying the major themes (Figure 1), theories, contexts and characteristics in the current tourism marketing literature, we also synthesized the antecedents, mediators, moderators, and outcomes of value co-creative practices in the tourism and hospitality domain. These findings helped to develop an integrated model of value co-creation in tourism. By reviewing and synthesising the literature on tourism value co-creation using the TCCM framework, we attempted to present the current state of the art of the literature. Through this study, we attempted to answer three research questions. Regarding the first research question, we found that tourism value co-creation studies emerged in the late 2000s and witnessed tremendous growth between 2016 and 2022. The early studies have mostly focussed on the antecedents and impacts of value co-creation on tourists' behavioural intentions. In recent years, the studies have focused on topics including technology-oriented value co-creation processes, particularly, customer-to-customer interactions and tourist well-being resulting from value co-creational activities. Regarding the second research question, we found that service dominant Logic is the most frequently used theory followed by value co-creation theory, while researchers mostly used qualitative research methods in tourism value co-creation research. To address the third research question, we have identified some key research gaps in the current tourism literature. Accordingly, we have provided many insightful directions for future research to enrich the knowledge in the field of tourism value co-creation.

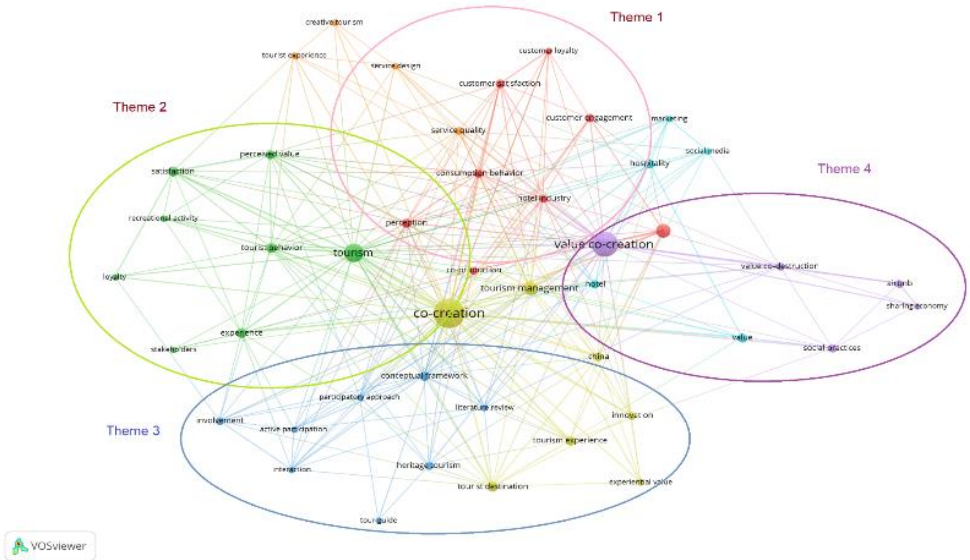

Figure 1: Themes of the current value co-creation literature in tourism

Implications for Theory and Practice

The research has several academic and practical implications. Firstly, the paper discusses the significance of value co-creation practices in tourism marketing. As a result of the recent COVID-19 pandemic and resulting economic uncertainties, the tourism industry is facing unprecedented operational uncertainties in the most well-known tourism markets. The current study findings emphasize that by effectively engaging with tourists, and other stakeholders in co-creating a memorable tourism experience, tourism marketers could regenerate and develop sustainable tourism marketing practices. From the literature point of view, the current study examined the concept of value co-creation in three distinct roles in creating and managing the tourism experience. These are 1) value co-creation as an antecedent, 2) value co-creation as an outcome, and 3) value co-creation as a mediator or a control variable. Based on the findings, an integrated framework of value co-creation in tourism has been proposed. The proposed model identifies the key antecedents, mediators, moderators and outcomes of the value co-creation process that occur in the tourism domain. Accordingly, tourism marketers can integrate these factors into their tourism services to reap favourable outcomes for their customers as well as other stakeholders.

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Eudaimonic Fulfilment From Cultural Tourism Experiences

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Introduction

While some studies have explored eudaimonism in psychology (e.g., Huta & Waterman, 2014; Turban & Yan, 2016), there is a lack of research on eudaimonic fulfilment in the context of cultural tourism. Cultural tourism encapsulates a persuasive travel motivation to understand a place's ethos and customs through a meaningful experience with the distinct social, heritage and unique attributes of the place (du Cros & McKercher, 2020). According to Bywater (1993) and confirmed by Richards (2018), cultural tourism accounts for about 40% of the global tourism industry, suggesting that it plays a significant role in tourism.

Culture and tourism have a strong relationship, with heritage sites, attractions, and activities serving as appealing to tourists. In turn, tourism contributes to the development and preservation of culture (Richards, 2018). For the tourist, cultural tourism evokes a search for deeper understanding of heritage and traditions, palpable connections, preserved ethnic identity and authentic experiences (Lee et al., 2020). For the tourism industry, cultural tourism fosters local development, extending to infrastructure, community services, leisure activities, intercultural communication, heritage conservation, and cultural practices (Muresan et al., 2021; Zhuang et al., 2019).

Although these mutual benefits of cultural tourism are recognised in the literature, arguably, no studies explore the pursuit and fulfilment of eudaimonic goals (Huta & Waterman, 2014; Turban & Yan, 2016) in the cultural tourism context. Currently, the majority of studies is focused on the: (1) socio-cultural benefits that cultural tourism brings from the perspectives of local residents (e.g. Muresan et al., 2021), volunteers as well as public and private tourism agencies (e.g. Sangchumnong & Kozak. 2021): (2) economic aspects of cultural tourism, such as tourist expenditure; (3) positive and negative tourism impacts on the local economy (Richards, 2018); and (4) push-pull factors that impact the decision-making of cultural tourists (e.g. Lee et al., 2020). Delving into the psyche of the cultural tourist in their search for fulfilment bridges the nexus between tourism and culture, benefitting theory and practice in relevant hospitality sectors (Csapo, 2012). In addition, a theoretical foundation is lacking to underpin the pursuit of self-improvement that fulfils eudaimonic goals in cultural tourism. In addressing these two research gaps, two research questions are proposed:

RQ1: Can eudaimonic fulfilment be viewed as a key outcome of cultural tourism?
RQ2: What key factors drive eudaimonic fulfilment in cultural tourism?

To address the questions raised, the aim of this research is:

1. *To determine the key antecedents that predict eudaimonic fulfilment; and*
2. *To explore whether cultural tourists who pursue self-improvement in their heritage experience find eudaimonic fulfilment.*

Background and/or Conceptual Model

Citing Aristotle's thesis on Nicomachean Ethics, which was conceived in 350 B.C and reprinted in 2001, McMahon (2006) has observed that every human action and decision appears to aim at some end or goal. Such action and decision is referred to as goal-oriented behaviour (Kaplan & Maehr, 2007). Subsequently, the means by which a goal is pursued are referred to as the mode of goal pursuit (Fowers et al., 2010).

In constitutive goal orientation, the means to achieving a goal constitute the goal itself (Fowers et al., 2010). In this instance, an action or activity may also constitute the goal. In constitutive mode of goal pursuit, the means and the goal are indistinct and inseparable (Fowers et al., 2010). Constitutive mode of goal pursuit is manifested by integrity and personal expression (Fowers et al., 2010). A cultural tourist with integrity searches for identity, values and principles (McGregor & Little, 1998; Huta & Waterman, 2014), which align and connect them with a heritage site. A cultural tourist seeking personal expression taps into their skills and talents in negotiating an experience, which improves their self-awareness and self-realisation (Waterman, 1993). By setting specific goals and identifying ways to accomplish them, individuals are able to strive toward their desired achievements and purpose, igniting intrinsic motivation for positive action (Kaplan & Maehr, 2007). Thus, goal orientation provides individuals with the drive and direction to pursue self-improvement with integrity and personal expression so as to address their desire for fulfilment (Fowers et al., 2010).

The notion of experiencing fulfilment from self-improvement is underpinned by eudaimonia. It encompasses both a psychological state and actions that hold intrinsic value, implying that the construct is not simply an instrument to a goal but is constitutive in nature (Capuccino, 2013). Eudaimonic fulfilment is manifested by purpose in life, positive relationships, self-actualisation and personal growth. Individuals achieve purpose by pursuing profound goals that lead to a more enlightened life (Keyes, 2002). Positive relationships are formed through social interactions based on affection, trust and mutual benefits (Haybron, 2016; Keyes, 2002). Self-actualisation maps an individual's journey toward self-discovery through life experiences (Jones & Crandall, 1986). Personal growth refers to an individual's inclination to enhance their personality (Bauer & McAdams, 2004) by being open to new experiences, with a focus on *becoming* and not *achieving* (Ryff, 1989). Summarily, cultural tourists may find eudaimonic fulfilment from an improved sense of purpose, positive relationships, self-actualisation and personal growth. It is hypothesised that:

H1: *Constitutive goal orientation toward self-improvement has a significant and positive influence on constitutive mode of goal pursuit (i.e. integrity and self-expression*).

H2: *Constitutive mode of goal pursuit for self-improvement has a significant and positive influence on eudaimonic fulfilment (i.e. purpose in life, positive relationships, self-actualisation and personal growth).*

Methodology

The study adopts both qualitative and quantitative research. The qualitative research conducts a review of the psychology, marketing and tourism literature to identify scale items relevant to the cultural tourism context. Focus groups and experts panels are convened to shortlist these scale items. The quantitative research employs non-probability convenience sampling using a survey. Respondents are drawn from online consumer panels supplied by a professional data management company. Ethical protocols require that potential respondents are apprised of the research objectives and reassured of their anonymity and confidentiality. Also, written consent is sought from all potential respondents prior to the start of the survey.

Three inclusion criteria are employed to qualify the sampling frame. Respondents must be: (1) Australian citizens or permanent residents; (2) adults (above 21 years old) with the means to engage in travel; and (3) experienced in cultural tourism, having undertaken a cultural tour within the last three years.

