ACADEMY OF MARKETING

Academy of Marketing Conference 2023

From Revolution to Revolutions

PROCEEDINGS BOOK

University of Birmingham, 3-6 July 2023

UNIVERSITY OF BIRMINGHAM | BIRMINGHAM BUSINESS SCHOOL

Sponsors and Exhibitors

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Contents

Welcome from the Conference Chair

Welcome to Birmingham! On behalf of the Department of Marketing at Birmingham Business School, we are delighted to welcome you to the 55th Academy of Marketing Conference. We think that this has been the fastest planned conference in those 55 years as we started one year ago. Although time was shorter than usual, we hope that those of you who are here with us have a very good experience. We are certainly delighted that you are all here. We welcome you to the UK's second city, in the centre of the country and for the next three days, this is the centre of marketing academia.

Our conference theme is From Revolution to Revolutions, and we see this as an appropriate theme. The West Midlands was central to the first industrial revolution and developments across the region, including many driven by research at University of Birmingham, is driving the Green Industrial Revolution. Our university grew out of the radical vision of our first Chancellor, Joseph Chamberlain. Founded in 1900, Birmingham represented a new model for Higher Education. We were England's first civic university, a place where students from all backgrounds were accepted on an equal basis. 123 years on, our Birmingham campus has grown to 672 acres, with a new campus in Dubai. In keeping with the civic mission, in 1902, the faculty of commerce was founded making us the oldest faculty of commerce, then Business School in the UK. In keeping with our origins as a Civic University, our Business School aims to promote curiosity and thought leadership for responsible business. Across our education and research frameworks, we are embedding a culture of responsible business and inclusive values and becoming key contributors to the responsible business agenda.

The main conference runs over three days, from Tuesday until Thursday with parallel sessions, workshops, and special sessions. There are special sessions on Tuesday; for Early Career Academics focused on networking skills, and to contribute to the future of the Journal of Marketing Management, and one on Wednesday on AI and Marketing Pedagogy and Practice. We are hosting a lunch for the Black Marketing Scholar's Network in CM04 on Monday. Our keynote speakers are **Professor Lisa Peñaloza from Kedge Business School in France** and **Ryan Miller, Range Rover Global Product & Services Marketing Director, JLR.**

The Doctoral Colloquium, chaired by Dr Pilar Rojas-Gaviria, Katharina Stolley and Dr Miriam McGowan runs on Monday. They have organised a great programme where our doctoral students can present their work, get feedback and network with fellow doctoral students and mentors. Our Doctoral Colloquium would not be possible without the generosity of The Marketing Trust, our sponsor.

We welcome you to our Welcome Reception on Tuesday evening at the Bramall Music Building where we will serve drinks and light food and delegates can attend our SIG fair to hear about the work of the different Special Interest Groups of the Academy and ways to get involved. We are very grateful to the Chartered Institute of Marketing for their sponsorship of this event. Our Gala Dinner is in the City Centre at the Council House on Wednesday night where we will be entertained by Pete Hyde & The Vieillards. Pete was our colleague in the Department of Marketing for many years but is also one of Birmingham's finest musicians. The conference team are deeply indebted to Anne Foy, Academy of Marketing Secretariat who provided ongoing input and support and to Louise Walczak our Conference Manager who has been the powerhouse behind the event.

Finally, we are grateful to our sponsors who have supported our event.

With best wishes
Prof Finola Kerrigan, Professor of Marketing & Interim Dean, University of Birmingham

Local Organising Committee

Conference Chair:
Prof Finola Kerrigan, Professor of Marketing & Interim Dean, University of Birmingham

Academic Programme:
Dr Julie Whiteman, Lecturer in Marketing, University of Birmingham

Workshop Co-Chair:
Dr Sarah Montano, Deputy Director of Education (Digital), University of Birmingham

Sponsorship:
Joanne Matthews, Associate Professor Marketing, University of Birmingham

Workshop Co-Chair:
Dr Achilleas Boukis, Associate Professor in Marketing, University of Birmingham

Communications:
Dr Chelsea Harfield, Lecturer, University of Birmingham

Academic Programme:
Kelly Wang, Doctoral Researcher,
University of Birmingham

Birmingham Business School

Part of the University of Birmingham, Birmingham Business School is one of the UK's oldest and largest business schools and places Responsible Business at the heart of what we do. Holding the gold standard of 'triple-crown' accreditation from AACSB, AMBA and EQUIS, we are a truly global business school delivering education in Dubai, Singapore and at our beautiful Edgbaston campus in the UK.

Inspired by the University of Birmingham 2030 strategic framework, our world leading researchers and educators conduct research all over the world, and our global alumni community of around 44,000 graduates, many of whom are leaders in their field give us a global footprint that ensures worldwide impact.

Our MBA is in the top 100 globally, and 27th in the 2023 QS Online MBA Ranking, and we are one of the Financial Times' top 100 European Business Schools. We have designed our undergraduate programmes to be relevant in a 'rapidly changing world providing excellent job opportunities for our students, with the University being amongst the top 3 in the UK for being most frequently targeted by the country's top employers.

We have transformed our postgraduate offer creating a suite of clearly differentiated and industry designed programmes, that provide a distinctive experience where students can engage with industry professionals and world-leading researchers and feel part of a global learning community.

We are committed to equality and inclusion, we hold the Athena Swan Bronze Charter for our commitment to gender equality, we are proud to be the first UK Business School to have signed the Menopause Pledge, which demonstrates our support to our employees affected by menopause and signed up to the 'Good Work Charter' in recognition of our desire for a fairer workplace for all.

This strategy builds on these strong foundations and by 2030, we aim to be recognised as a leading Business School in the UK for Responsible Business research and education by national and international lead bodies such as the Responsible Research in Business & Management network, the UN PRME initiative, and the Chartered Association of Business Schools.'

Birmingham Business School is home to several interdisciplinary research institutes and centers engaged in cutting edge and impactful research. City Region Economics and Development Institute (City REDI) is focused on developing an academic understanding of major city regions across the globe to develop practical policy which better informs and influences regional and national economic growth policies. The Centre on Household Assets and Savings Management (CHASM) conducts world-class research into the causes and consequences of financial risk and insecurity. The Centre for Responsible Business (CRB) is a challenge-centred, interdisciplinary research and engagement space exploring how businesses can be 'rewired responsibly' to inform, shape and energise the Responsible Business Revolution. The Work Inclusivity Research Centre (WIRC) is a dynamic community of researcher and partners who are committed to the critically engaged study of issues of equality, diversity, and inclusion in employment, and who are guided by principles of social justice. The Centre for Crime, Justice and Policing (CCJP) bring together a diverse group of researchers, acting as a unifying hub to support the needs of practitioners and providing training that will lead to sustainable knowledge transfer. The Sustainable Financial Innovation Centre (SFiC) brings together colleagues from the full spectrum of disciplinary perspectives on FinTech and sustainable finance. Birmingham Centre for Environmental and Energy Economics and Management

(BCEEEM) brings together individuals from a variety of disciplines to examine the complex relationship between economic activity and the environment.

28th Academy of Marketing Doctoral Colloquium

Doctoral Colloquium Co-Chairs:

Dr Pilar Rojas Gaviria

Katherina Stolley

Dr Miriam McGowan

Welcome to the 2023 Academy of Marketing Doctoral Colloquium, hosted by Birmingham Business School, University of Birmingham.

Each participant is allocated 20 minutes to discuss their work with distinguished scholars from the field of marketing. Mentors were chosen in order to bring their expertise to the work submitted by delegates. We are very grateful to the mentors for giving up their time to review delegates' papers, attending the workshop, as well as providing constructive feedback and discussion.

We look forward to meeting delegates in Birmingham and hope that you will have a productive and rewarding experience.

Doctoral Keynotes:

Plenary 1 - Making a Contribution: Led by Prof Christina Goulding and Prof Stuart Roper
Plenary 2 - Panel discussion on Publishing: Led by Doctoral Colloquium Mentors

Doctoral Colloquium Mentors:

Dr Chloe Preece, ESCP Business School London
Prof Daiane Scaraboto, University of Melbourne
Prof Lisa Peñaloza, KEDGE Business School
Prof Matthew Robson, Cardiff University
Prof Nick Lee, Warwick Business School
Prof Stuart Roper, University of Huddersfield

The 28th Academy of Marketing Doctoral Colloquium is sponsored by the Marketing Trust.

MARKETINGTRUST

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Keynote Speakers

Professor Lisa Peñaloza

Chair: Finola Kerrigan (University of Birmingham)

Professor Lisa Peñaloza is Professor of Marketing, Kedge Business School, Bordeaux, France.

Her ethnographic research explores how people collectively produce identity and community in consumption and the integration of such social formations in marketplaces, with attention to the politics of social and market activity. Her work has featured collaborative negotiations of meaning and economic value among women, immigrant families, cowboys in the US and Brazil, gays and lesbians, indebted/aging consumers, and salsa dancers, while related work features market activity in firms doing business with each group in assessing the impacts of this business activity and public policies on cultural wellbeing and survival.

Over the past ten years at Kedge, she has taught consumer culture, qualitative research methods, and cultural branding strategy in the marketing MS and Executive DBA programs. Her prior academic position was Professor of Marketing and codirector of the InterAct Research Center at EDHEC, Lille, France, where one of the projects was with the Musée d'Orsay. Prior to coming to France, she served as Associate and Assistant Professor of Marketing and directed the doctoral program at the University of Colorado, Boulder.

She is a former co-editor of Consumption, Markets, Culture (2007-2010), co-editor of Cultural Marketing Management (Routledge, 2020, 2nd ed.) and the Routledge Companion to Ethnic Marketing (2015), and producer of two documentary films, Generaciones: Cultural Identity Memory and the Market (2004) and Inside the Mainstream: Credit and Debt in the White U.S. Middle class, with Michelle Barnhart (2008). She has held visiting scholar appointments and taught doctoral seminars in 13 countries.

Ryan Miller

Chair: Joanne Matthews (University of Birmingham)

Ryan Miller is Range Rover Global Product & Services Marketing Director, Jaguar Land Rover.

In this role, he is responsible for the market and portfolio positioning, vehicles specification and pricing and commercial viability of all current and future Range Rover products and services.

Ryan has more than 30 years automotive experience in engineering, sales, and product marketing. After joining as an apprentice in 1992, he has held a variety of roles within engineering: including in Product Development, Vehicle Launch and Aftermarket & Service. Ryan studied Business Administration BA and Engineering Business Management MSc at Coventry University on a part time basis.

In 2006, Ryan joined the Commercial team and has since led a number of teams in Supply Planning, UK Sales, Corporate Sales and Global Product Marketing.

Special Sessions

Tuesday 4th July

Networking for Early Career Academics:

Networking, building, and maintaining beneficial professional connections and relationships is an important and necessary activity in academia. Those you meet and engage with at conferences for example, can help you learn, support your career, and become your future colleagues, critical friends, or research collaborators.

Although networking may seem daunting for some, the good news is that networking is a skill which can be refined and developed. Networking goes beyond 'working the room', it helps academics to connect and engage, with a view to build fruitful, long-lasting relationships.

This session's objectives are to demystify academic networking, to highlight its key benefits, and to provide doctoral students and early career researchers with tips on how to approach colleagues in formal and informal settings. Importantly, this session intends to provide a relaxed environment to facilitate conversations amongst early career participants. There will be opportunities to share research interests and develop cross-fertilisation – we have purposefully tried not to be overly prescriptive for the session but hope that this space will spark conversations which we hope will continue well beyond the conference.

Chairs: Anoop Bhogal-Nair (De Montfort University) Mona Moufahim (University Of Stirling) Killian O'Leary (Lancaster University) and Chloe Preece (ESCP Business School)

Revolutionising the Journal of Marketing Management:

This interactive session, is designed to offer an opportunity for those attending to pose a series of questions whereby members of the conference can come together to identify (1) what are the new vistas for marketing theorising and (non)representation? (2) What topics, traditions and ways of thinking have we neglected for whatever reason that demand our attention? And (3) how can we ensure that our discipline stays relevant/becomes relevant for all stakeholders aligned with, supported, or marginalised by our existing practices and reward systems? This session is intended to be collaborative. All perspectives and viewpoints are welcomed. It will begin with a brief introduction to the Journal, its positioning, and an overview of recent developments. We will then open the session to anyone who wants to offer suggestions in relation to points (1), (2) and (3). Participants don't have to be a member of the editorial board or otherwise associated with the Journal to participate. This is open to any and all members of the Academy of Marketing, at all career stages from Ph.D. student through to the gleefully retired.

Chair: Mark Tadajewski (Journal of Marketing Management)

Black Marketing Scholars' Network Lunch:

Following the establishment of the Black Marketing Scholar's Network earlier this year, Dr Emmanuel Mogaji will host a lunch for those identifying as Black academics, researchers and doctoral candidates who interested in finding out more. The network is provided as a safe haven where Black academics can get support, mentorship, build their networks and collaborate with like-minded scholars.

Chairs: Emmanuel Mogaji (Keele University) Damilola Joseph (University of Teeside) Arinze Christian Nwoba (Loughborough University) and Oluwaseun Olabode (University of Bradford)

Revolutionising the tourism industry towards a better future? The role of marketing:

The global Covid-19 pandemic resulted in an almost complete shut-down in the tourism and related hospitality and events industry sectors. Not only did the pandemic highlight the value of the tourism industry to the global economy and attracted the interest of social and behavioural researchers for the first time, it also helped to draw attention to the paradoxical nature of tourism. Lockdowns and restrictions on movement emphasised how much we had come to rely on travel and tourism experiences but also reminded us of just how unsustainable tourism had become in some regions and localities. Throughout the pandemic, there were calls to ensure that tourism recovery should be ‘better’, ‘greener’, more responsible and fair. Yet, ‘revenge’ tourism, hyper-inflated property markets fuelled by domestic tourism, and a rapid return to 2019 levels of air travel, signal a path towards ‘old normal’, rather than any revolutionary new directions. We ask what role can marketing play in helping bring about lasting and more sustainable change in tourism in the future, while also creating value for the economy. How can we use marketing more effectively to manage growth and demand post-pandemic? What marketing tools are available to change tourists’ behaviour towards more responsible consumption? What innovative destination marketing strategies can be applied to shape destination attractivity, such as Copenhagen’s ‘End of Tourism’ campaign? What can marketing do to ensure the industry rebuilds its market base in an ethical way? We will discuss these questions with an expert panel of industry and academic speakers with the aim to develop an agenda for tourism marketing that revolutionises the tourism industry towards a better future.

Chairs: Scott McCabe (University of Birmingham) and Marion Karl (University of Surrey)

Academy of Marketing Research Committee Research Award Winners:

The projects who are in receipt of funding through the Academy of Marketing Research Committee are presented in these sessions. Abstract details can be found from page 307.

- Session 1: 357, 358, 359: Chair: Caroline Moraes (University of Bristol)
- Session 2: 359, 360, 361, 363 Chair: Chloe Preece (ESCP Business School)
- Session 3: 356, 364, 362: Chair: Christina Goulding (University of Birmingham)

Wednesday 5th July

AI and Marketing Pedagogy and Practice:

AI and Marketing Pedagogy and Practice: – there is much debate around the impact that AI will have on both marketing practice and marketing education. Initially the focus for educators was on preventing cheating and plagiarism however, AI offers great opportunities for us to develop and innovate our assessments. In this session, run in conjunction with the Charted Institute of Marketing, we will discuss how AI will shape the future practice of marketing and how this will influence marketing education. We will examine how to incorporate AI into assessments and enhance students’ employability skills for a career in marketing. This is an open session which will encourage audience participation to foster a lively debate.

Chair: Sarah Montano (University of Birmingham). Panel: Maggie Jones, Chartered Institute of Marketing, Chahna Gonsalves, Kings College London, Teresa Pereira Heath, University of Minho and Lucy Gill-Simmen, Royal Holloway, University of London, Nicki Newman, University of Birmingham.

Workshop Convenors

Tuesday 4th July

Live Streaming, the New Digital Sphere for Co-creation and Co-consumption – Opportunities and Challenges:
Klairoong Hawa Phairor (University of Greenwich), Yan Sun (Oxford Brookes University), Chen Yang (University of Greenwich), Xiaoqin Liu (Guangdong University of Finance, China), (Guangdong University of Finance, China)

The Technological Revolution and Consumer Well-Being:
Nisreen Ameen (Royal Holloway, University of London), Liliane Abboud (University of Surrey), Bernadett Koles (IESEG School of Management, Paris), Valentina Pitardi (University of Surrey), Alice Audrezet (Institut Français de la Mode), and Julie Guidry Moulard (Louisiana Tech University)

Towards a Better Understanding of Value Co-Destruction in the Post-COVID Era:
Erose Sthapit (Manchester Metropolitan University), Brian Garrod (Swansea University), Peter Björk (HANKEN School of Economics)

Alternative Methodologies to Exploring and Understanding Consumer Research:
Scott Jones (University of Birmingham), Anuja Pradhan (University of Southern Denmark) and Carly Drake (North Central College)

Using Historical Archives in Marketing Research and Teaching:
David Rowe (University of York), Sally Chan (University of Leeds) and The History of Advertising Trust

Actioning Marketplace Access:
Leighanne Higgins (Lancaster University), Katharina C. Husemann (Kings College London), Anica Zeyen (Royal Holloway University of London)

Let's Get This Party (Sustainable Fashion Revolution) Started (Again)!:
Sianne Gordon – Wilson (Queen Mary University of London), Claudia Henninger (University of Manchester), Elaine Ritch (Glasgow Caledonian University), Noreen Siddiqui (University of Glasgow)

Revolutionary Solutions to Consumer Financial Insecurity:
Deirdre O'Loughlin (University of Limerick), Caroline Moraes (University of Bristol), Morven McEachern (University of Chester)

Eat, Drink and Rise Up! Revolutionary Approaches to Food and Eating (closed):
Benedetta Cappellini (University of Durham), Andrea Tonner (University of Strathclyde) and Juliette Wilson (University of Strathclyde)

Wednesday 5th July

Revolutionary Placemaking, Moving Beyond Traditional Frontiers:
Claire McCamley (University of Huddersfield) and Lisa Harkness (Ulster University)

Transformative Transport Service Research:
Emmanuel Mogaji (Keele University) and Abigail Ehidiamen (University of Lincoln)

Future Proof: Big Ideas to Address Big Issues and Help Nonprofits Thrive in a Turbulent World:
Sarah-Louise Mitchell (Oxford Brookes University) and Fran Hyde (University of Suffolk)

Thursday 6th July

Blockchain in Marketing: Cryptos, NFTs, Metaverse and the New Marketing Revolution:
Chrysostomos Apostolidis (Durham University), Marta Blazquez Cano (University of Manchester), Abdul Jabbar (Leicester University), Nora Alomar (Durham University), Rosy Boardman (University of Manchester), Bethan Alexander (University of the Arts), Courtney Chrimes (Manchester Metropolitan University)

Revolutionising Marketing Education:
Lucy Gill-Simmen (Royal Holloway, University of London), Laura Chamberlain (University of Warwick), Chahna Gonsalves (King's College London), Sarah Montano (University of Birmingham), Nicki Newman (University of Birmingham), Teresa Pereira Heath (University of Minho)

The 'Home' - Working Revolution: Where Past and Present Collide Towards a Sustainable Marketing Future:
Marylyn Carrigan (Heriot-Watt University), Claudia E Henninger (University of Manchester), Carmela Bosangit (University of Cardiff)

Track Chairs

Tuesday 4th July

Digital Surveillance: Julie Whiteman (University of Birmingham)

Marketing Education: Nicki Newman (University of Birmingham)

Food: Sheena Leek (University of Birmingham)

Sustainability: Sarah Forbes (University of York)

Sustainability (food): Miriam McGowan (University of Birmingham)

Brands and Branding: Finola Kerrigan (University of Birmingham)

Live Streaming: David Houghton (University of Leicester)

Digital: Doga Istanbulluoglu (University of Birmingham)

Services: Inci Toral (University of Birmingham)

Value: Sarah Louise Mitchell (Oxford Brookes University)

Consumer Culture Theory: Rohan Venkatraman (University of Birmingham)

Consumer Psychology: Robert Cluley (University of Birmingham)

Tourism: Robert Cluley (University of Birmingham)

Brands and Branding: Christina Goulding (University of Birmingham)

Wednesday 5th July

Consumer Behaviour: Georgios Patsiaouras (University of Leicester)

Brands and Branding: Stuart Roper (University of Huddersfield)

Digital Marketing: Achilleas Boukis (University of Birmingham)

Identity: Jillian Farquhar (Solent University)

Sustainable Luxury: Inci Toral (University of Birmingham)

Consumer behaviour: Rita Kottasz (Kingston University)

Experience: Lucia Silvestro (University of Birmingham)

Sustainability (fashion): Kelly Wang (University of Birmingham)

Vulnerable Consumers: Fatos Ozkan Erciyas (University of Birmingham)

Services: Ahmed Shaalan (University of Birmingham)

Social Media: Shahpar Abdollahi (University of the Arts London)

Entrepreneurship: Rosalind Jones (Liverpool John Moores University)

Art and Aesthetics: Chelsea Harfield (University of Birmingham)

Services: Solon Magrizos (University of Birmingham)

Metaverse: Achilleas Boukis (University of Birmingham)

Sustainability: Lisa O'Malley (University Of Limerick)

Gender: Julie Whiteman (University of Birmingham)

Non-profit marketing: Roger Bennet (Kingston University London)

Gift Giving: Joanne Matthews (University of Birmingham)

Complaining: Doga Istanbulluoglu (University of Birmingham)

Services: Jane Brown (Newcastle University)

Marketing and Organisations: Ahmed Shaalan (University of Birmingham)

Thursday 6th July

Sustainability: Kelly Wang (University of Birmingham)

Place: Maria Lichrou (University of Limerick)

Retail: Sarah Montano (University of Birmingham)

Gamification: Scott Jones (University of Birmingham)

Innovation: Nick Telford (Heriot Watt University)

Consumer Wellbeing: Fatos Ozkan Erciyas (University of Birmingham)

Sustainability and activism: Chloe Preece (ESCP Business School)

Fashion Technology: Shahpar Abdollahi (University of the Arts London)

Controversy: Kathryn Waite (Heriot Watt University)

Relationships and Trust: Yu Chien Chang (National Chengchi University)

Sustainability: Caroline Tynan (University of Nottingham)

Digital: AI and Blockchain: Emmanuel Mogaji (Keele University)

Pushing Boundaries: Helena Knight (Cardiff University)

Consumer Psychology: Alex Skandalis (Lancaster University)

Consumer Behaviour: Killian O'Leary (Lancaster University)

Social Programme

Tuesday 4th July - Welcome Reception and SIG Fair - 17.30-19.00

Our Welcome Reception and SIG Fair will take place on campus in the Bramall Building, which is located in the Aston Webb Building in the centre of campus, R12 in the red zone on the campus map, page 22.

Tickets: if you selected to attend, you will find a ticket included with your conference badge. Please bring this with you to the reception as you will need to hand this in to collect your food item.

The Welcome Reception is sponsored by The Chartered Institute of Marketing.

Wednesday 5th July - Gala Dinner – 18.45-00.00

The Conference Dinner & Drinks Reception will take place at the Council House, located in Birmingham City Centre, Victoria Square, Birmingham, B1 1BB.

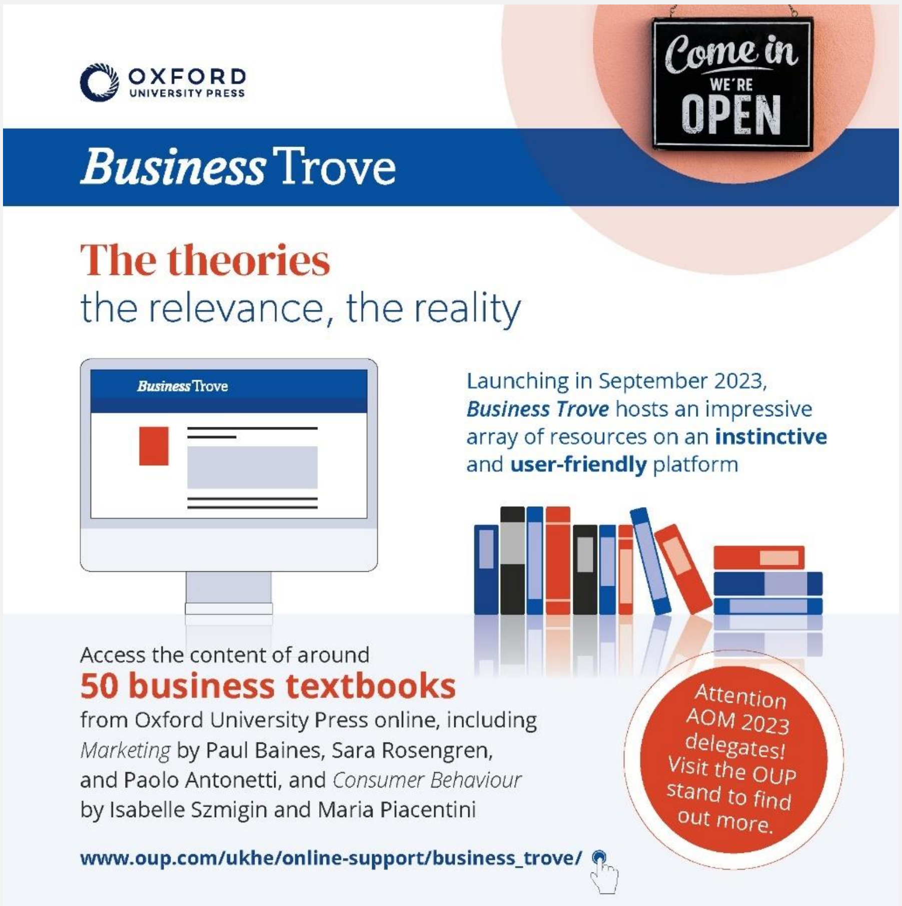
Following dinner, Pete Hyde & The Vieillards will perform. They are a 6-piece band who are united by their love of good music, good songs, and great playing. Expect some original songs and covers representing a range of blues, funk, jazz, soul, and reggae! Plus, DJ sounds by Anne-Marie Allen.

A bar will also be available throughout should you want to purchase further drinks, however please note, payment is by card only.

Please note, attendees will need to make their own way to and from the dinner venue, but this will be close by to many of the hotel's delegates are staying in.

Tickets: if you selected to attend, you will find a ticket included with your conference badge. Please bring this with you to the dinner and hand it to the conference team on arrival.

Sponsors & Exhibitors



General/Delegate Information

Wolfson Common Room:

The Registration and Enquiries Desk will be situated by the Wolfson Common Room, on the ground floor of the Medical School, and will open throughout the conference hours.

You will also find the Sponsors and Exhibitors in the Wolfson Common Room, along with all daytime catering and refreshments.

Conference Sessions:

The conference sessions will take place in the below rooms, which are all in the Medical School and included on the venue map which you can find on page 21.

Main Hall/Parallel 1:	Leonard Deacon Lecture Theatre, First Floor
Parallel 2:	Lecture theatre 3 (EF08), First Floor
Parallel 3:	Lecture theatre 4 (EG12), Ground Floor
Parallel 4:	Forum lecture theatre, Ground Floor
Parallel 5:	CM04, First Floor
Parallel 6:	CM14, First Floor
Parallel 7:	CM02, First Floor
Parallel 8:	CM03, First Floor
Parallel 9:	CM06, First Floor
Parallel 10:	CM07, First Floor
Parallel 11:	CM10, First Floor

Quiet Room:

The Quiet Room is CM12, First Floor.

Prayer Room:

The Prayer Room is CM11, First Floor.

Wi-Fi:

Free Wi-Fi is available throughout the venue rooms via the network UoBGuestWiFi. Please log on using your email address, full name and contact number.

If you have any problems connecting, please ask for support at the registration desk.

First Aid Incidences:

Please ask for support at the Registration Desk.

Emergency Procedures:

Please follow the marked exit signs which are displayed throughout the building.

Luggage Storage:

You will be able to store your luggage with the team at the Registration Desk, however, please note that luggage is left at the owner's risk. For your peace of mind, we advise you to keep all valuables on your person.

Conference Etiquette:

Delegates are asked to respect the fact that many submissions are work-in-progress. Material presented at AM2023 should therefore be treated as personal communication and is to be shared only with the express consent of the author(s). Sessions will not be recorded without the consent of participants, and the taking of photographs, screenshots, videos, and/or downloading or saving any material is strictly prohibited. When talking about the event on social media, we request that delegates do not share images of slides or posters.

Conference Code of Conduct:

The Academy of Marketing aims to provide a safe, welcoming, and professional conference experience for all participants. All delegates are respectfully requested to behave in a professional manner. All communications should be appropriate for a professional audience including people of many different backgrounds.

The Academy will not tolerate harassment of delegates in any form. Harassment includes sustained disruption of talks or other events, inappropriate sexual attention or innuendo, deliberate intimidation, stalking, and recording of an individual without consent. It also includes offensive or belittling comments related to gender, gender identity and expression, sexual orientation, disability, age, physical appearance, body size, ethnicity or religion (or lack thereof), or technology choices.

Any conference participants violating these rules may be sanctioned or expelled from the event, without a refund, at the discretion of the organisers. Anyone who feels they have been discriminated against, harassed, threatened, intimidated, has observed or witnessed violations of this code, or has other concerns is encouraged to immediately report these instances to a member of the Conference Organising Committee. The Conference Organising Committee and Academy Executive Committee are committed to addressing and resolving the matter to the best of their abilities. Notifying the Conference Organising Committee / Academy does not constitute or replace a notification to appropriate legal authorities.

Disclaimers:

Any risk related to participants and exhibitors' property in the conference building or grounds, including theft or fire, shall be borne by the participants and exhibitors. The Academy of Marketing and the University of Birmingham shall not insure said goods.

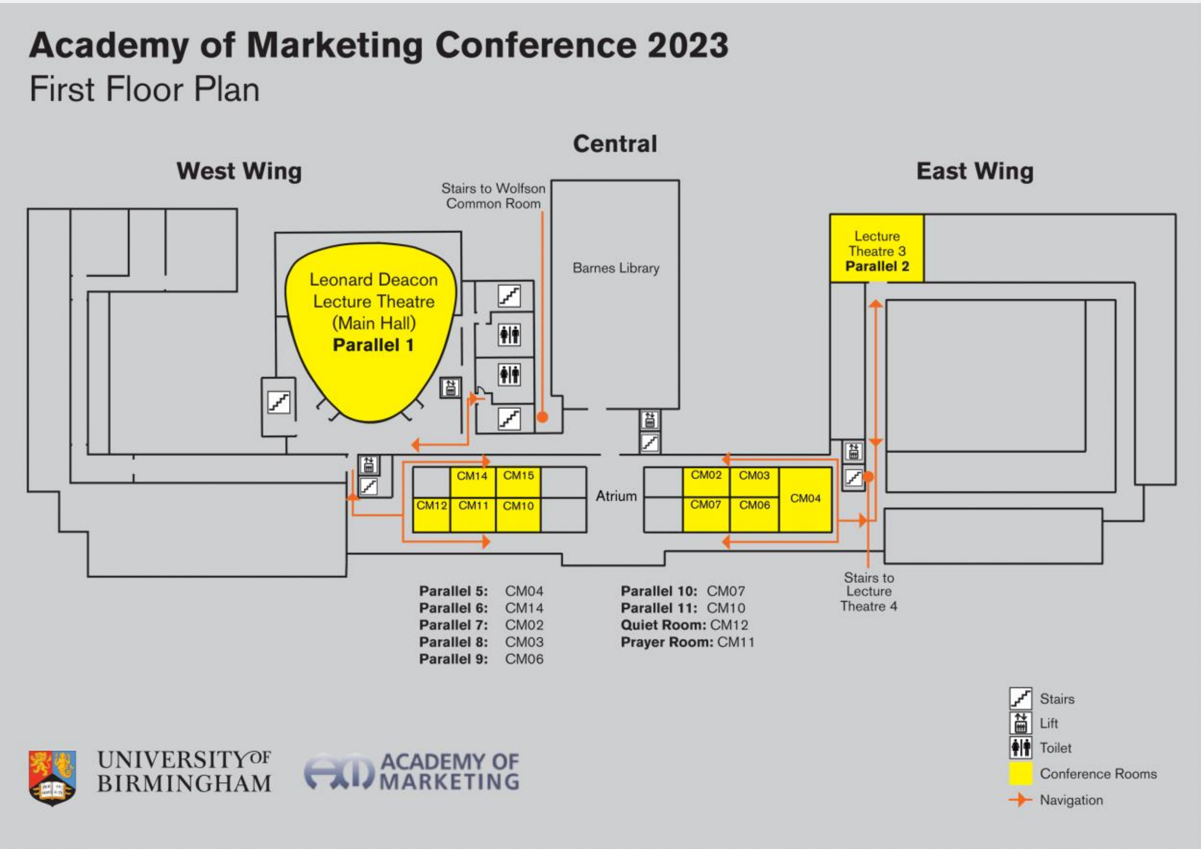
The Academy of Marketing and the University of Birmingham shall not be considered liable for damages to property or persons deriving directly or indirectly from participation in the conference, whatever the cause of damage.

Photography, video, and audio recordings:

Photography, video, and audio recordings may all take place at the Academy of Marketing Conference. The University of Birmingham's Event Management Team operates an opt-out policy in this regard: if you do not wish to be photographed, audio or video recorded, please let the team know at the registration desk. The University of Birmingham's Event Management Team and the Academy of Marketing reserve the right to use all photographs, audio and video recordings for marketing and publicity purposes.

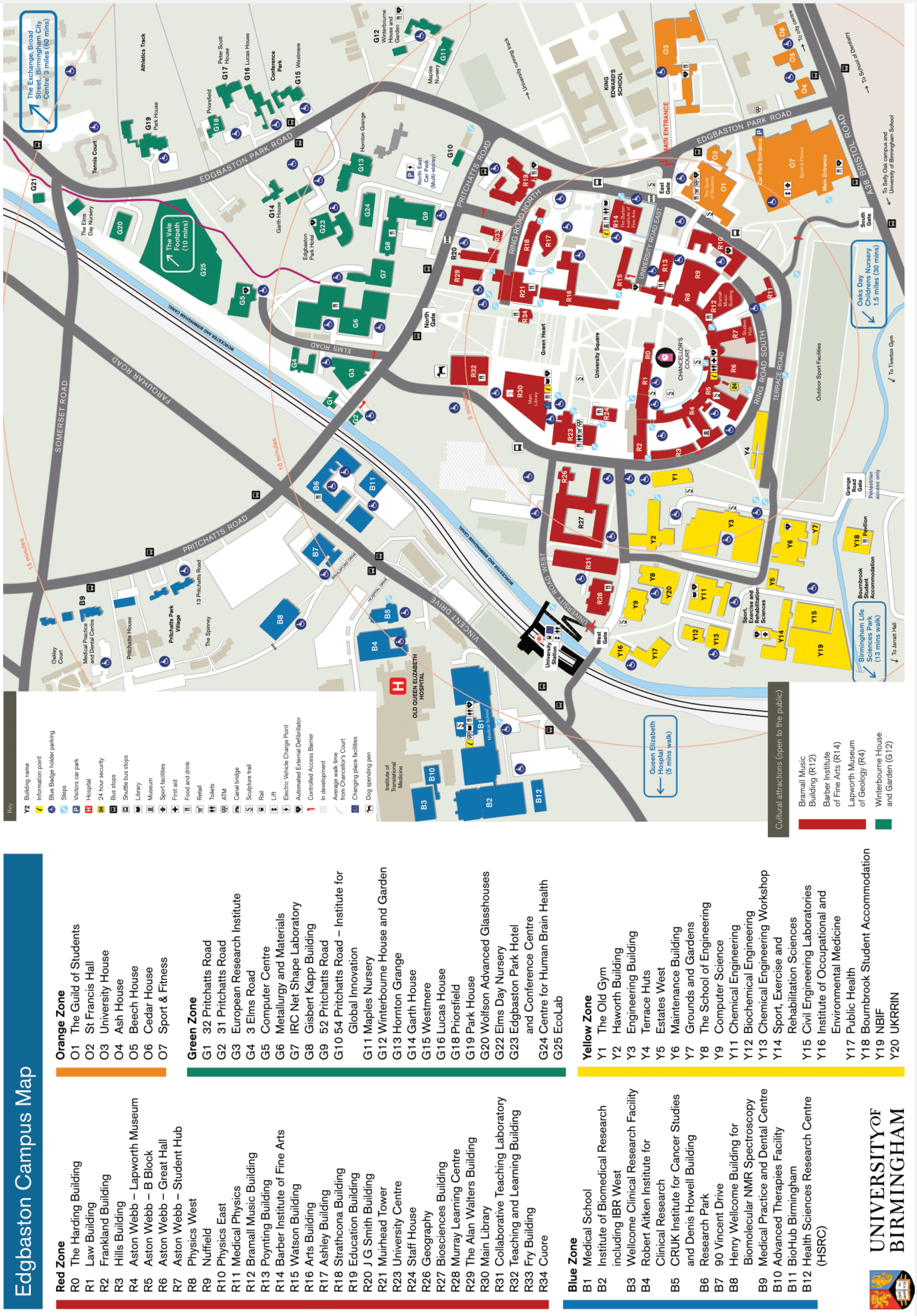
Venue Map

Academy of Marketing Conference 2023
Ground Floor Plan
West Wing
Central
East Wing
Forum Lecture Theatre Parallel 4
Wolfson Common Room (Registration, exhibition hall and catering)
Stairs to Leonard Deacon
Barnes Library
Student Services
Lecture Theatre 4 Parallel 3
Reception
Main Entrance
Stairs to Lecture Theatre 3
Stairs
Lift
Toilet
Conference Rooms
Navigation
UNIVERSITY OF BIRMINGHAM
ACADEMY OF MARKETING



Academy of Marketing Conference 2023
First Floor Plan
West Wing
Central
East Wing
Stairs to Wolfson Common Room
Barnes Library
Leonard Deacon Lecture Theatre (Main Hall) Parallel 1
Lecture Theatre 3 Parallel 2
CM14
CM15
CM12
CM11
CM10
Atrium
CM02
CM03
CM07
CM06
CM04
Stairs to Lecture Theatre 4
Parallel 5: CM04
Parallel 6: CM14
Parallel 7: CM02
Parallel 8: CM03
Parallel 9: CM06
Parallel 10: CM07
Parallel 11: CM10
Quiet Room: CM12
Prayer Room: CM11
Stairs
Lift
Toilet
Conference Rooms
Navigation
UNIVERSITY OF BIRMINGHAM
ACADEMY OF MARKETING

Campus Map



Edgbaston Campus Map
Red Zone
R0 The Harding Building
R1 Law Building
R2 Frankland Building
R3 Hills Building
R4 Aston Webb – Lapworth Museum
R5 Aston Webb – B Block
R6 Aston Webb – Great Hall
R7 Aston Webb – Student Hub
R8 Physics West
R9 Nuffield
R10 Physics East
R11 Medical Physics
R12 Bramall Music Building
R13 Poynting Building
R14 Barber Institute of Fine Arts
R15 Watson Building
R16 Arts Building
R17 Ashley Building
R18 Strathcona Building
R19 Education Building
R20 J G Smith Building
R21 Muirhead Tower
R23 University Centre
R24 Staff House
R26 Geography
R27 Biosciences Building
R28 Murray Learning Centre
R29 The Alan Walters Building
R30 Main Library
R31 Collaborative Teaching Laboratory
R32 Teaching and Learning Building
R33 Fry Building
R34 Cuore
Blue Zone
B1 Medical School
B2 Institute of Biomedical Research including IBR West
B3 Wellcome Clinical Research Facility
B4 Robert Aitken Institute for Clinical Research
B5 CRUK Institute for Cancer Studies and Denis Howell Building
B6 Research Park
B7 90 Vincent Drive
B8 Henry Wellcome Building for Biomolecular NMR Spectroscopy
B9 Medical Practice and Dental Centre
B10 Advanced Therapies Facility
B11 BioHub Birmingham
B12 Health Sciences Research Centre (HSRC)
Orange Zone
O1 The Guild of Students
O2 St Francis Hall
O3 University House
O4 Ash House
O5 Beech House
O6 Cedar House
O7 Sport & Fitness
Green Zone
G1 32 Pritchatts Road
G2 31 Pritchatts Road
G3 European Research Institute
G4 3 Elms Road
G5 Computer Centre
G6 Metallurgy and Materials
G7 IRC Net Shape Laboratory
G8 Gisbert Kapp Building
G9 52 Pritchatts Road
G10 54 Pritchatts Road – Institute for Global Innovation
G11 Maples Nursery
G12 Winterbourne House and Garden
G13 Hornton Grange
G14 Garth House
G15 Westmere
G16 Lucas House
G18 Priorsfield
G19 Park House
G20 Wolfson Advanced Glasshouses
G22 Elms Day Nursery
G23 Edgbaston Park Hotel and Conference Centre
G24 Centre for Human Brain Health
G25 EcoLab
Yellow Zone
Y1 The Old Gym
Y2 Haworth Building
Y3 Engineering Building
Y4 Terrace Huts
Y5 Estates West
Y6 Maintenance Building
Y7 Grounds and Gardens
Y8 The School of Engineering
Y9 Computer Science
Y11 Chemical Engineering
Y12 Biochemical Engineering
Y13 Chemical Engineering Workshop
Y14 Sport, Exercise and Rehabilitation Sciences
Y15 Civil Engineering Laboratories
Y16 Institute of Occupational and Environmental Medicine
Y17 Public Health
Y18 Bournbrook Student Accommodation
Y19 NBIF
Y20 UKRRIN
UNIVERSITY OF BIRMINGHAM
Key
Y2 Building name
Information point
Blue Badge holder parking
Steps
Visitors car park
Hospital
24 hour security
Bus stops
Shuttle bus stops
Library
Museum
Sport facilities
First aid
Food and drink
Retail
Toilets
ATM
Canal bridge
Sculpture trail
Rail
Lift
Electric Vehicle Charge Point
Automated External Defibrillator
Controlled Access Barrier
In development
Average walk time from Chancellor's Court
Changing place facilities
Dog spending pen
Cultural attractions (open to the public)
Bramall Music Building (R12)
Barber Institute of Fine Arts (R14)
Lapworth Museum of Geology (R4)
Winterbourne House and Garden (G12)
The Exchange, Broad Street, Birmingham City Centre 3 miles (60 mins)
Queen Elizabeth Hospital (5 mins walk)
Birmingham Life Sciences Park (13 mins walk)
Oaks Day Childrens Nursery 1.5 miles (30 mins)
SOMERSET ROAD
FARQUHAR ROAD
PRITCHATTS ROAD
EDGBASTON PARK ROAD
VINCENT DRIVE
ELMS ROAD
RING ROAD NORTH
RING ROAD SOUTH
RING ROAD WEST
UNIVERSITY ROAD WEST
UNIVERSITY ROAD EAST
TERRACE ROAD
A38 BRISTOL ROAD
MAIN ENTRANCE
CHANCELLOR'S COURT
University Square
Green Heart
North Gate
West Gate
East Gate
South Gate
Grange Road Gate
University Station
OLD QUEEN ELIZABETH HOSPITAL
KING EDWARD'S SCHOOL
Outdoor Sport Facilities
Athletics Track
Tennis Court
5 minutes
10 minutes
15 minutes

Outline Conference Programme

Monday 3rd July	08:30	Registration and refreshments
	09:00	Welcome
	09:30	Session 1
	11:00	Refreshments and Networking
	11:30	Session 2
	13:00	Lunch and Networking
	14:00	Plenary 1: Making a Contribution
	14:45	Refreshments and Networking
	15:00	Session 3
	16:15	Plenary 2
	17:00	Conclusion
	19:00 - 22:30	Doctoral Dinner
Tuesday 4th July	08:30	Registration and refreshments
	09:30	Conference Welcome
	10:00	Parallel Sessions
	11:30	Refreshment break
	12:00	Keynote: Professor Lisa Peñaloza
	12:45	Lunch and Black Marketing Scholar's Network Lunch
	13:45	Parallel Sessions
	15:15	Refreshment break
	15:45	Parallel Sessions
	17:30 - 19:00	Welcome Reception & SIG Fair
Wednesday 5th July	08:30	Registration and refreshments
	09:00	Parallel Sessions
	10:30	Refreshment break
	11:00	Parallel Sessions
	12:30	AGM
	13:15	Lunch
	14:15	Industry Keynote: Ryan Miller
	15:00	Refreshment break
	15:15	Parallel Sessions
	19:00-23:30	Conference Gala Dinner
Thursday 6th July	09:00	Registration and refreshments
	09:30	Parallel Sessions
	11:00	Refreshment break
	11:30	Parallel Sessions
	13:00	Lunch
	14:00	Parallel Sessions
	15:30	Conference closes

Conference Programme

Tuesday 4th July 2023

	Parallel 1: Leonard Deacon Lecture Theatre	Parallel 2: Lecture Theatre 3	Parallel 3: Lecture Theatre 4	Parallel 4: Forum Lecture Theatre	Parallel 5: CM04	Parallel 6: CM14	Parallel 7: CM02	Parallel 8: CM03	Parallel 9: CM06	Parallel 10: CM07	Parallel 11: CM10
08:30	Registration and refreshments: Wolfson Common Room										
09:30	Conference Welcome: Leonard Deacon Lecture Theatre										
09:50	Moving to Parallel Sessions										
10:00	TRACK: Digital Surveillance [313, 278, 220, 276]	SPECIAL SESSION: Networking for Early Career Academics	TRACK: Marketing Education [121, 4, 337, 164]	WORKSHOP: Live Streaming, The New Digital Sphere for Co-Creation and Co-Consumption Opportunities and Challenges [322, 265, 238, 157]	SPECIAL SESSION: Revolutionising the Journal of Marketing Management	TRACK: Food [185, 187, 95, 286]		TRACK: Sustainability [160, 222, 103, 13]	WORKSHOP: The Technological Revolution and Consumer Wellbeing [37, 74, 82, 97, 198, 235, 241, 327]	WORKSHOP: Towards a Better Understanding of Value Co-Destruction in the Post-COVID Era [168, 293]	
11:30	Refreshment break: Wolfson Common Room										

12:00	KEYNOTE: Professor Lisa Peñaloza, Leonard Deacon Lecture Theatre										
12:45	Lunch: Wolfson Common Room & Black Marketing Scholar's Network Lunch: CM04										
	Parallel 1: Leonard Deacon Lecture Theatre	Parallel 2: Lecture Theatre 3	Parallel 3: Lecture Theatre 4	Parallel 4: Forum Lecture Theatre	Parallel 5: CM04	Parallel 6: CM14	Parallel 7: CM02	Parallel 8: CM03	Parallel 9: CM06	Parallel 10: CM07	Parallel 11: CM10
13:45	TRACK: Sustainability (food) [221, 78, 232, 207]	TRACK: Brands and Branding [65, 196, 173, 215]	WORKSHOP: Alternative Methodologies to Exploring and Understanding Consumer Research [36, 197, 216, 233, 292, 332, 344]	TRACK: Live Streaming [26, 251, 279, 304]	WORKSHOP: Using Historical Archives in Marketing Research and Teaching [142, 217]	TRACK: Digital [352, 59, 291, 182]	TRACK: Services [288, 135, 158, 289]	TRACK: Value [111, 333, 174, 41]	CLOSED WORKSHOP: Actioning Marketplace Access [120, 153, 245, 281, 282, 294, 316]	SPECIAL SESSION: Revolutionising the tourism industry towards a better future? The role of marketing	
15:15	Refreshment break: Wolfson Common Room										
	Parallel 1: Leonard Deacon Lecture Theatre	Parallel 2: Lecture Theatre 3	Parallel 3: Lecture Theatre 4	Parallel 4: Forum Lecture Theatre	Parallel 5: CM04	Parallel 6: CM14	Parallel 7: CM02	Parallel 8: CM03	Parallel 9: CM06	Parallel 10: CM07	Parallel 11: CM10

15:45	Academy of Marketing Research Award Winners: Session 1 [357, 358, 359]	WORKSHOP: Let's Get This Party (Sustainable Fashion Revolution) Started (Again)! [202, 204, 224, 263, 330]	TRACK: Consumer Culture Theory [102, 296]	WORKSHOP: Revolutionary Solutions to Consumer Financial Insecurity [58, 84, 87, 105, 149, 229, 253]	TRACK: Consumer Psychology [169, 175, 10, 188]	CLOSED WORKSHOP: Eat, Drink and Rise Up! Revolutionary Approaches to Food and Eating [5, 50, 122, 190, 226, 273, 306]	TRACK: Tourism [317, 8, 21, 264]	TRACK: Brands and Branding [150, 183, 64, 193]		AMRC Meeting	
17:15											
17:30 - 19:00	Welcome Reception & SIG Fair, Bramall Music Building, UoB, Sponsored by the Chartered Institute of Marketing										

Wednesday 5th July 2023

	Parallel 1: Leonard Deacon Lecture Theatre	Parallel 2: Lecture Theatre 3	Parallel 3: Lecture Theatre 4	Parallel 4: Forum Lecture Theatre	Parallel 5: CM04	Parallel 6: CM14	Parallel 7: CM02	Parallel 8: CM03	Parallel 9: CM06	Parallel 10: CM07	Parallel 11: CM10
08:30	Registration and refreshments, Wolfson Common Room										
09:00	Academy of Marketing Research Award Winners: Session 2 [359, 360, 361, 363]	TRACK: Consumer Behaviour [256, 192, 104, 52]	TRACK: Brands and Branding [179, 56, 96, 143]	Workshop: Revolutionary Placemaking, Moving Beyond Traditional Frontiers [123, 189, 307, 310]	WORKSHOP: Transformative Transport Service Research [88, 208, 312]	TRACK: Digital Marketing [225, 124, 69, 291]	TRACK: Identity [346, 347, 270, 34]	TRACK: Sustainable Luxury [266, 40, 39, 353]	TRACK: Consumer behaviour [155, 83, 138, 140]	Track: Experience [269, 335, 240]	AMEDUC Meeting
10:30	Refreshment break, Wolfson Common Room										
11:00	TRACK: Sustainability (fashion) [239, 33, 18]	TRACK: Vulnerable Consumers [223, 339, 219, 195]	TRACK: Academy of Marketing Research Award Winners	WORKSHOP: Future Proof: Big Ideas to Address Big Issues and Help Nonprofits Thrive in a	TRACK: Services [81, 259, 128, 60]	TRACK: Social Media [115, 329, 114, 178]	TRACK: Entrepreneurship [191, 218, 246, 79]	TRACK: Art and Aesthetics [170, 247, 70, 280]	TRACK: Services [9, 99, 130, 236]		

			[356, 364, 362]	Turbulent World [23, 14, 45, 171, 194, 205, 267, 303, 340, 355, 71]							
12:30	AGM, Leonard Deacon Lecture Theatre										
13:15	Lunch, Wolfson Common Room										
14:15	INDUSTRY KEYNOTE: Ryan Miller Range Rover Global Product & Services Marketing Director, JLR, Leonard Deacon Lecture Theatre										
15:00	Refreshment break, Wolfson Common Room										
	Parallel 1: Leonard Deacon Lecture Theatre	Parallel 2: Lecture Theatre 3	Parallel 3: Lecture Theatre 4	Parallel 4: Forum Lecture Theatre	Parallel 5: CM04	Parallel 6: CM14	Parallel 7: CM02	Parallel 8: CM03	Parallel 9: CM06	Parallel 10: CM07	Parallel 11: CM10
15:15	TRACK: Metaverse [159, 242, 62]	TRACK: Sustainability [228, 3, 91]	SPECIAL SESSION: AI and Marketing Pedagogy and Practice	TRACK: Gender [127, 326, 283]	TRACK: Non-profit marketing [85, 336, 22]	TRACK: Gift Giving [300, 237]	TRACK: Complaining [214, 129, 151]	TRACK: Services [133, 212, 55]	TRACK: Marketing and Organisations [148, 244, 338]		
19:00 - 23:30	Conference Gala Dinner, Council House, Birmingham City Centre										

Thursday 6th July 2023

	Parallel 1: Leonard Deacon Lecture Theatre	Parallel 2: Lecture Theatre 3	Parallel 3: Lecture Theatre 4	Parallel 4: Forum Lecture Theatre	Parallel 5: CM04	Parallel 6: CM14	Parallel 7: CM02	Parallel 8: CM03	Parallel 9: CM06	Parallel 10: CM07	Parallel 11: CM10
09:00	Registration and refreshments, Wolfson Common Room										
09:30	TRACK: Sustainability [262, 100, 92, 271]	WORKSHOP: Blockchain in Marketing: Cryptos, NFTs, Metaverse and the New Marketing Revolution [51, 290, 309]	WORKSHOP: Revolutionising Marketing Education [117, 209, 297, 302, 17]	TRACK: Place [47, 230, 260, 34]	TRACK: Retail [318, 252, 42, 86]	TRACK: Gamification [90, 68, 162, 112]	TRACK: Innovation [277, 213, 136, 261]				
11:00	Refreshment break, Wolfson Common Room										
11:30	TRACK: Consumer Wellbeing [250, 319, 248, 350]	TRACK: Sustainability and activism [46, 349, 12, 19]	TRACK: Fashion Technology [89, 54, 141, 63]	TRACK: Controversy [152, 147, 56, 331]	TRACK: Relationships and Trust [285, 199, 254]	WORKSHOP: The 'Home' - Working Revolution: Where Past and Present Collide Towards a Sustainable					

						Marketing Future [17]					
13:00	Lunch, Wolfson Common Room										
	Parallel 1: Leonard Deacon Lecture Theatre	Parallel 2: Lecture Theatre 3	Parallel 3: Lecture Theatre 4	Parallel 4: Forum Lecture Theatre	Parallel 5: CM04	Parallel 6: CM14	Parallel 7: CM02	Parallel 8: CM03	Parallel 9: CM06	Parallel 10: CM07	Parallel 11: CM10
14:00	TRACK: Sustainability [181, 13, 22, 228]	TRACK: Digital: AI and Blockchain [348, 32, 320]	TRACK: Pushing Boundaries [106, 107, 77, 2]	TRACK: Consumer Psychology [134, 351, 25]	TRACK: Consumer Behaviour [116, 275, 165, 132]						
15:30	Conference closes										

Paper Details

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Competitive Oral Presentations and Competitive Workshops

All paper details are listed in order by their Reference Number, along with bring marked with an O (Competitive Oral Presentation), W (Competitive Workshop).

2 - O

Expanding the Market for New Assistive Technologies Among People with Intellectual Disabilities

Roger Bennett[1], Rohini Vijaygopal[2]

[1]Kingston University, United Kingdom. [2]Open University UK, United Kingdom

Summary Statement

Although new assistive products for people with intellectual disabilities are continuously coming onto the market, take-up rates are usually low. This presentation will examine among a sample of individuals with mild intellectual impairments in southwest London some of the main causes of non-adoption discussed within literature on the topic, while introducing three additional variables (technophobia, self-efficacy, and desire for self-determination) not previously explored vis-à-vis non-adoption of devices in the context of intellectual disability.

Competitive Short Paper

Assistive devices are available to help people with intellectual impairments to conceptualize and to plan, sequence thoughts and actions, remember, and manipulate numbers and symbols (LoPresti et al., 2008). Numerous high and low-tech devices exist to assist people with mild intellectual disability and new assistive technologies continuously emerge. Yet, device take-up rates are often low. For example, Kaye et al. (2008) reported an overall usage rate of only 28.1% among a sample of 570 non-comorbid people with intellectual disabilities. Other surveys have found non-adoption rates of between 10% and 58% (see Wehmeyer, 1998; Harniss and Kelley, 2016; Ben-Zeev et al., 2013; Boot et al., 2017).

The present research examines reasons for non-adoption, including three variables not previously considered in prior literature on the topic (technophobia, self-efficacy, and desire for self-determination). The study involves a sample of individuals with mild intellectual disability resident in southwest London and who (i) attend a day centre for people with (general) disabilities, or (ii) are assisted by a small charity that helps people with learning difficulties. Interviews are being conducted with individuals with (registered) impairments in adaptive functioning, e.g., communication skills, social and life skills; or the ability to learn or problem solve (cf. O'Brolcháin, 2018). Participants are shown pictures of four high-tech devices currently in development (a 4-wheel mini-robot on a short pole that guides a person through transport terminals, shopping malls, etc.; a metal Swoosh cap that verbally reminds the wearer of tasks to be completed, navigates, provides information on transport itineraries and schedules, etc.; smart glasses that through a microphone guides, informs, reminds, and points out nearby places of interest, restrooms, etc.; and a helmet that enables the wearer to interact with computer and other screens via eye movements, gives information, etc.). The interviewees then answer an open-ended question concerning their likes and dislikes regarding the four devices, whether they would want to use them, and if not, why not (suitably worded - cf. Finlay and Lyons, 2001). Next the participants are asked about their levels of technophobia, desire for self-determination and self-efficacy (these factors are known to affect people with intellectual disabilities – see Baxter et al., 2011; Schunk and DiBenedetto, 2022).

Interviews are conducted using Tourangeau's interview method (with aids for comprehension, retrieval, judgement, and response), adapted for use with persons with intellectual disabilities (see Jen-Yi et al., 2015). Replies to the open-ended question (45 obtained so far - target of 100) are being analysed using a Structural Topic Modelling (STM) approach (Roberts et al., 2014; Lebryk, 2021). Themes identified by the STM are then combined with data collected on technophobia, self-efficacy, desire for self-determination, prior knowledge of assistive devices, demographics, and controls. STM allows regressions to be completed to explain the topics emerging from responses to the open-ended question on the basis of the previously listed covariates.

The full results of the study plus all details of the special measures applied in order to undertake research witha sample of people with intellectual disabilities will be presented at the conference.

3 - O

Living with plastics: Some insights from a Mass Observation study

David Evans

University of Bristol, United Kingdom

Summary Statement

This paper draws on findings from a Mass Observation study to develop new ways of theorising plastics and their role *vis-a-vis* consumption, markets and society. The limitations of existing responses to the plastics crisis are discussed in light of this, arguing that campaigning efforts that focus on detachment and disposal may amplify adverse environmental impacts. The conclusion considers the prospects for living differently with plastics, some of which may take told in an ethical register.

Competitive Short Paper

Plastics have recently and rapidly become a matter of concern. Existing responses to the challenges that they raise seem premised on the blanket condemnation of ‘plastic’, eliding both the complexity of these materials – plural – and the relations of which they are part. This is symptomatic of a dominant waste imaginary in which plastics are framed only as polluting (culturally and environmentally) or abject. This in turn limits the range of possible solutions to a somewhat narrow focus on the disposal of plastics (including recycling) or detachment from them (including the development of alternatives). Inspired by Gay Hawkins’ work on the ethics of waste (Hawkins 2006) and new materialist sensibilities more generally (for example Bennett 2009), this paper pursues a different approach plastics. A view that recognises that plastics take many forms and that not all plastics are equal. A view that acknowledges human entanglements with plastics (cf. Cronin et al. 2022) and asks how recognition of these might open up new ways of living together. In order to advance this view, this paper draws on a Mass Observation Study (Directive 114: ‘Plastics and You’) that was commissioned and conducted as part of a wider EPSRC-funded project (Plastics: Redefining

Single-Use). Whilst not commonly used in marketing or consumer research, Mass Observation studies provide a novel method for accessing the experiences, opinions and practices of 'ordinary' people as well as shared cultural repertoires and popular understandings of topical issues. The Mass Observation Project works with a panel of volunteers who respond to directives to create a written archive of everyday life in Britain. The 'plastics and you' directive was issued in the Spring of 2019 and it has generated over 170 written responses (c.500 words each plus visual materials). The analysis of these data is informed by perspectives that explore how materials such as plastics configure the practices for which consumption occurs as well as functioning as both a market and political device (see for example Warde 2005, Cochoy 2008, Geiger et al. 2014, Fuentes and Samsioe, 2021). The findings highlight how people use plastics, the ambivalence of durability, how plastics call publics into being, and changes over time. Crosscutting themes include the need to better understand the performativity of plastics as well as the diversity of ways in which people already live with them. Crucially, this paper highlights the limitations and blind spots of existing campaigning efforts with a particular emphasis on how detachment and disposability can escalate, accelerate and intensify the deleterious environmental impacts of plastics. The conclusion considers the prospects for living differently with plastics, some of which may take told in an ethical register

4 – O

Marketing Curriculum Design: A Need To Revolutionise Pedagogic Approaches? Rethinking University Marketing Curriculum Formation as a Co-Creation Process Between Universities and SMEs: Challenges, Processes, and Benefits for Graduate Employability.

David Gordon, Peter Stokes, Martin Beckinsale

De Montfort University, United Kingdom

Summary Statement

This paper aims to explore whether an enhanced, employability-relevant higher education experience can be gained for marketing students, through a co-created UK-based curriculum between a small and medium-size enterprise, and a university.

Competitive Short Paper

The marketing profession has changed significantly over the past decade, with technology influencing the operational and managerial landscape. Organisations expect marketing graduates to have leading-edge knowledge in this area, but current undergraduate marketing curricula lack the teaching of technology approaches and corresponding tools and the granularity needed for modern marketing practices. Importantly, as more graduates move towards employment in a sub- 250-person organisation, a structured graduate programme is absent, and replaced with the expectation of immediate knowledge and ability to create value. Given the gap between extant marketing curricula and SME contexts there is scope to consider the potential for a collaborative co-creative process of understanding and construction. The area of university/industry collaboration (often referred to as the third mission) has been examined through the major input of Thursby and Thursby (2002); Kozlinska (2012); and Alexander et. al (2020), but not ostensibly with small sized enterprises (SMEs).

Design/methodology/approach

This paper is informed by the literature on experiential learning, Kolb (1981), authentic assessment, Gulikers (2004), Stakeholder Theory, Freeman (1984), Strauss-Howe Generational Theory, van Twist (2021), and marketing curricula. A social constructivist approach was taken to qualitative research, with marketing graduates, employers, and lecturers.

Findings

Four areas are proposed by which HE marketing education could be revolutionised; 1. Ubiquitous Business Engagement – a synthesised harmonised interaction; 2. Multi-effective co-created curricula – a solid theoretical curriculum foundation, with an immersive content from business; 3. Placement Year Substitute Experience – a replacement (proxy) for experiential student placement years, providing theory into practice; 4. Generational Expectation and Marketing Technology Impacts –an immersive marketing technology experience for today's (Gen Z) and tomorrow's students.

Practical implications

A co-constructed HE marketing curriculum will produce students with a conceptually underpinned, pragmatic and instantly applicable value set. It will be attractive to prospective students', benefit student recruitment, and be valuable to future marketing employers with the knowledge that students can quickly provide value in a reflective manner in SME contexts.

Originality/value

The paper proposes a new approach to higher education marketing curricula development that engages SMEs, students and enhances student learning and SME employability.

Contributions

A comprehensive stakeholder-based model that depicts the framework for co-constructed curricula. The development the model provides a refined, SME-focused structure for the influencers, integration, and output of co-constructed curricula, building on experiential learning research, Kolb (1984), and co-constructed curricula research (Mejerytė-Narkevičienė, 2018).

The employability relevance of technology embedded in marketing curricula, and the current industry requirements. The paper, contributes to a validation of a cross marketing industry need for graduate marketing technology knowledge. It adds a completely new SME dimension to current generational/technology related research, (Alben, 2021; Schiele 2021), and highlights an evolution in marketing curricula.

An industry validated, conceptual development that a co-constructed curriculum, authentic assessments, and closer industry engagement, can provide a placement year substitute (proxy). A placement year proxy, developed through a co-constructed curriculum, can alleviate the industry preference for experiential placement years, (Leopold & Reilly, 2020). This is a completely new, validated approach to experiential HE marketing education.

5 -W

Plural Market Moralities in a Transcultural Food Market: The Avocado Tales

Flavia Cardoso[1], Angela Cruz[2], Pilar Rojas-Gaviria[3]

[1]Universidad del Desarrollo, Chile. [2]Monash University, Australia. [3]Birmingham University, United Kingdom

Summary Statement

This conceptual paper draws on the moral turn in the sociology of markets to understand how multiple moral discourses interconnect and unfold to shape markets. The avocado offers a fruitful illuminating context: it is produced and consumed in many parts of the world and incites multiple layers of moralized affects, including concerns about its carbon footprint, water-intensive production, links to crime, alongside its popularity as a superfood and symbol of the cosmopolitan millennial lifestyle.

Workshop: Eat, Drink and Rise Up! Revolutionary Approaches to Food and Eating

Competitive Short Paper

Consumer culture researchers have advanced insights into how food products evolve over time and space (see Silchenko & Askegaard, 2020; Cruz et al., 2022). Research has also shown that as they evolve, food products are charged with multiple moral discourses, which can be understood through various lenses, such as sustainability, vulnerability, place-based identities, and global mobility (e.g., Appadurai, 1981; Sassatelli & Davolio, 2010). However, these lines of research have developed in parallel, and work on how these dimensions of market morality intersect and unfold is limited.

Drawing on the moral turn in the sociology of markets (Balsiger & Schiller-Merkens, 2019) and using the production and consumption of avocados as a case-in-point (Ford & Liu, 2020; Khan et al., 2021; Pacheco et al., 2022; The Guardian, 2017; The Guardian, 2021), our work explores the multiple co-configurations of moralized market discourses that may exist in the marketplace and which operate within the broader purpose of shaping, managing, and aligning the affective horizons of multiple market actors. We ask: how do the moral discourses associated with food's connection to place (territorialization-deterritorialization) intersect with the moral discourses related to food's relationship to sustainability?

In the case of the avocado, we observe three types of moralities that emerge as a result of the interplay of these different dimensions of market moralities:

1. Consonant moralities are characterized by a relationship of mutual evolution between two moralized discourses. One example of consonant moralities is the discourse of locavorism, through which the axes of territory/sustainability align. In the case of avocado, the pride emanating from the discourse of locavorism also aligns with the market discourse of avocado as a superfood, instigating the hope for a better diet. These moral discourses are intertwined and are drivers of avocado production spreading across the globe.

2. Contested moralities, characterized by a relationship of dialectical opposition between two moralized discourses. Contested moralities emerge as a market-mediated discourse that constructs avocado consumption as a battleground between oppositional moral imperatives of place-based connection/pride and sustainability. For example, the debate about the avocado’s “dark side” (its carbon footprint, its connections to crime, and the price increases that make it unaffordable for many) induces shame. It is opposed to the positive affect connected with the discourse of avocado as a superfood.

3. Colonized moralities are market-mediated moral discourses in which a dominant type of morality prevails while silencing another. For example, Australia's “our green gold” avocado campaign

connects Australian-produced avocados to culture and national flag colors (Wilson, 2021). It capitalizes on the tale of the superfood, connecting it with a moral discourse of national consumption while silencing sustainability issues associated with the avocado "dark side."

While the more dominant view on the interplay of multiple moral logics in markets focuses on how diverse moral logics coexist in a dialectical competition (e.g., Scaraboto, 2015; Press and Arnould's, 2011; Luedicke et al., 2011), we suggest that a more dynamic intertwining of logics could better account for the moral struggles typical of contemporary markets.

8 - O

An Exploration of Changes in Motivational Drivers Travel Behavior during the Covid-19 Crisis

David Houghton[1], Sebastian Oliver[2], Ben Marder[2], Antonia Erz[3], Anna Fawcett[4]

[1]University of Leicester, United Kingdom. [2]University of Edinburgh, United Kingdom. [3]Copenhagen Business School, Denmark. [4]Topdeck Travel, United Kingdom

Summary Statement

Little is known about how travel motivations change during crisis. Herein, we examine shifts in push and pull factors of motivation and psychological intergroup biases (tourist ethnocentrism and xenophobia) before vs. during (after: pending analysis) the COVID-19 pandemic. As well as more fluid pull motivations, even relatively stable socio-psychological motivations shift during crisis, as well as tourist ethnocentrism and tourist xenophobia, which travel operators can act upon to increase tourism during times of crisis.

Competitive Short Paper

Introduction

We examined shifts in push-and-pull factors of motivation and intergroup biases before and during COVID-19 (currently analysing 'after' condition). With aviation suffering the 'worst' crisis ever, and the hospitality industry closure, travel entered hibernation (OECD, 2020). Tourism managers face new challenges in meeting traveller needs. Research on crises suggest tourists and destination preferences change (Fritsche et al., 2017; Rittichainuwat & Chakraborty, 2009; Walters et al., 2019), focusing on changes in preferences towards destinations or travel providers (Lee et al., 2012; Walters et al., 2019). Evidence exists that external changes may impact push and pull travel motivations (Gilbertson and Ewert 2015). Tourist ethnocentrism is a positive-bias-toward-ingroups (Kock et al., 2019), tourist xenophobia is a negative-bias-towards-outgroups, utilising predisposed survival mechanisms (Öhman and Mineka, 2001), and different national responses to COVID may exacerbate this. Utilizing a push-pull motivational framework (Dann, 1977, 1981):-

RQ1: What changes does a pandemic cause in push-pull travel-motivations?

RQ2: What changes in intergroup tourist biases does a pandemic cause?

Methods/Analysis

A survey (N=1,842; female=828; aged 18-35) and ten interviews were conducted, funded by the national educational travel association, in collaboration with an international youth travel firm.

Participants were randomly allocated to pre-crisis/during-crisis conditions (third condition 'after-COVID' pending).

MANCOVAS conducted. Model 1: push factors, intergroup biases and travel interruption worry; Model 2: pull factors. Supporting interview quotes identified, for conference presentation.

Results

Push-factorsig (Crisis-stage MeanPre:MeanDuring): Novelty* (3.83:3.72); Excitement* (3.94:3.82); Loved_Ones* (3.95:4.06); Impression_Mangement* (1.99:1.88); Travel_Interruption_Worry*** (2.49:3.13).

Intergroup-biassig (Crisis-stage MeanPre:MeanDuring): Tourist_Ethnocentrism*** (2.31:2.61); Tourist_Xenophobia*(2.15:2.24).

Pull-factorsig (Crisis-stage MeanPre:MeanDuring): Crisis_Management*** (2.40:2.95); Private_Transport* (1.73:1.86); Eco_Friendliness*** (2.47:2.72); Party_Focused* (1.93:1.81); Refundable*** (2.93:3.23); Repatriation***(3.44:3.75); Medical_Infrastructure*** (2.83:3.15); Travel_Infrastructure** (2.96:3.16); Dormitory_Accommodation** (2.15:1.98).

Discussion/Conclusion

This research makes two contributions to knowledge. First, push and pull motivations to travel shift during a crisis, contributing to the research investigating travel preference changes during crises, demonstrating that while preferences for characteristics of destinations or travel providers change, so too do seemingly-fixed socio-psychological drivers; important given the long-term effects of Covid on tourism (Zenker and Kock, 2020). For example, novelty, excitement and impression management motives reduced; spending time with loved-ones increased. During covid, travellers focused less on exuberant, hedonistic, self-fulfilling travel, and more on meeting close relationships. These findings resemble the 'travel career ladder', where travel fulfils needs at increasing levels, from security/safety, relationship, self-esteem to development (Pearce and Lee, 2005; Ryan, 1998). We suggest tourists experiencing crisis regress, seeking satisfaction of lower-order needs. For example, party destinations appeared less attractive, security considerations related to health and finances increased (akin to Campos-Soria et al., 2015; Rittichainuwat and Chakraborty, 2009; Walters et al., 2019).

Second, crisis results in increased tourist-ethnocentrism and tourist-xenophobia, contributing to research on travel-related intergroup biases (Kock et al., 2019a,b). These increases are supported by research outside of tourism, which associated times of economic hardship with increased ethnocentrism (Doty et al., 1991; Fritsche et al., 2017), and health pandemics with increased xenophobia (Baker, 2007; Kim et al., 2016).

9 - O

Measuring a Hotel's Perceived Health Safety Service Quality (PHS-SERVQUAL) and its impact on Customer Revisit Intentions: Using a Serial-Mediation Approach

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Summary Statement

This work proposes a novel extended perceived hotel safety service quality (referred to as PHS-SERVQUAL) using the underlying theory of service quality. The effect of the dimensions of PHS-SERVQUAL are investigated for their impact on the hotel's brand image, and traveler's satisfaction with the stay and his/her revisit intention to the hotel through a serial mediation model.