The survey comprises a 12-minute self-administered online questionnaire run by Qualtrics. Scale items represent the three key constructs, namely, constitutive goal orientation, constitutive mode of goal pursuit and eudaimonic fulfilment in cultural tourism. These scale items, selected from existing reliable measures (e.g. Ryff, 1989; Waterman, 1993), are adapted to the cultural tourism context. All scale items utilise a 7-point Likert-type measure.

Two primary statistical techniques are used to analyse the data. SPSS 26 creates descriptive profiles of respondents from analysing frequencies, and correlations. AMOS 26 conducts confirmatory factor analysis that refines the scale items representing the key constructs. Additionally, AMOS 26 runs structural equation modelling to evaluate the hypothesised relationships and model fit.

Implications for Theory and Practice

Theoretically, this research builds knowledge for the nexus between tourism and culture, benefitting the sectors of heritage, culinary, art, film and creative tourism (Csapo, 2012). It also offers a theoretical framework for evaluating the predictive ability of the antecedents of eudaimonic fulfilment (Fowers et al., 2010) in cultural tourism. Pragmatically, the research findings help practitioners to identify the psychological drivers for cultural tourists. These guide the design and implementation of communication and activation strategies that impact behavioural intention. For instance, destinations that offer and communicate purposeful and appealing cultural environments and activities are more likely to instigate (re) visit intentions.

In an agenda that advances this line of research, further studies are intended to validate the framework proposed in this research. Such studies are expected to use comparative models that investigate the varied behaviours of cultural tourists in their pursuit of self-improvement for eudaimonic fulfilment versus the pursuit of pure pleasure for hedonic fulfilment.

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Harsh Hospitality, Happy Holidays: Exploring Locals' Discrimination in Domestic Tourism

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Introduction and Research Aim

Domestic tourism holds significance for any country's society, culture, and economy. From an economic perspective, it contributes to a substantial part of a country's tourism earnings, underlying its crucial role in its growth and development (Sharma, Singh, et al., 2022). From a sociocultural perceptive, it aids in cultural appreciation and fosters national unity. Promoting respect and understanding among diverse cultures within a country strengthens national identity and fosters social bonds. However, discrimination in service delivery, particularly in favour of foreigners over locals, is a serious issue impacting domestic tourism. This preferential treatment of foreigners over locals is based on the mis concept that they contribute more to the economy than locals, which can lead to dissatisfaction and resentment among locals. For instance, domestic tourists in Bali reported that a local moped rental provider did not allow them to hire a scooter. Additionally, reports of discrimination have also emerged from Sri Lanka, where locals have been refused services from hotels and restaurants. Such an incident highlights the need to investigate further and understand the issue to ensure inclusive and equitable service provision in domestic tourism. However, prior studies on discrimination in the tourism industry have focused on discrimination experienced by tourists (Sharma, Woosnam, et al., 2022; Tse & Tung, 2020), with no studies exploring the discrimination perception of locals in domestic tourism. The aim of this study is: *This study aims to examine the relationship between locals' perceived discrimination, anger levels, destination image of a domestic destination, and their impact on negative word-of-mouth and intention to engage in domestic tourism.* It addresses three research questions: **RQ1:** Does local's perceived discrimination relate to anger? **RQ2:** Does the strength of the association between perceived discrimination and anger differ based on the locals' destination image of the domestic destination? **RQ3:** How does locals' anger induced by discrimination affect their intention to engage in domestic tourism?

Theoretical Background and Conceptual Model

Discrimination refers to unjust actions influenced by an individual's group affiliation or personal traits, which can be experienced by customers despite laws in place against it (Min & Kim, 2019). For instance, postponing check-in for customers from ethnic or racial minorities by hotel employees may lead to discrimination perceptions. Additionally, ambiguously causing shortcomings in service delivery can be misconstrued as discrimination (Min & Joireman, 2021). Tourists may also feel unwelcome by local resentment, exemplifying biases in the service sector (Yang & Wong, 2020). This study will explore discrimination towards locals in favour of foreign tourists. This can occur in various forms in domestic tourism due to the perception that foreign tourists have greater spending power, which can lead to them receiving preferential treatment. For instance, hotels are always "booked" when making reservations but are available to foreign tourists. Similarly, attractions and restaurants may provide foreign tourists with faster service, offer more attractive trams, and provide preferential treatment and seating. These create a discriminatory environment for locals leading them to feel like second-class tourists in their own country.

The cognitive appraisal theory is a fitting theoretical framework for this study as it posits the interpretation and emotional responses of individuals' experiences, which defines their actions (Folkman et al., 1986). It will facilitate exploring local tourists' cognitive process and emotional responses to perceived discrimination, consequently influencing their behaviours such as negative word of mouth and intention to engage in domestic tourism. This study explores the following hypotheses. H1. Locals' perceived discrimination is positively associated with anger. H2: The positive association between perceived discrimination and anger is strengthened for locals with a high destination image of the domestic destination. H3. Local's anger induced by discrimination is positively associated with negative word-of-mouth. H4. Local's anger induced by discrimination is positively associated with the intention to engage in domestic tourism. This is depicted in Figure 1

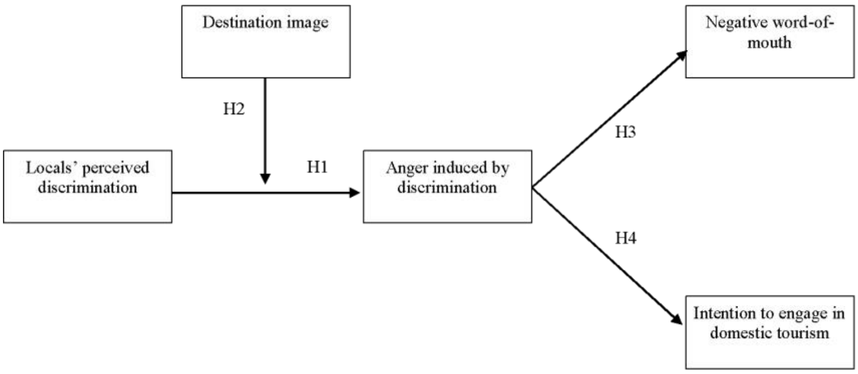

Figure 1: Conceptual framework

Methodology

This study used a scenario-based survey to collect data from Fiji residents. An initial test with 30 locals confirmed the scenario's realism. SurveyMonkey was used for data collection via a sponsored Facebook ad, a method chosen for its wide reach in Fiji and bias reduction (Singh & Sharma, 2022). Out of 383 responses, 377 were valid after removing incomplete ones. Previously validated scales were employed, using questions from prior studies to assess scenario realism (Yi et al., 2013) and Liao (2007), perceived discrimination (Sharma, Woosnam, et al., 2022), anger (Luo & Mattila, 2020), negative word of mouth (Chen et al., 2018), and domestic tourism intent (Ajzen, 1991). A seven-point Likert scale measured agreement with each statement. Data analysis using SPSS (28.0) and AMOS (28.0) involved checking the measurement model's validity and reliability, confirmatory factor analysis, and testing hypotheses via covariance-based structural equation modeling (CB-SEM).

Results

Of the 377 respondents, 213 were females (56.50%), while 164 were males (43.50%). The respondents were mostly aged between 18-25 (27.57%) and 26-30 (24.93%). Results revealed a good model fit of the structural model (x^2/df =2.15; *CFI*=0.96; *GFI*=0.92; *TLI*=0.93; *RMSEA*=0.06). Results showed locals' perceived discrimination positively influenced anger ($\beta = 0.26$, $p < 0.001$). Anger from discrimination was positively linked to negative word-of-mouth ($\beta = 0.31$, $p < 0.001$) and negatively to domestic tourism intention ($\beta = 0.22$, $p < 0.001$). Moderation analysis confirmed that the positive discrimination-anger connection was stronger for locals with a high image of the domestic destination.

Implications for Theory and Practice

This study's findings offer important implications for government agencies and tourism boards responsible for maintaining industry's reputation and promoting domestic tourism by addressing perceived discrimination in service delivery. It can assist in mitigating locals' anger and reduce negative word-of-mouth and inform the development of guidelines and policies to prevent such discrimination. Hospitality and tourism businesses such as tour operators, restaurants and hotels can use this study's findings to refine their service strategies, aiming to provide foreigners and locals equal treatment to reduce discrimination. Additionally, advocacy groups, NGOs, and advocacy groups focusing on fairness and social justice can use this study's results to raise awareness to combat domestic tourism discrimination. Public relations firms and marketers in tourism can use the study to shape their communication strategies to underscore the importance of tourists' equal treatment, fostering a more sustainable and inclusive tourism industry. Finally, the study contributes to the attainment of the UN SDGs. Examining locals' discrimination in domestic tourism aligns with SGD 10 (Reducing inequality), providing insights into ending discrimination and fostering equal opportunities. It also supports SGD 8 (Decent Work and Economic Growth) by promoting an equitable and inclusive tourism environment which ultimately contributes to sustainable economic growth. The study also advances SDG 16 (Peace, Justice, and Strong Institutions) by emphasizing the need to combat discrimination and promote inclusive and peaceful societies.

Theoretically, the study contributes by offering novel insights into a unique form of discrimination that has been previously unexplored. It contributes to the limited research of domestic tourism by addressing critical gaps in the extant literature. The results contribute to the theoretical models of social perceptions and emotional responses in tourism, demonstrating an association between locals' perceived discrimination and emotional reactions. The study expands the behavioural consequence literature of tourists' anger by demonstrating that induced by discrimination can lead to negative word-of-mouth and reduced intention to engage in domestic tourism. This enhances the understanding of tourist's local tourists' negative experiences and emotions on behavioural outcomes. The moderation results of destination image highlight the complex interplay between perceptions of discrimination and destination in shaping emotional responses to locals' perception of destination, a previously unexplored aspect.

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Exploring the Spice of Life in Christchurch

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Introduction and Research Aim

Immigrants who migrate to Western countries bring not only skills and talents, but also food habits and culture. New Zealand is one such country that has benefited from the ethnic foods of its migrants. The ethnic food that migrants bring to New Zealand not only allows migrants to connect with their loved ones at home and but connect with other New Zealanders (Miller et al., 2017). There is growing preference for ethnic foods among New Zealanders (Tan, 2015) and it is witnessed through the growing presence of new ethnic food outlets in the country (Bell & Neill, 2015; Ewan Sargent, 2017; Sriwongrat, 2008). Although Chinese followed by Indian food could be identified as the forerunners of the ethnic food revolution in New Zealand (Burton, 1992), the arrivals of other national groups has contributed to the popularity foods from other cultures.