Competitive Short Paper

Despite the reopening of the economies with new COVID-19 infection reducing in most parts of the world, there is still a reluctance on part of travellers to resume their travel plans due to high perceptions of the embedded health risks (Shin and Kang, 2020). Most extant works in hospitality around health risk focus on psychological variables that lead to perception of health risk, like personality (e.g., Reisinger and Mavondo, 2005), and motivation (e.g., Reisinger and Mavondo, 2005; Meents and Verhagen, 2018; Yeong, Knox, and Prabhakar, 2020). Hence, more research is needed to examine the source of enhanced safety perception for customers and the hotel property being considered safe from a health viewpoint, and its impact on the subsequent consumer behavior. To fill the gaps, the current study aims to adapt a measure of hotel perceived safety using the underlying theory of service quality (Parasuraman, 1985), with the measure being proposed as perceived hotel safety service quality (referred to as PHS-SERVQUAL hereon). Further, the effect of the dimensions of PHS-SERVQUAL are investigated for their impact on the hotel's brand image, and traveler's satisfaction with the stay on his/her revisit intention to the hotel through a serial mediation model. The measurement items for the survey instrument were chosen from multiple scales and adapted to fit the context of hotel safety during the 'slowdown' of the pandemic. The data for this study was collected in the two COVID-19 recovery phases in India using a simple random sampling technique. After cleaning data and removing outliers, a final sample size of 417 (phase 1 – used for the measurement model) and 439 (phase 2 – used for evaluating the structural model) was kept for further data analysis. The sampling process ensured that there was a fair representation of tourists across all five hotel categories. Covariance-based structural equation modelling (CBSEM) was used for data analysis using AMOS21. For the first dataset, data analysis was done at three stages: (i) check data normality; (ii) check reliability and validity of the constructs; and (iii) check the higher-order structure. After establishing the psychometric properties of the measures (measurement model – stage 1), the next step was to assess the structural model (stage 2). The analysis revealed interesting findings some of which support, and contradicts, existing literature, but also explains the sequential procedure that shapes the tourist's revisit intention, through the intervening effects of the hotels' brand image and customer satisfaction (Shin and Kang, 2020). Findings of this work are expected to enrich the emerging service quality literature focused on perceived health safety post-pandemic by not only providing a specific measure for a customer's perceived 'sense-of- safety' at a hotel, but also helps in understanding these relationships by revealing the contextual mechanisms that can be viewed as important for practitioners who seek to develop enhanced customer loyalty by providing capable and relevant hotel services, including technologies, that reduce the perceived health risk post-pandemic.

10 - O

Nexus of Value Co-Creation Dimensions: Moderating Role of Customer Trust Using Mixed Method

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Summary Statement

The goal of this study was to explain the relationship between customers' participatory and citizenship behaviours and, the moderating effect of customer trust. The mixed-method design was adopted and the questionnaire instrument was administered on 385 customer samples. 7 customers who had business and utility accounts with over 15years of banking residency were purposefully selected and interviewed. quantitative data was analysed using Process Macro tool while thematic template analysis was used to analyze interview data

Competitive Short Paper

The goal of this study was to explain the relationship between customers' participatory and citizenship behaviours and, the moderating effect of customer trust. Four specific objectives, four research questions, and four hypotheses were developed to explain the relationships. For the purpose of complementarity, the mixed-method design was adopted and 385 customer samples were randomly selected from customers of 15 commercial banks in a north eastern state in Nigeria and questionnaire instrument was administered using Google online form. For the qualitative stream 7 customers who have business and utility accounts and over 15years of banking residency were purposefully selected and interviewed. The Process Macro statistical tool was used to analyze the quantitative hypotheses while thematic template analysis was used to analyze interview data and facilitated by NVivo R20 software for triangulating findings. The finding from the quantitative approach shows that there is a positive significant relationship between responsible behaviours and advocacy of customers of commercial banks. The finding is complemented by the finding of qualitative approach which says that customers of commercial banks do assume a level of responsible behavior while in the bank hall due to routine experiences they have acquired. the finding of the quantitative study reveals that the relationship between customers' personal interaction and customers' tolerance is negatively significant. Meaning that even if customers to share information with the bank, use the some of the application of the bank, that do not mean that they will in the same vein tolerance the bank in times of failure to a greater extent. The finding is similar with the result of the qualitative study which shows that customers of commercial banks have been interacting with the Banks. The findings of the quantitative study show that customers trust does significantly moderate the relationship between customers' participatory behavior (responsible behavior) and customers' citizenship behavior (advocacy). The finding is strengthened by the result of the qualitative study which indicates that the involvement of customers in value co-creation activities is determined by the degree of customers' satisfaction and trust. The higher the customers enjoy the services of a bank; higher they participate in knowledge sharing with the bank and other customers. The result of the qualitative study further validates the findings of the quantitative study that customer trust such as bank employees' smartness, accountability, bank organization, network efficiency and optimal attention to customers mechanizes customers' trust. The finding of the qualitative study shows that bank policy of having fewer employees-customers-ratio results to over-pressuring of bank employees. This causes inefficiencies and unethical disposition of the employees. Thus, deterred value co-creative capability of a bank. The finding complimentarily explains some of the reasons why employees do exhibit attitudes that discourage value co-creation in the banking sector. Some emerging themes include: customer responsible behavior; knowledge sharing; customer advocacy; customers tolerance; customer satisfaction and customers trust showed strong influences for customer value co-creation and were recommended for industry operators, policy makers and customer management behaviour.

12 - O

Speaking out or Staying Silent? Examining Drivers of Corporate Socio-Political Social Media Activism

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Summary Statement

We examine the extent to which companies engage with corporate socio-political activism within the context of a unique dataset regarding engagement of 286 S&P500 companies between 2015 and 2020. With a detailed analysis of over 10.7 million tweets made by these companies in that period, we construct measures of companies' volume and breadth of CSA, as well as identifying participation in particular social activism issues.

Competitive Short Paper

Introduction

Corporate socio-political activism (CSA) is defined as actions companies take to address current social issues (Gaines-Ross 2017; Nalick et al., 2016). Such issues can be tricky to engage with due to their potential polarising effects (Melloni et al., 2019). However, brands engage with myriad social issues including same-sex marriage (Dodd and Supa, 2015), abortion and gender equity (Baldassarri et al., 2008), and social justice and police brutality (Kim et al., 2020). Companies adopting activism face a balance between gaining favour from consumers aligned with such issues, and alienating others (Burbano, 2020; Larcker et al., 2018), hoping to gain advantage over silent companies (Hong and Li, 2020).

CSA is conducted on social media (Hong and Li, 2020), as companies can engage multiple stakeholders (Leonardi and Vaast, 2017), sharing information and signalling commitment to brand relevant social issues. Social media facilitate bi-directional communication with companies receiving feedback from consumers to aid brands with their legitimacy, strategies and policies (Glozer et al., 2019). However, this feedback can be difficult for brands to negotiate if popular response to their messages is negative and reputationally damaging. Therefore, we examine the extent to which companies engage with CSA on Twitter, and the characteristics of companies that engage on social issues, compared with those which do not engage.

Method

Data were scraped from Twitter, Thomson-Reuters Refinitiv (social-environmental performance), and DataStream (financial). First, 141 social activism Twitter hashtags were identified, e.g. #BlackLivesMatter, #MeToo, across the themes: Environmental/Sustainability; Race/Diversity;

Women's rights/Abortion; Political Activism; LGBTQI; and Other – hashtags companies were known to engage with. Second, all tweets were scraped from 286 Twitter accounts of the S&P 500 to identify which companies used the identified activism hashtags and stakeholder responses (likes, replies, retweets), for 2015-2020. Tweets totalled 10,753,552, with 262,185 unique hashtags being used 2,639,255 times. Third, these CSA tweets were matched with data from Refinitiv and DataStream. Specifically: number of employees in a given year; natural logarithm of number of employees to measure company size; company stakeholder environments represented by a series of industry dummy variables from the FTSE Industry Classification Benchmark (1: if company primary industry is a given sector; 0:else); level of Twitter use through the log of company total tweets per year; company hashtag use through the ratio of 'total hashtags:total tweets'; company financial resources: profits, leverage, and cash.

Results/Conclusion

Larger companies, with better social and environmental performance are significantly associated with greater engagement in CSA. More-refined company social media capability is a predictor of greater CSA. Companies in consumer-focused industries are less likely to engage in CSA on social media, however, companies in the technology industry - perhaps those more naturally aligned with social media use – are more engaged with CSA on Twitter. Our findings also suggest that the anticipated rise in social activism across the years 2015-2020 was not substantiated, contrary to our initial expectations, perhaps indicative of consistency aside from a handful of well-known exceptions. Implications for theory and practice will be discussed during the presentation.

13 - O

Encouraging reusable coffee cups: An emergent social marketing case study in Scotland

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14 -W

Revolutionising Digital Provision Within The Arts And Cultural Sectors

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Summary Statement

We examine the extent of digital transformation within the UK arts and cultural sector since the start of the pandemic. Drawing on the literatures of digital transformation, digital readiness, and digital customer orientation, we present the first phase of our research: a literature review and a netnographic analysis of arts and cultural websites that maps the scale and extent of digital provision by region within the sector.

Workshop: Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World

Competitive Short Paper

In early 2020, arts and cultural (A&C) organisations closed their doors due to the Covid-19 pandemic (UNESCO, 2020a). While the UK government's emergency funds made a considerable difference to many arts venues, Corona-virus related measures put some A&C organisations at such a disadvantage, that they had to shut their doors altogether (Mintel, 2020; Wiegand 2021). Restrictions to live events meant that many organizations resorted to developing initiatives to enable audiences to engage digitally with exhibitions and performances (Hadley, 2020; Waldman, 2020). Audience appetite for such experiences grew during the pandemic (Statista, 2020) and further investment in digital offerings rose (Ross, 2021). Consequently, the traditional business model of arts and cultural organisations was significantly disrupted and brought to the fore new hybrid models (Massi, Vecco, and Yin 2021). Hybrid models that encompassed the digital transformation of many venues not only entailed digitisation (conversion of physical into virtual content), but alongside it, digitalisation (the use of digital technologies to change a business model and provide new revenue and value-producing opportunities) (see Rijswijk, 2020). The rapid digital transformation resulted in the culmination and pull of a much more diverse audience base (Srinivasan and Uchino 2021), a long-term (unrealized) objective of policy makers and arts venues (Pu, 2020). Many of the barriers to arts participation and engagement (Kottasz, 2015) were lowered, thus reaching previously less engaged groups including ethnic minorities, the geographically remote and individuals with disabilities (Golovei et al., 2020; Misek, 2021; UNESCO, 2020a).

Today, demand for online, hybrid and digitally enhanced experiences remain high, especially in typically less engaged groups (Walmsley et al., 2021). However, since the easing of restrictions, there has been a 'snap back' to the usual in-person provision and a move away from the online world (Misek, 2021). Key reasons given for the 'snap back' are that the digital PA offer is financially unviable (UNESCO, 2020b) and that digital audiences will come to expect and demand digital experiences at much reduced prices (IETM, 2020). Other reasons for the 'snap back' include: limited staffing, lack of time and energy to initiate digital projects, a tendency to default back to traditional ways of working, a sense that digital work is an optional extra and inferior alternative to live activities, a lack of clarity about how to best engage with audiences online and that fundamentally live arts need to be experienced directly for the magic of human interaction to operate (IETM, 2020).

The aim of our study is to map the digital provision available to A&C audiences within the UK, and to examine the enablers and barriers to digital transformation within museums and performing arts venues. The digital transformation (Verhoef et al., 2021), digital readiness (Voß and Pawlowski, 2019) and digital customer orientation (Kopalle et al., 2020) literatures, and a variety of methodological tools (netnography, scenario planning and case study) will help inform and shape this research agenda.

Our intention is to present the first phase of this study at the Academy of Marketing conference in 2023.

17 - W

Employee Environmental Behaviour in the Home Workplace

Victoria Wells

University of York, United Kingdom

Workshop: The 'Home' – Working Revolution: Where Past and Present Collide Towards a Sustainable Marketing Future

18 – O

Will Leather Substitutes Win Luxury Consumer's Hearts? Perspectives on new materials and consumer responses.

Eleonora Cattaneo[1], Yan Sun[2], Rachel Wang[2], Naijuan Sun[3]

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Summary Statement

75% of Gen Z buy sustainably (WEF, 2022) and show a strong interest in alternative leather products (Sun et al. 2022) but cannot name the different alternatives available. Moreover, conspicuous value and aesthetics are still the major purchase drivers for luxury accessories (Sun et al. 2022). This exploratory study classifies young consumers of luxury accessories into 4 categories, based on their perception of (1) characteristics of luxury leather products (LLP) and (2) luxury alternatives.

Competitive Short Paper

The outlook for luxury leather goods estimates that by 2025 the global market will create revenues of 64.5 billion dollars, a significant increase from 50.7 billion U.S. dollars in 2021 (Statista, 2022). The UK's accessories sector has been seeing a 56% increase in 'vegan' items stocked year-on-year (Thred, 2021). Although many faux leather products are often advertised as environmentally friendly, they are typically made of PVC, which is difficult to recycle and will increase waste (Tsunoda, 2019). Research shows that currently alternative products introduced on the market still have a significant percentage of plastic therefore cannot be defined as "sustainable" as they are difficult to degrade (Cattaneo et al., 2022). Meyer et al. (2021) examined nine different types of plant-based leather alternatives finding multiple hazardous substances and concluded that they also could not be entirely comparable because none of the leather alternatives showed the universal performance of leather (Meyer et al, 2021)

75% of Gen Z buy sustainably (WEF, 2022) and show a strong interest in alternative leather products (Sun et al., 2022) but cannot name the different alternatives available. Moreover, conspicuous value and aesthetics are still the major purchase drivers for luxury accessories (Sun et al., 2022). In response to the rise of alternative products, tanneries of animal leather are promoting their output as more sustainable than synthetic offer. They claim that manufacturing processes are now far more environmentally friendly than they were a decade ago and have, in many cases, an even "greener" production process than their alternative leather competitors. (Kanagaraj et al., 2020)

There is little research on the luxury consumer's knowledge in terms of content and performance of leather alternatives, whilst most studies have focused only on the interest in purchase. This exploratory study classifies young consumers of luxury accessories into 4 categories, based on their perception of (1) characteristics of luxury leather products (LLP) and (2) luxury alternatives, as shown in Figure 1 below. The findings will be of benefit to legacy luxury brands which have a very limited offer of accessories made from non-leather inputs.

A quantitative approach is employed in this study. The target population for this study is Gen Z customers living in Italy. The sampling criteria of this study are: 1) participants have to live in Italy and 2) participants have to be between 18-24 years old to represent the Gen Z population. The online survey, which has been previously used in the studies of luxury (e.g., Stępień et al., 2016; De Klerk et al., 2019; Talukdar and Yu, 2020), will be released in January 2023 and is expected to be closed by the end of March 2023.

The data analysis will be conducted in SPSS. Cronbach's Alpha Coefficient test will be used to test the reliability of the construct (Bryman and Bell, 2015). Following the verification of internal reliability, hypotheses testing will be processed in three steps. When the regression is evident, the linear regression test and the analysis of Coefficients will be conducted.

19 - O

The Impact of Social Media Influencer Campaigns on the eWOM and Purchase Intention of Youth Subcultures in Social Sustainability

Xiaoxue Wang, Daniella Ryding, Gianpaolo Vignali

University of Manchester, United Kingdom

Summary Statement

This research examines consumer eWOM and purchase intention in the context of social sustainability. Specifically, this research explores the impact of diversity and inclusive social media influencer campaigns and activism on the eWOM and purchase intention of youth subcultures in social sustainability.

Competitive Short Paper

In recent years, social issues have been widely discussed in marketing. Michelon et al. (2020) pointed out that social movements are being marketized, and the market must pay attention to the power of social sustainability. In this context, activism has also attracted widespread attention. Activism is concerned with addressing issues such as human rights, the environment, liberalism, and religious rights in the areas of society, politics, economics, fashion, and the arts (Keckler & Rozell, 2015). It has been defined as a policy or practice of doing something with decision and energy without regard to political significance (DiMaggio, 2019). To further explore the impact of activism in marketing in the context of social sustainability, this research focuses on the impact of social media influencer campaigns and activism on consumers' positive electronic word of mouth (eWOM) and purchase intention. One of the novelties of this research is that it targets youth subcultures, i.e., groups of young people whose values and behavioural patterns are distinct from those of the dominant culture to which they belong (Weiner, 2018). Among the numerous youth-subcultural groups, this research chose to focus on the LGBTQ+ subcultural group because this group, as a typical youth subculture, has been shown to be influenced by social factors to some extent in consumer behaviour

(McCormick & Ram, 2022; Li, 2022). This research is based primarily on the theory of planned behaviour, combined with other relevant theories to look for more factors that may influence the positive eWOM and purchase intentions of this group to deeper understand the meaning of activism and social sustainability contexts for this group. Specifically, this research uses quantitative analysis to determine whether and to what extent social media influencer campaigns influence the LGBTQ+ subcultures group's positive eWOM and purchase intention. The research then delves deeper based on qualitative analysis to understand this group's perception of activism and social sustainability and look for other relevant influence factors outside of the quantitative research framework. The expected contributions of this research include 1) Developing academically accurate concepts of social sustainability, influencer campaigns and activism in the context of existing literature. 2) Examining the impact of diversity and inclusive social media influencer campaigns and activism on the LGBTQ+ subcultures group's positive eWOM and purchase intention. 3) Generating a research model by finding and combining more relevant influential factors. The significance of this study is to deepen the research on activism and social sustainability in the marketing field and to focus on its impact on youth subcultures, which will help to strengthen the community's attention to activism, social sustainability topics and youth subcultures.

21 - O

Perceived Risk Influencing Ageing Tourists Travel Intention: Moderating Effect of Gender

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Summary Statement

Although travel is a thrilling experience with a prospect for growth in the ageing population, the impact of perceived risk on senior tourists should not be overlooked. Making travel options for this segment is difficult since there are factors to consider, including well-being. While studies have examined gender differences in tourism, there is limited research on gender issues in analysing the association between perceived risk and travel intention. This study attempts to investigate this relationship.

Competitive Short Paper

Over the next three decades, the number of older persons is projected to more than double, reaching over 1.5 billion persons in 2050 (United Nations, 2020). As a result of this population surge, it is anticipated that the elderly have excellent market potential and economic significance for the tourism industry. Hwang et al, (2020) postulated that senior tourists travel to improve their well-being in that they hope to enhance their quality of life through tourism.

Although travel is a thrilling experience with a prospect for growth in the ageing population, the impact of perceived risk on senior tourists should not be overlooked. Making travel options for this segment is difficult since there are several things to consider, including health, well-being, and financial situation. Furthermore, while some studies have examined gender differences in tourism, there is a dearth of research on gender-specific issues in analysing the association between perceived risk and travel intention of elderly tourists. This study attempts to investigate this relationship. A survey was administered to 402 Malaysians, of whom 47.3% were men and 52.7%

were females, aged 55 and older. The findings of this study, based on path analysis, contribute to the body of tourist knowledge in two ways.

First, it verified the relationship between perceived risk and travel intention, identifying four out of five constructs (physical, performance, social, and time) as major contributors to perceived risk, whereas the financial risk was shown to be insignificant. This might be valid for this group of respondents. Results from the source of income revealed that this group is financially abled with sources from employment (29%), own savings (28%) and investment (16%). Furthermore, qualifications can be another possible reason, as more than 70% of them have at least a diploma. As mentioned by Doss et al (2020), it is generally expected that people with higher education will earn greater income, thereby leading to higher savings.

The discovery of gender differences having a moderating influence on perceived risk and travel intention is the second important finding. Though past studies have proven that females are less risk-taking than men, the reverse was discovered in this study. A rational explanation for this can be established from the economic freedom of females is higher than males (Theobald, 2012), women have a life expectancy advantage over men (Belon, et al, 2014) and the health of women improved more than the health of men (Sundberg, et al, 2016). Another insight that could explain why women appear to be more risk-averse is that women seek out travel experiences to reconnect with life's essence and enjoy the natural world.

Currently, the tourism industry is focusing their effort on younger tourists, hence this is the time to change. Tourism services need to be catered to the travel taste of the ageing generation and a more comprehensive understanding of ageing tourism can provide fine points that facilitate the development of fundamental marketing strategies for effective tourism packages. As the ageing market grows, so should the tourism organisations' understanding of this market.

22 - O

Volunteerism Marketing and Improving Seniors' Quality of Life

Walter Wymer[1], Magdalena Cismaru[2]

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Summary Statement

We examine influences on outcomes related to two marketing subfields: nonprofit marketing and quality of life marketing. First, we are interested in learning more about how to recruit seniors as volunteers for charities and other nonprofit organizations. For seniors that are currently volunteering, we are interested in learning more about influences on retention. Second, we are interested in learning more about how volunteering influences seniors' quality of life.

Competitive Short Paper

We examine influences on outcomes related to two marketing subfields: nonprofit marketing and quality of life marketing. First, we are interested in learning more about how to recruit seniors as volunteers for charities and other nonprofit organizations. For seniors that are currently volunteering, we are interested in learning more about influences on retention. Second, we are interested in learning more about how volunteering influences seniors' quality of life.

Definitions

Seniors: we are referring to persons who are (1) at least 60 years of age, and (2) not employed full-time.

Volunteering: we are referring to serving on an ongoing basis (weekly or monthly) for at least one charity or nonprofit organization.

Quality of life: this refers to someone's perception of their overall well-being. Without respect to context, someone's perception of their overall well-being may be influenced by their health, security, life satisfaction, and optimism about the future. With respect to the context of volunteering, quality of life refers to psycho-social benefits related to general well-being such as positive attitudes, social network size, quality of social interactions, feelings of belonging to a community, feelings of helping others, and feeling useful.

Volunteer recruitment conceptual model

Outcome variables: intention to volunteer, word-of-mouth (WOM), and quality of life.

Antecedents: charity brand strength, personal vs. nonpersonal recruitment appeal.

Moderators: facilitation, social network size, political orientation, attitudes toward charities, and prior volunteer experience.

Volunteer retention conceptual model

Outcome variables: Intention to continue volunteering, OCBs, length of time in service, Ave monthly hours, WOM, loyalty, and quality of life variables.

Antecedents: Brand strength

Moderators: relational vs. transactional relationship, organization identification, morale among staff & volunteers, value expressive benefits, and socialization benefits

Stage of inquiry

We are currently developing testable conceptual models to guide this investigation. We must further review the extent literature to make sure that we are contributing to the literature. We also must make sure that supported conceptual models will have practical implications.

Importance of inquiry

Learning how to better recruit and retain senior volunteers adds to our knowledge on this nonprofit marketing topic. Learning how senior's quality of life is influenced by volunteering adds to our knowledge of quality-of-life marketing.

23 - W

Crowdfunding on Social Networks: Threat or Opportunity

Walter Wymer[1], Ljiljana Najev Čačija[2]

[1]University of Lethbridge, Canada. [2]University of Split, Croatia

Summary Statement

The purpose of this paper is to discuss how charities can effectively adapt and respond to the growth of online giving through social network crowdfunding. Should charities view crowdfunding apps and their fundraising campaigns at threats? How should charities respond? Should charities use crowdfunding apps? Should charities bypass crowdfunding apps and fundraising directly on online social networks?   How can charities effectively fundraise on social networks?

Workshop: Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World

Competitive Short Paper

Online giving to charities is growing faster than giving through other channels, becoming the major channel for both charities and individual projects. Some individuals prefer to support 'direct causes' because these can offer a greater sense of ownership and proximity to the cause (Eckel & Herberich, 2017). The growth of crowdfunding campaigns aimed directly at individuals, as opposed to charities, have seen huge growth since they were launched. Changes in donor sentiments and preferences are also manifested in the trend toward more directed or restricted charity giving (Newlin-Blackwell, 2020).

The social networking effect afforded by social network sites and facilitated by crowdfunding apps is influential in stimulating online giving (Saxton & Wang, 2014; Scharf & Smith, 2016). Baeck, Collins, and Zhang (2014) reported that than half of online givers in their study receive their information from close social connections rather than charities. Social networking allows for a charity disintermediation effect by allowing online givers to be influenced and informed within their social networks (Xue & Zhou, 2022).

The purpose of this paper is to discuss how charities can effectively adapt and respond to the growth of online giving through social network crowdfunding. Should charities view crowdfunding apps and their fundraising campaigns at threats? How should charities respond? Should charities use crowdfunding apps? Should charities bypass crowdfunding apps and fundraising directly on online social networks? How can charities effectively fundraise on social networks?

Using a crowdfunding app

If charities use crowdfunding apps, would this diminish their brand strength? Would the use of a crowdfunding app like GoFundMe be perceived by the audience as a cobranding event? Would the cobranding differentially affect the charity's brand based on the charity's brand strength? Is there a risk to the charity of cobranding if the crowdfunding app experiences a scandal? Would collaborating with a crowdfunding app benefit the app while reducing the charity's fundraising effectiveness offline?

Charity social network fundraising effectiveness

We believe that charity's fundraising effectiveness on social networks like Facebook will be influenced by several factors. First, the choice of projects for which funds are being raised is influential. What types of projects are most effective on the social network platform? Second, the characteristics of the charity's fundraising appeal that influences the audience's willingness to share the appeal within their online social network is quite important. Sharing the fundraising appeal to social network friends disseminates the appeal to a larger audience and provides a de facto endorsement of the appeal. Third, the charity's brand strength is important. The charity's brand strength influences the audience's attitudinal and behavioral responses. Forth, a charity's ability to provide the online giver with a rewarding donation experience is important for donor retention and future participation.

Discussion

This topic is timely and important. Advancing our knowledge on how charities can more effectively fundraise on social networks and responding to the growth of crowdfunding apps has implications for charity marketing researchers and charity marketing practitioners.

25 – O

The Influence of Visual Marketing on Consumer Purchase Intention of Fast Fashion Brands - An Exploration Based on fsQCA Method

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26 – O

'I just need one more rose' Gift-giving on TikTok live streaming

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Summary Statement

Live streaming is a fast-growing media where broadcasters perform in real-time, and viewers watch live content simultaneously. This study aims to examine TikTok creators' strategies in turning audience affection into financial gains through the function of 'virtual gifting'. Specifically, this study focuses on the extent to which creators affect viewers' desire to express their social status, fortify their social group, conform with group norms, and fulfil their need for emotional bonds.

Competitive Short Paper

After the tremendous success achieved by social media commerce in China, TikTok has seen a rapid growth of audience in the global market with an estimated 755 million users by the end of 2022 (Statista, 2022). In the UK, the growth rate of TikTok's live stream business in 2022 almost doubled compared with the company's ads business (Stokel-Walker, 2022).

Live streaming enables content creators to record and broadcast in real-time via live streaming platforms such as Tiktok, Twitch, Youtube Live, Facebook Live, Instagram Live, Stream Yard, Dacast, Wirecast, StreamShark, etc (Chen and Lin, 2018). Content creators can create live content that the viewer can simultaneously view and interact with the creator and other viewers on the platform (e.g., posting messages and emoji icons, and giving free and paid virtual gifts to creators and other viewers (Lin et al., 2021).

This research focuses on the function that brings significant revenue to both creators and TikTok, virtual gifting – the act of presenting virtual gifts to creators. Virtual gifts sent to chosen creators can be exchanged in real currency on the platform. At the same time, viewers also use online gifting to promote their relationships, express their superior social status and increase their own visibility on the virtual platform (Oh and Choi, 2017, Wu et al, 2022).

Previous studies have shown that creators have played a significant role in encouraging viewers' behaviours (Chen et al, 2021; Zhou et al, 2019). Interactivities on live-streaming platforms can serve as both emotional and psychological stimuli to evoke viewers' responses, turning their affection into financial gains (Bharadwaj et al, 2022; Lin, 2021). Past studies on live streaming tend to focus on viewers' behaviour using quantitative methods. This research will complement those studies by exploring the subject from the creators' perspective using qualitative methods. It aims to examine creators' strategies and the extent to which they affect viewers' desire to express their social status, fortify their social group, conform with group norms, and fulfil their need for emotional bonds. All of this, in turn, elicits virtual gifting responses.

15 in-depth, semi-structured interviews with creators will be carried out and 5 one-hour live-streaming recordings will be analysed. As entertainment live streaming is a typical multimodal communication phenomenon through language, image, voice, action and other symbolic resources, this paper will create a multimodal analysis framework by integrating the three metafunctions, proposed by Halliday (1985) into the grammar of visual design, developed by Kress and Van Leeuwen (2006), to systematically analyse the comprehensive configuration of the linguistic and non-linguistic modes of live streaming and to examine the multimodal communication strategies of creators to gain insight into how to successfully embed live streaming stimuli that can elicit viewers' emotional reactions and consumptions. The semi-structured interviews may disclose new multimodal discourse strategies deployed by creators to evoke viewers' interactions or emotional resonance which we cannot find from the discourse analysis of the live-streaming recordings. On the other hand, it may further justify the findings of multimodal discourse analysis.

29 - O

A Qualitative Study of Parental Influence on Young Adults' Motivations to Join a Brand Community

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Summary Statement

The purpose of this research is to explore parental influence (PI) on young adults' engagement with brand communities (BC). An interpretive position was adopted utilising 10 families from across the UK. This study reveals that parents influence their children in five principal ways. (1) Impression

management. (2) Developing civic identity. (3) Dealing with ennui. (4) Maintaining familial bonds, and (5) assisting with grief, and developing an understanding of grief.

Competitive Short Paper

Review

Parents are a key socialisation agent (Zhang and Chen, 2020) providing essential skills (Kerrane and Hogg, 2013). PI is a principal element during the impressionable and formative period of a young adult's life (Bacovsky, and Fitzgerald, 2023). Studies have explored parental influence ranging from activism (Wang et al., 2021) to veganism (Alvaro, 2020) and even Phubbing (liu et al., 2022). Pertinent to this work, several studies have empirically proven parents significant influence over their children's internet use (Shin, 2013, 2015, 2017) media choices (Padillia- Walker et al., 2020) and brand choices. We seek to explore if this extends to BCs.

Method

Replicating the work of Kerrane and Hogg (2013) to date 10 families (parents n=19), young adults (n=31) were recruited via personal contacts, and online appeals. The interview process involved six nuclear families (NF), three families involved in foster care (FF) and one single parent family (SP).

Findings

For NF there was a fear of the family being disbanded as children "naturally wanted to get on with their own lives". Both physical and online brand communities (OBC) were 'advocated' and vouched for by parents. We saw a gendered split here with male dyads advocating sports, sporting apparel, online gaming (call of duty.com) and film related BCs (Disney+ and Star wars) "replicating that bond we had when they were small".

For female dyads influence was again 'exerted' for familial reasons. Data revealed that a myriad of OBCs were 'shared' ranging from music to vintage clothing. Also, NF parents wanted their children to 'use' and been seen using social orientated BCs "to create an impression" on employers and show "a sense of community'.

This type of impression management was also prevalent within the foster families. All three FF expressed a need to help those who'd gone through their care to develop an identity and use " the online world to get rid of any stigma" and "get involved with meaningful groups' with BCs helping to create civic identities.

The SP had lost their patriarch matriarch was encouraging the young adults in her home to use BC to deal with grief and in turn to "create more dialogue at home" and 'open up'. However, here there was a strong impact on the young adults influencing the matriarch to join a tranche of physical brand communities for exactly the same reasons.

The young adults in the study saw this type of PI as " helpful" and committed to it as "it makes sense to keep some of our best childhood memories alive".

Implications

This novel research expands the BC literature with evidence of parental influence and a greater understanding of what BCs are used for. The data set indicates that far from being passive, parents are powerful and actively engaged social agents when it come young adults BC engagement.

30 - O

An Empirical Analysis of the Motivation (s) to Collect Death. A Pan Cultural Study of Consumer Collectors

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Summary Statement

Consumer collecting (CC) motivations are categorised by the need for investment, enjoyment, personal expression, hunting, historic preservation, and dissemination of knowledge. Several taxonomies indicate why individuals collect, but to date the extant literature has failed to explore the motivations to collect items associated with death. In attempting to understand this phenomenon, we employ a pan cultural, ethnographic study that reveals several new and anomalous motivations to collect, and subsequently present the concept of 'Thanabillia'.

Competitive Short Paper

CC is a hedonic, passionate pursuit (Belk, 1994, 2013; 2014). Collectors are inquisitive, expressive, and collect for a myriad of multifaceted reasons (Freedman, 2021). Despite this CC has received no attention when it comes to items associated with death despite aspects of CC driven by the 'thanagaze' (Johnston, 2011). We seek to explore this type of CC as death is ever present (Mellor and Shilling 1993; Perry, 2022) and the market for death creating multiple forms of value (Huberman, 2013). Bullets, bones, and ballistics are for sale in market worth $426 billion (Yahoo finance), where collectors are only differentiated by inquisitiveness (vice.com). We see this type of CC as unique endeavour that requires exploration.

To explore the motivations to collect death, we have undertaken a pan cultural ethnography to understand the phenomena.

Data to date reveals several motivations to collect items associated with death are anomalous and unique to this category. Data revealed participants motivated by what we termed as 'protothana' acts. Participants wanted to collect items from the "…doyens of the worst crimes". Items associated with the Nazi Party and SS exemplified this motivation.

Another motivation was the "….true savagery" associated with an item, designated thematically as 'death count'. These were not genesis acts, but items associated with cruelty, crimes, and genocide. Items were related to organisation (SS) events (9/11) and individuals (Günther Rall).

Data revealed a motivation we termed 'concealed collecting'. This was the need to collect items described by participants as "forbidden', vilified' and 'objectionable' where ownership superseded CC.

Beyond the macabre, a theme was that of 'benevolence'. Some participants indicated collected individual death cards "trace the individual' and return them "back to their family". Such supererogatory acts haven't previously been revealed in the context of collecting and adds a new dimension to the pleasures associated with it. From the above we present 4 new CC types and their motivations:

1. 'Beau idéal- Motivated to collect genesis conflict items (9-11/ Red Terror -1918/ Boer concentration camps/ Nazi Party and Schutzstaffel items pre-1933).

2. 'Keres'- Motivated to collect items associated with high death count (Nazi Party and Schutzstaffel items/Various WW battles/ American Indian wars /Zulu Wars)

3. 'Sub Rosa'- Motivated by ownership of a limited number of 'forbidden artifacts', concealed for personal pleasure (SS & Holocaust signed documents/ Third Reich signatures and calling cards)

4. ' Altruist' - Motivated by the need reunite families with personal ephemera (Russian Pokhoronka/ German Sterbebilder/WWI Militaria Death Pennie/ Personal ephemera).

Out of the above derives the concept of 'Thanabillia' - items that do not represent mementos, souvenirs, curiosities, or instant collectibles. 'Thanabillia' are collectables sought as a consequence of their overt relationship with death and disassociation from life.

32 - O

What is the potential of blockchain for luxury fashion rental?

Ruitong CUI

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Summary Statement

The intention of blockchain technology is to increase brand authenticity, supply chain transparency and traceability, while fostering consumer-platform trust, enhancing privacy and security, and decreasing transaction costs. Despite the prevalence of blockchain applications in numerous industries, it is currently underutilised in the fashion industry, and its potential remains largely unrealised. Thus, this study investigates what the potential of blockchain technology may be within the context of the luxury fashion industry and specifically the rental market.

Competitive Short Paper

Background and Purpose:

The emergence of blockchain technology coupled with opportunities presented by fashion innovations, have enabled the development of a dynamic digital ecosystem, wherein people can actively seek personal interaction and community engagement. Luxury fashion is undergoing a paradigm shift towards a redesigned emphasis on sustainability and ethics, as well as new trends in digital acceleration and local consumption. Recent calls have been made for luxury fashion rental as a means of more efficiently allocating and operating resources in support of the fashion sustainability agenda. The luxury fashion rental business model relies on digital infrastructures that serve as an intermediary and network to connect excess capacity and demand. However, the paradox of increasing digitalisation in luxury fashion and the lack of technological capabilities in the complexity of alternative business model infrastructures make it challenging to engage in sustainable activities. Increasing purchasing power and the evolving nature of digitalisation in shaping contemporary luxury fashion have contributed in part to a greater counterfeit risk, impacting product credibility, online channel performance, and the luxury fashion industry's priority of insisting on full transparency. The intention of blockchain technology is to increase authenticity of goods, transparency, and traceability of supply chains, while also fostering consumer-platform trust, enhancing privacy and security, and decreasing transaction costs. Despite the prevalence of blockchain technology applications in numerous industries, it is currently underutilised in the fashion industry, and its potential remains largely unrealised. Thus, this study investigates what the potential of blockchain technology may be within the context of the luxury fashion industry and specifically the rental market.

Design/methodology/approach: The purpose of the study is to conduct an exploratory investigation. Therefore, qualitative semi-structured interviews are conducted with 15 organisational and academic professionals who devote a substantial working time to luxury fashion and a solid knowledge of blockchain technology.