The migrants use their heritage, culture, knowledge, and ingredients of plant and animal sources to prepare their foods (Kwon, 2015), and these practices make ethnic food unique in the host destinations. However, it is important to acknowledge the adaptation that ethnic food may go through to meet the tastes of the host community. The uniqueness of ethnic food, which is achieved through knowledge, attributes, and adaptation, and cultural traditions, can be a key driver for consumers to choose one ethnic cuisine over another (Sunanta, 2005).

Although previous researchers have examined the drivers behind ethnic food choices (Ahmad et al., 2019; Ting et al., 2017), relatively few studies have examined the factors that influence on the consumption of ethnic food in New Zealand, and how it influences consumer satisfaction and loyalty. Investigation of ethnic food choice determinants is important as it contributes to the literature and practice (Şahin & Kaya, 2023). Previous researchers have given extensive attention to understanding the dimensionality (Oh & Kim, 2020), intentions (Ting et al., 2017), preferences (Ha, 2019), attitudes and perceptions (Fanelli & Di Nocera, 2018) associated with consumption of ethnic foods. However, there has been limited studies that attempt to measure consumer reasons for selection of ethnic food and how it influences on their satisfaction and loyalty in New Zealand in comparison to other destinations. Therefore, this study will contribute to the existing tourism and hospitality literature by examining the reasons behind the consumption of ethnic food. The insights drawn from this study will help ethnic food providers to adjust their business strategies.

The aim of this study is:

> The aim of this study is to examine the impact of key drivers behind the consumption of ethnic food in Christchurch, New Zealand.

This paper attempts to address two research questions:

> **RQ1**: What are the key drivers behind the consumption of ethnic foods in Christchurch, New Zealand?
>
> **RQ2:** What is the relationship between key drivers behind the consumption of ethnic foods and consumer loyalty in Christchurch, New Zealand.

Conceptual Model

Previous researchers have used the Food Choice Questionnaire (FCQ) (Steptoe et al., 1995) to identify the factors that influence consumer food choices. Despite the criticism received against the FCQ for its comprehensiveness and usefulness (2018), it is well-validated tool that has been used in variety of studies to examine the reasons behind the selection of food choices (Markovina et al., 2015). The FCQ included factors such as health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity, and ethical concerns (Januszewska et al., 2011). Researchers have used these factors to examine consumer food choice decisions across countries and to study consumers' motivations behind the selection of food (Ahmad et al., 2019; Ting et al., 2017).

Although FCQ is applied on assessing the ethnic food choices of consumers, it has originally been designed to measure the general food choices of consumers. Thus, it may not entirely reflective of every food including ethnic food choices of consumers. Ethic food choices could be influenced by unique factors specific to societies where it is tested, and characteristics associated with ethnic foods (Jang et al., 2009). Cunha et al. (2018) argued that FCQ is not a useful for measuring consumer food choices in all scopes and they emphasised the significance of adapting FCQ to the context where it is applied. As a result, it is important to measure the determinants of ethnic food choices of consumers while contextualising FCQ to the context which it is being used. However, it is also important to acknowledge appropriateness of some dimensions in the FCQ for measuring the ethnic food choice studies (Blešić et al., 2021).

The determinants behind the selection of ethnic food could vary depending on the level of perceived importance or value that consumers attached to different ethnic foods (Tey et al., 2018). The literature indicates influence of diverse dimensions on determining the ethnic food choices (Jang et al., 2009), and shows the usefulness of dimensions such as perceived health benefit, mood and sensory aspect, appearance, texture (Freedman, 2016), and aroma, perceived value (Tey et al., 2018), perceived familiarity, naturalness, and unique cultural characteristics associated with ethnic food (Şahin & Kaya, 2023) to measure determinants of ethnic food choices and consumer satisfaction and loyalty towards to chosen ethnic foods.

Methodology

This study uses a quantitative research approach to achieve its outcomes. The survey questionnaire has been developed with the support of existing literature, specifically the Food Choice Questionnaire developed by Steptoe et al. (1995). This approach helps to ensure the content validity. To maintain external validity, the questionnaire has shared with two food experts to obtain their feedback on the questions and to make sure that questions are clear and unambiguous and obtain their general feedback. Reliability statistics will be calculated to test the instrument, and then, questionnaire will be deployed to collect the data as discussed below. The sample size required for this study is 384 (size of the Christchurch population is 369006 (StatsNZ, n.d.) and with margin of error is 5% and confidence level is 95%). A Qualtrics-designed survey which takes about 6 minutes to complete will be administered to consumers in person using iPads. Consumers over the age of 18 years will be approached to obtain their responses. This study intends to use two main methods to collect the data. The first method is to approach potential customers outside popular shopping malls in Christchurch during peak hours. The second method is to approach prospective respondents in ethnic restaurants. Prior to approaching patrons in restaurants, written/verbal approval will be sought from the restaurant owners/managers. In both methods, every 5th of prospective consumers will be approached to eliminate bias. Descriptive (i.e., crosstabulations, mean, etc.) and inferential statistics (i.e., principal component analysis followed by regression analysis) will be applied to answer the key research questions of this study.

Results and/or Discussion and Contributions

There has been limited studies that have attempted to measure the key determinants behind ethnic food choices, particularly in Christchurch, New Zealand. This study aims to measure the factors that drive consumers to choose ethnic food and how it influences their satisfaction and loyalty. The key drivers used in this model are mainly adapted from existing literature and from the Food Choice Questionnaire (FCQ). The questionnaire is contextualised to the specific context in which it is applied. This study helps to understand the determinants behind ethnic food choices of consumers in Christchurch, New Zealand.

Implications for Theory and Practice

Investigating the determinants of ethnic food choices is important because it contributes to the literature and practice (Şahin & Yalım Kaya, 2023). Previous researchers have paid extensive attention to understanding the dimensionality of ethnic food consumption and attitudes and perception of diverse ethnic food choices. However, limited studies have attempted to measure the reasons behind the preference for ethnic food in New Zealand in comparison to other destinations. By understanding the key driving factors behind ethnic food choices, ethnic restaurant managers can promote the identity of their food and restaurants. Non-ethnic restaurant managers can also use this information to adjust their marketing strategies and meet consumer demand. Findings also could help to promote healthy competition that will ultimately benefit consumers. The findings of this study useful for regional tourism organizations to support and promote cultural understanding between communities.

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How Free is 'Freedom' in Freedom Camping?

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Abstract:
Freedom Camping (FC) is perceived by many as an unsustainable practice, with low economic value in NZ. The contentious nature of 'freedom' in FC means tensions occur between various stakeholders, who call for more effective management and regulation of FC. Using a multi-method approach (ethnography and photo-elicitation interviews), this study aims to examine the construction and nature of freedom in FC based on an integrated perspective of freedom campers (FCampers) and other relevant stakeholders. Two types of freedom have been identified: 'desirable freedom' (how FC'rs interpret and expect to experience freedom) and 'acceptable freedom' (how key stakeholders view it). Both types need to be harmonised through negotiation between relevant stakeholders to achieve 'responsible freedom', where each stakeholder's perspectives and concerns are considered. This study contributes to the tourism literature and policy making by providing an integrated perspective on the freedom element in FC, offering utility for managing FC practices effectively.

Keywords: Freedom, Freedom Camping, Tourist Behaviour

Property Description and Neighborhoods: Unexplored Influencing Factors on Airbnb Reviews

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Abstract:
This paper explores the factors influencing Airbnb reviews, focusing on property descriptions and neighborhood characteristics. The study aims to answer four research questions: (1) the correlation between listing prices and review performance, (2) the influence of property and neighborhood descriptions on review performance, (3) the correlation between neighborhood demographics and review performance, and (4) the interaction between neighborhood demographics and property-level predictors on review performance. Using Vancouver, Canada as an example, the study utilizes public Airbnb and demographic data, a linear multilevel model, and text analysis software (LIWC) to analyze these effects. The study finds that property price, linguistic variables such as analytical thinking in descriptions, and certain neighborhood demographics have correlations with review performance. The findings provide insights for Airbnb hosts on how to enhance their review scores and well-being, particularly in the context of recovering from the COVID-19 pandemic.

Virtual Reality Prophecy: Harbinger of Tourism Regeneration

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Introduction and Research Aim

Tourism organizations adopt several promotional strategies; still, they struggle to get the desired return on their marketing efforts. The tourists of today are different from the tourists of yesteryears. They are more demanding, less forgiving, and heavily reliant on technology. In this light, integrating tools like virtual reality (VR) makes sense. VR tourism is considered sustainable and is positively associated with climate change (Laukkanen et al., 2022). Past studies indicate VR with a head-mounted display (HMD) is more effective than traditional media (Adachi et al., 2020) but the literature on the comparative effect of 360˚ video with a smartphone (media 1) over a 360˚ video with HMD (media 2) is partial. Although VR as a tool effectively markets destinations, more research on factors influencing tourists' VR experience and visitation is required (An et al., 2021). Hence, this study has attempted to understand the psychological mechanism behind tourists' visit intentions based on destinations presented by VR, using the Stimulus-Organism-Response (S-O-R) model.

The aims of this study are twofold: First, *to identify the factors predicting tourists' destination visit intention in an S-O-R framework.* Second, *to identify the media type that elicits a higher influence on tourists' behavioral outcomes.*

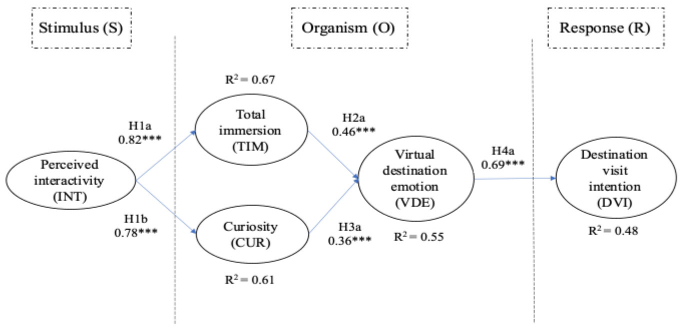
We address two research questions in line with this aim:

RQ1: How does perceived interactivity influence tourists' responses?