Findings: The findings highlight the opportunities, constraints, approaches, and prospects presented by blockchain technology for luxury fashion rental. Initial findings will be discussed at the conference.

Research implications: The study is concerned with comprehending the conditions and context of blockchain technology, evaluating the current phenomenon and its potential for a better understanding and widespread adoption of this technology for luxury fashion rental. As a steppingstone for future research, a synthesis of current literature and professional expertise is useful for advancing rigorous academic inquiry and potentially supporting practise change in luxury fashion.

Originality/value: This study makes a valuable contribution to a relatively new and specialised field. To the author’s knowledge, no research has been conducted previously on the viability of blockchain technology for fashion rental development. Therefore, the current study provides an exciting body of knowledge from an organisational perspective that supports both theoretical and practical implications, as well as numerous opportunities for reflection and evaluation of the potential application of blockchain technology and development of luxury marketing techniques.

33 - O

Young People's Fashion Identity and Second-Hand Clothing Consumption In Japan

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34 - O

Examining consumer pub choice behaviour using Foraging Theory

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36 - W

Reflections On Understanding Atmospheres Through Multisensory Methods

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Manchester Metropolitan University, United Kingdom

Workshop: Alternative Methodologies to Exploring and Understanding Consumer Research

37 - W

The Rise of Virtual Influencers: Opportunities And Threats For Consumers' Well-Being

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Summary Statement

Research has indicated various effects of social media (SM) use (e.g., online interactions and social media influencers' influence) on adolescents' well-being in many areas include loneliness, malicious and benign envy, and self-esteem. The recent emergence of non-human or virtual influencers (VIs) on SM may accelerate these ramifications of well-being concerns. This research explores VIs' visual presentation that may trigger positive and negative effects on adolescents' body image perceptions and provides contributions to brands and policymakers.

Workshop: The Technological Revolution and Consumer Well-Being

Competitive Short Paper

Young generations have grown with influences of social media (SM), reflecting in a rapid increase of their time spent on SM (Barthorpe et al., 2020). Specifically, Generation Z are far more connected to SM than earlier generations and rely on digital mediums for their activities, for example, information seeking and entertainment, shopping (Mason et al., 2022), social interactions, self-presentation through images sharing (van Tran et al., 2022), including social cues like norms and trends (Chen & Peng, 2022). Drawing on social comparison theory fuelled by SM (Appel et al., 2016), previous research has indicated various effects of SM use and virtual experiences (e.g., online interactions and being influenced by social media influencers) on young individuals' well-being in many areas include loneliness (Oh et al., 2023), malicious and benign envy (Jin & Ryu, 2020; Valkenburg et al., 2021), depression, self-esteem reduction, and a tendency of self-harm (Barthorpe et al., 2020).

The recent emergence of non-human or virtual influencers (VIs) on SM may accelerate these ramifications of well-being concerns. In fact, while researchers focusing on a call on advancing knowledge of VIs in influencer marketing, a limited understanding of VIs' visual presentation may be overlooked, especially consumers' perspectives such as self-image and self-concept (Ameen et al., 2022). Particularly, young consumers like Generation Z appear to be an early adopter (Sheng et al., 2023) and a main target audience of humanlike VIs (Moustakas et al., 2020). Thus, their mental well-being issues (e.g., self-esteem and body-image) may be affected by beauty standard perceptions framed by VIs. However, previous literature indicated that SM usage can induce benign envy which motivates individuals to improve themselves or to endeavour to attain akin accomplishment or possessions they envy (Valkenburg et al., 2021). Therefore, this research aims to explore the opportunities and threats of VIs on Generation Z's body image and self-esteem, and to investigate whether VIs can be utilised as means to promote positive body image perception.

VIs are created by Computer-Generated-Images and other technology-enabled to infer humanlike appearances (Block & Lovegrove, 2021) or anthropomorphic appearances (Arsenyan & Mirowska, 2021). These humanlike VIs are attractive and have partnered with various top-notch brands such as Nike and Mini to rejuvenise brands and address young audiences. For example, the Prada perfume influencer called Candy, a humanoid VI with a beautiful face and almost unblemished skin and the Colonel Sanders with a younger, muscular and good-looking appearance of KFC (Sands et al., 2022). In fact, a recent report indicated VIs generating competitive engagement rate (Ibid.), suggesting VIs' appealing content and prevailing presences on SM where adolescents spend most of their time (Mason et al., 2022). Therefore, this research addresses an important gap in the literature (Ahn et al., 2022) in terms of VIs' visual presentation that may trigger both positive and negative effects on young consumers' body image perceptions and provides contributions to brands and policymakers.

39 – O

Is a Diamond Still Forever? An Investigation Of how Sustainability Influences Individuals' Perception Towards Luxury Value

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Summary Statement

This short paper addresses the impact of the emerging lab-grown diamonds as a sustainable alternative of the natural diamonds. Lab-grown diamonds have disrupted the diamond industry with revenues expected to reach 20 million carats by 2030 (Statista, 2022). Additionally, synthetic diamonds have accelerated the transformation of well-established diamond companies like DeBeers to acquire this innovation (Danzinger, 2019). This study measures critical factors influencing younger generation' purchase intentions towards the emerging innovation of lab-grown diamonds.

Competitive Short Paper

Luxury consumers have been increasingly concerned about environmental and ethical issues, which have given rise to radical changes in business models to address sustainable luxury goals (Gardetti and Muthu, 2019; Bethan and Rutter, 2022).

Diamonds can play a pivotal role in the luxury sector with a significant rise in global expenditures towards the jewellery sector. According to Statista (2022), the sector achieved 24.27 billion in revenues compared to 20 billion in 2020 and is expected to reach 29 billion in 2026. The global lab-grown diamond industry is expected to reach 29 billion, with China capturing 56% of the global market, followed by India and the US with 15% and 13%, respectively (Statista, 2022).

In fact, synthetic diamonds have disrupted the natural diamond industry as a sustainable alternative with respect to carbon footprints and pollution. Indeed, mining can significantly impact the environment due to the excessive water and air pollution wasted in the extraction process. Certainly, this goes against sustainability (Vishal, Rajkumar and Annamalai, 2021).

Nevertheless, caution should be exercised because the conflict of the luxury value perception of synthetic diamonds remains unclear. Indeed, the sophisticated construct of luxury values, which is represented by characteristics such as rarity, exclusivity, aesthetics and symbolism created a luxury reputation for excellence (Heine, 2012). The purpose of this study is to identify the gap by applying the luxury value perception model to investigate the luxury values that influence lab-grown diamond purchase behaviour (Hening, Wiedman and Klarmann, 2013). This study proposes to add ecological value, which can be defined as the practicality of combining environmental issues to achieve sustainability goals through innovation (Heerde et al., 2021). Also add economical value for synthetic diamond in terms of affordability, which can be a significant factor that drives buying behaviour in younger generations, whom driven by price and sustainability. The hypothetical assumptions inform the basis of this study, as the research measures lab-grown diamonds purchase behaviour using luxury values to identify the most critical factors influencing younger generations' purchase intentions toward the lab-grown diamond. Figure 1 depicts the research model and hypotheses.

In the pursuit of providing a critical analysis of the role of innovation in transforming the diamond industry, a quantitative approach was employed using a comparative design survey (Malhotra et al., 2020). The survey proposes to gain deeper explanations on consumers' luxury value perception on synthetic diamonds. Importantly, identifying differences and similarities across luxury consumers in the US and China, these two countries were chosen because they dominate the consumption of diamonds globally (Statista, 2022). In this study SPSS will be used to analyse the data, as well as a questionnaire designed to assess consumers' perceptions towards innovative solutions in order to achieve sustainability objectives. An exploratory factor analysis will be used to measure variables and to identify the correlation between sustainability and participants' value perception on synthetic diamonds. The sampling criteria used is a non-probability sample (Bell, Bryman and Harley, 2019). The initial respondents will be luxury consumers aged between 18-30 from China and the US.

40 – O

Title: How ethical and environmental concerns influence consumer's buying behaviour? A study of supply chain in the luxury sector.

Rawan Hamdan[1], Dr Guangjin Su[2], Dr Yan Sun[3]

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Summary Statement

This paper consolidates ethical and environmental issues surrounding the supply chain to luxury marketing research. The study addresses social and environmental aspects influencing the decision-making (Wirtz and Fritze, 2020). The findings is supported with a qualitative analysis, which developed a clear understanding of the changes consumers' buying behaviour trends towards sustainable consumption. This study proposes to add ethical and environmental consideration as a crucial factor of luxury consumers' decision-making process.

Competitive Short Paper

The luxury sector has witnessed a considerable growing demand for sustainability from environmental and ethical luxury consumers (Evans et al., 2022). Therefore, an expansive prospect has been adopted by the luxury sector towards sustainable strategies (Gardetti and Muthu, 2019).

According to Statista (2022), the sector witnessed a significant rise in luxury consumption reaching £233 billion. However, the luxury sector can be affected by the environmental crisis, which is a crucial factor in predicting future trends in luxury consumption (Gardetti and Muthu, 2019).

Nevertheless, luxury is considered to be less damaging than fast fashion because it is characterised by features such as durability and high-quality that are in line with sustainability principles (Sun, Bellezza and Paharia, 2021). Yet, some researchers argue that the luxury supply chain can involve ethical and environmental breaches, in terms of labour and raw materials such as the use of leather and fur (Klerk et al., 2018). However, some luxury brands are solely sustainable, such as Stella McCartney and Vivienne Westwood (YNAP, 2021).

According to the Euromonitor report (2022), the luxury sector encountered socio-political and sustainability challenges among luxury consumers with a sustainability orientation. Considering these challenges, it is imperative that the luxury sector address the consequences of environmental crisis. Indeed, this demonstrates the change in consumers' buying behaviour trends towards sustainable consumption.

Several studies on luxury have examined sustainability and ethicality, noting the importance of adopting the concepts to maintain the luxury reputation for excellence (Kuah et al., 2021). While other studies have focused on the threat of diminishing the emerging middle class (Rambourg, 2020).

Minimal research has been assisted towards social and environmental aspects influencing the decision-making (Wirtz and Fritze, 2020). Aiming to address this research gap, this study applied the Ferrell and Gresham model (1985), to provide multi-perspective insights into the luxury consumer decision-making process (Amjad and Shah, 2016). Also, applying normative ethics theories to understand the philosophical beliefs that may affect consumer's decision-making process.

This study employed a qualitative approach based on interpretive phenomenological analysis (IPA) to capture the complexity of the sustainable luxury phenomenon that incorporates consumers' ethical and environmental concerns (Smith, Flower and Larkin, 2009). To understand consumers' ethical and environmental concerns in different societies, a sample of (n=9) with homogeneous characteristics was divided into two groups from the UK and Jordan.

Research findings:

Based on the results developed for this study using NVivo analysis, It is apparent that participants' decision-making is influenced by socioeconomic luxury values. Such as, quality, longevity, and value for money with 76.19%. Moreover, participants linked social and environmental concerns as a significant influence on their decision-making process with 42.68%. Mainly, animal cruelty concerns 24.7%. Furthermore, deontological ethics were the most prevalent ethical belief accounting for 21.99% vs 8.89% for teleological ethics. The results have specific implications for the luxury industry to develop digital supply chain to support transparency. Also, to develop synthetic substitutes as raw materials. This study proposes to add ethical and environmental consideration as a crucial factor of luxury consumers' decision-making process.

41 – O

Value Co-creation Through the Articulated Naturality Web: The Next Wave of Extended Reality Within Services

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Summary Statement

The purpose of this paper is to identify limitations of traditional AR in the value co-creation process and to propose a radical transformation of AR to the ANW, which we characterize as affording a) real-time, b) contextual, c) open-source, d) social, and e) personalized interactions and information. We also propose that these affordances of ANW can support the co-creation process and to discuss consequences in terms of hedonic and eudaemonic well-being.

Competitive Short Paper

Recent technological advances have given way to the concept of the Articulated Naturality Web (ANW) which is AR that is not tied to one object or environment (Beauchemin, 2016) but rather adaptive AR that can be used to enhance environments and create shared immersive experience. ANW augments the physical environment with digital objects that are intelligent and adaptable to the situation. ANW can be considered as a 'metaverse' that is activated through AR headsets or smartphones. META has recently introduced their presence platform which not only overlays objects onto the physical world but also allows these objects to interact with the physical objects in seamless ways (Carlton, 2021). This is essentially the same as ANW in that, everyday experiences can be improved by creating an overlayed 'screen' that can be used to understand and interact with physical objects, people and environments in ways that have not been possible before.

The concept of ANW has received very little academic attention likely due to the focus on traditional AR research which has investigated the benefits and outcomes of the technology. To understand the technology which is yet to be discussed in detail within the extant literature, we take the path of explaining the attributes of the technology and describe the technology through these attributes, while drawing on examples to illustrate. To that end, we characterize ANW as possessing the following attributes: 1) real-time, 2) social, 3) open-source, 4) contextual, and 5) personalized. ANW overcomes the limitations of traditional AR in that it is an environmental AR that is designed by users and service providers and used to reveal objects and information from the outside in urban and retail settings (Ferraro, 2010). That is, ANW enables users to view a layered world overlaid on the physical one – a world that enables novel ways of interaction with environmental objects and sharing of information with people, resulting in value co-creation (Beauchemin, 2016).

In this paper, we argue that the affordances of ANW enables service agents a better way to integrate their operant resources and co-create their value-in-use. The outcomes of such a process, and indeed co-creation is well-being (Diener & Chan, 2011). The service literature has defined well-being as comprising of both short-term, temporary well-being such as joy, or long-term well-being such as goal attainment (Delle Fave et al., 2011). These two conceptualizations of well-being are also labeled subjective (hedonic) and psychological (eudaemonic) well-being (Gardiazabal & Bianchi, 2021). ANW elicits feelings of hedonic well-being through a) the off-loading of mental capacity from daily co-creation experiences of the technology and b) heightened sensory inputs through sensory inputs through environmental augmentation which can increase autonomy in co-creation and relatedness (Ahn et al ., 2019), both of which increase hedonic well-being through satisfaction (Zhong & Mitchell, 2010). ANW also elicits feelings of eudaemonic well-being through incidental sensory-filled inputs with service agents, resulting in feelings of being able to achieve their full potential (Sharma et al., 2017) and feelings of confidence through the social dialogue that ANW affords.

42 - O

The Promise of the Past: It's Evolution Not Revolution in Retailing

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Summary Statement

Retailing and marketing knowledge evolves but practitioners and journalists are obsessed with the latest so-called disruptive 'revolutions.' However, the past can inform the present but the evolutionary approach is rarely used in marketing In truth, marketing is 'history-less' The term 'modern' signifies a new thing, rather than a new stage of evolution and 'revolutions' are often part of a longer-term evolutionary process that calls for seeking out old and dismissed knowledge.

Competitive Short Paper

Retailing and marketing knowledge evolves but practitioners and journalists have shiny object syndrome and are obsessed with the latest so called disruptive 'revolutions.' However, the past can inform the present (Alexander 1997), but the evolutionary approach is rarely used in marketing (Michael and Kim 2005). In truth, marketing is 'history-less' where everything is new, and nothing existed before it was 'invented' (Beard 2017). The term 'modern' signifies a new thing, rather than a new stage of evolution and 'revolutions' are often part of a longer-term evolutionary process that calls for seeking out old and dismissed knowledge.

Academics redevelop concepts, rather than develop them further and 'precursors for each format type existed prior to their mainstream arrival' (McArthur, Weaven, and Dant 2015, 273). Retail formats change incrementally in a continuous fashion (Reynolds et al. 2007) and have long, stable periods of many small changes creating big differences between the current and initial versions of the retail innovation (Davies 1998).

Most retail 'revolutions' are evolutionary extensions of a previous format. For example, social commerce revolutions of live stream shopping featuring social media influencers as presenters and mobile shoppable video are merely a technologically updated versions of the direct response home shopping channel and infomercials. These in turn evolved from door to door selling. Everything has a predecessor that is an adaptation of something that already exists, more recently Vine preceded TikTok, Friensdster preceded Facebook, mail order and catalog shopping came before e-commerce and Facebook marketplace is an interactive classified section of a newspaper, the Web evolved from Web 1.0 to Web 2.0 and multichannel preceded omnichannel.

The past enables the future to occur and embracing old disregarded scholarly knowledge on the topic and retail concepts spurned as they are unfashionable can be used as a basis of analysis. Life cycle (Davidson et al., 1976; Klepper 1997), cyclical (Hollander, 1960, 1966), ecological (Carroll, 1985) temporal/historical (Brown et al., 2005) and technology diffusion theories (Christensen and Tedlow, 2000) can inform and extend present 'revolutionary' developments.

This thinking can generate various research questions such as:

* What other marketing techniques and knowledge are useful but treated with disdain as they are not fashionable?

* What industry lifecycle, ecological and cyclical retail theories can describe or be updated and adapted to account for and predict Amazon's continued evolution?

* How do the old profiles of non-store shoppers such as mail order and catalog apply to the new Gen Z adopters of social commerce?

* Why are academics and practitioners so obsessed with revolutions?

In summary, in retail theorizing, the past can inform the present but it is being neglected as practitioners and scholars focus on the latest and greatest revolutionary developments.

45 - W

Helping Him or Her? The surprising effect of Gender As a Justification Cue in Charitable-Giving Choice Decisions

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Summary Statement

The recipient's gender serves as a justification cue in choosing between helping a boy or a girl. However, this justification cue acts oppositely in western vs. eastern cultures. US participants preferred to help a girl over a boy, supporting the Western stereotype that women are needier than men. Among Chinese participants, the effect reversed, supporting male favoritism in Eastern societies. Hostile sexism was positively (negatively) related to the choice of a girl (boy) recipient.

Workshop: Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World

Competitive Short Paper

How should a choice between donation targets be presented? What would most donors do if they had to choose between helping a boy or a girl? Do donors' preferences for one gender depend on their culture? The current research aims to answer these questions

Previous research showed that choosing between similar donation targets (e.g., two girl targets) leads to a high level of opting out (Ein-Gar, Levontin & Kogut, 2021). The current research aims to show that gender can serve as a justification cue and decrease opt-out levels. However, gender affects donation decisions differently, depending on culture orientation. In western societies, women are stereotypically perceived as more vulnerable (Kende & Shnabel, 2017). Thus, we expect Western orientation donors to prefer donating to a girl over a boy. In contrast, eastern societies tend to favor men over women (Jayachandran, 2015). This gender preference is rooted in the economic structure of eastern societies (Gupta et al., 2010). Therefore, we expect Eastern orientation donors to prefer helping a boy over a girl.

Study 1 participants (U.S.: N=442; Mage=37.22, 49.1% female; China: N=952; Mage=31.60, 59.35% female) were randomly assigned to one of four donation decision conditions; a choice between a boy and a girl donation recipients, a choice between two girls, and two control conditions with a choice between donation directed to the nonprofit organization and a girl or a boy. In all conditions, participants could opt out and not donate.

As expected, opt-out rates were the highest when participants chose between two girls (U.S.: N=50; 45.9%; China: N=92; 38.33%), and were attenuated when the choice was between a boy and a girl (U.S.: N=33, 29.7%; $\chi2(1)=6.10$, $p=.014$; China: N=66, 28.09%; $\chi2(1)=5.62$, $p=.018$). However, as hypothesized, in the boy-girl condition, U.S. participants preferred to donate to the girl (N=58; 52.3%) over the boy (N=20; 18.0%), while Chinese participants preferred to donate to the boy (N=122; 51.91%) over the girl (N=47; 20%).

Next, we tested whether the choice of boy or girl recipient is driven by sexism. Study 2 participants (U.S.: N=453; Mage=37.08, 49.2% female; China: N=1000; Mage=30.56, 55.6% female) were randomly assigned to one of four donation decision conditions as in study 1 and completed the Ambivalent sexism inventory (Glick & Fiske, 2018).

Replicating study 1, in the boy-girl condition, U.S. participants preferred to donate to the girl (N=208; 73.0%) over the boy (N=77; 27.0%), while Chinese participants preferred to donate to the boy (N=409; 52.9%) over the girl (N=364; 47.1%). Interestingly, gender and benevolent sexism did not influence the choice between a boy and a girl. However, for U.S. participants, hostile sexism positively predicted the choice of a girl over a boy (B=.537, SE=.154. Wald=2.105, $p<.001$, Exp(B)=1.711.) For Chinese participants, hostile sexism negatively predicted the choice of a boy over a girl (B=-.216, SE=.107, Wald=4.06, $p=.044$, Exp(B)=0.806).

This research offers new insights into the interactive effect of cultural orientation and gender on donation decisions and how hostile sexism might shape charitable behavior.

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DECOUPLING: A REVOLUTIONARY APPROACH TO UNDERSTANDING CONSUMER INCONSISTENCY

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Summary Statement

Despite claims of engagement with environmentally conscious consumer behaviours (ECCB), tensions and inconsistencies between consumers' espoused principles and actual consumption have been observed. Studies into gaps between consumer intentions and actions frequently rely on theories of reasoned action and planned behaviour for explaining the differences. Taking a revolutionary approach, this research uses the concept of decoupling to explain Gen Z consumer behaviour. In consumer research, decoupling provides a means of explaining conflicting judgements and behaviours.

Competitive Short Paper

Across ECCB contexts, researchers have identified a gap between what consumers think, what they intend and actually do (cf., Hassan et al., 2016). Gaps between an individual's attitude and behaviour led to development of the theories of planned behaviour and reasoned action. Nonetheless, a weak link between individual intention and behaviour (Davies et al., 2002) prompted Ajzen et al. (2004) to caution against using intention as a proxy for behaviour.

Identity research offers a lens for examining ECCB, with studies confirming the role played by identity in shaping consumer behaviour. Social identity may even become more important than one's identity as an individual (Spears, 2011). Yet, such groupings may be redundant as Gen Z have been described as 'identity nomads' who concurrently use online communities that allow people of different economic circumstances to connect and mobilize around causes and interests (Francis and Hoefel, 2018).

The concept of decoupling offers alternative insights into inconsistencies in Gen Z consumer behaviour, and brings a novel perspective to decoupling research, highlighting contextual issues, which seem unacknowledged. Decoupling can be seen as a safe-guarding mechanism that addresses conflicting demands so that risk is minimised (Boxenbaum and Jonsson, 2017). Inherent to the concept and practice of decoupling is an attempt at separating out two conflicting strategies or sets of actions so that output or performance may be maintained. It seems to involve a form of deceit or lack of openness, as the organisation is pretending or claiming to do something that it actually does not do or saying one thing and doing another, which is a form of organisational hypocrisy (Christensen et al., 2013).

Gen Z has been defined as the most progressive generation since the 1960s, unafraid to challenge the status quo (Kaplan, 2020). To investigate the tensions within this cohort, we sought information from Gen Z consumers about their ECCB – the aim of which was to capture the voices of the participants as conveyed in the consumer logs (i.e., photo diaries) and across the data collection as a whole (Lokot, 2021). For the analysis, the team started by using concepts from the decoupling literature such as 'double standards' and 'easy life' (Salzer-Mörling and Strannegård, 2007). Three themes emerged from the analysis, which are used to organise the discussion of the findings: "always on," "little voices" and "it's not just us".

This study set out to investigate inconsistencies in ECCB within the generational cohort of Gen Z, who as a group are thought to be environmentally aware and engaged in ECCB. Using a revolutionary approach of decoupling enables us to unpack a complex set of behaviours, generating novel insights into inconsistent consumer behaviours, for which decoupling provides an explanation. The three themes offer valuable detail into why consumers may fail to adhere to ECCB, including for example constant social media exposure, pressure from peers and influencers, greenwashing and intergenerational burden. However, the study also shows the significance of identity cannot be underplayed not only in ECCB but also decoupling in consumer behaviour.

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Beyond place attachment: Exploring the politics of belonging to commercial settings

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Summary Statement

The aim of this paper is to develop further insights into the ways in which individuals create a holistic sense of belonging in commercial settings and specifically investigate the politics of belonging in situ. The study focuses on Manchester's Craft and Design Centre and draws upon a series of in-depth interviews conducted with craft makers and visitors. This paper attempts to develop a critical theorisation of belonging in commercial settings.

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It's Okay to Be Okay: Niche Marketing in Contested Ideological Spaces

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Summary Statement

This paper examines the role of ideology, sentiment and consumer discourse in the context of mainstreaming a niche food market segment (vegan products, a contested ideological space). To do so, we combine netnographic (over 10 years), and machine learning (topic modelling and sentiment analysis) tools. We find that the success of mainstreaming moves is dependent on both emotional and ideological compatibility with firm marketing actions. We also examine the relationship between ideology and emotional responses.

Workshop: Eat, Drink and Rise Up! Revolutionary Approaches to Food and Eating

Competitive Short Paper

A niche market embodies a group of consumers dissatisfied with the offerings of the mainstream market who have specific needs and exist in opposition to an often significantly broader mainstream market. Most established markets start off as niche and are eventually brought into the mainstream (Dalgic and Leeuw 1994). There are groups of consumers (niche segments) that subscribe to an alternative ideology (Schmitt, Brakus, and Biraglia 2021) that is core to their identity. In the evaluation of problematic marketplace events, niche consumers make use of their alternative ideology. The result of this evaluation triggers a call to action, which leads to either niche market rejection or acceptance (Schmitt, Brakus, and Biraglia 2021). Little is known about the processes that occur between ideological evaluation and the subsequent market result (Schmitt, Brakus, and Biraglia 2021). Moreover, the impact of niche market acceptance or rejection on the alternative ideology is unknown. Our research addresses this gap by examining discourse change and the emotional dimension of consumer responses. We propose that the ideological evaluation of problematic marketplace events triggers an emotional response due a potential identity threat (Canniford and Shankar, 2013; Luedicke, Thompson, and Giesler, 2010; Press, Arnould, Murray, and Strand, 2014). The sum of individual consumer emotional responses will yield a marketplace sentiment that energizes consumers discourses (Gopaldas 2014). When the result of ideological evaluation is reconcilement, the sentiments and resulting discourses triggered reflect high-valanced positive emotions. These positive emotions push consumers towards niche market acceptance. On the other hand, when the result of ideological vetting is alienation from the mainstream, the negative sentiments and discourses triggered kickstarts the processes of niche market rejection.

We are currently conducting a 2-part study. The first is a qualitative study using data mining (Belk, Fischer, and Kozinets 2013) of 3 firms: (1) Beyond Meat, (2) Field Roast, (3) Light Life paired with an archival netnography (over 10 years) (Kozinets 2002, 2015) of 3 online communities in favour or opposed to the vegan ideology (Gregson, Piazza, and Boyd, 2022): R/Vegan, R/DebateAVegan, R/Antivegan. We examined consumer discourses of proponents and antagonists to a niche segment during mainstreaming from a historical perspective (Belk, Fischer, and Kozinets 2013). To further answer our questions, as well as to triangulate our data, we are conducting another study in which we use textual analysis on consumer discourses. More specifically, we use topic modelling (Scikit-Learn) and sentiment analysis (VADER) (Humphreys and Wang 2017). Our dataset for unsupervised learning and sentiment analysis consists of the entire aforementioned Reddit communities (10.4 million posts).

Our preliminary findings uncovered 2 ideologically threatening mainstreaming events. The first is an in-store product placement change which resulted in niche acceptance. The second is a partnership with fast-food which resulted in niche rejection. Only the second event triggered negative sentiment in ideological discourses. However, both events triggered negative sentiment in non-ideological discourses. Thus, fostering positive marketplace sentiment is not required for the niche market to accept mainstreaming attempts. Instead, firms should evaluate and align with ideological beliefs.

51 - W

A Classification Of NFTs

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Summary Statement

This conceptual paper aspires to provide a classification of non-fungible tokens (NFTs) based on the benefits that they deliver to their holders so that it helps firms and issuers understand the strategic options they have when they are about to enter the NFT market.

Workshop: Blockchain in Marketing: Cryptos, NFTs, Metaverse and the New Marketing Revolution

Competitive Short Paper

After cryptos, non-fungible tokens (NFTs) have become the second blockchain-based application to turn mainstream. NFTs represent certificates of digital ownership of various (physical or digital) assets and enable issuers to digitally certify ownership of their work and potentially monetize it through dedicated marketplaces like OpenSea (Wilson et al., 2021). NFTs have been launched by creators worldwide, ranging from artists like Mike Winkelmann who sold in March 2021 an NFT of his work for $69m, to celebrities like Snoop Dogg or Lebron James and to sports leagues like the NFL. According to Market Decipher (2021), the NFT market is valued at $41 billion in 2021, and despite its volatility, it is predicted to grow to $1 trillion by 2032.

Evidence shows that consumers are willing to pay a premium to upgrade their digital avatars with NFTs from luxury brands like Gucci and Balenciaga that signal their personality and status (Boukis, 2022). Although NFTs could offer additional revenue streams for both new and established companies that possess valuable assets, NFTs also challenge traditional marketing practices and represent the entry door to a "crypto-marketing" as a nascent marketing subdomain (Hofstetter et al., 2022). Recent scholarship on this area has already begun to review pricing challenges around NFTs (Zhang, 2022), theorize new forms of ownership (e.g. fractional ownership vs fractionalized) (Belk et al., 2022) or explore their implications for branding (Colicev, 2022). Yet, there is limited marketing research that helps NFT issuers understand the different choices they have among different NFT types and whether, for example, NFTs constitute a new type of digital offering or a complementary asset to firms' existing portfolios.

To deal with this lack of scholarly on the types of NFTs and their implications for customers' experiences with them, this conceptual paper proposes a classification of NFTs. This classification identifies four distinct types of NFTs and relies on two criteria: whether the NFT is a physical or a digital product/service and the level of utility that is attached to the NFT. The type of NFTs identified are: digital twins, digital upgrades, passes for digital worlds, and digital-only products and they are discussed below.

Digital twins of physical products and services enable a new, digital level of ownership for products and services (Colicev, 2022). They provide holders with a new way (digital) of experiencing existing physical products and services. Digital upgrades enhance the value of the underlying physical asset by offering various additional/premium tangible or intangible benefits to their owners. For instance, they tend to provide specified privileges such as premium membership passes for events (e.g. Coachella). Passes for digital words allow owners to join digital-only spaces and markets, acting as a pass for (de)centralized worlds such as online gaming communities and digital spaces. Digital-only products represent digital-only products/brands such as digital fashion accessories, and in-game digital avatars. Those NFTs enable owners to use those products in metaverse platforms and/or obtain (partial) digital ownership of them.

52 - O

You Are Under Surveillance: A Conceptual Review of Surveillance Studies in Physical Retail

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Summary Statement

This theoretically grounded conceptual paper embraces a multidisciplinary perspective on the development of surveillance studies applicable to brick-and-mortar retailing (i.e., retaillance), in which past research by leading scholars from the fields of marketing, consumer behaviour, political science, communications, media studies, science studies, war studies, law, cultural studies, sociology, criminology, and literature is brought together. Five theoretical groups are discussed: (1) panopticism, (2) synopticism, (3) post-panopticism, (4) assemblage, and (5) virtual identities.

Competitive Short Paper

Rapid developments in surveillance technology and practices have been revolutionizing the brick-and-mortar retail sector. Existing research on retail surveillance (coined "retaillance" by Elnahla and Neilson (2021)) emphasizes retailers' need to delicately balance profitability, customer satisfaction, efficient security, and adherence to privacy regulations. This paper has two main objectives. First, it addresses the concern of the decline of conceptual articles aimed at theory building (Yadav, 2010). Second, employing theoretical explanations can generate a better understanding of the retaillance context and help retail practitioners by guiding their future decisions (Rotfeld, 2014).

Building on theory synthesis and typology (Cropanzano, 2009; Delbridge & Fiss, 2013; Jaakkola, 2020), the authors demonstrate the multiplicity and complexity of theoretical influences, bringing together the ideas and theories of leading scholars of surveillance from the fields of political science, communications, media studies, science studies, war studies, law, cultural studies, sociology, criminology, and literature. Retaillance theory is grouped as following:

PANOPTICISM: Based on Bentham's architectural prison design (1791), Foucault (1978) used the term "panopticism" to denote social control by self-discipline . The Foucauldian panopticon explains why retailers employ overt surveillance systems in stores (e.g., reminding consumers that they are being watched by CCTV cameras in an effort to lessen shoplifting and acts of violence), hence, a powerful metaphorical source of targeting and segmentation (Gandy & Simmons, 1986).

SYNOPTICISM: To Mathiesen (1997), "synopticism" is about a viewer society where the many watch the few, which explains people's obsession with reality TV and social media (Andrejevic, 2005; Bauman & Lyon, 2013; Fuchs, 2011; Lampe, Ellison, & Steinfield, 2006; Romele, Gallino, Emmenegger, & Gorgone, 2017). In a retail setting, consumers can exercise power by writing reviews, and during the COVID-19 pandemic, they monitored retail workers to ensure that the latter are following the new public health regulations. Thus, the scale of power is tipped and the surveilled (i.e., consumer) can benefit from becoming visible.

POST-PANOPTICISM: Boyne (2000) proposed a more flexible and participatory "post-panopticism" paradigm that is characterized by self-surveillance, commodification (Lyon, 2006), and in which the consumer is seduced by better services and rewards.

ASSEMBLAGE: "Assemblage" is when surveillance practices and technologies are combined into a larger whole to exponentially increase the degree of surveillance capacity (Deleuze & Guattari, 1987; K. D. Haggerty & Ericson, 2000), and in which previously exempted groups from routine surveillance are included and their consumption habits are scrutinized.

VIRTUAL IDENTITIES: Lastly, "virtual identities" denote a digital form of control where consumer data is more important than their physical bodies (Bogard, 1996, 2006; Deleuze, 1992; K. D. Haggerty & Ericson, 2000; Lyon, 2001; Poster, 1990, 2005). Thus, consumers become an abstract, a hybrid composition that is assembled by collected personal and shopping data.

To conclude, this conceptual review opens up new venues of research by helping us understand the role played by current and emerging new surveillance technologies in brick-and-mortar retail and how to situate them within a larger frame of retaillance studies, which is the first step towards studying their impact on both retailers and consumers.

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Revolutionising Responsible Fashion Retail with Metaverse: Exploring Generation Z's Perceptions

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Summary Statement

While recent years have seen the rise of slow fashion as a more responsible consumption movement, the emergence of digital and immersive experiences such as Metaverse has been also on the rise. However, there is a lack of commitment by responsible brands to innovate with digital and immersive experiences. Therefore, we explore whether experiential and immersive technological developments (e.g. Metaverse) offer sustainable revolutionary solutions? Alternatively, can Metaverse help responsible fashion retailers offer revolutionary sustainable solutions?

Competitive Short Paper

The fast fashion industry has a substantial environmental impact with its increasing worldwide consequences through the supply network (Jung, 2016; Stahel, 2016). Subsequently, recent years have seen the rise of slow fashion as a more responsible consumption movement (Chi et al., 2021) which is particularly important as Generation Z (Gen Z) prefers sustainable, functional, and pleasing fashion experiences (Youn and Cho, 2021). On the other hand, the emergence of digital and immersive experiences using technologies such as augmented and virtual reality (AR/VR) and Metaverse has been observed in recent years (Bonetti et al., 2019; Boardman et al., 2020 However, the lack of commitment by responsible brands to innovate with digital and immersive experiences raises questions about the potential trade-offs between sustainability and immersive customer experiences. More specifically, can experiential and immersive technological developments (such as the Metaverse) that improve customer experience offer sustainable revolutionary solutions, even though responsible fashion retail is typically associated with the traditional apparel industry (e.g., classical tailoring, seasonal fashion, and mending)? In other words, can Metaverse help responsible fashion retailers offer revolutionary sustainable solutions?

To explore this topic, we conducted interviews with 16 individuals from Gen Z. According to our results, Gen Z views responsible fashion retail as strongly associated with quality and sustainability but also as "boring" and outdated. That said, interestingly, even though the Metaverse provides quick access to 3D universes and excitement, our study revealed that the participants, despite being aware of the Metaverse, had little to no experience with the brand experiences facilitated. Despite prior unfamiliarity, individuals found these encounters "fun" and educational after being introduced to them for this study. We discovered that the lack of interaction with brands that offer Metaverse experiences is possibly due to a mismatch between Gen Z's purchasing power and those that offer Metaverse experiences (i.e., designer brands). Although Gen Z is digitally literate, enjoys assuming virtual identities, and playing digital games, their purchasing power remains constrained when it comes to actual consumption, and expensive designer goods remain inaccessible to them.