RQ2: Is 360˚ video with HMD (media 2) more effective (media 1)?

Background and Conceptual Model

The S-O-R framework suggested by Mehrabian and Russell, (1974) explains that when an individual receives a stimulus, undergoes internal processing and responds through behavioral actions. This framework is pertinent to explore factors in VR-based tourism research (Kim et al., 2020). In VR, different technical attributes act as a stimulus (An et al., 2021), such as perceived interactivity (INT). Users perceive different levels of interactivity with the media type (Flavián et al., 2021)- media 1 lets user interact using play/pause/zoom in-out, and navigating around 360˚ direction over a smartphone; media 2 lets user to navigate by tilting head and using the control keys of HMD. When users find the VR medium interactive, they feel total immersion (TIM) in a virtual environment (Manchanda and Deb, 2021) along with a sense of curiosity (CUR). The TIM and CUR together evoke positive virtual destination emotions (VDE). The affective elements of VDE subsequently result in a destination visit intention (DVI) (Chen et al., 2022). Figure 1 presents the conceptual model of the study where INT acts as *stimulus*; TIM, CUR, and VDE as *an organism*, and DVI as a *response*. It is hypothesized that INT has a positive association with TIM (H1a) and CUR (H1b); followed by a positive association of TIM with VDE (H2a) and CUR with VDE (H3a); subsequently resulting in a positive association between VDE and DVI (H4a). For measuring the media effect, it is hypothesized as 360˚ video with HMD (media type 2) elicits higher INT (H1), TIM (H2), CUR (H3), VDE (H4), and DVI (H5) as compared to media 1.



Note: *** $p < 0.001$;($\chi2 = 145.341$; $\chi2/df = 2.019$, ($p < 0.001, df = 72$); CFI= 0.966; TLI= 0.958; RMSEA= 0.059 SRMR= 0.064.

Figure 1: Conceptual framework of the study

Methodology

The study used survey data collected in Himachal Pradesh (n=296), India over a period from March-April 2022. A purposive sampling technique is employed with well-defined inclusion criteria. The sample of 296 participants comprises 63% male, 37% female; 90% are in the age group of 18-30 years; media 1 (n=193), media 2 (n=103). The stimulus contains 360˚ VR videos concerning two different media (media 1 and 2). Media effect is measured using an independent sample t-test for H1-H5. The conceptual model is tested using CB-SEM in SPSS AMOS v26.0. All measurements were based on a 5-point Likert scale (1-strongly disagree; 5-strongly agree). Reliability testing of all constructs indicated a Cronbach's alpha value, $\alpha>0.732$. The standardized factor loadings (λ) are in the range of 0.731 to 0.849. The composite reliability coefficients are greater than 0.70 thresholds and the average variance extracted is above 0.5, establishing convergent validity (Hair et al., 2010). The test of HTMT correlations resulted in a value below 0.85 between all the constructs; indicating discriminant validity (Henseler et al., 2015).

Results and Discussion

The measurement model shows a good model fit ($\chi2 = 73.907$; $\chi2/df = 1.103$, ($p < 0.05$, $df = 67$); CFI= 0.997; TLI= 0.996; RMSEA= 0.019; SRMR= 0.0234 along with SEM result in Figure 1. The hypotheses testing results indicate that INT has a significant and positive association with TIM ($\beta=0.82$, $p<.001$), supporting H1a, and CUR ($\beta=0.78$, $p<.001$), supporting H1b. TIM is significantly associated with VDE ($\beta=0.46$, $p<.001$), supporting H2a. Supporting H3a, CUR is positively related to the VDE ($\beta=0.36$, $p<.001$). Lastly, VDE has a significant and positive association with DVI ($\beta=0.70$, $p<.001$), supporting H4a. Approximately 67% of the variance in TIM and 61% in CUR is explained by its precursor variable INT. VDE explains 55% of the variance in the model. Overall, the model has explained 48% of the variance in the endogenous variable DVI. INT as a stimulus, TIM, and VDE as organism phenomena have emerged as key factors driving DVI of tourists as a response to a virtual tour based on VR. The independent sample t-test result demonstrated significant differences across media 1 and 2 stating 360˚ video with HMD elicits the highest influence on INT [t= -7.18, media 1 (*M*=3.65, *SD*=0.84), media 2 (*M*=4.24, *SD*=0.57)]; TIM [t= -10.32, media 1 (*M*=3.61, *SD*=0.91), media 2 (*M*=4.40, *SD*=0.40)]; CUR [t= -9.50, media 1 (*M*=3.81, *SD*=0.89), media 2 (*M*=4.50, *SD*=0.35)]; VDE [t= -8.01, media 1 (*M*=3.85, *SD*=0.79), media 2 (*M*=4.41, *SD*=0.41)]; DVI [t= -13.01, media 1 (*M*=3.80, *SD*=0.74), media 2 (*M*=4.62, *SD*=0.36)]; at 95% confidence interval, p= <0.001; supported H1-H5.

Implications for Theory and Practice

The reconstructed S-O-R framework is a novel contribution to the VR tourism literature. The precursor 'perceived interactivity' explains tourists' total immersion and curiosity. Total immersion and curiosity together positively contribute to virtual destination emotion. Destination visit intention is significantly determined by virtual destination emotion. Developing interactive and immersive VR content that creates curiosity in the minds of users will generate an emotional connection with the destinations presented by VR and subsequently arouse visit intentions. The findings on media effect indicate the greater need for destination marketing organizations (DMOs) to direct their efforts toward familiarising users with 360˚ HMD through kiosk marketing. Merely improving the VR content will not generate tourists' intentions. But developing positive emotions will determine travel intentions (Surovaya et al., 2020). The practical implications are- first, the need for technical improvement: vision synchronicity, reducing discomforts, and better video resolution. Second, attractive presentation of destination attributes for positive image and emotion formation. Third, addressing the paucity of marketing activities to promote VR technology (Kim and Hardin, 2010). Researchers may test this model in a cross-cultural setting. Further, influence of destination attributes on image and negative emotions may be explored. Practitioners may replace traditional media with 360˚ VR (HMD) for offering immersive experiences and ensuring sustainable tourism.

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Pooh Bear's Corner: Transforming Space Into Place

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Abstract:
Based on an ethnographic study of the traversing shrine Pooh Bear’s Corner, we contribute to the conversation on travel’s role in transforming space into place. Taking a boundary space perspective, we consider the activities, actors and objects that transform dangerous space into sacralised places. We explore how the interconnected activities of placemaking, shrinemaking and mythmaking transform landscapes, orientating travellers and enabling navigation of sociality, historicality, and spatiality of the human experience. This reveals travel as an inherently dangerous activity that requires its own boundary work to ameliorate the dangers of natural, cultural, and supernatural landscapes. The paper’s focus on spatiality also offers a renewed understanding of the importance of mobility and space as recursive objects in travel processes.

Keywords: Shrines, Boundary space, Traversing.

Breaking the Habit Through Contextual Change

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Abstract:
Going on holidays often implies taking the plane, even for short distances, where sustainable transportation modes would be available. This research investigates whether pre-Covid unsustainable travel habits can be broken through perceived impact of Covid-19 and green consumer values, increasing the intention for sustainable transportation modes using a survey design.

Keywords: Habit, Mobility, Sustainability

Destination Attribute Preferences Influence Food Photograph Viewing

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Abstract:
Using the Uses and Gratifications Theory (UGT) and the Technology Acceptance Model (TAM), we investigated the influence of food destination attributes on food photograph viewing behaviour from the perspective of food day-trippers in Dorset and Hampshire, UK. Through mixed-methods research, interviews with 20 foodies revealed five perceived benefits of viewing food photographs on social media and identified food destination attribute preferences. A survey with 582 residents from the same regions further confirmed that food day-trippers who value hedonic attributes of a food destination are more engaged in viewing food photographs on social media. These photographs, shared by like-minded individuals, are seen as useful and enjoyable, conveniently aiding in future food travel plans. Our findings demonstrate how consumers' destination attribute preferences affect food photograph viewing behaviour, offering valuable insights for Destination Marketing Organisations (DMOs) targeting domestic visitors to their food destinations.

Keywords: food tourism; food photographs; destination attributes

Solo Female Travellers' Intrusive Service Experiences and Complaining as a Response

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Introduction and Research Aim

Solo Female Travellers (SFTs) account for 84% of the total solo traveller market and they are a growing traveller segment in the travel and tourism industry (Solo Female Traveller, 2022). In recognising the importance of SFTs as a lucrative traveller segment, destination management organisations (DMOs) are focused on certain value-added service amenities such as women-only hotels (Raj, 2020) and designing women-only floors (Yahoo Travel, 2014). Solo female travelling has captured significant attention in the recent scholarly literature covering various aspects, such as risk, risk negotiation, and travel constraints providing insights into how solo female travelling could be promoted and developed by overcoming the possible challenges (See for example, Su & Wu, 2020; Yang et al., 2018a, 2018b). However, these studies have not focused on SFTs' experiences with intrusive service encounters which could also be challenging for women during their solo travel discourse. Accordingly, the current study aims to investigate SFTs' experiences with various intrusive service encounters during their solo travel pursuits. In line with this aim, we address the following research questions:

RQ1: How do certain service interactions become intrusive towards SFTs?
RQ2: How do SFTs respond towards intrusive service experiences?

Background and Theoretical Concept

Previous studies have reported how SFTs encounter various risks and harassment due to the presence of and interaction with others in the tourism space (Su & Wu, 2020; Yang et al., 2018b). These studies are mainly informed via the interactions that SFTs have with male others. While these studies explicitly mention the other parties that SFTs interacted with were other travellers or locals, broadly they provide valuable insights as to how inter-tourist interactions shaped their overall travel experience.

Apart from inter-tourist interactions, interactions with service employees are also important and serve as a means of traveller satisfaction in the hospitality industry (Prayag & Lee, 2019). Despite the significance of service interactions, other studies have not considered service interactions as an independent subject of investigation in the realm of solo female travelling. Given the travel and tourism industry is male-dominated (Masadeh, 2013), this study argues that SFTs may experience certain intrusive service encounters that they may need to negotiate on their own as they do with risk encounters.

The consumer territorial behaviour (CTB) perspective is likely to provide a theoretical lens in uncovering service employees' intrusive behaviours in the realm of solo female travelling. In a consumption context (e.g. cafes, restaurants, hotel rooms, etc.), a consumer may wish to have one's own territory and any attempts to violate (by other consumers or service persons) will result in defense responses (Griffiths & Gilly, 2012). Previous studies found certain behaviours of employees were intrusive towards consumers in settings such as grocery shops (Ashley et al., 2020; Ashley & Noble, 2014). Accordingly, CTB is used to sensitise the possible intrusive service experiences and response behaviours in the context of solo female travelling.

Methodology

This study espoused a qualitative approach and data were collected using online in-depth interviews. Thirty-four in-depth interviews were collected from SFTs (aged 20-65 years) who have travelled solo internationally for leisure purposes. The average length of an interview was 45 minutes. Ethics approval for the study was obtained from Massey University Human Ethics Committee (Ethics

Notification Number: 4000025040). In analysing the data, researchers adopted reflexive thematic analysis (Braun & Clarke, 2006).

Findings and Discussion

The findings of the study highlight mainly four types of intrusive service behaviours. They are unwanted self-disclosure, physical space intrusions, over-service behaviours, and disrespectful behaviours. During service encounters, SFTs had to answer certain self-disclosing questions that service persons asked out of context. These questions were deemed intrusive as SFTs had to reveal their status of aloneness making them uncomfortable in certain situations (e.g., questioning marital status, questioning the reason to travel solo). Under physical space intrusions, women reported various instances that service employees entered their rooms without prior permission. In certain situations, women commented on service persons' behaviours that were deemed too much for them (e.g., trying to upgrade the service unnecessarily, too much engagement). Finally, confirming women's vulnerability in the solo travel discourse, they commented on disrespectful service encounters. For example, tour guides making inappropriate jokes, and hotel staff trying to approach with ulterior motives were some of the disrespectful behaviours that SFTs perceived as intrusive.

In responding to service intrusions, women mainly adopted a complaining approach. Accordingly, SFTs used complaining, suppression of complaining, and indirect complaining. While a few SFTs commented on complaining directly towards the service management, the majority of women had to suppress their complaints in the event of service intrusions. This study identified certain unique reasons for women's non-complaining upon service intrusions including; distrust, perceived risk, lack of female workers, uncertainty of the legitimacy of the complaint, and perceived hassle.

The intrusive service behaviours found in the current study expand the understanding of intrusive marketing initiatives (Madhavan et al., 2019) and intrusive service employee behaviours in the current consumer territorial behaviour literature (Ashley & Noble, 2014). In doing so, this study highlights certain subtleties of the service delivery process that may become intrusive towards consumer experience in certain distinctive contexts such as solo female travelling. Further, complaining as a territorial response will add to the current knowledge of consumer territorial responses that are mainly informed via retaliation, accession, abandonment, and negative word of mouth (Ashley & Noble, 2014). Further, the non-complaining behaviour of SFTs confirms the general notion that many dissatisfied customers do not complain (Chebat et al., 2005). Accordingly, the findings will contribute to the growing interest in consumer non-complaining behaviour due to its negative consequences in the long run (e.g., switching, spreading negative word of mouth, etc.).

Implications for Theory and Practice

This study contributes to the current literature in the areas of SFTs, service intrusions, and complaining behaviour. In doing so, the findings highlight consumer territorial intrusions in service encounters and complaining as a novel response in the event of territorial intrusions. The intrusive service behaviours found in the current study emphasise how a consumption experience can be invaded in numerous ways apart from mere physical intrusions as widely reported in the literature. Accordingly, DMOs should be cautious in delivering services to distinctive consumer segments in a non-intrusive way helping SFTs to meet their travel needs and wants. Further, DMOs should also consider developing solo-female-friendly complaining procedures to address SFTs' unique concerns about raising complaints and thereby facilitating raising their dissatisfaction in the event of a service intrusion.

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ChatGPT's Influence on Travel Destination Choices

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Abstract:
As ChatGPT is widely accepted as a new source of information, it is likely to affect consumer behavior. The present research investigates the impact of ChatGPT recommendations on travelers' visiting intentions. We compare the travelers' evaluations of recommendations from ChatGPT and those from online travel agencies (OTAs), which are typical information sources for travelers. Four studies show that consumers are more likely to accept the recommendations made by ChatGPT (vs. OTAs). This is because consumers tend to perceive information suggested by ChatGPT to be more valuable than by OTAs. Furthermore, regardless of whether consumers have already experienced or known about ChatGPT, they are more likely to accept recommendations by ChatGPT than by OTAs. The higher recommendation acceptance by ChatGPT (vs. OTA) is persistent, especially when it comes to searching for unfamiliar (vs. familiar) travel destinations. We discuss the theoretical and practical implications of our findings.

Keywords: ChatGPT; destination choice; travel recommendation

Perceptions of Intergroup Contact in Tourism Decision-making

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Abstract:
To facilitate tourism development in the post-pandemic period, this research focuses on how travellers perceive interactions with out-group individuals in their tourism decision-making. The results of two 2x2 between-subjects experiments show that the level of intergroup contact (high versus low) New Zealand domestic travellers perceive in tourism activities influences decision-making. That is, the greater the intergroup contact, the more likely New Zealanders are to avoid a tourism decision that involves such contact. The studies further show that perceived realistic threats from interactions with outgroup travellers and perceived risks in tourism products mediate the relationship between intergroup contact and avoidance responses in domestic travellers' tourism decision-making. This research provides further research on intergroup interactions in tourism research, showing how perceptions of domestic travellers regarding interactions with foreign travellers impact choice. This work also provides suggestions for local tourism businesses regarding the most appropriate marketing communications for targeting domestic tourists.

Keywords: tourism decision-making, intergroup contact, avoidance behaviours

Can You Make that Accessible for Me?

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Abstract:
People with a disability (PWD), given their unique needs combined with the systemic inequalities in tourism provision, may experience considerable barriers when travelling. Tourism suppliers can play a significant role in making tourism accessible for PWD, but there has been limited examination in this area by academics. An analysis of peer-reviewed articles, obtained from a range of a prominent databases and Scopus citations, was conducted. From the review, a total of 118 articles were identified of which 46 focused on the supply-side. Using abductive team analysis, a conceptual framework emerged classifying the supply-side scholarship of tourism, including capacity development, information provision, service delivery and feedback processes. Using the aim of UNSDG 10 to reduce inequalities for the betterment of society as a guide, future supply-side scholarship within tourism, could focus on investigating current tourism service provisions, and make recommendations for strategic and operational solutions to make travel accessible for all.

Keywords: supply-side, systematic review, people with a disability

The Impact of Consumer Self-Confidence on Booking Intentions in the Hotel Industry

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Introduction and Research Aim

Searching for information and decision-making processes can be influenced by consumer self-confidence (Loibl, Cho, Diekmann, and Batte, 2009). This construct is defined as the extent to which an individual feels capable and assured with respect to their marketplace decisions and behaviours (Bearden, Hardesty, & Rose, 2001). With increasing online hotel booking rates worldwide, consumer self-confidence plays a crucial role in how individuals navigate the online accommodation booking process (Teichmann, 2011; Park & Huang, 2017). However, little research pays attention to the role of consumer self-confidence in information searching or decision marking in the online hotel booking sector. The aim of this study is to:

- Understand Macau residents' self-confidence levels with online hotel booking experiences.
- Investigate the impact of consumer self-confidence on online hotel booking intentions

Background and/or Conceptual Model

Consumer self-confidence is a higher-order construct consisting of two underlying factors: decision-making self-confidence and protection (Bearden et al., 2001). First, the decision-making component is consistent with the extensive body of consumer research that has attempted to understand and improve consumer performance through the knowledge of how market place information is obtained, analysed, and used to make purchase-related decisions (Bettman, Johnson, & Payne, 1991; Nedungadi, 1990). Bearden et al. (2001) stated this construct includes the following four underlying dimensions: a)Information acquisition (IA), b)Consideration-set formation (CF), c)Personal outcomes (PO) and d)Social outcomes (SO). Information acquisition reflects the individual's confidence in his or her ability to obtain needed marketplace information and to process and understand that information (Moorthy, Ratchford, & Talukdar, 1997; Punj & Staelin, 1983). Consideration-set formation represents confidence in one's ability to identify acceptable choice alternatives, including products, brands and shopping venues (Bearden et al., 2001). Personal outcomes and social outcomes are described as having the confidence in one's ability to meet purchase objectives such that choices are personally satisfying and generate positive outcomes in the form of the reactions of others including friends, family, and neighbours (Friestad & Wright, 1994).

The second component of consumer self-construct is protection, that is, the individual's ability to protect himself or herself from harm under emotional strain and to resist persuasive attempts emanating from others in the market place (Bearden et al., 2001). Protection includes the two underlying dimensions: a)Persuasion and knowledge (PK) and b)Marketplace interfaces (MI). Persuasion and knowledge reflects the individual's confidence in his or her knowledge regarding the tactics used by marketers in their effort to persuade consumers (Friestad & Wright, 1994). A marketplace interface reflects confidence in the ability to stand up for one's rights and to express one's opinion when dealing with others in the marketplace (Bearden et al., 2001).

Methodology

Online consumer self-confidence scale items were generated based on Bearden et al.'s (2001) consumer self-confidence scale items and were verified through a pilot study. This study used a quota sampling method on the basis of convenience, since it was practically impossible to examine every element of the target population (Neuman, 2011). The researcher conducted face-to face surveys for three months in Macau, China. A total of 500 responses were collected, then cleaned to remove any invalid responses. Missing values were examined using the pattern and descriptive function in SPSS called missing value analysis (MVA). At this stage, 20 responses were deleted. The criteria used to determine exclusion of any responses were: 1. over 10 % missing data, 2. missing data for dependent variables, 3. all responses were equal, or 4. survey time took less than five minutes (Hair et al., 2010). Data were also examined for normality, using normal probability plots, kurtosis, and skewness test values (Field, 2009) as it is critical to ensure that the data have a multivariate normal distribution before conducting SEM (Byrne, 2010). Finally, 480 responses were used for data analysis. Both the pilot study and the main survey, were conducted using the exploratory factor analysis, Principal Axis Factoring (PAF), with a direct oblimin rotation method because PAF seeks the least number of factors that account for the co-variance of a set of variables, while the principal component analysis seeks the set of factors that account for the total variance (common and unique) in a set of variables (Hair et al., 2010; Tabachnick & Fidell, 2007).