Furthermore, according to our interviewees, Gen Z perceives responsible products and services as lacking in variety, style, and outdated, despite their commitment to responsible brands. However, the customisability of these products and services (tailored to needs) was perceived as a positive brand service. This is interesting, as using digital innovations, such as Metaverse, responsible retailers can reach out to new customers and improve their customisation process more cost-effectively and revolutionise the sustainable fashion concept. The novel retail innovations have the potential to reposition the so-called "boring" image of responsible brands as more engaging and dynamic without compromising on their commitment to sustainability.

55 – O

Save the Cash and Just Feel Bad: A Study of the Effects of Empathetic Apologies

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Summary Statement

This study provides empirical evidence of the effects of empathetic apologies on customers' revenge desires following multiple service failures. A scenario-based experiment is utilised to test the research hypotheses. The findings indicate that the relationship between the empathy of apology provided by the organisation and customers' revenge desires appears to be mediated by inferred motives and anger. The implications of the research for theory, policy and practice are discussed.

Competitive Short Paper

Double deviations can be considered as firms' failure to recover from initial service failure (Joireman et al., 2013). Service recovery studies provide a wealth of empirical evidence that double deviations drive customer revenge (Bechwati and Morrin, 2003; Bonifield and Cole, 2007; Grégoire et al., 2009). However, few studies consider how firms can leverage service recovery tactics to mitigate customers' revenge desires after a double deviation (Basso and Pizzutti, 2016). Moreover, despite initial evidence that apologies may be effective double deviation recovery strategies (Grégoire et al., 2018), few studies examine how the wording of apologies can influence double deviation outcomes (Roschk and Kaiser, 2013; Khamitov et al., 2020).

Within social psychological research, the multiple inference model indicates that individuals infer the reasons for a transgressor's actions, which can influence the perceived traits of the transgressor (Reeder et al., 2002; Reeder, 2009). Similarly, service recovery studies indicate that customers' perceptions of the motives of service providers can influence customer emotions (Lastner et al., 2016; Antonetti et al., 2018) and revenge behaviours (Grégoire et al., 2010; Joireman et al., 2013). However, the multiple inference model has not been applied to clarify the effects of apology wording on revenge desires. Therefore, the aim of this study is to provide evidence that apology wording can reduce customers' revenge desires by the reduction of the inferred negative motives of the service provider. In so doing, this research contributes to a growing area of service recovery literature, which applies theories from interpersonal psychology to explain the effects of apology wording (Antonetti and Baghi, 2022).

A scenario-based experiment in the hotel context was utilised to examine the influence of empathetic apologies. The failure context included a service delay, followed by an unsuccessful service recovery. Empathy of apology was manipulated to be high or low and monetary overcompensation was manipulated to be present or absent. Multiple response variables were measured, including inferred manipulative intentions of the manager, anger and revenge desires. Given that severity and blame perceptions appear to be associated with anger and revenge desires (Grégoire et al., 2010) and stability perceptions appear to influence anger (Folkes et al., 1986), compensation expectations (Grewal et al., 2008) and post-recovery evaluations (Hess et al., 2003), severity, blame and stability perceptions were incorporated as covariates.

This research presents theoretical contributions by clarifying the relationship between empathy of the apology and revenge desires. First, the findings indicate that empathetic apologies influence revenge desires through the serial mediation of inferred manipulative intentions of the firm and anger. Second, monetary overcompensation does not appear to influence anger or revenge desires, which indicates that empathetic apologies may be more effective recovery strategies than monetary overcompensation following double deviations. This paper provides implications for policy makers, by further elucidating how firm actions can reduce complaint escalation. This paper also provides practical insight into which service recovery strategies can alter inferences of intent. The findings indicate that apology wording, rather than monetary compensation, can be an effective tool to manage customers' motivational inferences and revenge desires.

56 - O

When shaming a brand is a sign of rebellion: Conceptualisation and operationalisation of public shaming on social media

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Summary Statement

Public shaming is a process undertaken by consumers in bringing a brand to justice on social media because of their violations of social and moral norms. Despite its theoretical and practical importance, efforts to study public shaming are largely thwarted by a lack of systematic conceptualisation and rigorous operationalization. This research aims to articulate an accurate conceptualisation of public shaming in the marketplace and develop a measurement that can be readily applied in marketing.

Competitive Short Paper

Many brands pursue transgressions that consumers find morally wrong. Such offenses can be, for example, falsely claiming to be environmentally friendly (Szabo & Webster, 2021), not addressing the needs of people with disability (Casey, 2020), or simply not delivering on the brand promise (Barakat et al., 2015). Previously, consumers had limited empowerment to bring such brands to justice. As a result, brand transgressions would go on unpunished, giving companies the scope to continue enacting irresponsible behaviours.

However, due to the rise of social media, consumers have a new powerful tool to hold brands accountable for their transgressions and rebel against them. This tool is coined as public shaming (Muir et al., 2021; Pundak et al., 2021) and is the focus of this research. Drawing on justice theory (Lotz et al., 2011; van Prooijen, 2010), we define public shaming as a process undertaken by consumers in bringing a brand to justice on social media because of their violations of social and moral norms. Despite the generally negative connotation of shaming (Aitchison & Meckled-Garcia, 2021), we argue that in the context of consumer-brand interactions, public shaming allows consumers to have a voice against injustice and feel empowered to stand up against large multinational brands. It forces companies to bring about change in their policies, such as becoming more socially inclusive and offering disability-friendly services or avoiding greenwashing in advertising.

Despite its theoretical and practical importance, efforts to study public shaming across the fields are largely thwarted by a lack of systematic conceptualisation and rigorous operationalization, hence limiting its applicability in the marketplace. We argue for the need to introduce the concept into the marketing research agenda as it would provide academics and marketing practitioners with a more nuanced understanding of significant negative events occurring between consumers and brands. Therefore, the main objectives of the research are to (1) articulate an accurate conceptualisation of public shaming in the marketplace, (2) develop and validate measurement that can be readily applied in marketing, and (3) examine the antecedents and consequences of public shaming.

We contribute to the literature using grounded theory (Strauss & Corbin, 1997, 1998) to unpack the theoretical properties of public shaming through 37 completed interviews with consumers who actively shame brand(s). Through our conceptualisation, we highlight the existence of the process of public shaming (a state) and propensity to public shame (a trait). Subsequently, using contemporary psychometric approach of item response theory (Raykov & Calantone, 2014), we plan to develop a rigorous and parsimonious measurement for public shaming that would be versatile to assess both a state and trait of public shaming. Across our validation studies, we aim to demonstrate that public shaming is conceptually distinct and goes beyond theoretically related concepts, such as complaining, cyberbullying, and trolling.

Practically our research is relevant for online communities, e.g., disability support groups or sustainable lifestyle communities, to use public shaming as a mechanism to rebel against brand transgressions and bring about change. It also provides marketing managers guidelines to mitigate public shaming of brands.

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Buy-Now-Pay-Later: Financial Liberation Or Ruination Amid A Changing Consumption Landscape

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Summary Statement

Buy-Now-Pay-Later, a consumption landscape fintech-makeover, is built on unregulated short-term credit. This research explores actors' relationships and evolving bonds, spanning diverse outcomes from financial liberation to ruination. Story-stem-completion was used with 533 UK BNPL-users. Consumers evidencing liberation display opportunistic, calculative, inertial and reliant behaviours. Those displaying ruination identify functional losses predicated on psychological and financial vulnerability. BNPL exhibits systemic attributes, most evident in trust, distrust and mistrust, framed by economic conditions and financial inclusion.

Workshop: Vive La Révolution – Calling for Revolutionary Solutions to Consumer Financial Insecurity

Competitive Short Paper

Buy-Now-Pay-Later (BNPL) operators (e.g. Klarna, PayPal) herald the service as democratizing short-term consumer credit and revolutionizing consumption. Given BNPL's low consumer adoption barriers, user numbers – including the traditionally financially excluded – and total transaction value have grown considerably (Tijssen & Garner, 2021), making BNPL a significant contemporary financial phenomenon.

Commonly, consumers perceive payment systems as enabling factors and focus on retailer interactions. BNPL-providers strive to change this by altering decision-making processes and consumption patterns. This is essentially a 'fintech-makeover' that reconfigures the value proposition generated between consumer, retailer, and credit-provider.

BNPL, whilst facilitating affordability, shapes habituation by bestowing offers and discounts to enhance product attainability. The BNPL-claim is that shopping has 'levelled-up', enabling consumers to 'shop smarter, not harder'. This may help consumers limit the unhappiness felt spending whilst experiencing perceived financial constraints (Cardoso & Martinez, 2019). BNPL wraps consumers in curated offers, savings, and payment administration systems that allow payment to pause when finances are tight (Rehncrona, 2022). Most BNPL-providers do not, therefore, simply offer consumers short-term credit but a single-point gateway to shop, save and mange spending – an ecosystem.

However, BNPL-ecosystem actor relationships are unlikely to produce collective wellbeing maximization for all. Rather, actors' opportunistic behaviour, information and power asymmetries generate differential outcomes. Varied forms of symbiosis occur, necessitating identification of the possible mix of win, neutral, lose outcomes – particularly for consumers.

This research explores the symbiotic relationships between actors and discusses how bonds evolve to span outcomes as diverse as financial liberation or ruination. Story-stem-completion (Braun & Clarke, 2019) was used with 533 UK BNPL-users (aged 18-35, as chief adopters) to unearth changing perceptions of retailers and BNPL-providers and explore emerging consumer practices.

Consumers evidencing liberation display opportunistic, calculative, inertial and reliant behaviours. They trust BNPL-providers and the savviest display creative and adaptive activities. But not all are empowered toward financial 'capability' or 'affordability', despite BNPL-providers positioning foregrounding possible wellbeing gains, whilst diminishing the retailer to a 'mere' facilitator. The traditionally financially excluded may particularly perceive benefits, but if they are able to leverage these as sustained gains is unclear.

Those seeing BNPL as ruination identify functional losses predicated on consumers' psychological and financial vulnerability to BNPL, and retailers' marketing practices, through notions of 'seduction' and 'persuasion', particularly for the financially excluded. This puts consumers in the weakest position, evoking feelings of stress, impotence, confusion, suspicion and ultimately mistrust directed towards BNPL and distrust towards retailers.

Individual outturns are inherently unequal, with considerable variance for actors. BNPL offers an incentive to spend, fostering possibly unsustainable consumption patterns and a safety net of access to goods through deferred payment or instalments. The findings evidence that functional benefits, and losses, underscore symbiotic outcomes, but relational attributes define the nature of the prevailing consequences (win, neutral or lose) and foster liberation or ruination. The BNPL-ecosystem exhibits systemic attributes, perhaps most evident in trust, distrust and mistrust formation, embedded within yet wider institutional mechanisms and drivers, e.g. dominant views on consumption, prevailing economic conditions and financial inclusion.

59 – O

Revolutionising Healthcare: A Case For Telemedicine In South Africa

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Summary Statement

This study aims to identify predominant drivers and barriers of patients' acceptance of an application-based telemedicine service for primary healthcare in the South African public healthcare sector. The identified drivers and barriers are measured in a theoretical model that considers the relationships between telemedicine service acceptance, perceived value, patient participation, experience and satisfaction. Important outcomes for telemedicine service providers, namely patients' trust and continuance intention towards the service, are investigated as dependent variables.

Competitive Short Paper

Telemedicine services provide people, especially in underserved populations, with access to healthcare like never before (Waller & Stotler, 2018:8). According to Bestsennyy, Gilbert, Harris and Rost (2021), a global surge in the use of telemedicine services has been recorded since the early stages of the Covid-19 pandemic with continued growth in such service demand also evident in South Africa. More affordable healthcare services can be accessed more readily by means of telemedicine provision, especially for individuals who previously had difficulty to access healthcare services due to, for example, geographical, logistical and financial constraints (Percept, 2020). Accordingly, in a South African context, telemedicine services provide for the healthcare needs of such patients who might be uninsured; experience logistical and geographical constraints to access healthcare and who are generally fully reliant on the overburdened public sector healthcare systems for their medical needs.

However, presently, the determinants of such patients' acceptance of telemedicine services in South Africa's public healthcare sector have not yet been identified, and research on the consequent relationships between telemedicine service acceptance and important outcomes for telemedicine service providers is scant.

This novel study aims to investigate the relationships between telemedicine service acceptance, perceived value, patient participation, patient satisfaction with a telemedicine service, patient trust in telemedicine services and two dependent variables as possible outcomes of patient satisfaction and trust, namely continuance intention towards both a telemedicine service and the service provider. Patient experience will also be considered as a possible moderator of the respective relationships between telemedicine service acceptance, perceived value, patient participation and patient satisfaction with a telemedicine service. The research will be conducted in the context of a South African telemedicine service, Kena Health, which is a mobile application-based primary care telemedicine service (Kena Health, 2022). The focus will be on public sector patients who have had prior exposure to Kena Health's service, since such prior exposure would be necessary to investigate patients' continuance intention towards the service and the service provider.

A theoretical model for empirical investigation is proposed drawing on the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), UTAUT 2, Innovation Diffusion Theory and Self-efficacy Theory. A mixed methods (exploratory sequential) approach will be used for data collection and analysis.

Several determinants (drivers and barriers) of telemedicine service acceptance will be identified by means of a literature study and thematic analysis of qualitative data collected through semi-structured interviews. The goal of this initial phase is to identify several drivers and barriers to be included for quantitative measurement in the empirical research model in relation to other variables under investigation. Furthermore, the aim is to determine which of the identified drivers and barriers had the strongest effect on patients' telemedicine service acceptance in the context of the Kena Health App. A self-administered online questionnaire will be used to collect quantitative data and the consequent statistical analysis will be conducted by means of Partial Least Squares Structural Equation Modelling (PLS-SEM).

60 – O

Dear John Letters from Utility Providers of Choice: Perceptual Differences in Corporate Communication

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Summary Statement

Contrary to conventional marketing literature, termination of customer patronage can benefit organisations. Consumers perceive such company patronage termination communication as altruistic or egoistic, and we explore this further by focussing on the case of Australian electricity retailers' communications terminating consumer patronage. We show that perceptions of such communication depend on various variables, including information (corporate, government, market comparison and other third-party websites and social media), organisational characteristics, socio-environmental values of organisations and customers, and knowledge.

Competitive Short Paper

Conventional business wisdom advocates customer patronage and the relationship between customers and companies as pivotal to organisational success (Arbore & Busacca, 2011; Dick & Basu, 1994), thereby, customer retention strategy contributing to growth and profit (Byrnes & Wass, 2021; Kumar, 2018; Reinartz & Kumar, 2002). However, in the $11.5 billion Australian electricity retailing market (AEMO, 2021), a few electricity retailers communicated with customers relaying their intention to terminate patronage and relationships with all customers irrespective of their value and length of service by those companies. In short, they broke up with their customers. With skyrocketing electricity prices owing to macro and micro factors, these retailers strategised to jettison entire customer cohorts through relationship termination letters which also served as apology letters and suggested customers sign up with larger electricity retailers. Due to the novelty of such a scenario, receivers of such communications tend to perceive these as altruistic or egoistic. Exploring this scenario using the Value co-destruction lens pertains to the deceptive integration of resources (Laud et al., 2019), as consumers may perceive hidden agendas associated with these relationship termination communications. In this study, we explore and analyse how consumers perceive these relationship termination communications as altruistic or egoistic communication mediums and the underlying psychological rationale for such perceptions.

The study explores this through a multi-method approach commencing with a structured literature review, a netnographic study, and semi-structured interviews with customers. Firstly, to identify the gaps in the current literature, we adapted the systematic and transparent process explicated in Tranfield, Denyer, and Smart (2003). A netnographic research design is ideal for studying consumer preferences, especially when there is a question of authenticity (Beverland, Farrelly, & Quester, 2010; Kozinets, 2002). Therefore, we conducted a netnographic study following Athwal and Harris (2018), as consumption communities offer an archetypal setting for research. Following this, 18 semi-structured interviews provided an in-depth insight into customer perceptions associated with the companies' customer "Dear John" messages.

Findings show that information (corporate, government, market comparison and other third-party websites and social media), organisational characteristics, socio-environmental values of both organisations and customers, and knowledge of the energy market are critical antecedents to consumer perceptions. Specifically, the study suggests that conceited motives from economic situations (profit making, avoiding loss and business survival) confronted by electricity retailers can be egoistic. Righteous motives consisting of transparent and clear information in communications, perceived lack of organisational locus of control on geo-political factors, and customer self-identification with their electricity providers and their perceived economic needs can contribute to altruistic perceptions.

These findings contribute to the literature on utility service perceptions and, more importantly, develops the literature on consumer perceptions of relationship termination communications. This study is relevant for organisations and managers wanting to implement similar communications by providing insights into how customers perceive communications sent to them.

62 – O

How do storytelling strategies impact the launch of new cryptos?

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Summary Statement

Given the scarce insights around the effectiveness of different storytelling strategies in the launch of new cryptocurrencies, this work, through four experimental studies, investigates the role of storytelling in Initial Coin Offerings. Through two experiments, this work draws on storytelling research and the crowdfunding literature to uncover the different benefits (i.e. financial vs reputational) that storytelling modes offer to cryptocurrency issuers and provides insights on how they should strategize their storytelling messages during ICOs.

Competitive Short Paper

The rise of blockchain-based products during the past decade has disrupted several industries and democratized access to new crypto-based ventures by enabling issuers to raise capital by offering newly launched tokens to retail investors (Bellavitis et al., 2021). Initial Coin Offerings (ICOs) constitute one form of equity crowdfunding campaign. Evidence shows that almost 25% of all cryptos going live fail within less than two years and Crypto issuers struggle to attract capital from consumers and face two important challenges in their attempts to raise capital through ICO calls. First, they know little as to which communication strategies they should leverage so to increase referrals among consumers (Xiang et al., 2019). Second, they need to convey trust and become more relatable to consumers so as to encourage their investment in new cryptocurrencies (White et al., 2020).

The use of storytelling strategies might be helpful in alleviating these issues. The storytelling literature has long highlighted the persuasive effects of sharing stories with consumers in terms of strengthening brand-consumer relationships (Solja et al., 2018). Nevertheless, scholars have just begun to investigate the impact of storytelling modes on consumers' intentions to back up new crowdsourcing ventures (Robiady et al., 2021). To date, scarce, if any, studies look into whether different storytelling modes are effective in raising capital during ICOs and the pertinent literature provides scarce insights on how issuers should frame their storytelling messages or integrate endorsers in their ICO communications so that they enhance consumers' intention to financially back their new projects (Bellavitis et al., 2021).

To fill in these gaps, this work bridges research in storytelling and the nascent ICO stream (Chitsazan et al., 2022; Robiady et al., 2021; Boukis, 2020) to provide insights on how crypto issuers should strategize their brand communication during ICOs. Through two experimental studies, this work investigates the impact of two storytelling modes on consumer responses to ICOs (i.e. amount of investment and online brand advocacy) and supplies insights about the role of an important aspect of brand communication during ICOs (i.e. endorser expertise).

Drawing on Elaboration Likelihood Model, we extend knowledge about the effectiveness of two storytelling modes in a high-risk, financial context (i.e. ICOs) and identify the different benefits (i.e. financial vs reputational ones) that each mode offers to crypto issuers. Second, we shed light on how endorsers' expertise shapes ICO communication and uncover that consumers' investment behavior varies depending on the source expertise of the storytelling message (Zhang et al., 2014). This is one of the first empirical efforts that explore the role of storytelling for cryptocurrencies and how different message-framing strategies shape consumer responses to ICOs. Our work extends knowledge about the effectiveness of different communication strategies in the crypto market. It confirms that fact-based storytelling messages generate stronger intentions among consumers to invest their capital in a new cryptocurrency, compared to emotional ones. Moreover, two different storytelling strategies are uncovered as enablers of ICO success which, however, result in different benefits (i.e. financial vs reputational ones) for new cryptocurrencies.

63 – O

The Influence of technology-enhanced in-store atmosphere on Customer Engagement in the Luxury Sector

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Summary Statement

This paper proposes a conceptual framework to test how technology-enhanced atmospheres affects emotions and customer perceived values and engagement behaviours within physical retail luxury store environments, and to explore the moderating effect of virtual social presence.

Competitive Short Paper

Abstract

Interactive technology has been widely used in the previous few years to develop the atmosphere, aesthetics, and service of physical stores in order to improve customer experience, customer engagement, and entice customers to purchase in physical stores. However, there is a lack of research that examines the impact of store environment on customer engagement and the role of interactive technology. Due to the development of social media platforms and the increasing willingness to seek advice online before buying offline, physical presence could be replaced by the virtual one, which is provided by social network. Thus, this paper proposes a conceptual framework to test how technology-enhanced atmospheres affects emotions and customer perceived values and engagement behaviours within physical retail luxury store environments, and to explore the moderating effect of virtual social presence.

1. Introduction

In the advent of increased online activity, academia and industry both realise the importance engaging customers by offering unique experiences, (Grewal, 2017, Grewal, 2020). Retail landscape has started to embrace a variety of interactive technologies for engaging with customers and enhancing customer experience (Inman and Nikolova, 2017, Adapa et al., 2020), for example, mobile technology (in-store device and customer self-device), augmented reality, artificial intelligence and digital signage, all of which could benefit retailers and changing shopping experience (Roy et al, 2020). but few studies consider the impacts of technology-enhanced in-store atmospherics on the cognitive and emotional responses of customers, and the subsequent impact on customer engagement. Furthermore, there are no studies which examine technology-enhanced atmospheres on customer responses, using the moderating effect of virtual social presence (Roggeveen et al., 2020). Furthermore, with the development of the concept of “metaverse” in retail environment, as the essential tools of metaverse, interactive technologies require further attention. Based on this situation, this paper presents a conceptual framework to test how technology-enhanced atmospheres affects emotions and customer perceived values and engagement behaviours within physical retail luxury store environments, and to explore the moderating effect of virtual social presence.

2. Methodology

This research will employ quantitative method and online questionnaires to collect data from 500 millennials. Millennials as one of the target groups of luxury brands, choosing them as a sample is appropriate. confirmatory factor analysis (CFA) is used to explore the possible underlying relationship among set of observed variables. Then, structural equation modelling (SEM) for investigating the more possible relationships and regressions will be used to test all hypotheses. ANOVA will be used to examine the distinction among different group of samples.

64 – O

Should a brand be nice to its rival? An exploratory study on brand-to-brand dialogue on social media

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65 – O

Brand Morality: Developing the measurement and integrating the concept in the process of brand transgression

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68 – O

How Gamification Drives Consumers' Brand Engagement via Psychological Experience

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Summary Statement

This paper aims to provide a mechanism for how gamification fosters consumers' brand engagement behaviours via enhancing psychological experience. Built on Self-Determination Theory, we hypothesise customer experience can be achieved through distinct gamified designs (i.e., personalised choice, achievement, and social interaction), contributing to brand engagement (i.e., brand commitment, brand knowledge-sharing, brand referrals, and actual purchase). A combination of quantitative survey and experimental will be employed to collect data.

Competitive Short Paper

An emerging approach to enhance consumer experience is gamification, defined as applying game design elements to enhance non-game goods and services by adding customer value, and encouraging value-creating behaviours (Hofacker et al., 2016). To update existing knowledge, this paper provides a mechanism for how gamification fosters consumers' brand engagement behaviours via enhancing psychological experience. Furthermore, it aims to provide insights into how consumers interact with distinct gamified designs in marketing, contributing to their purchase.

Employed by many companies to engage consumers (e.g., Nike + Run Club), gamification has grown worldwide as a marketing strategy. However, little is understood as to how brands effectively use gamification to foster various expected marketing outcomes (e.g., consumer brand-supporting behaviours or actual purchases).

Reviewing the existing literature, some insights and evidence have been discovered, and some research gaps identified. First, the literature exhibits a lack of proper examination of whether gamification is the correct tool to enhance business processes and outcomes. There is a current dearth of empirical evidence supporting the value of gamification (Yang et al. 2017; Wolf et al. 2020).

Second, current studies have examined the effects of several gamified designs (e.g., competition), but few studies have measured consumers' interactions with distinctive gamified designs (Xi & Hamari, 2020). More evidence is expected to indicate how various categories of gamification design affect different consumers' brand engagement behaviours and experiences (Hsu & Chen, 2018; Torres et al. 2022). Furthermore, there is a need to explore better mechanisms that explain how gamification enhances consumer psychological experience, and how it might foster positive financial and non-financial outcomes (Bitrián et al. 2021).

Third, although the majority of gamification research has agreed that consumer engagement is one of the expected outcomes of gamification, they tend to consider engagement as a one-dimension psychological dependent variable (Syrjälä et al. 2020). It heavily limits researchers' insights on the value of consumers' behavioural engagement with a brand's gamified designs on the brand's success.

Built on Self-Determination Theory (SDT), this paper provides the mechanism that gamified designs foster consumers' brand engagement via enhancing their psychological experience. The SDT suggests that individuals have three fundamental psychological needs: competence, autonomy, and relatedness. We hypothesise that the three needs of consumers can be achieved through distinct gamified designs (i.e., personalised choice, achievement, and social interaction), and the satisfied needs create consumer experience, which consecutively contributes to brand engagement (i.e., brand commitment, brand knowledge-sharing, brand referrals, and actual purchase).

The approach employed in this study is a combination of quantitative survey and experimental study. In the quantitative survey, online data will be collected from Chinese consumers through Qualtrics to test the hypothesis in the research framework. The sampling criteria for this part are: 1) participants live in China, and 2) participants have experience with using at least one gamification software. In the experimental study, three between-subjects studies will be conducted to compare and contrast the effects of different levels (high vs. low) of gamified design intensity on the psychological experience of consumers, as well as brand engagement behaviours.

69 – O

The Need to Revolutionise Marketing Communications Terminology in the Digital World

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Summary Statement

Digital media has changed the way that brands talk to their customers. This paper compares definitions and classifications of Advertising and Public Relations with the Paid, Owned and Earned (POEM) terminology to examine which approach is more useful in identifying and explaining the various elements of a communications campaign. This is undertaken by an analysis of the eight 2022 Effectiveness award-winning campaigns presented in detailed case studies by the Institute of Practitioners in Advertising (IPA).

Competitive Short Paper

The increasing use of digital media, particularly social media, in marketing communications, has had a profound impact on how brands engage with their customers. The interaction that is now possible through these new channels is key to a successful campaign and is challenging the role and definition of Advertising and Public Relations (PR). By examining a sample of award-winning campaigns, this paper compares these classifications with the Paid, Owned and Earned media (POEM) terminology to examine which approach is more useful in describing and explaining the various activities taking place in these campaigns.

Gesualdi (2019) identifies ways in which PR and Advertising are increasingly overlapping and explains that this domain similarity has strengthened because of the shared goal to create relationships with external stakeholders. Because of the real-time dialogue and two-way conversations with customers that social media demands, both PR and Advertising practitioners are facing the same challenges of managing these interactions with stakeholders (Komodromos and Nicoli, 2014). Naumovska and Blazeska (2016) go further and suggest that Advertising is losing its power and could be replaced by PR as the leading marketing communication tool.

This jockeying for position can be seen in the continual attempts to define Advertising. The Richards and Curran (2002) definition was seen as too restrictive and the Dahlen and Rosengren (2016) too wide, so a new definition was proposed by Kerr and Richards (2021) which states that Advertising is "…. paid, owned, and earned mediated communication ….", (p.190).

This reference to paid, owned and earned communication illustrates the dilemma of domain similarity because the POEM framework (Fill and Turnball, 2019: Ang, 2021) has also been claimed by the PR practitioners. Bailey (2019) refers to it as "a media channel framework for digital Public Relations". Earned media is perhaps where PR would traditionally sit most comfortably (Giannini, 2010) but Waddington (2018) argues that Paid media such as influencers and search keywords and owned such as websites and apps are all digital PR tools.

To compare the use of the Advertising/PR terminology with the POEM framework, a content analysis is to be undertaken. The data for analysis is the eight 2022 Effectiveness award-winning campaigns presented in detailed case studies by the Institute of Practitioners in Advertising (IPA). These were chosen because they are successful recent campaigns and include an array of traditional and digital channels.

The analysis will firstly examine the use of the terms: Advertising, Public Relations, Paid, Owned, Earned and Shared. This will be both a qualitative and quantitative analysis in that frequencies will be logged but also capture how the words are used. Secondly, the case studies will be summarised utilising the POEM Venn diagram to identify the usefulness of the tool. This will be done individually by three researchers and then brought together to examine inter-judge reliability.

The analysis will reveal how practitioners describe elements of their campaigns and identify the most relevant and useful terminology. The findings can have consequences for how marketing communications should be taught, researched, and created.

70 – O

From Art to Life: Exploring the Antecedents and Consequences of Life Aesthetic Literacy on Social Media

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Summary Statement

Few empirical studies have explored life aesthetic literacy and its impact on social media. This study presents the antecedents and consequences of life aesthetic literacy, which stems from the influence of the external environment on individuals' perceptions. The analytical data are from the Taiwan Communication Survey with a weighted sample size of 1,776. The preliminary results contribute to a better understanding of life aesthetic literacy and also bring extended research questions and managerial implications.

Competitive Short Paper

With the advent of social media, life aesthetic literacy can be cultivated in everyone's daily life. Both learning about art knowledge and beginning to notice life aesthetics in everyday decorating and dining are extensions of life aesthetics. Today, anyone can become a critic or a creator, so the awareness and appreciation of aesthetics are no longer limited to high-end art but more integrated with daily routines. Art and culture are closely related to life experiences. They are the accumulation of human culture, the primary means of developing aesthetic qualities and creating self-identity (Dewey, 2005; Freeman, 2003). Postmodern aesthetics transform works of art and culture into aesthetic practices in daily life, obscuring the boundaries of barriers so that art is no longer merely an object of the upper class but a form of life that can be owned and shared by all (Featherstone, 2007, pp. 64–80). Furthermore, life aesthetic literacy can be established at any point in life and affects one's feelings, emotions, or experiences. It is shaped through a transformative process from interpersonal interpretations to intrapersonal influences that affect a person's self-perception (Dewey, 2005; Hobbs and Kelly, 2017; Redies, 2015). However, few empirical studies have explored the aesthetic literacy of life in our daily lives and the influence of social media on individuals' life aesthetic literacy.

This study aims to explore the antecedents and consequences of life aesthetic literacy on social media, as well as answer the research question of whether life aesthetic literacy varies by personal characteristics. Data for the analysis were obtained from the 2020 Taiwan Communication Survey commissioned by the Research Center of the Academia Sinica (Chang and Tao, 2021), and eligible respondents were those who were 18 years old or older and had experience using social media platforms. Besides, the list deletion method (Gilley and Leone, 1991) was used in the study, and the weighted sample size was 1,776. Preliminary results may improve our understanding of how social media can shape a person's life aesthetic literacy. When a person has more accidental exposure to, or artistic engagement with, social media, the level of life aesthetic literacy may improve. Through increased life aesthetics, one's life experiences and perspectives are also expanded, with greater awareness of likes and dislikes and the ability to more clearly identify self-concepts. In addition, various media use patterns including traditional or new media have been shown to exert different effects on life aesthetic literacy via further analysis. In conclusion, life aesthetic literacy is closer to the modern definition of aesthetics than the traditional one; however, it has not been clearly understood before. In this study, we present the antecedents and consequences of life aesthetic literacy on social media, which originate from the influence of external interpersonal relationships on individuals' internal perceptions. This study is beneficial for examining how to improve life aesthetic literacy on social media and proposes aspects of implementation that practitioners can follow.

71 – W

Changing agency in the new landscape for charity volunteering.

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Summary Statement

Over the last five years there have been significant shifts in the volunteering landscape. Firstly, during the pandemic, there was a national shift in people's willingness to be a good neighbour. Secondly, we have seen a new social activism, particularly amongst young people, through the Climate Movement. Finally, there is momentum building around reframing the intellectual debate on social cohesion with significant implications for volunteering. This paper discusses the challenges and implications for charities.

Workshop: Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World

Competitive Short Paper

For service-delivery charities, attracting enough volunteer resource is a fundamental enabler to achieving their social mission. Understanding the choices people make (Mitchell and Clark, 2000a) and how charities communicate B2V through brand touch-points is already understood (Mitchell and Clark, 2000b).

However, over the last five years there have been significant shifts in the volunteering landscape. Firstly, during the pandemic, there was a national shift in people's willingness to be a good neighbour. Of course, there were formal roles such as retired health-workers stepping forward to help with the vaccination programme and people signing up for the NHS Volunteer Responders app (Dederichs, 2022). But the greatest shift was at a local level, where people were literally locked down in their local community, sometimes with unexpected time due to being furloughed, but particularly with a stronger sense of local belonging. Sometimes organised, usually informal, this type of volunteering felt different; it felt like it was the right thing to do. Not for skill development, CV building or award accomplishment but to be a good neighbour because you could.

Secondly, we have seen a new social activism, particularly amongst young people, through the Climate Movement. This has manifested itself in different ways, labelled as dutiful, disruptive, and dangerous dissent (O'Brien et al., 2018). The high profile boycotting of school, Skolstrejk För Klimatet, started by Greta Thunberg (Guardian, 2018), the edgy appeal of Extinction Rebellion (XR) giving permission again to get arrested for a cause (Guardian, 2019), and a willingness to disrupt the lives of others, such as Just Stop Oil regularly blocking the M25 (Guardian, 2022). This presents real challenges for more mainstream charities, how to harness the passion and engagement without alienating traditional supporters (Vu et al., 2021).

Finally, there is momentum building around reframing the intellectual debate on social cohesion with significant implications for volunteering. Nobel prize-winner Amartya Sen (2018) argued that we need a new social contract that not only meets needs but that improve individual capabilities to achieve the life they value, which could include living in a supportive community. Minouche Shafik (2021), in her ground-breaking book 'What we owe each other', argues for a new social contract with collective sense of responsibility. Although written from an economic system perspective, with surprisingly scant discussion of the role of the third sector, it does identify the concentric circles of who we feel obligated to, with family and friends and the core but then local community before nation/world. Finally, Jon Alexander's Citizens (2022) argues we need a shift away from government and billionaires providing solutions to social imbalance to a world where we as citizens take active responsibility to improve the lives of those around us. On a philosophical level this is a shift from a selfish gene to an unselfish gene (Benkler, 2021), a change in agency. On a practical level, this is about organisations such a charities, enabling that contribution from a population of volunteering novices rather than experts (Shirkey, 2008).

74 – W

Lost in Communication: The Anxiety of Posting in Online Communities

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Summary Statement

The technological landscape has revolutionised how consumers gather and share knowledge. The importance of the consumer's voice in online communities is paramount to consumer decision-making, the latter echo's the empowered consumer. Nevertheless, the indispensability of information can lead to a disempowered consumer. This paper explores the barriers to users' knowledge sharing in an online community and the interplay with consumer disempowerment. The qualitative study's findings share five types of anxiety preventing knowledge sharing.

Workshop: The Technological Revolution and Consumer Well-Being

Competitive Short Paper

The ubiquitous technological landscape has revolutionised how consumers gather and share knowledge (Shen et al., 2014; Grassi, 2022). This paper explores the phenomenon of knowledge sharing in online communities.

Several studies indicate that knowledge sharing is an important online feature, because an online community's success originates from participants' distribution of information with each other (Qu and Lee, 2011; Lee et al., 2014; Kumi and Sabherwal, 2019). A power shift to the "empowered consumer" as a result of the importance of the consumer voice and information readily available online, has led to consumers looking to each other to inform their decision making (Quinton, 2013:914; Aimé, 2021), "weaponize their choices" and act on their own will (Kuanr et al., 2022: 614).

The increasing indispensability of information can lead to consumer entrapment, addiction and a reality/virtual blur, and ultimately to a disempowered consumer (Labrecque et al., 2013; Kozinets et al., 2021).

This study aims to understand users' barriers to knowledge sharing in an online community, and the interplay between consumer disempowerment and knowledge sharing.

A multi-part qualitative research design was adopted, entailing focus groups and semi-structured interviews, as well as observation. Data was analysed using Braun and Clarke's (2006) six steps thematic analysis.

Key findings reveal five types of anxiety that deter users' knowledge sharing in an online community. These are:

1. learning from past experiences or shared experiences from references groups,

2. lack of physical contact,

3. upholding their perceived online identity,

4. concerns towards impacting their offline professional identity, and

5. engaging with superficial information, fake news and unreliable sources shared by other users and/or bots.

Rising anxiety leads to monitoring and filtering posts. This entails users not sharing personal information/opinions, deleting past comments and liking/retweeting posts instead of sharing knowledge. The outcome of deleting prior information demonstrates users' paranoia, which is evidenced when users share past examples of people being held to account because of past comments expressed on social media.