Results

Demographic Profiles

In total, 480 usable samples were collected from the main survey. Of the 480 respondents, 80.4% (n=386) have Macau nationality and 13.1 % (n=63) are Mainland Chinese and 5.8% (n=28) have Hong Kong nationality. Slightly more respondents identified as male (54%) and 77.9% are 18-39 years old (53.3% are 18-29 years old and 24.6 % are 30-39 years old). Approximately, the half of the respondents were educated to an undergraduate degree (48.5%). The household income status of the majority of the respondents was distributed ranging from USD$20,000 to USD$120,000. 15.6 % of the respondents were working in professional and 23.5 % were students. In sum, the overall samples are fairly evenly distributed in terms of their demographic characteristics.

The exploratory factor analysis (EFA)

The exploratory factor analysis (EFA) was conducted using Principal Axis Factoring with a direct oblimin rotation method to trim the number of items in the scale development and to confirm the scale’s hypothesised structure (Netemeyer et al., 2003). The item communalities were examined to determine the variance proportion explained by each of the items (Hinkin, 1998). The pattern matrix was inspected for items that showed complex or inadequate factor loadings. Items were retained: 1) if they loaded .50 or more on a factor, 2) did not cross load on two or more factors (suppressed at .4, Field, 2009), 3) if the reliability analysis indicated an item to a total correlation of more than .4, or 4) if items displayed high communalities of more than .50 (Hair et al., 2010). Five of the 26 items could not meet these criteria so were removed.

Four factors were identified with eigen values greater than one and together explained 66.69 % of the variance: 1) Information Acquisition and Consideration-Set Formation (IC), 2) Personal Outcomes Decision Making (PO), 3) Social Outcomes Decision Making (SO), and 4) Persuasion Knowledge (PK). Examination of the scree plot further indicated that a four-factor solution was the most appropriate. A KMO test value of .91 suggested that there was acceptable sampling adequacy (DeVellis, 2012). A reliability analysis (Cronbach's Alpha) was then performed to assess the internal consistency. The result shows that the Cronbach's Alpha values range from 0.75 to 0.94, exceeding the conventional minimum of 0.7 (Nunnally, 1994). Based on these results, it was concluded that each dimension had very high internal consistency and reliability (Hinkin, 1998; Netemeyer et al., 2003).

Discussion and Implications

The findings of this study reveal that the measurement model fits the data well, indicating that the mode is satisfactory and effective, therefore, the scale can be implemented by academy, other researchers and hotel managers to evaluate consumer self-confidence of their online customers and obtain information regarding what aspects can influence the online consumer decision making process. The online consumer self-confidence scale is expected to offer hotel managers a means to gain a better understanding of how confident their customers are with the process of searching for, acquiring and accumulating information prior to their decision making. The conclusions drawn from the study suggest that this scale can provide valuable insights into the factors that influence the decision-making process of online consumers. The follow up study will investigate direct impacts of online self-confidence on their booking intentions. Hotel managers can gain practical insights into the role of online consumer self-confidence in influencing booking decisions. This understanding can guide their efforts to create a more customer-centric experience and enhance customer satisfaction. Ultimately, such insights can contribute to the success of hotel business, especially in the global market.

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Willingness-To-Contribute to Long-Distance Trail Conservation

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Abstract:
Trails provide a purposeful, interpreted, and linear tourist route for walkers to experience a destination. In more recent years, there has been a significant increase in the number of people participating in outdoor activities, including hiking. However, with the increasing popularity of such walking trails, there is a growing need to find ways to better fund the management and conservation of these destinations. This study considers the West Highland Way, a 154km trail in Scotland that spans from the outskirts of Glasgow to Fort William. We interviewed 106 walkers across various group compositions, to better understand their perspectives, and likelihood, of contributing to the West Highland Way. While the concept of permits used in other countries was not received well, given the ‘right to roam’ in Scotland, walkers were more often than not willing to donate as a one-off, but also contribute through other means such as volunteering.

Keywords: long-distance trails; willingness-to-pay; conservation

Direct vs Indirect Airplane Travel: A Consumers Perspective

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Abstract:
Travelling on an airplane to a final destination directly or indirectly (via a stopover) can make a big difference to one's travel experience; it can affect travel duration, cost, health benefits and carbon emissions. This study investigates consumer preferences of flying directly or indirectly via a quantitative analysis with data collected from 4 countries: Australia, the United Kingdom, the United States of America and Canada. The results show preference for direct flights was significantly higher when the direct flights are shorter ($p = .033$) and the indirect flights are longer ($p = .009$). In addition, survey respondents were shown messages regarding carbon emissions and/or personal health benefits, and the results found a carbon emission related message increases preference for direct flights and a personal health related message decreases preference for direct flights, but the magnitude of these effects depends on the presence of the other message.

Keywords: Direct; Indirect; Airplane Travel.

Online Consumer Review Cues and Tourists' Decision-Making

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Abstract:
Online Consumer Review Cues (OCRCs) are important cues in E-commerce. The current paper applies the behavioural approach and eye-tracking method to explore the influence of OCRCs on consumers' exploration intention in short video apps through three studies. Study 1-2 consistently indicated that OCRCs (likes, comments, favourites, and retweets) had a positive impact on consumers' exploration intention, and video perspectives moderated this effect (Study 2-3). A simple effect analysis indicated that under the greater OCRCs condition, first-person perspective triggered larger exploration intention whereas the effect of video perspective was not significant in lesser OCRCs condition. Based on eye movement data, Study 3 provided further explanations for the main effects and the interaction effect of OCRCs and video perspectives that OCRCs and video perspectives significantly influence the fixation number and fixation duration, and greater OCRCs and first-person perspective result in lesser fixation number and fixation duration. Theoretical and practical implication are also discussed.

Keywords: Online Consumer Review Cues, short video apps, tourists' decision-making

Mindsets: Key Determinants of Different Types of Transformation

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Introduction and Research Aim

Some travel experiences have the power to change an individual's attitudes and actions for the better, transforming them into agents for positive social and environmental change. These experiences, known as transformative travel experiences (TTE), tend to thrust an individual into new and unfamiliar settings, resulting in the need to problem-solve and develop new skills. TTEs lead to a profound change in how individuals see themselves and the world around them, often resulting in personal (e.g., improved self-confidence), social (e.g., greater cross-cultural understanding) and behavioural transformations (e.g., adopting environmentally friendly behaviours). Within the TTE context, mindset theory infers that individuals endorse different belief systems in their travel (Rucker & Galinsky, 2016). Where some individuals have a growth mindset underpinned by a belief that experiences and learnings foster their well-being and self-development, others have a fixed mindset, believing their traits and abilities are static and unchangeable.

While mindsets are an emerging consideration in tourism research, a significant gap remains in the TTE literature relating to how an individual's mindset impacts the experience of different types of personal, social and behavioural transformation during and following a TTE. Consequently, this study aims to understand how individuals' mindsets influence their types of transformation by integrating mindset theory with TTE. This study offers a timely response to scholars who call for further empirical studies into mindset theory in tourism research (e.g., Japutra et al., 2019; Oppewal et al., 2015) and more comprehensive theories to explain how and why transformation occurs (Zhao & Agyeiwaah, 2023). This study addresses the research aim by conducting in-depth semi-structured interviews to explore how people with different mindsets seek different travel experiences and how their mindsets contribute to different types of transformation.

Conceptual Model

Transformation through travel is the outcome of a meaningful experience that pushes individuals to leave their comfort zone and actively immerse themselves in the experience (Tasci & Godovykh, 2021). TTEs can result in different types of changes that extend from the individual perspective (e.g., personal) to societal (e.g., social interactions) to the global perspective (e.g., environmental). These various types of transformation may be influenced by both temporal factors (short-term, long-term, permanent) and the degree of transformation, ranging from minor to major changes (Cetin & Pala, 2022; Teoh et al., 2021). Pope (2021) divided transformational types into pro-environmental transformation and personal transformation. Zhao and Agyeiwaah's (2023) systematic review concluded that individuals may experience physical/behavioural, psychological, social, and spiritual transformation. However, they highlight the need for existing theories in TTE research to be revised and verified, arguing there is limited understanding of how transformation occurs (Zhao & Agyeiwaah, 2023).

Mindset theory emerges as an appropriate theoretical lens on how different types of transformation may occur. Crum (2012), building on the Mindset Theory proposed by Dweck (1996), defined a mindset as a 'mental frame or lens that selectively organises and encodes information, thereby orienting an individual toward a unique way of understanding an experience and guiding one toward corresponding actions and responses' (p. 21). Mindset theory states that people's beliefs about the nature of human characteristics and abilities (e.g., personality, intelligence, culture, and so on) subscribe to a mindset stability continuum, ranging from fixed to growth mindsets (Dweck, 1996). Therefore, consumers who endorse a fixed mindset and believe their traits and abilities (e.g., personality, intelligence, culture, and others) are innate and unchangeable will respond differently in tourism behaviour context and self-enhancement goals compared to consumers with a growth mindset. Growth mindsets believe their social and personal attributes can be changed and enhanced through effort determination (Murphy & Dweck, 2016). Additionally, mindset theory highlights the importance of comprehending how various travel experiences and destinations can resonate with individuals based on their mindsets and belief systems. This understanding is crucial for identifying the types of transformations (e.g., physical, personal, social, and behavioural) people may experience.

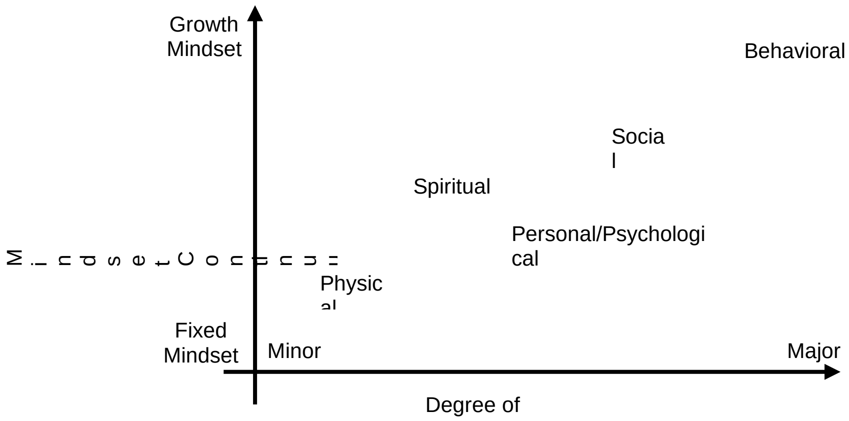

Figure 1. Types of transformation and alignment with the mindset continuum

Methodology

This research draws on in-depth semi-structured interviews conducted in person, online and via the phone with 25 adult Australian citizens who are frequent travellers. A purposive snowball sampling approach was used from December 2022 until March 2023 to recruit potential participants by posting to relevant travel groups on Facebook. Facebook served as an effective recruitment tool that allowed the research team to access a diverse range of individuals from various sociodemographic backgrounds across expansive geographical areas (Jackson, 2022). Permission to post was obtained for Facebook groups that required admin consent to post. The recruitment process was carefully monitored and controlled to ensure a balanced sample across age, gender, race, marital status, and socioeconomic status. Each interview took approximately 45 minutes to an hour and was recorded and automatically transcribed using Zoom software. The research team then double-checked and verified the transcriptions by listening to the recordings and editing the transcripts intelligent verbatim. Interviews were started by asking introductory questions to build rapport with the participants. Then, the interview delved into their beliefs about travel, its potential impact on personal transformation, and how their belief systems could shape their approach to and evaluation of travel experiences and choices. Mindsets, the degree of change and the types of transformation were allowed to emerge during the interviews organically. This paper reports results focused on Mindsets and the types of transformation.

The data were analysed using thematic analysis with the assistance of NVivo v.12. Thematic analysis allows exploration of the viewpoints of research participants by revealing similarities and dissimilarities, uncovering unexpected insights, facilitating the structured handling of extensive data, and aiding in the creation of clear and organised final results (Nowell et al., 2017). Two coders double-blind coded abductively and then compared their results to confirm consistency, data interpretation and emergent themes (Skjott Linneberg & Korsgaard, 2019). The data analysis utilised a three-stage coding procedure, beginning with extracting open codes from interview responses, followed by developing emerging axial codes. Subsequently, axial codes were linked to selective coding, and the resulting themes underwent validation through resources and analyst triangulation methods (Decrop, 1999).

Results and/or Discussion and Contributions

Two clear groups of respondents emerged, partitioned by fixed and growth mindsets that arose as central themes from the responses. Each mindset theme included different sub-themes (see Table 1) that tended to follow the expected characteristics. For example, fixed mindsets were ‘reluctant to change’, ‘sought out hedonic and pleasure experiences’ and were ‘risk or challenge averse’. Conversely, the growth mindsets were ‘open to change’, ‘challenge seeking’, ‘curious to explore and learn’, ‘reflective’ and ‘saw travel as a meaningful learning activity’.

The results also indicate significant differences between individuals’ mindsets and transformation types (see Table 2). The growth mindset individuals were more inclined to engage in experiences that required higher cognitive processing (such as staying in locally owned accommodation, attending local handicraft workshops, learning a local language or immersing in local customs). These experiences often resulted in major transformative changes, including social and behavioural changes. All growth mindset respondents believed travel plays a significant role in their personal transformation (e.g., made them more outgoing and confident). However, some also noted they had social changes, including being more patient and understanding of cultural differences. A few mentioned noticeable behavioural changes (e.g., using less plastic and more sustainable products) in their daily lives.
Lastly, the findings suggest that growth mindset individuals were more reflective during their travel experience and tended to have deeper transformative behavioural changes. On the other hand, fixed mindsets had less tendency to be involved in meaningful experiences, with little to no apparent change in their skills or awareness. Fixed travel mindsets tended to have predefined beliefs and viewed travel as a pleasure activity. Subsequently, they resisted novel experiences and new ideas, which limited their transformative change opportunities.

Theme	**Sub-Theme**	**No.**	**Exemplars**
Fixed Mindset (153)	Change Averse	13	● Travelling hasn't changed my personality… I really don't think I’d like to change myself. ● If I compare myself to the time before travelling, I would say we are the same.
	Hedonic	57	● I believe that if you travel, you should go for pleasure or fun, or to relax. ● I like a broad range of things and am attracted to touristy things like theme parks or landmarks. I'm a tourist.
	Risk Averse	83	● I'm actually extra careful when I travel. I can't trust anyone. ● I won't do crazy things like going on 55 days of trail walks.
Growth Mindset (229)	Open to Change	11	● I try to think, what's new that I can do here? What new experiences? I believe being open to new experiences can change us and help us to grow. ● I'm not the same person when I'm travel or return home… I've become very thoughtful.
	Reflective	39	● When I'm travelling, I like to switch off all the tech stuff and social media. No phone calls, no outside world - just me and the moment. I think a lot in my head about the challenges, my reactions and the differences between me and others.
	Curious	56	● Curiosity has been there on all my trips since day one, and it's never diminished. ● I love exploring and seeing new things. And if they're not new places, finding new things within those places.

	Eudaimonic	58	● I'm not particularly into contrived tourism, where something is made for me, and I pay to go in. I want to feel the real place, not something made to entertain me. ● I think it's an opportunity at the moment for me to be able to travel and do something good for others.
	Challenge Seeking	65	● I think I have a very adventurous and risk-taker spirit. ● I try to think differently and challenge myself. So, I avoid having a plan of what to see and just go with the flow.

Table 1. Mindset content codes and exemplars

Theme	**Sub-Theme**	**No.**	**Exemplars**
Personal Change (99)	More Confident and Open	35	● Travelling has helped me become more adaptable to change and confident in learning new things. ● Travelling has made me more self-reliant and confident in approaching a new situation.
	More Resilient	39	● I've become more patient and more tolerant in life. ● We're very comfortable with ambiguity when we travel, and it's one of the biggest opportunities my travel gave me.
	More Outgoing	25	● It turned me into a much more outgoing and extroverted person. ● I used to be introverted and nerdy, but travelling made me more extroverted and better at communicating.
Social Change (105)	Enhancing Social Interaction	86	● I feel that I've become better in my social interactions. I'm more respectful and understanding. ● Travelling has shifted the measures of a successful society to me. Success is about what drives sort of a happy community and family engagement.
	Social Responsibility	19	● I try to do more volunteer activities and share more happiness with my community. ● I've become more purposeful in my life, doing something every day, not for myself but for the community.
Behavioural Change (146)	Way of Living	108	● Travelling has turned my life to a lot less emphasis on recreation or on material things. ● I realised that I didn't need to achieve to be a worthwhile human being; I only needed to live my moments meaningfully. ● It has shaped how I plan, secure and reflect on all my life.
	Sustainable Behaviours	38	● I've become very conscious of behaving in a useful way to the destination. ● I'm very conscious about our waste at home and on a trip.

			● We're thinking more about things like our footprints. So we travel more overland rather than flying.
No Change (39)	No Observed Changes	18	● I haven't seen any changes in myself when I came back. ● I was expecting these immediate changes, which never happened to me.
	Minor Changes	21	● I've seen some changes, but they are not massive. ● Travel hasn't changed me, but it made me a bit more aware of my privileges.

Table 2. Transformation types, content codes and exemplars

Implications for Theory and Practice

This study makes significant inroads into tourism consumer behaviour theory relating to TTEs by conceptually clarifying the relationship between an individual's mindset and their types of transformation. The results provide insights into the cognitive processes that underlie travellers' beliefs and how these affect their behaviours during- and post-travel. The findings suggest that the more an individual believes they can experience growth and transformation through travel, the more they will engage in a wide range of novel activities and embrace challenges in their trips. This finding supports growth mindset research that finds challenge-seeking can foster learning and transformation (Hölzner & Halberstadt, 2022; Yeager et al., 2019). In contrast, fixed mindsets strongly view travel as relaxation and pleasure, resulting in an apparent reluctance to embrace novel experiences outside their comfort zone. This aligns with Fong et al. (2021), who argue this reluctance may impede an individual's ability to immerse themselves in local cultures, interact with fellow travellers, and gain new opportunities for learning and growth. Our results also support previous research that has found that not all individuals desire nor do they go through transformative experiences and that two individuals exposed to the same stimuli may not experience the same type or degree of change (Coghlan & Weiler, 2018; Morgan, 2010). Many studies focus on the various contextual and experiential triggers that may influence individuals' TTEs (Kirillova et al., 2017).

From the managerial perspective, our findings assist travel agencies, hotels, and service providers to better understand travellers' mindsets and what influences their booking decisions. Importantly, practitioners should seek to deliver experiences that suit an individual's mindset, as well as assist in gradually fostering a growth mindset amongst all travellers. This, in turn, can help shift fixed mindset travellers towards becoming agents of positive social and behavioural change by designing environmentally friendly experiences and products. When developing promotional materials and travel experiences targeted at the growth mindset market, practitioners should aim to emphasise the opportunity for challenging learning experiences. These experiences should not only stimulate curiosity, but also demand a higher level of cognitive involvement from the travellers, thereby meeting the higher expectations of the growth mindset segment.

Our findings point to several avenues for further research. Firstly, this study could be replicated in more diverse cultural contexts and destinations to validate and generalise the results. Secondly, undertaking experimental research could help to establish the causal factors that interplay with the mindset continuum (from fixed to growth) in travel. Such factors may include travel motivation, destination engagement, loyalty, satisfaction, and well-being. Thirdly, future research needs to further explore the degree of change that occurs following TTEs and how this is influenced by mindsets and the types of transformation. Lastly, a larger, more representative sample using a structured quantitative approach could be implemented to validate the conceptual model presented in this paper and establish relationships to other factors that may interplay with mindsets. A better understanding of TTEs and how mindsets play a role in modifying behaviour would assist in developing more effective interventions for delivering environmental behaviour change and sustainable travel.