A disempowered user is further evidenced, resulting in users contributing to an echo-chamber of similar/like-minded views because of fear of online repercussions.

The findings offer valuable insights for social media managers on how to reduce users' anxiety via harnessing an online community that empowers users to share knowledge via a gatekeeper. The gatekeeper would provide a 'safe space', allowing differing opinions without repercussion, and provide users with a chance to share feedback on other users not following the 'safe space' guidance.

The prevention of bots and AI systems entering the online community would be managed by the gatekeeper, the co-creation with users would support the prevention of contributing 'online aliens'. Mentorship would be carried out, where new users would be coached by existing members on the online community's 'safe space' requirements, in turn, building rapport and trust with new members.

This nexus of roles by the gatekeeper would help to minimise user anxiety and promote knowledge sharing in the online community, thus enhancing online community vibrancy, belonging and sustainability of growth.

77 – O

Examining the Extended Leisure and Business Values of Professionalism of Sporting Event Analyst in Taiwan

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78 – O

Examining The Effects of Fear of Missing Out on Sustainable Food Consumption: A Social Identity Perspective

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Summary Statement

Using the lens of social identity theory, this study seeks to determine the differential effects of personal and social FOMO on consumers' sustainable food consumption behaviour. Results of a survey conducted among 395 respondents indicate a positive and significant effect of personal FOMO on sustainable food consumption. Social FOMO was however significantly but negatively related to sustainable food consumption. Additionally, social identity mediated by social influence was found to drive sustainable food consumption

Competitive Short Paper

Consumers show their commitment to sustainability through their consumption behaviour (Emekci, 2019). Sustainable consumption spans across diverse domains, including food consumption. Sustainable consumption is influenced by social norms and might relate to a shared consciousness arising from social identity (Hosta & Zabkar, 2021). Despite sustainable food products being more expensive than their regular counterparts, consumers tend to purchase those to signal their socio-economic status to significant others (Griskevicius et al., 2010). The emergence of social groups as an important determinant of consumer choices has led to a rise in the fear of missing out (FOMO) (Riordan et al., 2021) both at personal and social levels. FOMO refers to a fear of being absent from the rewarding experiences that others are having and hence, can be a motivation for consumption (Hodkinson, 2019). FOMO has been identified as an important driver of negative behaviours such as addiction to social media sites (Moore & Craciun, 2020). It is however, not known if it can also drive positive behaviour such as sustainable food consumption (SFC). Also, the differential effects of the individual dimensions of FOMO (i.e. personal and social FOMO) have not been evaluated in FOMO literature and this remains a gap in literature.

Against this backdrop, using the lens of social identity theory, this study proposes and provides empirical evidence for a complex model hypothesising relationships among personal and social FOMO, social identity, social influence, and sustainable behaviour on SFC.

Data obtained from an online survey conducted among 395 participants were analysed using Structural Equation Modelling (SEM) and PROCESS Macros. Personal FOMO showed a positive and significant relationship with sustainable food consumption. However, contrary to expectations, social FOMO showed a significant but negative relationship with sustainable food consumption. Social FOMO itself was found to be driven by social influence. Similarly, a positive relationship was found between social influence and sustainable behaviour. Social identity was found to mediate the relationship between social influence and SFC.

This study suggests a novel way of evaluating SFC, with the focus solely on the consumers and their environments rather than the practice of sustainable food consumption itself. Furthermore, the results also show that personal and social FOMO can have separate (and possibly opposite) effects on SFC. This study, therefore departs from the existing literature on FOMO and evaluates the individual effects of personal and social FOMO on SFC. Also, while FOMO has largely been associated with negative behaviour such as internet or SNS addiction (Moore & Craciun, 2020), this study finds a positive behaviour such as SFC as a means towards mitigating FOMO.

Managers need to maintain clear distinction between the two types of FOMO, personal and social. Such differences must be captured in the marketers' messaging for it to have a strong impact on the consumers' psyche.

79 – O

The relationship between social media brand communication and customer-based brand equity on facebook. An Applied Study on the Automotive Industry in Egypt

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Summary Statement

This paper examines the relationship of social media brand communication in terms of: firm-created and user-generated social media on the three main dimensions of the consumer-based brand equity (CBBE) (brand awareness/associations, brand perceived quality, and brand loyalty) through Facebook in the automotive industry in Egypt. Also, the moderation impact of gender on this relation is tested.

Competitive Short Paper

The objective of this paper is to examine the relationship of "Social media brand communication" in terms of "firm generated content" and "user generated content" (UGC) on the three main dimensions of the consumer-based brand equity (CBBE) (brand awareness/associations, brand perceived quality, and brand loyalty) through Facebook in the automotive industry in Egypt. Also, this paper is testing the moderating impact of the gender on this relationship. This field is relatively a new world trend, and specifically new in the Egyptian market and barely covered in academic studies. Seeing that social media is an integral part of customers' online activities, social media marketing has become a dominant strategy in digital marketing plans. Social media has changed the way companies are related to their customers to promote their products or services (Janav et al. , 2021). Especially that, in the Egyptian context, there are almost 75.66 million Internet users in Egypt, making up more than 55% of the Egyptian market (KEMP, 2022).

On the other hand, recently users are increasingly using social media platforms to discuss brands and products as well as sharing their personal experience with such products (Kotler et al.,2010). As a result, marketers should take advantage of such social power by encouraging consumers to engage more with the brand in a positive manner. This can be achieved via using web-based social networking in a productive way and firms have a way to create a strong online presence for themselves (Kotler et al., 2012).

The sampling method used was “Convenience sampling” and the sample size was 251 participants. SmartPLS 2.0 was used to analyse the data.

The results indicated that firm-generated content has the strongest significant relationship with brand awareness/association, perceived quality and brand loyalty. This is followed by user-generated content (UGC) .

Also, the results indicated that the firm-generated content has a higher effect on brand awareness/association, perceived quality and brand loyalty for male consumers than for female consumers. By contrast, the results indicated that the effect of user-generated content on brand awareness/association, perceived quality and brand loyalty does not differ significantly based on consumer gender.

A call to action should always be used by brands to get higher results in social media campaigns. Joining a group, competing in a competition, signing up for a subscription or downloading an app are some of the popular call to actions used by on the social media. Such calls to actions enhance the brand equity, where companies can listen to their consumers‘ needs and even lead the engagement to their benefit.

Finally, Brands should integrate social media brand communication with traditional marketing to take advantage from social media. Marketers should also encourage their consumers to create more UGC. This can be encouraged via traditional media, by encouraging consumers to visit their Facebook fan page to engage more.

81 – O

The Effect of Human Interference in Robotic Service Failures on Customer Comfort and Customer Aggression

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Summary Statement

In this research, we uniquely investigate how customers react to robotic failures, varying in the degree of physical human interference in these failures. Two online between-subject experiments consistently demonstrated that customers have more favorable attitudes towards a service robot if the failure was caused by indirect interference from a human instead of direct interference or no interference. This effect is mediated by customer comfort, which is, in turn, moderated by the degree of customer aggression

Competitive Short Paper

As the number of service robots (SRs) marketed throughout the world grows (IFR, 2021), some robots are perceived not as empowering but make people uneasy and threaten customers' power and human identity (Mende et al., 2019). Since robots are anticipated to potentially replace frontline service employees (Marinova et al., 2017), the dystopia even extended to humans losing their power to robots with extraordinary capabilities (Huang & Rust, 2018). Relatedly, individuals interfering with robots and their service functions in positive or negative ways are also likely to rise as service robots become widely deployed. Occurrences of robot failures are highly likely, especially when people around mess with them (Letheren et al., 2020). For example, two students were recently arrested on suspicion of vandalising a meal delivery SR (Smith, 2022).

In this research, we uniquely investigate how customers react to robotic failures, varying in the degree of physical human interference in these failures. Physical interference by humans to SRs and SR's failure is also closely related to how comfortable/anxious customer feels. Customer comfort in robotic services has just recently started to be investigated, despite its many crucial downstream consequences (Becker et al., 2022). Given the closely-knit relationship between physical human interference in robots and felt comfort (Čaić et al., 2022), we bring in empirical findings that one of the most desirable outcomes of service interactions as customer comfort.

Previous SR studies have used either qualitative methods (e.g., netnography, Gretzel & Murphy, 2019), theoretical/conceptual models (Belanche et al., 2020b; Huang & Rust, 2018; Wirtz et al., 2018), systematic literature reviews (Naneva et al., 2020), or have taken the managers' perspective (e.g., Xu et al., 2020). Answering the call for more methodologically varied research into service robots and their interaction with consumers (Granulo et al., 2021; Jörling et al., 2019; Mende et al., 2017), we ran two online between-subject experimental studies. We manipulated human interference in robotic service failure (without any human interference, with direct human interference, and with indirect human interference) using two distinct visual manipulation sets in each experiment (box lift failure and balanced standing failure). We measured customer comfort (Becker et al., 2022), customer aggression (Ben-Zur & Yagil, 2005), customer attitudes, and human interference manipulation checks. We consistently demonstrated that customers have more favorable attitudes towards a service robot if the failure was caused by indirect interference from a human instead of direct interference or no interference. This effect is mediated by customer comfort, which is, in turn, moderated by the degree of customer aggression.

Marketers might emphasize that SR failed due to indirect interference from humans to alleviate the negative impact, decrease anxiety, and increase customer comfort.

82 - W

Understanding Generation Z Consumers' Well-being Towards Chatbot Use In Shopping Experiences

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Summary Statement

This study adopted the qualitative research method, namely focus groups, to explore generation Z's well-being towards chatbot use in shopping experiences.

Workshop: The Technological Revolution and Consumer Well-Being

Competitive Short Paper

Generation Z was born in 1995 or later (Priporas et al., 2019), they are digital natives (Diafarova & Bowes, 2021) and early adopters of digital innovation (Podara et al., 2022). Generation Z interacts with technology far more than earlier generations and uses them as part of their shopping experiences (Talkdesk, 2022). However, technology affects Gen Z's social life and well-being (Mason et al., 2021). This generation is concerned for suffering from issues related to mental health, well-being, and loneliness (Ameen et al., 2022). Meanwhile, as a new type of consumers and accounts for 40% of the world's consumers (Ameen et al., 2022), Gen Z may profoundly influence our culture and markets. Accordingly, retailers should work collaboratively to help to improve the well-being of this generation given that they are more active shoppers in comparison to earlier generations (e.g., Sramova & Pavelka, 2019).

Most retailers, including cosmetics brands have been heavily involved in offering various cutting-edge technologies including chatbots (Ameen, 2022). Chatbots, known as digital assistants, are slowly progressing from merely providing information to consumers, to being emotionally intelligent because of the continued advancement of AI technology and quantum computing (Miller, 2019; Gelbrich et al., 2021). Moreover, chatbots have been provided to young people to advance their well-being from different purposes (Väänänen et al., 2020). However, consumers still feel frustrated towards chatbot use because of challenges, such as immature technology (e.g., Rese et al., 2020) and lack of emotions (e.g., Lv et al., 2021). Previous studies have highlighted the importance of integrating emotional intelligence into chatbots (e.g., Zamora, 2017). Nevertheless, there is a gap in research in terms of understanding the impact of chatbots on Gen Z consumers' well-being in shopping experiences.

Cognitive appraisal theory was proposed by Bagozzi et al. (1999), Johnson and Stewart (2005) to study emotions in marketing contexts. Cognitive Appraisal is "a process through which the person evaluates whether a particular encounter with the environment is relevant to his or her well-being, and if so, in what ways" (Folkman et al., 1986, p. 992). Guided by this theory, this research aims to understand the impact of chatbot use on Gen Z consumers' well-being in shopping experiences, the specific aspects of this aim were assessed from the level of chatbot use satisfaction and perceived emotional support. The findings from 25 participants in 6 focus groups about Gen Z consumers' interactions with chatbots provided by cosmetic brands show that the satisfaction of using chatbots is relatively low, and it is essential for chatbots to be emotional support.

This study makes a theoretical contribution by addressing the aspects in which Gen Z consumers have low levels of satisfaction towards chatbot use and require emotional support, providing a better understanding of the impact of chatbot use on Gen Z consumers' well-being in shopping experiences. The practical implication of this study suggests that chatbot designers and retailers who offer chatbot services must work collaboratively to enhance chatbot use.

83 – O

Family Financial Decision-Making and Consumption

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Summary Statement

This paper investigates family finances through the theoretical lens of mental accounting. Drawing on interviews with 22 UK families, this study identifies that income sources and life events shape mental accounts and financial decisions. The multiplicity and co-occurrence of events such as pregnancy and divorce combined with priorities and domains of control shape financial decisions. This research extends the concept of mental accounting to families and provides suggestions to guide families through challenging life moments.

Competitive Short Paper

Mental accounts enable consumers to assign funds based on purpose (e.g. entertainment, food) and set budgets for tracking (Thaler, 1980; 1985). Mental accounts influence whether individuals utilise savings in emergencies (Sussman & O'Brien, 2016), or on exceptional categories (Sussman et al., 2015). Families too, rely on mental accounts to guide finances (Winnett & Lewis, 1995). Despite the relevance of the family unit in financial decisions and the most severe risk profile assigned to cost-of-living crisis by the World Economic Forum (2023), little is known about the drivers of families' mental accounts. Zhang and Sussman (2017, 2018) call for research on the application of mental accounting to families. This study investigates the drivers, and impact of, mental accounts on family financial decisions (budgeting, saving, investment and borrowing), through the theoretical lenses of mental accounting (Thaler, 1980; 1985) and family decision-making (Blood & Wolfe, 1960; Davis, 1976; French & Raven, 1959).

Online interviews were carried out with parents who self-identified as financial decision-makers across 22 families in the UK. Mothers and fathers of younger children (under 12), were purposively recruited as they have the greatest influence on children until adolescence (Kharuhayothin & Kerrane, 2018). Within this age range, children are very closely supervised, parents are key gatekeepers of family finances and can speak on their child's behalf (John, 1999; Marshall et al., 2007). In two-parent families, both parents were interviewed together. Interviews lasted around one hour.

Sources of income (e.g. one versus two earners, government support, credit availability) shape mental accounts and financial decisions. Families also make financial decisions in the context of important life events, such as pregnancy and child birth, school and job transitions, weddings, house moves, divorce and death. Each event is a transition (Brammer, 1992; Hosany & Hamilton, 2022), necessitating a change in financial decisions. Childbirth requires savings (e.g. on entertainment) for spending on baby products; a decrease in income due to death or divorce leads to stricter budgeting, home downsizing or reliance on family/government support. Life events shape the size, scope and flexibility of families' mental accounts. The multiplicity and co-occurrence of planned versus unplanned, short-term versus long-term events, combined with family priorities, individual domains of control (e.g. children or spouse influence) shape budgeting, spending, saving, investment and borrowing decisions.

Findings contribute to literature by investigating family decisions through the lens of mental accounting, extending prior works (e.g. Sussman & Alter, 2012; Zhang and Sussman, 2017, 2018). Focusing on financial decisions, this study also adds to family research (e.g. Thomas & Epp, 2019). At the practical level, financial institutions need to tailor their offerings to match family goals, life events and income groups. Banking apps with up-to-date access to finances should be promoted to increase the prominence of mental accounts and allow families to budget. Future research include studying family financial decisions at other life stages, through alternative methods (e.g. participant observation), in different contexts (e.g. subsistence economies), or cultures where extended families make financial decisions through income pooling.

84 – W

The Cost-of-Living Crisis: Vulnerable Families, Financial Scarcity and Consumption

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Summary Statement

The UK is experiencing an unprecedented cost-of-living crisis. This research explores the challenges faced by low-income families, with elderly members. Data collection is underway via semi-structured interviews with elderly consumption ensembles, as unit of analysis. This study addresses society's grand challenges and depicts how responses to financial scarcity differ by family type / composition. Findings will shape key stakeholders' understanding of the needs of vulnerable families, and help formulate strategies on social justice and well-being.

Workshop: Vive La Révolution – Calling for Revolutionary Solutions to Consumer Financial Insecurity

Competitive Short Paper

According to the World Economic Forum (2023), the cost-of-living crisis is set to dominate global risk. Families in the UK report significant hardship as they have insufficient money for expenses and face financial scarcity. Families on lower incomes (BBC News, 2022a; Crisis, 2022) and elderly members (e.g. Age UK, 2022; BBC News, 2022b; Easton, 2022)struggle most. To date, research concentrates on how families with dependent children (see Hosany & Hamilton, 2022), or mothers' in Italy (Cappellini et al., 2014), respond to scarcity, largely neglecting vulnerable families. Accordingly, the key objective of this study is to explore the key challenges faced by vulnerable families, in particular those on lower income groups, with elderly members.

Similar to other studies conceptualising the family as a unit of consumption (e.g. Hosany & Hamilton, 2022), this research is interdisciplinary. It aims to achieve a deep understanding of how theories of thrift (Sociology - Miller, 1998; Yates & Hunter, 2011) represent savings of time and money to be optimised for the household's benefit (Economics - Becker, 1965), given family tensions and interactions (Psychology - Blood & Wolfe, 1960; Davis, 1976; French & Raven, 1959). We also investigate how vulnerable family members interact and negotiate their identities and priorities (Marketing - Epp and Price, 2008; 2011) in shaping consumption. By bringing together multi-disciplinary insights, this study fosters revolutionary solutions to pressing financial insecurities and conducts high impact research for society's greater good.

This seed-funded project is currently work-in-progress. Consistent with Barnhart and Penaloza (2013), Huff and Cotte (2016), data collection is underway via semi-structured interviews with a group of 10 elderly and their elderly consumption ensembles (ECEs), as unit of analysis. ECEs consist of close family members (e.g. adult children) who provide support on financial decisions. We are reaching out to families based on personal contact, through community centres, charities and snowballing. Interviews are scheduled face to face or via video conferencing based on participant availability and last approximately 1.5 hours per ECE. Findings will be ready for an oral presentation at the conference in July.

This study advances theoretical understanding by: addressing society's grand challenges (Plangger et al., 2022); investigating the elderly as stigmatised groups (Arsel et al., 2022) and understanding how responses to financial scarcity differ by family type and composition (Cappellini et al., 2014; Hosany & Hamilton, 2022). In addition, this study is impactful. It involves challenge-led research on the very relevant and timely topic of cost-of-living, focussing on the most affected segments of the UK population (e.g. BBC News, 2022a; Age UK, 2022). Findings will shape policy makers, businesses and charities' understanding of the needs of vulnerable groups and help formulate strategies on economic regeneration, levelling up, social justice and well-being. By engaging with the real-world challenges of poverty and inequalities, this study is an excellent fit with the United Nations Sustainable Development Goals 1 and 10.

85 – O

The Positive Impact of Others: Encouraging Donation Intentions and Satisfaction with Life

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86 – O

Utilising Social Commerce Information Sharing in the Persuasion Knowledge Process and Brand Co-creation: A Probabilistic Analysis Approach

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Summary Statement

This study examines the impact of persuasion knowledge (PK) and brand community attachment on the links between social commerce information sharing and brand co-creation, brand advocacy, and consumer resistance to switching brands. The moderating role of content richness and trustworthiness on the effect of PK is also tested. We employ Partial-Least Square Regression to analyse the data and improved the model robustness by applying probabilistic analysis techniques. Findings confirm significant positive effects between the constructs.

Competitive Short Paper

Social commerce (SC) is a type of e-commerce that leverages the interactive features of its platform to engage consumers and drive purchases (Hajli & Sims, 2015; Tajvidi et al., 2020). However, the processes that lead to positive brand outcomes have not yet been fully established. Social commerce information sharing (SCIS) is a crucial aspect of SC, carried out through forums, communities, ratings and reviews, and referrals and recommendations (Tajvidi et al., 2020). Research has explored SCIS drivers and established its direct and indirect effects on brand co-creation (Kamboj et al., 2018; Shirazi et al., 2022), consumer intention to continue using the SC, and intention to buy (Cutshall et al., 2022; Shirazi et al., 2022). However, SCIS is characterized by an overt commercial persuasion intent, which, according to persuasion knowledge (PK) theory, can result in either negative or positive brand outcomes depending on the specific situational and individual characteristics in which

PK emerges (Boerman et al., 2021; Eisen & Tarrahi, 2022). This study aims to fill this gap in the literature by examining the impact of persuasion knowledge and brand community attachment (BCA) on the links between SCIS and brand co-creation, brand advocacy, and consumer resistance to switching brands. Additionally, this study examines the moderating role of content richness and trustworthiness on the effect of PK, which lacks thorough investigation in previous literature.

Primary data from social media sales platforms such as Instagram, Facebook and websites were collected and utilised, to examine the influence of SCIS content on persuasion knowledge. These platforms offer discussion forums and threads focused on shared brand or product interest. Many companies use social media to expand customer base, promote products, organize events, and communicate directly with customers. We used Partial-Least Square Regression to analyse the data and improved the model robustness by applying probabilistic analysis techniques.

Findings show that SCIS is a strong predictor of PK and, also, drives consumers attachment to the brand community (BCA) directly and via PK. The activated PK then strongly and positively influences brand co-creation and switching resistance, and has a significant positive effect on BCA and consumer brand advocacy. In contrast to traditional marketing communications that associate PK with consumer scepticism (Eisend & Tarrahi, 2022), empirical support to recent findings in PK theory is provided showing that the SC's unique context moderates the effect. Moreover, consistent with existing SCIS research (Doha et al., 2019; Liang et al., 2011; Shirazi et al., 2022; Tajvidi et al., 2020), the resultant emotional attachment (BCA) positively influences the consumers intention to brand co-create, advocate for the brand and be resilient to switching persuasion. Probabilistic analysis yielded interesting results that will be further discussed in the complete manuscript.

SC is a popular e-commerce choice, but it requires significant investment and persuasion techniques. Our research indicates that despite the possible consumers' initial hesitation due to the commercial nature of SC, they willingly participate and engage with the platform. In fact, their pre-existing brand loyalty is strengthened, leading to more positive brand attitudes and behaviours.

87 - W

Towards Radical Approaches to Achieving Financial Inclusion And Security

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Summary Statement

A major, decade-long study of financial inclusion in the UK has concluded that remarkably little progress has been made towards creating a truly financially inclusive society in that time. We will draw on this research and key literature to discuss two sets of fundamental questions. First, is 'financial inclusion' the right policy goal to pursue as opposed to financial security, resilience, health and/or wellbeing? Second, do we need more radical or even revolutionary solutions?

Workshop: Vive La Révolution – Calling for Revolutionary Solutions to Consumer Financial Insecurity

Competitive Short Paper

‘Financial inclusion’ first emerged as a concept in the mid 1990s (Leyshon and Thrift 1993; 1995) and was quickly taken up by the New Labour government as a focus of policy action from 1997 onwards. The introduction of Basic Bank Accounts in 2003 was seen as a major step forward here along with the formation of the Financial Inclusion Taskforce in 2005 to advise HM Treasury on access to banking, access to affordable credit, savings and insurance, and improved access to appropriate money advice .

Nearly two decades after the introduction of Basic Bank Accounts, however, a major 10-year study of financial inclusion has concluded that the UK has made remarkably little progress towards creating a truly financially inclusive society (McKay, Rowlingson and Atkinson 2022). The study points to the fact that real earnings and access to secure work have declined in recent years, with a growing number of people placed on zero hours contracts over the last decade. Unemployed people have also seen their real income from social security fall significantly over the last 10 years. With an individual’s level and security of income a key driver of financial inclusion, those on the lowest incomes are left with no capacity to withstand the current cost-of-living crisis. As a result, latest data (from 2021) on the number of Individual Voluntary Arrangements for insolvency show them reaching a record high at over 80,000. And in October 2022, a new survey found that two out of five people are either just about getting by or finding things difficult - a larger proportion than at any time over the last 10 years; and 62% of people have cut back on heating in the last 12 months to save on gas, electricity or oil, and 54% have cut back on using lights and appliances to save electricity.

The research does reveal some progress in relation to financial inclusion over the last decade, with fewer people lacking access to bank accounts and more people having access to private pensions. However, those who remain unbanked face problems in an increasingly cashless economy, and that access to private pensions will not contribute to financial security whilst so many people pay little or nothing into their funds.

We will draw on this research along with key literature in this field (including Berry, 2014; Kempson and Collard, 2012; Finlayson, 2009; Leyshon and Thrift 2009; Prabhakar, 2021) to guide a discussion about how to achieve financial inclusion and security. Discussion will focus on two sets of fundamental questions. First, is ‘financial inclusion’ the right policy goal to pursue as opposed to financial security, resilience, health and/or wellbeing? Second, do we need more radical or even revolutionary solutions here including, perhaps, a Basic Income scheme, radical reform of our social security system and/or debt amnesty schemes?

88 - W

Inclusive Transport Infrastructure? Good, Bad and Ugly

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Summary Statement

Our Transformative Service Research addresses inequities in service and provision outcomes related to everyday experience of public transport infrastructure in the UK by Disabled people. It aims to continue ongoing debate for greater change needed for an Inclusive Transport Infrastructure. Equity and efficacy of service and provision for Disabled people should be at the crux of strategic decision

making, plans and developments, and should be well informed and evidence-based, first and foremost by Disabled people.

Workshop: Transformative Transport Service Research

Competitive Short Paper

In this qualitative study, an aspect of Inclusive Transport Infrastructure (ITI) is questioned and explored through the lens of Transformative Service Research (TSR) (Rosenbaum, 2007; Anderson, 2010; Anderson et al., 2013; Anderson and Ostrom, 2015; Ostrom et al., 2021) with a focus on positive and negative perceptions of Disabled people, to consider more Transformative Transport Services (TTS). It aims to addresses inequities in service and provision outcomes (Field et al., 2021) and represents the voices of Disabled people regarding their lived experiences of public transport across the United Kingdom (UK). Due to ongoing inequality and lack of reasonable adjustments and/or new provision, this TSR continues ongoing debate for greater change needed for a more ITI. Field et al. (2021:466-467) introduce a number of Service Research Priorities (SRP) for designing Sustainable Service Ecosystems (SSE), one being SRP7 with themes/topics: 'addressing inequities in service and provision outcomes' and 'putting people first', and top stakeholder wants (in this case Disabled people): 'accessibility, dignity, fairness and well-being', and guiding questions (adapted and used via a JISC Online Survey): 'How can we develop new and update existing service systems to be inclusive and culturally responsive, considering the needs and interests not only of the dominant populations […]', 'What are some ways in which access can be improved […]', 'While there are several initiatives related to responsible scholarship and practice currently underway (e.g., Fisk et al. 2020), how do we raise even more awareness of what reasonably should be viewed as the unjust treatment of some groups in our society?', and 'How can services […] be accessed in a manner that maintains human perceptions of dignity and fairness and reduces inequities?'. Responses from participants are to be analysed using qualitative data analysis software (QSR International, 2022) alongside manual content analysis (Silverman, 2020) to explore key concepts and themes to inform policymakers and action planning for evidence-based plans for consideration to innovate on ITI. Jeekel (2019:151-197) highlights the salience of 'realising a transport system that does not lead to social exclusion' and the democratisation of 'transport for all via the power of joint experiences, dialogue and creating community via transport and transport services'; going on to highlight expected outcomes of social cohesion and more creative communities. Beckiaris et al. (2020) state that mainstreaming disabled users' needs in the innovation, development and evaluation of every new opportunity and impact on accessibility and seamless inclusive transportation services from the outset through to implementation, including adaptability and personalisation aspects is a research priority. There are major discrepancies for Disabled people across urban, rural, developed and developing transport provision (ibid.). Representation and voice of Disabled people are far from heard. There is a desperate cry for positive, transformative services with equity and efficacy of service and provision at the crux of this important aspect of ITI policy which deals with the needs and expectations of Disabled people. Related strategic decision-making, marketing, management, plans and developments, should first and foremost be informed by Disabled people, hence this vital TSR for positive, impactful change.

89 – O

Chatbots and the Online Customer Experience in Luxury Fashion

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Summary Statement

The adoption of chatbots in the luxury fashion industry has significantly increased and exposed many opportunities for luxury retailers to enhance their online customer experience. Based on the Uses & Gratifications (U&G) theory, this paper took a qualitative approach by conducting 25 semi-structured interviews with millennial luxury fashion consumers for elucidating how customers interact with chatbots on luxury fashion websites and what impact this has on their online customer experience.

Competitive Short Paper

Due to rapid digital innovation, Chatbots have become one of the fastest-growing applications of Artificial Intelligence (AI) and an increasing number of luxury fashion retailers are now using chatbots to interact with customers and thus, redefine the online customer experience (Chung et al., 2020; Xu et al., 2022). Chatbots are powered by AI which can perform similar services to human assistants while providing 24/7 availability with simultaneous responses for customers on a retail website and reducing operational costs for luxury fashion retailers (Chen et al., 2021). In addition, competitive and market pressures, compounded by the global pandemic, have accelerated the adoption of chatbots as luxury fashion retailers were prompted to employ significant technological advancements to enhance their online customer experience (Roy and Naidoo, 2021). Although there is a great potential for chatbots in e-retailing, related research is still limited due to the nascency of chatbot technology (Xu et al., 2022). There is little understanding of how chatbots impact the online customer experience.

Previous research has predominately focused on the chatbot itself from a technological perspective with quantitative approaches which neglected the potential value and impact of chatbots from a customer's perspective (Wilson-Nash et al., 2020; Chen et al., 2021). It still remains unclear how chatbots impact the online customer experience from a customer perspective. Hence, there is a lack of qualitative studies to explore 'how' and 'why' chatbots could impact online customer experience, which could lead to unpleasant experience (Pizzi et al., 2020) or value loss from customers (Tran et al., 2021) without understanding the underlying reasons and meanings (Chan and Leung, 2021; Jiang et al., 2021).

Therefore, this paper aims to investigate customers' use of chatbots during their online luxury fashion shopping experience by adopting an interpretivist approach. This paper explores how customers interact with chatbots on luxury fashion websites and what impact this has on their customer experience by adopting a qualitative approach, which is theoretically underpinned by the Uses and Gratifications (U&G) theory.

A total of 25 semi-structured interviews of UK-based millennial luxury fashion customers were conducted to explore customers' thoughts, feelings and experiences while interacting with chatbots. By talking to luxury fashion customers, this paper develops a rich account of their experiences that may challenge the working assumptions of marketers and retailers. Furthermore, providing a better understanding of gratifications that customers perceived while interacting with chatbots from a luxury fashion context, this paper extends U&G theory's explanatory ability in the luxury retailing and consumer service domain by identifying whether/how chatbot gratifications impact the online customer experience and whether/how they can meet the service expectations of luxury fashion customers online. More initial findings and generated research themes will be presented at the conference.

90 – O

Unlocking the Effect of the Gameful Experience on Brand Loyalty and Intention to Use: The Mediating Role of Customer Brand Engagement

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Summary Statement

This study aims to investigate the impact of the gameful experience on behavioural outcomes. Drawing from the stimulus–organism–response theory, it proposes and tests a new model that investigates the relationship between the gameful experience, brand loyalty, and the intention to use gamified branded applications in the sports and fitness context. Additionally, it explores the mediating role of customer–brand engagement and the moderating role of self-image congruity.

Competitive Short Paper

This study aims to investigate the influence of the gameful experience (Eppmann et al., 2018) on behavioural outcomes in the context of branded gamified fitness applications. Specifically, it analyses the direct impact of the gameful experience on brand loyalty and the intention to use the app in the future. It also probes the mediating role of customer brand engagement (CBE) (Hollebeek et al., 2014) between the gameful experience and the two previous constructs. Additionally, it adds up to the gamification literature by adopting the SOR model (Mehrabian and Russell, 1974) as the foundation for building the conceptual relationships and by exploring the moderating effect of self-image congruity (SIC) (Sirgy et al., 2000) on these constructs.

A quantitative study was conducted using an online survey targeting active users of gamified running and fitness branded applications. The collection of the 436 responses was done online through running forums and Facebook groups and in-person, in physically organized marathons in the city of Barcelona.

The results of this study showed that the gameful experience doesn't directly impact brand loyalty while it significantly drives the intention to use the app in the future. Furthermore, it was found that CBE fully mediates the relationship between the gameful experience and brand loyalty, whereas it partially mediates the relationship between the gameful experience and the intention to use. Additionally, the findings probed that the gameful experience has a stronger effect on CBE for the customers with low SIC while for those with high SIC, it has a stronger impact on their intention to use.

This study contributes to the literature by validating the role of the gameful experience as the external stimulus that impacts brand loyalty and the intention to use the app (response) through CBE (organism). As a result, this study extends the applicability of the SOR model to fitness and sports gamified apps and its boundaries to accommodate the role of SIC. Moreover, a critical contribution of this study lies in the non-significant direct influence of the gameful experience on brand loyalty. Contrary to initial expectations, the gameful experience did not directly lead to enhanced brand loyalty, and this suggests that users need more than a successful and enjoyable interaction with the gamified system to become loyal to the brand. Another valuable contribution of this study is the identification of the gameful experience dimensions that lead to an increased CBE and behavioural outcomes. This will serve as guidelines for marketers and app designers to build successful gameful experiences. Over and above, this research recognises the importance of shifting the focus from thinking only about gamification in terms of game elements to focusing more on the significance of the experience-centred approach. It provides managers with a better understanding of how gameful experiences must be designed in a way that enables their users to become more engaged with the brand while taking into consideration their individual SICs.

91 – O

Changing Meanings and Status of Meat in Consumers' Minds

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Summary Statement

This qualitative study seeks to explore how individuals who have 'self-restricted' meat in their diet (flexitarian/vegetarian/vegans) speak about meat in relation to their food lives. Everyday food related practices, and in particular the motives, meanings and habits that represent their food lives are explored and within this context the positioning of meat is interrogated.

Competitive Short Paper

Historically, in developed countries, meat held a privileged position in the minds of consumers. Symbolic meanings attributed to this food included strength, nourishment and vitality along with being conceptualised as a core proper meal component (Fiddes, 1991; Douglas, 2018). Public health communications, as manifest in national healthy eating guidelines, position meat as part of a healthy diet. However, a significant turn in the positioning of meat in consumers' minds, as part of an appropriate diet, has occurred over the last 5 years (Nungesser & Winter, 2021). Triggered, in part by the Willett et al. (2019) Eat-Lancet commissioned paper, attention has shifted from the promotion of a healthy diet to that of a healthy sustainable diet. Within the healthy sustainable diet narrative, meat's position is less dominant with plant-based protein wholefoods fore-fronted. This is to offset the environmental impact of meat production without compromising human health. Along with this changing narrative, we have witnessed the popularisation of a flexitarian diet and increasing interest in vegetarianism. Meanings associated with meat are subsequently evolving.

This qualitative study seeks to explore how individuals who have 'self-restricted' meat in their diet (flexitarian/vegetarian/vegans) speak about meat in relation to their everyday food lives. In semi structured in-depth interviews 19 meat reducers/eliminators spoke about their everyday food related practices, and in particular the motives, meanings and habits that represent their food lives. Within this context the positioning of meat was interrogated by conducting thematic analysis (Braun & Clarke, 2006).

Findings suggest that health and environmental motives were important reasons for initiating and embedding meat related 'self-restriction'. Animal welfare motives were more dominant among vegetarian/vegans than reductionists. Interestingly a few initiated their current meat related practices because of social/family influence. Broadly speaking the turn away from meat, while done for personal health and general environmental reasons, was not matched with an outright rejection of embedded representations of meat. Indeed the “comprehensive change in one’s worldview” that McDonald (2000) speaks to in the transition to vegetarianism was little evidenced in the data. While the privileged position of meat as a core component of a meal is shifting, health concerns regarding important others could lead to buying and serving meat in the home. Indeed, traditional beliefs on health values of meat persisted as demonstrated in comments such as “they need it” due to their life stage. Adequacy of intake of important nutrients was a concern and quality of other protein sources was a key consideration. In transitioning to consuming less meat, through having meat free days, significant time and effort was directed toward identifying alternative meals/products and building skills and knowledge. A critical motivation was to identify meals that all family members will enjoy and thus supporting family togetherness, through sharing meals. The pseudo ‘traditional-meat” meals formed part of the emerging tapestry of household meals that accommodated individual and family preference.

This study suggests that long established meanings regarding meat, meals and family are important in shaping emerging representations of meat.