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Sojourner-Generated Images as Facilitators of VFR Tourism?

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Abstract:
Through the use of dyadic data, and PLS-structural equation modelling, this study examines the promise of sojourner-generated images in facilitating visiting friends and relatives (VFR) tourism – a critical tourism market that is highly reliant on relationships and word of mouth. This study extends the scope of visual rhetoric as well as emotional contagion theories and introduces the concept of image-generated word of mouth (iWOM) to VFR tourism, where studies addressing online communications are limited. The findings illustrate that images pushed by sojourners living in the host country can influence the impression of friends and relatives, and consequently visit intentions. Tie strength is only found to play an intervening role in influencing perceptions and the intentions of the friends subgroup. Consequently, this study offers initial insights into adopting online initiatives in targeting the difficult-to-reach VFR segment.

Keywords: user-generated content, word of mouth, VFR tourism

Exploring Sensoryscape and Cognitive Loads: The Otago Central Rail Trail

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Introduction

The connection between sensoryscapes and experiences in marketing is well established by authors such as Schmitt (1999), and in tourism research (Agapito, Mendes and Valle 2013) where work has examined the role of the five senses in contexts such as destination identity (Kah, Shin and Lee 2022) and sports stadiums (Lee et.al. 2012). Most research in this space though has focused on static experiences or contexts, such as stadiums, or galleries, where there is a short time span. However sometimes short term experiences require high cognitive loads to maximise or maintain emotional responses and engagement as the consumer is undertaking learning at the same time as the experience. Cognitive load theory essentially is the limit the brain has to process inputs at any given time, both primary in response to the immediate environment, such as message processing (Lang 2000), or secondary in response to non-immediate cognitive or emotional responses, such as educational theory (Sweller 2011)

Yet there has been limited research to date on how the relationship between cognitive load theory and sensoryscape elements is impacting consumer experiences. Essentially there seems to be an implicit recognition by practice that when a consumer undertakes an experience they have the capacity to fully enjoy it, even though everyone's cognitive load will be in different states (Lang 2000). Whilst this effect may be somewhat clouded in a short time frame, there are experiences over longer time frames where the sensoryscape is dynamic in context, intensity, and elements. Examples of this include multi day experiences, such as the world famous Milford, or rail trails, such as the Otago Central Rail Trail, or the increasingly famous Te Araroa. What this research is exploring though is whilst it may be thought that these experiences present an opportunity for the participants to reduce existing cognitive loads, or get some downtime, can they actually end up doing the opposite due to the environment and the fluidity of the experience? Can there be too much sensory? And is this a reason why some say they return from holidays feeling more exhausted than when they left? And does this affect the overall perception of these experiences?

Background

The Otago Rail Trail, located in the South Island of New Zealand, is one of the most iconic bicycling rail trails in the world, attracting hundreds of thousands of visitors annually from all around the globe. The trail, which measures 152km, can be ridden from either Clyde to Middlemarch or vice versa, and was opened in 2000 after the rail line was closed in 1990. If side trips, such as riding from Clyde to Alexandra, are included then this distance can increase by as much as 40 kilometers. The most popular time to ride is autumn, when the weather is cooler, the flora in all shades of autumn, and the surrounding mountains have snow on the higher peaks, giving picturesque backdrops. The trail since its creation has been very successful, contributing $NZ5.3M to the local economy annually, and is responsible for the equivalent of over 100 full time jobs, along with keeping many small communities economically viable. Of all roughly 15,000 users, 39% come from overseas (Central Otago District Council, 2015). Nearly all riders ride the complete trail but some just do single days. The advent of e-bikes is enabling a new generation of tourists to ride the trail, even when the infamous roaring southerlies are blowing.

Literature

In academic literature the trail itself is one of the most studied in the world, with several papers covering a range of topics from rural restructuring (Dowsett 2008) to the marketing of cycle tourism (Reis, Lovelock and Jellum 2014). It was also one of the earliest cycle trails which was given widespread government support and funding anywhere in the world, and one of the earliest to develop tourism benefits for trail users. It allows researchers easy access to study the trail due to its location and (largely) supportive stakeholder groups.

There is no doubt that multi-day experiences are growing in popularity. In cycle tourism this is being led by the surge in gravel and bikepacking riding. Bikepacking can be defined as being (slightly) different to cycle touring by the fact that panniers are usually not used, and the rider carries as little as possible to minimise their environmental and resource footprint. These types of experiences may also be seen as part of the slow movement in tourism. Definitions and applications of the slow movement differ upon contextual discussion. For example, slow travel is partly based around the environmental or resource footprint of the travel (Dickinson, Lumsdon & Robbins 2011). Even how the term slow is defined has varied in the literature from speed and mode of travel (Molz 2009), such as walking speed, to length of time taken to complete an experience.

Popular culture has also embraced the slow movement through television shows in many nations about popular slow travel experiences, such as iconic train trips in Norway and Australia, to river tours in Germany and multi-modal trips from the top of the North Island to the bottom of the South Island in New Zealand. However just because something is slow, or in the case of the sensoryscape a longer experience, does not mean it takes up fewer information resources to process. This is because every person only has a limited capacity for message processing (LC4MP) before a limit is reached where retaining messages, information or other forms of data becomes increasingly difficult unless other tasks are discontinued (Lang 2000). And everyone does reach that limit.

Therefore if a sensoryscape has complexity to it because of learning tasks required, or new information which needs processing due to the sensory elements, then this may lead to a high cognitive load. Inadvertently, the consumer as they are away from their normal environment, are creating spaces for new memories and thoughts. This production of space, as Lefebvre (1991) noted, means that more time may be required to process unfamilar information. He also notes how the connection between thought, practice, and nature, which many seek on undertaking a rail trail experience, is related to the production of space. Which takes up cognitive load to make happen. This leaves a gap then between whether or not a sensoryscape of a rail trail helps reduce cognitive loads or increases them as users make new spaces as they ride the trail.

Methodology

An autoethnographic method for this exploratory study was undertaken. This was because by completing the experience this gave a better understanding and knowledge of the trail itself and how it may influence a users cognitive load. Secondly, autoethnography is about the truth of an experience (Ellis, 2007). Next, many researchers have used autoethnography in similar contexts to the one being explored in this work. In a cycling perspective Fox, Humberstone & Dubnewick (2014) and Cooper, Wilson and Jones (2018) used an autoethnographic approach. Larsen (2014) discusses his experiences of riding the bike paths of Copenhagen as a way of understanding routine, resources and mobile ethnography, amongst other issues. He also notes that undertaking autoethnography was nearly an ideal fit in a cycling context as this allowed him to understand his research issues from a mobile context, something other forms of research would not be as effective as undertaking. Over 513 images were taken, along with 37 videos, at key locations and after meeting other trail users. A written diary was used to record spaces, emotions, and ideas when there was significant moments or emotions, along with documenting encounters immediately after meeting 15 other riders on the trail or at hospitality or accommodation venues. Analysis was based around emotional categorisation by type and emotion, and also according to date, time, location, context, emotion, and person.

Results

Findings will be discussed in the context of the themes and questions identified earlier. In relation to cognitive load, riding the Otago Central Rail Trail is an amazing immersive experience. The landscape changes from forests, to open trails next to glacial fed running river waters, to a trail summit close to snow-capped high mountain ranges even in the height of summer. Riding a bike though requires a lot of effort and focus though, so a rider on the trail is already experiencing a significant load when they begin. At the start of the trail in Clyde nearly every single rider expressed a mixture of high intensity emotions relating to this, from fear, excitement, trepidation, and optimism.

The cognitive load was also found to vary significantly at specific places on the ride. On Tiger Hill, the longest and steepest climb, many were under stress and felt exhausted. Positive emotions were rarely mentioned, and usually only post the climb and notably on reflection at the end of the days ride.

The other factor was ride time. The shorter the ride, the more stress riders noted due to having to "try to take it all in" over a short space of time. Riders who completed it over a longer period of time did not mention these same stresses and mentioned having more time, and thereby cognitive load, to enjoy nearly all aspects of the trail.
One other important finding was that the wide range of terrain, and the location of the trail away from traffic, meant at times the only sounds to be heard where either that of wind or sheep. Changing space meant altering the space or cognitive aspects a rider was in. This reinforces what

Implications
As humans become more complex, ways to reduce cognitive loads will only increase in demand. Whilst slow travel or consumption may mean a more relaxed way of undertaking experiences, what users may be after could be just being slow so they can think and embrace the sensoryscape they are present in. The research reinforces the context and constructs of places and spaces have a significant role as enablers of reducing cognitive load but increasing cognitive thoughts of experiences which make us feel positive in ways few other things can. Those who design experiences focused on slow should also consider what cognitive load they are placing on a person undertaking them, not just the speed or mode at which they are delivered at.

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Unlocking Boutique Hotel Satisfaction Using Text Analytics

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Abstract:
Boutique hotels are desirable for the guests as they offer customized experiences. Due to the customized service delivery, it is very difficult to ascertain what customers want from boutique hotels and what works out for them. Customers may not explicitly highlight the reasons for their satisfaction or dissatisfaction directly to the hotels. Therefore, we analyzed the text of reviews to assess sentiments and themes. We used STM to extract the important themes from reviews to find the determinants of average star rating. This paper demonstrates that ease of booking, hotel service, facilities/amenities, stay experience have impact on star rating.

Understanding Cruise-Ship Passengers' Choice of On-Shore Activities Using Event Chain Graphs

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Abstract:
Several documented weaknesses in current market segmentation techniques exist and may reduce the accuracy and optimization of marketing decision-making supporting urban transportation scheduling. These weaknesses generally revolve around the market segmentation methodology used in the data analysis process. The aim of this paper is to report a new analytical method to overcome some of the weaknesses of the existing approaches, the Chain Event Graph (CEG). Adopting a Bayesian approach, the CEG model offers a market segmentation method to aid the identification of specific groups of customers, based on their behavioral tendencies and demographic characteristics. In this study, we use the CEG approach to segment cruise-ship passengers' choice of train journey for their shore visit to Dunedin, New Zealand. Effective segmentation of these passengers has the potential to enhance the profitability of the train company. Comparison with another approach using a Bayesian Network model showed superiority of the CEG method.

Keywords: market segmentation; booking process; chain event graph.