92 – O

Promoting Sustainability: Developing a Good Practice Framework for Online Sustainability Communication at UK Music Festivals

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Summary Statement

This study explores how UK music festivals’ websites use green signalling to encourage potential behaviour changes towards more sustainable actions by festival stakeholders. The study uses website analysis to explore sustainability communication on major UK festival websites. Emerging themes have been developed into a framework with three core elements, labelled Educate, Enthuse and Engage, contributing to the overall efficacy of signalling sustainability to nudge green behaviour amongst festival audiences.

Competitive Short Paper

Music festivals are a fast-growing part of the UK events industry and in 2019 festivals contributed £1.76 billion in Gross Value Added to the UK economy (House of Commons, 2021). The sector has been hit hard by the COVID 19 pandemic but is predicted to recover by 2025 to near pre-pandemic levels (Paine, 2021). Although festivals have long been a growth sector, they have also been subject to substantial criticism in recent years. Festivals are perceived to be environmentally unfriendly with an unsustainable and at times damaging environmental impact. To put this into context, live music events in the UK consume 7 million l of fuel with a carbon footprint of 24261 Tonnes C02e per year (Vision 2025, 2020, p.2). This means that music festivals have become a prominent focal point of discussions within the debate of more sustainable event management. This study explores how UK music festivals’ websites use signalling to encourage potential behaviour changes towards more sustainable actions by festival stakeholders.

The focus of this study is on the signalling of sustainability initiatives and more specifically, on how and to which extent sustainable practices are communicated for festival goers via festivals' websites.

The methodological basis for this study is constructivist grounded theory (Charmaz 2006). This project explores 22 websites of major UK festivals using website content analysis. As the environmental impact of large festivals is more substantial, the focus was on large festivals with daily attendance capacities of over 10000. The analysis is based on Dodds et al's (2020) coding framework, which encompasses analysing unstructured data based on existing theoretical constructs.

While there is substantial evidence of good signalling practice among major UK music festivals, there is equally evidence that the sector in its entirety has not yet embraced the sustainability agenda fully and that there is also an urgent need to adopt consistency in signalling sustainability messages by this sector. Seven key themes of observed signalling practices for communicating sustainability initiatives were identified. These have been developed into a framework with three core elements, labelled Educate, Enthuse and Engage, to encourage efficacy of signals to augment sustainability practices in the music festival sector across stakeholders.

For some festivals, sustainability did not feature at all on their websites. This does not necessarily mean that they have no sustainability measures in place, but it does mean it was not part of their communication strategy on their website. Behaviour change requires information, clear signalling of information on existing sustainability initiatives is likely to encourage festival attendees to change their behaviour towards more sustainable practices. Without information there is no choice, with information deliberate decisions can be taken. As websites are still a first port of call for many information requirements, the omission of sustainability signals indicates that perhaps the commitment to sustainability is yet superficial. Using the 3E framework developed here of creating educational, enthusing, and engaging messages behaviour should increase the effectiveness of signalling sustainable initiatives and encourage behaviour change towards more sustainable practices among festival attendees.

95 – O

One Small Wastebin For A Home: One Giant Leap For Climate Change

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96 – O

Examining Consumer Imagination of Brand Experience: Actual versus Imagined Brand Experience

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97 – W

FoMO in a Digital Revolution

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Summary Statement

This study explores the fear of missing out (FoMO) phenomenon in retargeted advertisements: four constructs may help us understand the impact FoMO may have on young people. The four constructs are urgency, scarcity, social proof, and loss aversion. This study will provide insight into how FOMO in retargeted advertisements affects the attitudes, subjective norms, intents, and behaviour of young people.

Workshop: The Technological Revolution and Consumer Well-Being

Competitive Short Paper

Due to recent technological advancements, the usage of the Internet, social networking sites (SNS), and mobile technologies have increased significantly. The advertising industry has advanced progressively with programmatic advertisements, i.e., more targeted and personalised according to customer needs. Compared with the rest of the global population, young people are almost 1.25 times more connected to the Internet (ITU, 2021).

Constant connectivity in the online world is changing how individuals act and react; anxiety and stress may be augmented. The fear of missing out (FoMO) phenomenon is one of them.

Researchers define FoMO as "experiencing a pervasive apprehension that others might be having rewarding experiences from which one is absent" (Przybylski et al., 2013, p. 1841). As individuals continue to 'live' online, connected to various SNSs and watching what others are doing, individuals may experience anxiety due to this constant online presence. Nevertheless, many researchers have focused on "self-initiated FoMO-driven behaviour", while the FoMO triggered by external appeals has not been given much attention (Hodkinson, 2019, p. 65).

Various advertisements carry messages that may stimulate fear and anxiety to click, not to miss a special offer, or the last item in stock, for example. Such advertisements may initiate an external trigger of FoMO on individuals.

Following a focus group study (De Battista et al., 2020) and fortified by Lamba (2021), four constructs that may help us understand the impact that FoMO in retargeted advertisements may have on young people were identified. The four constructs are urgency, scarcity, social proof, and loss aversion. These constructs have been tested separately, but to our knowledge, this is the first time they will be empirically conceptualised and tested in one study as a higher-order FoMO construct. In our study, we seek to test these four constructs together in a retargeting context.

Limited-time scarcity or urgency occurs when marketers urge individuals to purchase and bind them with a time bracket (Jang et al., 2015). This time-based strategy generates an urgency to purchase and imbues in the individuals a sense of fear that they will miss out on the promoted product.

The limited-quantity scarcity occurs when marketers use online advertising to send the message that a few items of a particular product are left in stock (Jang et al., 2015). Like the limited-time scarcity, this creates the urgency to purchase.

The concept of social proof describes the process by which people copy the actions of others, thereby displaying accepted or correct behaviour (Cialdini et al., 1999). An advertisement showing many others benefitting from a product may drive individuals to copy the same behaviour. In an SNS environment, comments and likes may also augment this phenomenon (Kim et al., 2021).

Individuals respond more strongly to a loss than to a gain and hence strongly prefer avoiding losses over attaining gains. This is loss aversion (Kahneman, 2011). Loss is psychologically twice as strong as gain.

Our empirical study will provide insights into the correlation between FOMO in retargeted advertisements and attitudes, subjective norms, intents, and behaviours of young people.

99 – O

Success In The Marketing Of Subscription Services

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Summary Statement

Subscription as a means of generating revenue for businesses is rapidly growing, yet we do not fully understand what makes for their success. To address this gap, this study reviews a range of subscription models across categories to identify common factors for success. Our contribution is to establish a taxonomy of subscription models, establishing which aspects of these result in success, and why they do so.

Competitive Short Paper

Netflix and Spotify are prime examples of a burgeoning marketplace of media platforms that utilise subscriptions, providing content for a recurring fee. Yet it is not just media goods where subscription models are prevalent. In various guises subscriptions are now used to generate revenue for goods and services from software to shaving, food to fashion and gardening to gaming.

Most obviously, subscription businesses represent growth in access-based consumption. Rather than buy, own and possess, users subscribe for 'access'. However, subscriptions may alternatively invite users to value curation, discovery, or novelty; services that help consumers to save time and navigate an excess of choice (Rudolph et al, 2017; Andonova et al, 2021). As such, subscriptions represent a range of value propositions that capture popular trajectories in marketing. Subscription especially exploits service dominant logic, or the emphasis on services even when the subscription includes physical goods(Vargo & Lusch, 2016; 2017), i.e., if subscribers don't always pay to access, they do pay for someone to select items, bundle them with added value, then deliver them. This relative absence of consumer work (Glucksmann, 2015) therefore also connects subscriptions to growth in liquid consumption (Bardhi &Eckhardt, 2017).

From a business perspective subscriptions are attractive because of the regular revenue they generate (Baxter, 2015; Belavina et al 2017), but are also vulnerable to churn (Chen et al., 2018) especially when the proposition is based on endless innovation (something new each month). This has led to concern that subscriptions must utilise deceptive design practices including being deliberately difficult to cancel and thus rely on inertia to compensate for the limits of innovation (Brignall, n.d)

Yet whilst subscription business embrace market innovations, we do not fully understand what makes for their success. Whilst prior studies focus on specific sectors (Tao & Xu, 2018; Woo & Ramkumar, 2018; Aral & Dhillon, 2020; Kan, Ananthakrishnan & Tan, 2022) or type of subscription model (Rudolph et al 2017; Bischof et al 2020; Bray et al., 2021; Andonova et al 2021), identifing various benefits that consumers gain from subscriptions, and the risks they seek to avoid, little is known about how this translates into successful subscription offerings. We do not yet understand what makes for a successful subscription business.

To address this gap, this study reviews a range of subscription models across categories to identify common factors for success. We first review the literature to determine factors that contribute towards subscription success, then undertake a systematic review of subscription offers to establish what is offered, at what cost, and in what form, analysing these offers against those factors identified from the literature, including: Range (amount of goods), Quality (exclusivity of goods), Offer Quality (how the subscription is pitched to consumers) and Mechanics (how subscription is operated) to determine what produces success.

Our contribution is to establish a taxonomy of subscription models, establishing which aspects of these result in success, and why they do so.

100 – O

Turning the invisible to visible: exploring consumers' perceptions towards sustainable water consumption in the United Kingdom.

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Summary Statement

This study elaborates on UK consumers' perceptions and experiences towards (un)sustainable water consumption and it seeks to inform the development of sustainable water practices and environmental policies. A qualitative methodology was adopted, consisting of 34 (thirty-four) in-depth interviews with consumers, in four cities of the United Kingdom. The findings provide novel theoretical and empirical insights around the inter-connectedness, invisibility and imperceptibility of (un)sustainable water consumption and the need to develop multi-stakeholder water strategies.

Competitive Short Paper

Water scarcity constitutes one of the most threatening environmental problems for the 21rst century. Global warming, increased consumer demand and irrigation mismanagement comprise some of the key factors for the limited availability of freshwater resources, across every continent. Pessimistic and alarming scientific reports suggest that in 2021, almost 4 billion people experienced absolute water scarcity for one month of the year (United Nations, 2021). Although the threatening phenomenon of both physical and economic - attributed to anthropogenic factors - water scarcity has been viewed as a systemic risk from governments, policy-makers and international organizations; marketing studies gradually begin to grasp and explore its implications upon the interrelationships between companies, consumers and society.

Contrary to the popular perception that physical water shortage exists primarily in dry climate regions, (for example Middle East), water scarcity is a frequent and widespread phenomenon in the

Northern Hemisphere, such as in Europe (European Environment Agency, 2021) and in the United States of America (Barbier, 2019). However, marketing scholars have displayed limited engagement with the serious consequences of water scarcity upon sustainable consumption and environmental policies and previous studies (Phipps et al, 2012; Lowe, 2015), focused on the measurement of household water use in the water scarce context of the Southern Hemisphere.

In the United Kingdom, the focus of this study, the presence of almost undisrupted weather phenomena, such as the steady rain all year and mild winters, mislead and overshadow the emergence of ongoing water droughts and increasing human, agricultural and industrial demand for limited freshwater resources (Environment Agency, 2021). Taking into consideration the rising and inconspicuous growth of water shortages and lack of research around the invisibility of water consumption, the main objective of this paper is to: examine UK consumers' perceptions and experiences towards the intersection between water scarcity and sustainable consumption.

Accordingly, a qualitative methodology was adopted, consisting of 34 (thirty-four) in-depth interviews with consumers, in four cities of the United Kingdom, between 2017 and 2020. The semi-structured interviews sought to examine in more depth sustainable water consumption practices, within an unexplored context. The findings provide novel theoretical and empirical insights around the interconnectedness, invisibility and imperceptibility of (un)sustainable water consumption. Challenging geographical perceptions of water shortage, the qualitative data highlight the need for the development of community engagement and multi-stakeholder water strategies for sustainable futures.

The study can a) inform marketing strategies on community engagement with localized water sustainable actions; b) encourage policy makers to develop concrete marketing communications and increased public awareness regarding water scarcity and c) prompt sustainable marketing (Davies et al, 2019) and social marketing theorists to incorporate water scarcity within research agendas and theoretical frameworks. Considering the slow growth of water scarcity and rising temperatures in the UK and the Northern Hemisphere, the findings can prompt marketing scholars to explore similar phenomena, within seemingly unaffected countries, urban centres, industries and marketplaces. Accordingly, the study suggests how qualitative and interdisciplinary marketing research could encourage a more responsible, democratic and fair use of shared water resources.

102 – O

Panic! Wait, No, Don't Panic! Risk Communication And Citizen-Consumer Reactions, Typifying Citizen-Consumer Rhetoric during Food Scares

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Summary Statement

To understand the interface between legacy media and citizen-consumers during food recalls this study adopts a qualitative approach, exploring two food recall cases over their respective reporting cycles and analysing both legacy media reporting and citizen-consumer reaction online. Several rhetorical techniques employed by citizen-consumers in response to legacy media reporting were identified. These either attenuate or amplify social risk perceptions.

Competitive Short Paper

Within a food and beverages marketing context, product recalls, particularly reactive recalls initiated in response to regulatory oversight, have the potential to adversely impact citizen-consumer trust in food and beverage brands (Falkheimer & Heide, 2015). In particular, food recalls serve to highlight to citizen-consumers the risks that exist with the food industry.

Adopting a perceived risk perspective in line with social amplification of risk theory (SARF), it has been widely established that social stations (news media, government agencies, industry, citizen-consumers) can serve to both amplify and/or attenuate the social perception of risk during risk events (Bearth & Siegrist, 2022; Kasperson et al., 1988). One of the key stations responsible for dissemination of risk relevant information during food recalls has traditionally been legacy media outlets (De Brún et al., 2016; Frewer et al., 2002; Shan, et al., 2014). Although legacy media have adopted social media usage (Henderson et al., 2017), given the rise in media fragmentation and the dilution of legacy media's gatekeeper role due to social and alternative media channels (Ismail et al., 2019), the nature and extent of legacy media's impact on risk framing and amplification has been altered. Although the role of legacy media in framing risk narratives has been considered at length (De Brún et al., 2016; Frewer et al., 2002), the means through which citizen-consumers employ various rhetorical techniques to amplify or attenuate risk perceptions in response to reporting has received relatively little attention. Given that individuals are more likely to engage with multiple sources during crises (Lin et al., 2016), citizen-consumer reactions have the potential to shape citizen-consumer understanding and perceptions of brand trustworthiness, as well as potentially influencing media coverage related to brands (Tandoc & Ferrucci, 2017).

To understand the interface between legacy media and citizen-consumers during food recall scenarios this study adopts a qualitative approach, exploring two food recall cases over their respective reporting cycles and analysing both legacy media reporting and citizen-consumer reaction online. Contemporaneous social media data is captured and analysed over time to explore emerging understanding of citizen-consumers. This is achieved through capturing citizen-consumers social media (Facebook) contributions in response to legacy media reporting during the respective food crises. Having considered the congruence of legacy reporting and citizen-consumer discourse, qualitative thematic analysis is undertaken on citizen-consumer data in line with the procedures set out by Braun and Clarke (2006). Analysis is supported through NVivo 20 to increase intercoder reliability (MacPhail et al., 2015).

Data analysis identifies a number of rhetorical techniques employed by citizen-consumers in response to legacy media reporting, which serve to either implicitly or explicitly attenuate or amplify social risk perceptions, utilising both cognitive and affective reasoning. This research presents and empirical typology of rhetorical techniques employed by citizen-consumers during food recalls, informed by SARF theory. Given the nature of the data further experimental research is required to assess the efficacy of these rhetorical techniques in persuading other citizen-consumers and influencing public discourse.

103 – O

Towards Sustainable Development Goal 10.6: The Role of Marketers in the Revolution of Legitimate Institutions

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Summary Statement

This paper scrutinises the concept of 'legitimate' institutions per SDG 10.6 and explores the role of Marketers in bringing it to fruition. On the back of a qualitative empirical exploration, the paper offers four considerations for customer engagement, for those institutions that would like to simultaneously foster institutional legitimacy while allowing "enhanced representation and voice" (United Nations, 2022) to those consumers that SDG10 targets.

Competitive Short Paper

Sustainable Development Goal 10 – Reduced Inequalities – has seven specific targets that aim to revolutionise how development is seen, globally (United Nations, 2022). These targets advocate for a rights-based approach to development, which sees the removal of political and social factors that impede equality in and among countries (Oestreich, 2018). As a relatively new goal, SDG10 has been criticised as being somewhat general in its approach, or even vague in terms of its targets (Kuhn, 2020; Oestreich, 2018). One such target is the second-to-last, which asks for "enhanced representation and voice for developing countries in decision-making in global international economic and financial institutions in order to deliver more effective, credible, accountable and legitimate institutions" (United Nations, 2022). For Marketers, the question that immediately arises is; what is an effective, credible, accountable and legitimate institution?

Grappling with this concept, the field of Marketing would need to incorporate concepts from institutional theory. Institutional theory, according to Burns, Bradley and Weiner (2011, p. 469), is a perspective that "emphasizes that organizations face environments characterized by external norms, rules and requirements to which they must conform in order to receive support and legitimacy". Simply put, institutions rely on social constructs in their professional environment to define their structures and processes. Incorporating these social constructs (in the form of organisational norms, rules and behaviours) lead to endorsements of validity and legitimacy (Meyer, 2008; Meyer & Rowan, 1977; Scott, 1987). The institution conforms to what is deemed 'normal' by its industry peers as the perception exists that if the institution does not conform, it will not be perceived as legitimate (Lammers & Barbour, 2006; Meyer, 2008).

Viewed in this way, the concept of a 'legitimate institution' leaves very little room for revolution. Indeed, legitimacy is perceived on the basis of conformity, which can be diametrically opposed to revolution. Marketers who would like to do their part for SDG10.6, by ensuring the revolutionary voices of consumers – especially in developing contexts – are heard and represented, are confronted with the dilemma of potentially sacrificing the perceived legitimacy of the institution. Investigating how this conceptual notion materialises empirically, this study makes use of a case study methodology, investigating the consumer engagement representation and perceived legitimacy of a banking brand that operates within a developing context. This embedded, descriptive and instrumental single case study (Yin, 2011) involves three data collection methods. By names there are i) interviews with the senior marketing managers of the bank; ii) content analyses of existing interviews of the three founding members of the bank and iii) a content analysis of the bank's most recent year-end report. The findings of the paper outline four considerations for customer engagement for organisations that would like to simultaneously foster institutional legitimacy while allowing “enhanced representation and voice” (United Nations, 2022) to those consumers that SDG10 targets.

104 – O

How (not) to target low identifiers for responsible consumption campaigns

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105 – W

We Don’t Talk about Money? Credit, Consumer Society, and Contemporary Crises

David Evans

University of Bristol, United Kingdom

Summary Statement

This paper demonstrates how reorientating consumption research to a money and finance sensibility sheds new light on contemporary crises and helps think through some prospects for change.

Workshop: Vive La Révolution – Calling for Revolutionary Solutions to Consumer Financial Insecurity

Competitive Short Paper

My starting point for this panel discussion is a recent programme of work that argues for consumption research to be reorientated towards a ‘money and finance’ sensibility (Evans and Gregson, in press). The emphasis here is on the reasons for, and consequences of, the erasure of money within the sociology of consumption. Accepting that this neglect is no longer tenable, the plea is for consumption research to focus on money as money (rather than just its socio-cultural meanings, pace Zelizer) and the ways in which it is realised by households under conditions of financialised capitalism. This manoeuvre provides a way of linking understandings of consumption and ‘the consumer society’ to the conditions on which it depends. At the same time, linking money and finance to the process and dynamics of consumption helps move beyond a view of credit as the mere handmaiden to consumer demand or else focusing only on the consumption of credit and experiential burden of debt. Crucially, I signal the potential for a reorientated sociology of consumption to engage critically and theoretically with the conditions of crises that define contemporary economy and society. To conclude, I signal a number of key priorities for future empirical research – including divisions of labour, household budgeting, and the gendered nature of financial and consumer subjectivities.

106 – O

Where There Is Life, There Is Marketing: Inciting a Naturalised Revolution

Andrew Dean, Sylvia Dean, Yvonne Dixon-Todd

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Summary Statement

This conceptual study treads a less worn path and ruminates on marketing being an inherent part of all life. Consequently, we invite you to renegotiate the metaphysical limits of what can be considered marketing and to meditate on the shared organismal goals of this communicative act. As such, we look to embrace a new astrobiological future, where our most powerful telescopes scan the galaxy for signs of life, and of course, marketing.

Competitive Short Paper

'Where there is life there is mind and mind in its most articulated forms belongs to life' (Thompson, 2010, p. ix). Likewise, in this conceptual study, we argue, that where there is life, there is marketing, and in so doing, reflect on the nature of life, and the metaphysical limits of marketing itself. While marketing is typically defined as a human endeavour, focused, for example, on 'creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large' (AMA, 2022), we are keen to challenge such notions, and instead, position marketing as a fundamental evolutionary process arising within all life. From an evolutionary perspective, communication is inherent to life, and as such, we redefine marketing as: the genetically driven, naturalised, universal process of generating socio-cultural outputs, functioning to advance the individual, group, or species, over time. While competition is often at the heart of this process, so too, is the potential for altruism, symbiosis, and the emergence of complex communicative ecosystems (Dawkins, 1984). From a cosmic viewpoint, marketing is thus a universal 'peacocking' process, albeit empirically limited to a planetary sample of n=1, where organic organisms are energetically burdened to emit or craft marketing signals correlated to their being (Blumstein et al., 2012; Brusse, Handfield & Zollman, 2022).

Within itself, our claims certainly cut against the grain of more typical marketing approaches found within business schools and marketing agencies. Epistemologically, however, we believe that we are on relatively safe empiric ground, as overviewing nature, we see marketing as a ubiquitous process. Whether it be rich social structures within bacterial communities (Jacob et a., 2004), cats and dogs purveying axiological communications through tail wiggling (Deputte, 2001), or humans playing with the marketing P's (Banting & Ross, 1973), our genomes shine through our species-specific states of being via marketing-based endeavours (Gurven & von Rueden, 2006). We do of course accept that humans have the greatest socio-cultural output, as we freely imagine, explore, and play with our marketing multimodalities (Baraud et al., 2016). Yet, from a natural perspective, we are inclined to ask why all other species tend to be excluded from marketing theories and practices? Why do practitioners and academics frequently reject our common marketing ancestry and privilege the human experience over the rest of the natural world? Attempting to rectify this historic shortfall, we believe that it is time to overturn this marketing myopia and incite an evolutionary revolution, not however, by rejecting our hard won human-centric marketing knowledge, but rather by being open to a new naturalised path. In taking this 'back-to-basics' evolutionary approach, we aim to make marketing more relevant to our core nature of being and embed marketing firmly within the animal kingdom. Finally, whether marketing is viewed as good, bad, divine, or demonic (Dean, Ellis & Wells, 2017), we believe it is just what all species do, wherever life is found, and it is time to repositionmarketing as a fundamental process, just as important as respiration and reproduction.

107 – O

'TNT' for the Brain: Making Sense of High-Technology Products in a Psychedelic Wonderland

Andrew Dean, Sylvia Dean

University of Sunderland, United Kingdom

Summary Statement

This study increases our understanding of psychedelic sensemaking in high-technology B2B sales relationships. We highlight how the potent psychedelic ayahuasca functions as a hallucinatory and visionary sensemaking playground, allowing scientist sellers to explore: (1) what a product is, (2) how a product works, and (3) how to convey product sense to buyers. Critically, with ayahuasca increasingly being consumed in the West, this paper invites deeper consideration of psychedelic sensemaking.

Competitive Short Paper

Introduction

In a world of spectacular biodiversity, it is hardly surprising that nature provides 'magic' psychedelic plants capable of altering consciousness and inducing intense hallucinations and visions (Askew & Williams, 2021). While indigenous peoples often have rich magico-religious psychedelic cultures, the West has a complex relationship with these 'forbidden fruits' (Shanon, 2010), typically labelling them as illicit drugs (Prayag et al., 2015). Yet, there is an increasing Western desire for such potions (Jiménez-Garrido et al., 2020), particularly amongst those looking to enhance their organisationalcreativity via heightened visionary and hallucinatory sensemaking (Talin & Sanabria, 2017). With scientist sellers often struggling to make sense of complex technoscientific products and theories (Krush, Agnihotri, Trainor & Nowlin, 2013), we explore how consuming ayahuasca allows high-technology sellers to visually explore: (1) what a product is, (2) how it works, and (3) how best to convey product sense to buyers. With no attention having been paid to this issue, we ask: how does ayahuasca influence scientist seller high-technology product sensemaking?

Methodology

Having spent over a decade in high technology sales, and being considered seasoned and trusted insiders (Layton, 1988; McCracken, 1998), we undertook a six-month hybrid ethnography (O'Sullivan, 2016), observing thirteen scientist sellers who were employed within high-technology multinational enterprises and actively consuming ayahuasca. Reminding ourselves that ayahuasca is typically stigmatised, all data collection took place outside of the participant's organisations, either face-to-face, or via VoIP (voice over internet protocol) technologies (Hamilton, Dunnet & Downey, 2012). After transcription, content- and discourse analyses were used (Wood and Kroger, 2000) to explore participant sense- and self-making.

Results and discussion

While all participants expressed acute concerns about being labelled drug users (Prayag et al., 2015), and typically hid their psychedelic consumption from friends, family, and colleagues, the creative lure of ayahuasca had driven all to embrace intense hallucinations and visions (Shanon, 2010). While a risk-laden act, the highly visual nature of ayahuasca allows iterative explorations of innovative product sense, where confusion can be explored, and new explanations imagined. Of particular importance is the ability to explicitly imagine sales relationships, discourses, and sales tactics, and replay them within hallucinations and visions. Critically, sensemaking is not limited to 'tripping', as ayahuasca 'rewires' the brain, and leaves individuals in heightened states of cognitive processing, where even dreams and daydreams are conducive to converting misunderstood products into coherent sense.

Conclusions

While ayahuasca is actively being marketed throughout Europe, it remains a niche psychedelic product (Dean, 2019), but one that is rapidly gaining traction as syncretic churches increasingly sell this otherworldly brew, and our medical systems continue to trial ayahuasca's therapeutic potential (Jiménez-Garrido et al., 2020). Against this backdrop, and ongoing spectacular pharmacological, religious, and cognitive claims, it is vital that we better understand how ayahuasca 'rewires' the mind and body towards high levels of imagination, creativity, and allows individuals to play with extant models of reality. Just as importantly, how individuals negotiate potential stigma, and re-systematise their extant metaphysical understanding of themselves and the universe.

111 – O

Age Related Change when Measuring Children's Value Perceptions

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112 – O

Interactive Marketing with Gaming Platforms: A Comparative Analysis of Fashion Consumer Behaviour (Generation Y And Z) Towards Interactive Virtual Shopping

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Summary Statement

The gamification garment visualisation experience is unique and interactive which companies have offered to consumers through gaming platforms and web 3.0 metaverse fashion technologies (Lee, 2021; Gonzalez, 2022). Fashion luxury brands are the pioneer in entering the metaverse world with a core strategy to emulate brand awareness (Gibson 2021). The metaverse gaming platforms foremost examples are Roblox, Sandbox, and Fortnite (Lee, 2021).

Competitive Short Paper

Interactive marketing and shopping platforms of web 3.0 metaverse fashion technologies for instance virtual, augmented and gaming platforms can serve online consumers in terms of fashion viewing and fashion service technology. The gamification garment visualisation experience is unique and interactive which companies have offered to consumers through gaming platforms (Lee 2021;

Gonzalez 2022). Fashion luxury brands are pioneers entering the metaverse world with a core strategy to emulate brand awareness (Gibson 2021). The metaverse gaming platforms foremost examples are Roblox, Sandbox, and Fortnite (Lee 2021). The Roblox gaming platform's average daily users are estimated to be 46.6 million which encompasses 180 countries (Gibson 2021). Gucci has offered consumers to walk into the Gucci town metaverse platform to enjoy the immersive virtual experience. Gucci consumers can modify, wear and try the latest virtual outfits on their personalised avatar. They can display themselves on social platforms wearing a recent collection among other users and their gaming peers (Gibson 2021). Luxury brands have offered various experience areas, colours, and patterns by influencing their avatar character with uniquely designed garments by Gucci (Gibson 2021). Thus, the aim of the study is to explore the experience economy of The Gucci fashion metaverse platform which comprises entertainment, education, aesthetic, and escapism on brand advocacy, avatar realism, and the intention to purchase fashion products (Kim and Sung 2021; Rhee and Lee 2021). Both generations Y and Z are chosen because they are digital natives and will be comparatively analysed in discussions and results. Generation Y and Z are expected to be notable contributors to the sales growth of the virtual market (Rhee and Lee 2021). 30 semi-structured interviews tested the experience economy theoretical framework. The study will contribute to understanding the difference in the experience of both generations and their future intention to use the Gucci metaverse platform for online shopping.

114 – O

Reel vs The Real: How Upward Social Comparison over Social Media Contributes to Counterfeiting

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Summary Statement

Regular exposure to social media content causes an emotional distress to its users due to constant comparison of self to others. In order to neutralise this emotional tumult, users might try to replicate the upward lifestyle of people who are better off than themselves by engaging in counterfeiting. By employing social comparison theory, the research aims to examine how upward social comparison on social media platforms can lead to counterfeit purchase intention for fashion products.

Competitive Short Paper

Social needs are always considered important for the well-being of individuals. As the technology has progressed, socialisation has become more digital where people communicate their daily ongoing activities and whereabouts by posting pictures and videos on their social media. However, along with being a tool for fostering interaction and reinforcing friendly relations, social media has also led to negative outcomes for the users. Social media users are constantly exposed to pictures, videos and other content which compels them to compare the 'best version' portrayed on social media to their 'normal ideal versions'. This arouses feelings such as envy and negative self-evaluation (Wu and Srite, 2021).

By employing Festinger's Social comparison theory (Festinger, 1954), we try to understand if upward social comparison over social media platforms can compel the users to replicate their lifestyle with individuals who are better off through use of counterfeit products. Although research has extensively studied the impact of upward social comparison on well-being of the user, no study has yet examined how users might try to neutralise the impact. Our attempt is to focus on the neutralising aspect wherein consumers might replicate the 'upward' lifestyle without bearing the actual cost of the original product.

Two studies were conducted. Study 1 was a correlational research in which a survey was employed to collect the data from 440 respondents. We anticipated that individuals who experience upward social comparison over social media would have more intention to purchase counterfeit fashion products and this relationship is mediated by envy and negative self-esteem. Parallel mediation results suggest that upward social comparison leads to a positive counterfeit purchase intention; and envy and self-esteem fully mediate this relation.

In addition, Study 2 was conducted to examine if the different nature of social media usage impacts the relationship between upward social comparison and counterfeit purchase intention differently. We conducted a 2 (social media usage: active vs. passive) x 2 (upward social comparison: present vs. absent) between subjects design by engaging 140 students from a large public university and measured counterfeit purchase intention using a 5 point Likert scale. The results revealed that active social media users are more likely to buy counterfeit fashion products irrespective of the presence or absence of upward social comparison. However, for passive social media users, participants with orientation to upward social media comparison were more likely to buy counterfeit fashion products than those without such orientation. This may be due to a tendency of social media users to post content with minimal repetition of fashion products such as their clothes, shoes etc.

Our study is apparently the first attempt to theorise social comparison and counterfeit purchase intention together. It contributes theoretically by developing a model through which larger impact of social comparison can be gauged in forming consumer purchase intention. It also adds to the existing literature of counterfeiting by providing new insights resulting in increased sale of counterfeit fashion products. Further research is required in cross-cultural context to uncover social comparison implications in individualistic and socialistic cultures.

115 – O

Impact of Celebrity Endorsements on Purchase Intentions in Saudi Arabia

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Imam Abdulrahman Bin Faisal University, Saudi Arabia

Summary Statement

This paper aims to study the impact of celebrity endorsements on purchase intention in Saudi Arabia. Questionnaire was developed using three independent variables Celebrity's Attractiveness, Expertise and Trustworthiness plus one dependent variable i.e., Customer's Purchase Intensions. Data was collected using online questionnaire tool i.e., UDQuest. 117 respondents participated in the survey. Survey results shows that Celebrity's attractiveness plays a pivotal role in shaping customer's purchase intentions.

Competitive Short Paper

The majority of research on the celebrity endorsements, both in conventional and social media terms, has been conducted in Western nations. As a result, there is a considerable gap in research on Saudi Arabian culture as very few studies were designed to assess the variables affecting celebrities' endorsements for effective advertising or to investigate how this idea influenced customers' purchasing decisions. As a result, more research and efforts in this area are needed, as well as a deeper knowledge of which celebrities are seen as more influential in Saudi Arabian society.

This study aims to explore the relationship between celebrities' characteristics or qualities and customer's purchase intentions for the products endorsed by the celebrities in Saudi Arabia. Based on earlier studies celebrities three characteristics namely "Attractiveness", "Trustworthiness", and "Expertise" were selected for this study as independent variables while customer's purchase intentions were considered as dependent variable on celebrities characteristics.

The respondents were encouraged to take an online survey through an email invitation since it was a convenient, simple, and time-saving method. Furthermore, respondents were also contacted via various social media platforms such as Twitter, WhatsApp, and LinkedIn. The survey was distributed in English language and 117 respondents participated in the survey.

The results of the multiple linear regression model found that there is a significant relationship between the dependent variable "purchase intensions" and the independent variables "Attractiveness", "Trustworthiness", and "Expertise." where Adj. R2 was 22.8%. with F = 12.399, Sig. = 0.000. Celebrity's attractiveness plays a pivotal role in shaping customer's purchase intentions where t-test = 4.798, the P-value (Sig.) =0.000. Thus, these results support the previous studies conducted by Carl Hovland and Walter Weiss (1950), Shannon (2015), and Ohanian (1990).

For individual differences female respondents were more influenced than their male counterparts with T-test = 4.803 > T-critical = 1.98 and p-value = 0.000 0.05. This result supports the earlier studies (Lazar, 2020). Similarly younger respondents were more influenced by celebrities than older respondents with T-test = 0.535 < T-critical = 1.98 and the p-value = 0.594 > 0.05 which also supports earlier studies conducted by leading media agency Mediaedge: cia (MEC).

116 – O

Intergenerational Influences (IGI) on Fashion Brands among Mother-Daughter Dyads in Saudi Arabia

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Summary Statement

This paper examines the influence of Intergeneration (IGI) on the selection of fashion brands on two succeeding female generations commonly referred as Mother-daughter dyads (N=400). Respondents belonging matching target market for fashion brands. Results of this study extends the knowledge domain on intergeneration brand preferences on fashion brands. Three conclusions can be drawn for IGI on fashion brands, living togetherness increases IGI, younger ages and usage have higher IGI on fashion brands.

Competitive Short Paper

This paper examines the influence of Inter generation (IGI) on the selection of Fashion brands on two succeeding female generations referred as Mother-Daughter-Dyad. After skimming through literature, a number of research gaps were identified on the subject matter (Siddiqui et al. 2012; Hussain & Siddiqui, 2015; Hussain & Siddiqui, 2016). Accordingly research hypotheses were developed and investigated.

Population was defined as Mother-Daughter Dyads belonging to upper middle classes. Due to confidentiality of income, posh residential areas were selected as proxy of upper middle class. It says that these families have brand preferences for fashion and are using fashion brands. In order to select elements and sampling units, judgmental sampling was used. Therefore, families were selected as sampling units for this purpose. 200 mother-daughter dyads were selected for data collection, resulting in a total sample of 420 respondents (200 mothers and their 200 daughters). This sample size was found sufficient as per the sample size guidelines (Siddiqui, 2013).

Questionnaire was made as an outcome of focus groups. Respondents were asked to fill in blank spaces by marking their identification of brands for the columns brand in use and brand in mind respectively in Fashion category. Demographic data of respondents was also obtained on fields like gender, marital status, family members, parents living with respondent and income level. For the purpose of generating more response personal questions like address, phone number and name of the respondent were avoided purposely.

Due weightage was given to the ethical side of the research in the form of informing respondents not to disclose any information which may lead to their identification. Hence privacy of information was maintained at all costs. Moreover deliberately classified information was never sought from respondents. Confidentiality of data obtained was maintained and no other person except researcher was having access to the data.

Results of this study extends the knowledge domain on intergeneration brand preferences. Firstly, the living together Mother-Daughter Dyad have higher IGI for fashion brand preferences than Mother-Daughter Dyad living separately. Secondly, younger Mother-Daughter Dyad have higher IGI for fashion brand preferences than older Mother-Daughter Dyad. Finally and probably most interestingly the Brand-in-Use IGI for fashion brand preferences are higher than Brand-in-Mind fashion brand preferences.

117 - W

East Meets West: Reshaping The Marketing Curriculum Through Liberatory Learning

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Summary Statement

Designed as a comparative case study, this research paper aims to improve student and staff experience at universities in the Global East and West by challenging current neoliberal and technocratic practices in marketing education. The mixed-method research uses novel approaches (e.g. staff-student curriculum co-creation) to empower students and staff to become social change agents. In combining quantitative and qualitative data, this study provides rich insights and employs contemporary marketing pedagogy in cross-cultural contexts.

Workshop: Revolutionising Marketing Education

Competitive Short Paper

Background

Neoliberal approaches to the internationalization of higher education promote the postcolonization of the marketing curriculum and risk creating and maintaining socioeconomic inequalities (Bradshaw & Tadajewski, 2011). What is more, technocratic education erects impermeable barriers to social change (Panayiotopoulos & Lichrou, 2022).

Purpose

The aim of this research project is to improve student and staff experience and to build constructive learning environments (Taylor, Fraser, & Fisher, 1997) that empower students and staff to become social change agents. This is achieved by fostering 'resistant curiosity' (Tadajewski, 2022) in the classroom and engaging members from universities in the Global East and West in the co-creation of the curriculum (Bovill & Woolmer, 2019). The proposed curriculum intervention will develop cultural capital (Bourdieu, 1983/1986) – a transferable resource – by opening up borderland spaces, in which new knowledge is co-constructed and self-authorship nurtured (Hill, Walkington, & Kneale, 2019). This will, ultimately, spark transformation on an individual and structural level.

Design/approach

Applying a mixed-methods sequential design, this longitudinal research follows four stages to evaluate the impact of this project on an undergraduate framework for higher education qualifications (FHEQ) level 5 marketing module.

Findings

Preliminary findings from two data points will be presented – inviting dialogue with the audience.

Practical implications

Marketing educators are advised to forge partnerships within and between institutions, faculty, and students to facilitate the development of cultural capital and the metamorphosis of students and staff to social change agents.

Originality/value

Previous studies on self-authorship are predominantly qualitative in nature. This research paper is of value in combining quantitative and qualitative data to provide rich insights and in employing contemporary marketing pedagogy in cross-cultural contexts.

120 - W

Methodological Challenges of Capturing Marginalised Voices

Andrea tonner

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Summary Statement

A consideration of how to develop person-centred research methods and reflect participant voices when the participants have unique profiles of cognitive, emotional, and social challenges.

Workshop: Actioning Marketplace Access

Competitive Short Paper

Methodological Challenges of Capturing Marginalised Voices.

I welcome the opportunity to explore the issues of researching marketplace access and particularly this year the opportunity to engage in thinking about methodological approaches. Reaching and representing vulnerable or marginalised voices in research is well established as a methodological challenge (Liang, 2022) however the ways in which we overcome these challenges are less documented. I've confronted this challenge in previous research contexts e.g. when researching food poverty, how to reach those who don't engage with support services and are 'invisible'. I welcome the opportunity to renew this discussion. In 2020, I began researching market inclusion/ exclusion of persons with learning disabilities. In pilot phase this research focused on children and families and as such my research captured parents and caregivers' perspectives through interview, ethnography and netnography. I am now looking to capture the marketplace experiences of adults with learning disabilities. This brings with it a new set of methodological challenges that I'd be keen to share and explore.

It remains unusual for people with learning disabilities to be interviewed in research even within disability studies (Boxall & Ralph ,2011). Booth et al (1990: 113) discuss the great need for these perspectives: "the views of people with learning difficulties constitute as equally valid a perspective as that of the professionals, practitioners, relatives or researchers". However, while there has been growing interest in capturing the experiences and views of people with learning disabilities few studies have done so or developed the research methodologies requisite to do so (Cambridge & Forrester-Jones 2003).

With my forthcoming participants, adults with Down's Syndrome, a singular or common multi-method approach is unlikely to be sufficient. People with Down's syndrome tend to have different profiles of relative strengths and weaknesses that impact how their experiences are best captured: impaired speech and language that can underestimate cognitive abilities; a range communication practices including Makaton (sign language) and gesture; difficulties with gross and fine motor skills, working memory and auditory processing; and comparative strengths in visual processing and visual memory and social understanding. As such I am keen to explore person-centred research design and its implications.

121 – O

Revolutionising The Placement Experience for Marketing Students in UK Universities

Julia Cook, Dr Danny Buckley

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Summary Statement

A proven method of improving graduate employment success, is a year-long placement (Atfield, Hunt and Luchinskaya, 2021). However, student engagement with the placement process, continues to be a challenge in many UK Universities. Previous research considers potential barriers to engagement, but little consideration has been given to how the placement experience impacts the attainment gap. This paper presents the case for reimagining the placement experience to better support a diverse cohort of students.

Competitive Short Paper

Graduate outcomes and reducing the attainment gap are increasingly important metrics for universities as they feed into league tables and help promote their courses externally (Office for Students, 2022). However, with increased accessibility to university (Clarke, 2017), the competition for graduate roles is increasingly intense with around 448,435 graduates leaving UK HEIs and 82% being awarded good honours degrees in 2021 (HESA, 2022). Consequently, graduate recruiters are now evaluating candidates beyond degree classifications and putting more emphasis on work experience and employment history.

A proven method of improving graduate employment success for business students, is a year-long placement (Atfield, Hunt and Luchinskaya, 2021). These opportunities allow students to develop both interpersonally and intra-personally (Lucas and Tan, 2014) and often lead to improved final year grades (Jones, Green, and Higson, 2017). Although many students opt to do a placement to signal to employers their readiness for employment (Atfield, Hunt and Luchinskaya, 2021), the overall number of students opting to undertake a placement year remains relatively static. For example, in 2005/6 the average number was 8.2%, and only 8.6% in 2014/15 cohort (Department for Education, 2019). Arguably there are a range of intersecting issues here including neurodiversity, financial and social background and other barriers highlighted by students.

To better understand the lack of engagement with placement opportunities a body of research considers some of these barriers to undertaking a placement year. For instance, students are often worried about integrating back into university, failing on placement, fracturing friendship groups and unsure about student housing decisions (Proctor, 2012; Fowlie & Forder, 2009). Furthermore, it has also been highlighted that students from diverse and disadvantaged backgrounds are the least likely to be able to secure an industry placement for a variety of complex reasons such as family responsibilities, limited social capital and low entry grades (Curtis, 2012; Jackson and Bridgstock, 2021). Others purposely opt out, as they believe they will be unsuccessful and lack the skills required (Jones, Green, and Higson 2017). As a result, despite the traditional placement years' ability to bridge the divide (Blasko, Little and Woodley, 2002) it may be exacerbating the attainment gap. Indeed, as Moores, Birdi and Higson (2017) argue, despite the positive impact of a placement year, the known differential in the uptake of placements by BME students, has not been considered as a contributor to the achievement gap.

If the uptake of work placements remains consistently low, with large proportions of students being unable to secure these valuable experiences, further consideration must be given to improving equitable student opportunities to generate employment competencies by HEIs. Based on initial findings around motivations and barriers to undertaking a placement, it is argued that further research is now required to consider how diverse cohorts of students can use other forms of work experience, part-time work and volunteering opportunities to match the benefits gained from a traditional year-long placement.

122 - W

Encouraging growth of the Food Special Interest Group.

Andrea tonner[1], Benedetta Cappellini[2], Juliette Wilson[3]

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Summary Statement

This abstract is submitted by the convenors of the new formed Food SIG and organisers of this AM workshop to share our hope and vision for the group and to encourage participants to contribute their ideas and perspectives to allow us to engage in robust debate on our future direction.

Workshop: Eat, Drink and Rise Up! Revolutionary Approaches to Food and Eating

Competitive Short Paper

This abstract is submitted by the convenors of the new formed Food SIG and organisers of this AM workshop to share our hope and vision for the group and to encourage participants to contribute their ideas and perspectives to allow us to engage in robust debate on our future direction.

Our vision for the group is that the Food Marketing Special Interest Group should provide an opportunity to expand the scope of scholarship on the range of issues currently being explored within Food Marketing. We consider that it is particularly timely for a SIG on in this area. In recent years have witnessed the emergence of many new food movements, subcultures and communities that have impacted on the ways people think about food, health and wellbeing and that are accompanied by new and underexplored food practices (e.g. Barnes, 2022). These sit alongside new markets, organizational forms and food challenges that have that lead to significant gaps in our understandings of food. Some examples include issues of climate change, global population growth, food waste, food shortages, soaring costs of living, new food cultures and uncertain geo-politics. These are examples of the many challenges that threaten our current food realities and are relevant to food marketing scholars. Our food futures require new approaches from individuals, communities, organisations and our own academic community to better understand how we could improve current food landscapes. As Woodhill et al (2022:1099) argue "The future wellbeing of billions of [..] people is interconnected with transforming food systems for equity, nutrition, environmental sustainability and sustainability" We see the purpose of this group and this first Academy of Marketing workshop as engaging with these transformational questions and increase marketing visibility in key debates.

We hope that through our sessions and the work we begin in this workshop we can establish the Food Marketing SIG as the disciplinary home for all food marketing scholars in the UK and internationally. To act as a forum where the future of food marketing scholarship can be developed. We wish to work collaboratively through the year sharing research success, impact case studies and developing the point of view of the SIG, based on our membership, on the key debates in food marketing at present. We see this workshop as the very beginning of a process which will allow us to develop further collaborations on issues such as: cost of living and food insecurity; food waste and sustainable food systems; food and family; rural food systems and others that emerge from the expertise of our membership.

123 - W

Festive Atmospheres: Exploring the Temporality of Place Atmospheres in Urban Leisure Spaces

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Summary Statement

This paper explores consumer experiences of place atmosphere in the festive urban setting of the Manchester Christmas Markets. In this work, we build on earlier theorisations of atmosphere as singular to extend more current thinking on so called 'micro' atmospheres by examining a range of sensory cues considering the way consumers use these to move in and out of 'pockets' of atmosphere and the impact of this on social inclusion in urban public leisure spaces.

Workshop: Revolutionary Placemaking, Moving Beyond Traditional Frontiers

Competitive Short Paper

This paper explores consumer experiences of place atmosphere in the festive urban setting of the Manchester Christmas Markets. Fuelled by the growth of festive leisure events such as Christmas markets, light shows, grottos etc. there has been a growing interest by stakeholders including retailers, place leaders and event organisers in delivering the ultimate Christmas experience to consumers (Broeckerhoff & Galalae, 2022), one that delivers that elusive festive 'atmosphere'.

In thinking about atmosphere, one might imagine the glow of festive lights on a tree illuminating the dark winter nights, the heady scent of spiced apple and cinnamon candles, the sound of carols from a brass band, warm bodies of friend and family gathered together. These are perhaps some examples of what might be encompassed in a 'festive' atmosphere. Indeed, one could argue we use our senses more at this time of year than any other to interpret the felt environment. Literature in this area readily acknowledges that atmosphere is difficult to capture, hard to pin down as an ever-shifting affective quantity (Steadman et al, 2021). Earlier work examines atmosphere as a singular concept, failing to consider the nuances of so called 'micro' atmospheres where 'atmosphere of place is made up of simultaneous interacting, overlapping and sometimes contradictory 'pockets of atmosphere' (May & Lewis 2021: 86; Preece et al, 2022: 361) which arise from a mixture of present embodied interactions with space and objects combined with memories of that place' (May and Lewis, 2021: 86). More recent work considers how we move in and out of atmospheres taking a more temporal perspective (Preece et al, 2022; Hill et al 2021; Steadman at al, 2021).

In this work, we build on current theorisations to extend thinking on these 'micro' atmospheres by examining a range of sensory cues with the context of the Manchester Christmas Markets. We consider the nature of these 'affective fields' that produce 'temporary configurations of energy and feeling' Conradson and Latham (2007: 238) showing how consumers navigate through micro pockets of atmosphere defined by various sensory cues, some designed and some organic, where their affective responses ebb and flow between sensory order and sensory alterity (Edensor, 2014).

We report on the experiences of 34 participants who took part in in-depth interviews and focus groups between 2019-2022 coupled with ethnographic insights from observational fieldnotes (from 20 separate site visits), sensory materials (video recordings, photos, sound recordings) and archival materials during the same period. Preliminary findings confirm the findings of previous work which suggests that people move in and out of atmospheres (Preece et al. 2022; Steadman et al, 2021) but further, reflect how the senses play a pivotal role in allowing these temporal shifts to occur. Ultimately, we hope to extend theorisation of atmospheres to explore their temporal and shifting nature within these urban leisure spaces and the impact of this on consumers sense of social inclusion (Sibley, 2002).

124 – O

The Digital Revolution in Marketing – How Mindset, rather than Skillset, may be Pertinent for the Modern Marketer

Dr Tim Crowley

Munster Technological University (MTU), Ireland

127 – O

Cross-Gender Brand-Extensions in a Gender-Sensitive Society

Saleh Alrasheed[1], Kamran Siddiqui[1], Mohammad Al-Shaikh[1], Shabir Ahmad[2]

[1]Imam Abdulrahman Bin Faisal University, Saudi Arabia. [2]Alyamama University, Saudi Arabia

Summary Statement

The purpose of this research is to examine the cross-gender brand extension in Saudi Arabia. A survey was conducted to solicit responses from respondents aged 18 to 35 belonging to upper middle class (N=412). Results reflect cross gender brand extensions have less favorable reviews by respondents. Although Saudi Arabia is changing but changing the gendered brand, gender roles, gender identities and especially cross-gender brand extensions still need a long way to go.

Competitive Short Paper

Cross Gender Brand Extensions in Gender Sensitive Society

Gendered brands are the ones that have been designed to be used exclusively by one gender. Many brands in the marketplace possess strong gender identity (For example Marlboro for masculine images and Channel for feminine images). Gendered brands used to target one only gender (For example Gillette for men only and Rexona for women). These brands in the marketplace possess gender identities which means that they can be stereotyped as either masculine or feminine. The advantage of gendered brands is that they leverage on their masculine or feminine associations to attract the male or female consumers respectively. Consumers feel that their identities are strengthened by using brand which depicts specific identity of consumer. The advantages of a clear gender positioning suggests that brands strong brand gender identity will encourage brand love (Azar et al., 2016). Furthermore, masculine brands are preferred by masculine men, while feminine brands are preferred by the most feminine women (Alreck et al., 1982).

Masculine and feminine brands have been using brand extension strategies to introduce new products under the same brand name. Cross gendered brand extensions are when masculine brands extend their products/services to feminine category or vice versa. By crossing over from one gender to another, marketers today are not looking to do a complete role reversal rather they're attempting to extend brands to a large untapped market — the other half of the species - without destroying the core proposition. Fair and Lovely, the fairness cream for women, is produced by Unilever since 1970s, its cross-gender brand extension was launched in 2004 in the form of Fair & Lovely Max Fairness Cream for men which is a successful product. In contrast Jockey the men undergarment specialist launched women undergarments that is still struggling in the marketplace.

Saudi Arabia is known as one of the most gender-segregated society in the world, and it has gender-specific roles, characteristics, and behaviors that are undesirable for the other gender. It makes a good case to study cross gender brand extensions in this gender-segregated and gender sensitive society.

The purpose of this research is to examine the cross-gender brand extension in Saudi Arabia. The questionnaire was developed with the help of earlier studies identifying gendered brands and validated by a jury of experts and focus groups. The gender preferences for ten product categories (including automobiles, baby care products, cigarettes, cosmetics for women, fashion, food & beverages, motorcycles, personal care for men, personal care for women, sporting goods) were examined for cross-gender brand extension. A survey was conducted to solicit responses from respondents aged 18 to 35 belonging to upper middle class (N=412). Results reflect cross gender brand extensions have less favorable reviews by respondents. Although Saudi Arabia is changing but changing the gendered brand, gender roles, gender identities and especially cross-gender brand extensions still need a long way to go.

128 – O

The Impact of Voice Assistants on Consumer Intention to Use Self-Driving Cars

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Summary Statement

This study examines the influence of voice assistants' attributes on consumer intention to use self-driving cars and WOM intentions. Results indicate that a positive attitude toward voice assistant attributes positively impacts the intention to use self-driving cars. The study suggests that integrating voice assistants in self-driving cars can increase consumer adoption.

Competitive Short Paper

In recent years, there has been a significant increase in technological advancements across all industries. Particularly in the field of Marketing, researchers strive to understand consumer behaviour better in this new technologically enhanced world. One such development is the emergence of voice assistants, designed to improve people's quality of life by performing tasks on command (Moriuchi, 2019). Similarly, the advent of self-driving cars has the potential to revolutionize transportation, offering greater efficiency in smart cities and reducing stress and costs for businesses (Bezai et al., 2021).

The use of voice assistants, such as Amazon's Alexa and Google Assistant, has grown rapidly in the past few years, and it is expected to continue to grow in the future. As a result, understanding the factors that influence consumer adoption and usage of voice assistants has become an important area of research in marketing. Previous research has highlighted the importance of ease of use, perceived benefits, trust, and personalized experience, in influencing consumer adoption and usage of the technology (Hasan et al., 2021). Furthermore, the integration of voice assistants with other devices has been found to be a crucial factor that could enhance the overall user experience and increase adoption rates among consumers (Loureiro et al., 2021). The adoption of self-driving cars by consumers remains a complex issue, as it is influenced by various factors such as technological readiness, legal and regulatory frameworks, and consumer attitudes and perceptions (Eggers & Eggers, 2022). In this paper, we discuss the role of voice assistants' integration in self-driving cars on consumers' intention to use them.

This paper presents an empirical research study using the Technology Acceptance Model (TAM) to examine the relationship between voice assistant attributes, perceived ease of use and perceived usefulness, and consumer intention to use self-driving cars and word-of-mount intentions. This research employs a quantitative methodology and gathers data by conducting an online survey with a sample of 302 participants.

The results of the study indicate that voice assistants' attributes impact the intention to use self-driving cars. Respondents who reported having positive attitudes toward voice assistants' attributes such as relation cohesion or brand trust were more likely to express a strong intention to use self-driving cars in the future. Furthermore, respondents who reported perceiving usefulness and ease of use were also more likely to express a strong intention to use self-driving cars. On the contrary, respondents reported not perceiving ease of use influencing word-of-mouth intentions.

Overall, this study provides valuable insights into the relevance of voice assistant attributes on the intention to use self-driving cars and word-of-mouth intentions. The findings indicate that voice assistants can play a relevant role in increasing the adoption of self-driving cars. The research contributes to the existing literature on the influence of technology on consumer behaviour in the context of emerging technologies, specifically self-driving cars. The results of this study can inform the strategy of self-driving car manufacturers, policymakers and regulators, and researchers in the field of human-computer interaction.

129 – O

The Reactions of Online Service Recovery Bystanders to Different Forms of Webcare Framing: The Role of Consumer Empathy

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Summary Statement

This research investigates the effects of different framing forms including classic (positive vs. negative attribute and goal framing) as well as non-classic webcare (individual vs. group recoveries framing) on online recovery observers. Findings suggest that bystanders appear to be particularly receptive to goal framing and non-classic recover framing when they are highly empathetic towards fellow shoppers of whom they witness complaints online. However, such framing effects are conditional on their perceived failure size.

Competitive Short Paper

Nowadays, customers regularly turn to social media to voice public complaints after service failures, which can negatively affect the company's well-being (Khamitov et al., 2020; Obeidat et al., 2017). As response, companies engage in webcare (i.e., online service recovery), to reduce customer dissatisfaction and restore their image (van Noort & Willemsen, 2012). Research shows that the classic response styles (accommodative vs. defensive) lead to different reactions among complainants and those who witness the interaction online (e.g., Weitzl & Hutzinger, 2017). Still, research is lacking on the effects of webcare framing types on bystanders and the role of their empathy. Thus, this research investigates such effects by conducting three studies:

Study 1 includes two online experiments to test the effects of goal and attribute framing on customer webcare and brand perceptions. Respondents were drawn from a convenience sample (n=205) via social media. In respect to goal framing, respondents' post-webcare brand attitude and perceived webcare fairness both increased after positive framing as compared to negative framing. For attribute framing, results were more ambiguous as webcare fairness was rated significantly higher in the condition for positive attribute framing, while for brand attitude no significant difference was identified. These results suggest a robust goal-framing effect, while questioning the impact of attribute framing. Bystanders' empathy and failure size were hence considered as possible boundary conditions.

Study 2 was conducted as an online experiment (n=252). It had a 2 (compensation: %-off vs. EUR-off) x 2 (failure size: small vs. large) between subjects design with a median split on consumer empathy. While the first analyses revealed no attribute framing effect, after considering empathy, findings suggested that high-empathy bystanders confronted with a small service failure preferred the %-off over the EUR-off condition – leading to a higher perceived fairness and more favorable brand attitude. In the large failure condition, no such effect was observed, and low-empathy bystanders did not show any significant preferences to webcare responses. This suggests that bystander empathy is an important moderator determining attribute framing effects among customers observing a service recovery episode online.

Study 3 (n=1215) was a 2 (classic attribute framing: %-off vs. EUR-off) × 2 (failure size: small vs. medium) × 2 (non-classic framing: individual service recovery vs. group service recovery) scenario-based online experiment in the airline context. For low-empathy bystanders facing a small problem, none of the framing types had an influence. In contrast, when they were exposed to a medium problem, non-classic framing had an impact on fairness perceptions. High-empathy bystanders' reactions were affected by both classic and non-classic framing in the small problem condition and by classic attribute framing in the medium problem condition. This cross-validates the insight that bystanders' empathetic disposition strongly shapes their inclination to framing effects.

In summary, findings suggest that online bystanders appear to be particularly open to different forms of framing when they feel high levels of empathy towards fellow shoppers of whom they observe complaints online. Nevertheless, framing effects are conditional on the observed failure size.

130 – O

Mission Statements: Optimal number of components

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Summary Statement

The purpose of the study is to generalize the optimal number of components used in mission statements. Using a meta-analysis of 7 earlier studies on the subject matter it was concluded that optimal number of components for mission statements ranges from 4 to 6.

Competitive Short Paper

The purpose of the study is to generalize the optimal number of components used in mission statements. Literature suggest that mission statements must have nine components. There is enormous literature arguing the importance and application of nine components of mission statements (David, & David, 2003; David, David, & David, 2014; David, David, & David, 2016), and these nine components are as summarized as (1) Customers; (2) Products or services; (3) Markets; (4) Technology; (5) Concern for survival, growth, and profitability; (6) Philosophy; (7) Self-concept; (8) Concern for public image; (9) Concern for employees (David, David, & David, 2014; Duygulu, Ozeren, Işıldar, & Appolloni, 2016). It is also assumed that these nine components explain the all-important characteristic of organizations. These nine components were developed for the corporate sector and assumed to be applied to all industries and sectors. There is no academic research that can explain the replication of these nine components into various industries. Earlier research has also taken these nine components as all-important characteristics of organizations (Davies, & Glaister, 1997; Smith, Rubenson, & Bebee, 2002; Settoon, & Wyld, 2004; Pineno, 2007; Cornuel, 2007; Fleck, 2008; Palmer, & Short, 2008; Rubin, & Martell, 2009; Benson, & Kolsaker, 2015; Popescu, & Warmenhoven, 2018; Mazurek, Korzynski, Gorska, & Palyga, 2020). Using a meta-analysis of 7 earlier studies on the subject matter (Al-Falah, & Siddiqui, 2021; Ahmad, 2021; Siddiqui, 2021a; Siddiqui, 2021b; Ahmad, & Siddiqui, 2021; Siddiqui, 2022a; Siddiqui, 2022b; Ahmad, & Al-Shaikh, 2021) it was concluded that optimal number of components for mission statements ranges from 4 to 6.

132 – O

Giving to us: the interweaving threads of self-gifting, gift-giving, and sharing

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Summary Statement

This manuscript investigates the boundaries between, and the interweaving dimensions of, self-gifts, dyadic gifts and sharing. It builds on on Graeber's (2011) moral logics and Belk's (2010; 2016) sharing, using in-depth interviews about gifts that are simultaneously for oneself and others, to advance theoretical debates. To further clarify the hybrid nature of self-and-others gifts, we apply Held's (2006) and Dennett's (1986) view of the self as fundamentally relational and interdependent.

Competitive Short Paper

This manuscript investigates the boundaries between, and interweaving dimensions of, self-gift giving, dyadic giving and sharing. We will draw on 24 in-depth interviews about gifts that are simultaneously for others and for oneself, to advance theoretical debates.

Self-gifts are typically studied separately from interpersonal gifts. The differences are sometimes moralised: a gift to oneself can be seen as the 'epitome of self-interest' (Belk, 2010: 716), expressing 'the narcissism and pride that go with achievements' (Sherry et al., 1995: 403), while interpersonal gifts are ideally selfless manifestations of sentiments (Branco-Illodo and Heath, 2020), which help to integrate a society (Sherry, 1983). However, a self-gift need not be onlya self-gift; Heath et al. (2015) found that, when asked about self-gifts, some participants offered examples of celebratory meals with friends, or even of items that they had bought as a gift to their children. Such shared gifts complicate the dichotomy between self- and dyadic gifts, suggesting that people's understanding of self-gifts may include 'sharing' experiences or 'communal act[s] that link[s] us to other people' (Belk, 2010, 717). This hybridisation of gifts, self-gifts and sharing is notable given Belk's (2010; 2016) stressing the importance of differentiating between sharing and either gift-giving, or commodity exchange. Arnould and Rose (2016) challenged Belk's conception of sharing, suggesting as an alternative 'mutuality', which, based on references used to support it, appears to be the same concept that Graeber (2011) referred to by the more contentious name of 'communism' (albeit in a non-Marxist sense). Graeber presents communism as one of three broad 'moral logic[s]' (p. 142) that each govern different economic acts within any society, along with exchangeand hierarchy. In this study, we will show how self- and interpersonal gifts can be illuminated by considering Graeber's (2011) moral logics and Belk's (2010; 2016) sharing. Take, for example, a round of drinks in a pub. This unmistakeably takes the formof sharing. However, any understanding of the interaction must consider the logicunderpinning it, which may be: exchange, with a clear understanding that everyone takes their turn; hierarchy, either in the form of a high-status member of the group distributing largesse or a low-status member showing fealty; or finally communism, with members of the group who are out of work quietly excused from getting their rounds in. Additionally, it could be viewedby the buyer as a self-gift (as in Heath et al., 2015) or by some or all of the group as a gift (as in Mauss's 1954 classical example of potlatch).

Moreover, we theorize that the apparent contradiction of an activity being simultaneously gift, self-gift (and sharing), dissolves further if we take a sufficient broad and social view of the self. Belk's (1988) extended self is a helpful starting point. However, to conceptualise a self that is fully entwined with others and the outer world (Belk, 2016), we turn to Held's (2006) and Dennett's (1986) view of the self as fundamentally relational and interdependent.

133 – O

Location, location, location: its effect on business authenticity.

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134 – O

The causal influence of visual brand cues on Gen Z impulse food buying

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Summary Statement

This study contributes to existing knowledge by outlining the factors that contribute to enhancing Generation Z's impulse food buying, consequently contributing to previous studies investigating impulse buying. Furthermore, it explores impulse food buying within a specific group of consumers which requires further investigation, Generation Z. The insights gained from this study may be of value to brand managers wanting to target Generation Z.

Competitive Short Paper

The causal influence of visual brand cues on Gen Z impulse food buying

Impulse buying is a major area of interest within the Marketing field (Iyer, Blut, Xiao, & Grewal, 2019; Santini, Ladeira, Vieira, Araujo, & Sampaio, 2019; Zheng, Men, Yang, & Gong, 2019). "Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict" (Rook 1987, p. 191). Previous research has established the significance of visual cues within consumers' responses (Khachatryan et al., 2018; Knoeferle et al., 2017; Kpossa & Lick, 2020; Zheng et al., 2019). Nevertheless, the mechanisms that underpin the relation between visual brand cues exposure and impulsive buying are not fully understood (Khachatryan et al., 2018; Knoeferle et al., 2017). As a result, this study explores the causal influence of visual brand cues on Gen Z's impulse food buying. Generation Z, also known as iGeneration, Gen Z, Gen Wii and Zers, are described as being digital natives, open-minded, pragmatic, individualistic and socially responsible (Euromonitor International, 2020). Consumers categorised as Generation Z are educated, technologically savvy, less brand loyal, more impulsive and conscious about the importance of the shopping experience (Van den Bergh & Behrer, 2016; Schlossberg, 2017). According to Priporas, Stylos and Kamenidou (2019) the role of this consumer segment in terms of consumer expenditure should not be underestimated as they will represent the largest consumer group by 2030 (Euromonitor International, 2020).

Primary data were collected by combining multiple sources of qualitative evidence, adopting a triangulated multi-method case study design (Yin, 2014). The sources of evidence chosen in this investigation have been selected as a function of their potential to address the research questions. Specifically, observation of participants' shopping behaviour; semi-structured interview aided by photo elicitation and projective techniques; and online conversation via social media (WhatsApp and Facebook Messenger) have been adopted. Consistent with the case study design, purposive sampling was selected as a sampling strategy (Danermark et al., 2002; Yin, 2014). Data have been analysed adopting NVivo software which allowed a systematic management of multiple data formats, a rigorous organisation of the coding and analysis process, and helpful visualisations of the emerging themes. The findings of this study have shown that several visual brand cues found in the shopping environment can enhance Generation Z's impulse food buying. Specifically, eight causal factors have been found capable of facilitating Generation Z's impulse food buying. This study contributes to existing knowledge by delineating the factors that contribute to enhancing Generation Z's impulse food buying, consequently contributing to previous studies investigating impulse buying. Furthermore, we provide an incremental contribution by exploring impulse food buying within a specific group of consumers which requires further investigation, Generation Z. The insights gained from this study may be of assistance to brand managers wanting to target Generation Z. The findings of this investigation suggest several courses of action for practitioners by guiding them on how to maximise the effectiveness of brand strategies targeting Generation Z.

135 – O

Assessing the relationship between service trade-offs and service dimensions and the mediating effect of service priorities and shared services.

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Summary Statement

The purpose of this study is to investigate the service dimensions which influence service trade-offs amongst academics by examining the effects of mediators, service priorities, and shared services on service trade-offs.

Competitive Short Paper

The purpose of this study is to investigate the service dimensions which influence service trade-offs amongst academics by examining the effects of mediators, service priorities, and shared services on service trade-offs. A self-administered questionnaire was distributed to 400 full-time academics from various higher learning institutions located in the Northern Region of Malaysia after judgmental sampling techniques were used to select the sample population. A total of 354 valid responses were received of which 46 were discarded due to missing values thus yielding a response rate of 88.5%. The data was then analysed using PLS-SEM method. The findings reveal that, service demand, capacity, and serviceability were the best predictors of academic service priorities. Next, the Harman's Single-Factor Test and Correlation Matrix Procedure was used to estimate the impact of Common Method Variance (CMV) on the findings. The generated PCA output indicated that 12 factors accounted for 74.05% of the total variance with the first unrotated factor constituting 38.74% of the overall total. This implied that no single factor was prominent and that the first factor did not capture most of the variance. Subsequently, we employed Preacher and Hayes's (2008) method of bootstrapping the indirect effect to assess the mediating effect. Preacher and Hayes stated that to establish a mediating effect, the indirect effect must be significant, and the 95% Boot Confidence Interval (CI) should not straddle a 0 in between to indicate there is mediation. The bootstrapping analysis revealed that only four indirect effects, Service Capacity and Demand:β = 0.083, Serviceability: β = 0.288, Service Processes: β = 0.070, and Service Flexibility: β = 0.213, were significant with t-values of 3.713, 6.579, 2.765, and 6.960 respectively. In contrast, the indirect effects 95% Boot CI Bias Corrected, namely, Service Capacity and Demand à Service Priorities à Service Trade-Offs [LL = 0.043, UL = 0.133], Serviceability à Service Priorities à Service Trade-Offs [LL = 0.208, UL = 0.380], Service Processes à Shared Services à Service Trade-Offs [LL = 0.026, UL = 0.123], and Service Flexibility à Shared Services à Service Trade-Offs [LL = 0.158, UL = 0.278], do not straddle the '0' in between thus indicating the presence of mediation. Therefore, H1, H2, H5, and H6 were supported while H3 and H4 were not supported due to the 95% Boot CI Bias Corrected straddle a 0. 1) In conclusion, the findings indicate that service dimensions had a positive and significant influence on the four hypothesised relationships with service priorities and shared services being the key factors influencing service trade-offs amongst academics in Malaysia's higher education sector. On the other hand, the PLS-SEM approach confirmed the absence of the remaining hypothesised relationships. 2) The findings also indicate that the service trade-offs initiated by academics are strongly influenced by the service process and service flexibility dimensions. Identifying the causative factors behind such trade-offs should assist administrators of higher education instutions to effectively address the underlying cause of service disruptions, to formulate early detection measures, and to mitigate negative externalities arising from trade-offs.

136 – O

Depth of open innovation and Product performance: A comparative study of UK and Nigeria SME Manufacturing Sector

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Summary Statement

This study examines the impact of depth of open innovation on product performance in United Kingdom and Nigeria SME manufacturing sector. We found that depth of open innovation has a curvilinear relationship with radical and incremental Product performance both in UK and Nigeria, also there is a positive moderating effect of radical innovation on the influence of depth of open innovation on UK SMEs product performance.

Competitive Short Paper

This study examines the impact of depth of open innovation on product performance in United Kingdom and Nigeria SME manufacturing sector. The underpinning theories are the user innovation theory Von Hipple (1986),dynamic capability concept Teece, Pisano &Shuen (1997) and transformative capacity concept Garud and Nayyar (1994). The objectives are to examine: (a) If the Adoption of Depth dimension of open innovation will have a Curvilinear relationship with the incremental Product performance of SMEs. (b) If more radical innovation, will have more significant influence of depth of external collaboration on the product performance of SMEs in both countries. We adopted the survey approach and we sampled from 31 senior staff respectively from the UK and

Nigeria SME sector making it 72 using survey questionnaire. Thereafter the collected primary data were analysed using SPSS version 22. Findings show that: (a) depth of open innovation has a curvilinear relationship with radical and incremental Product performance both in UK and Nigeria (b) there is a positive moderating effect of radical innovation on the influence of depth of open innovation on UK SMEs product performance, whereas in Nigeria SME sector we found a weak moderating effect of radical innovation on the influence of depth of open innovation. This comparative study is limited in that it was restricted to only 72 senior managers in the UK and Nigeria SME manufacturing sector, that is we drew 31 samples from the respective countries. Perhaps findings from this study would have presented wider perspective if the study had more than 100 samples. First this study demonstrates that identifying and adopting the right dimension of open innovation and specifically the type of innovation that is suitable by SMEs in both climes would bring about more successful product innovations adoption thereby contributing to UK and Nigeria economic good on one hand and providing citizens with competitive product offerings. Also, it has empirically established the evidence of the existence of a curvilinear relationship between the depth open innovation and product performance in both countries and supports existing findings. Again, it exposes SME policy makers in both countries on the need to identify, adopt and pursue a deeper relationship with relevant innovation partners in the product development process for the purpose of mutuality and progressive innovations, more importantly in radically product transformation process. This study is adjudged to be the first to establish comparative evidence that there is an existence of a curvilinear relationship between the depth of open innovation and product performance in the UK and Nigeria SME manufacturing sector.

138 – O

Brands as crypto storytellers: Exploring storytelling effect of Non-Fungible Tokens (NFTs) of luxury brands in metaverse commerce

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Summary Statement

The rise of blockchain and metaverse has enabled digital engagement and collaboration between brands and consumers. Luxury brands have begun to grasp the enormous potential of non-fungible tokens (NFTs) for participation in metaverse commerce. Drawing upon the transportation-imagery model, we examined how NFT storytelling characteristics affect narrative transportation and positive brand outcomes. Our findings indicate that luxury brands can engage the rapidly expanding metaverse economy and use NFTs to foster consumer-brand relationships.

Competitive Short Paper

Social media, particularly platforms for sharing photos and videos like Instagram, are gaining importance as successful arenas for the advertising of brands and discussion about those brands (Casaló, Flavián, & Ibáñez-Sánchez, 2020). Such visual and image-centric social networks are gaining popularity as advertising platforms for luxury brands, since they are seen as the appropriate delivery platform for promoting the luxury experience that buyers desire (Belanche, Casaló, Flavián, & Ibáñez-Sánchez, 2021). In reality, the different applications of image-centric social media have been beneficial in promoting customer traffic and engagement (Zhao, Zhang, Ming, Niu, & Wang, 2023). In recent years, the rise of blockchain and metaverse has enabled digital engagement and collaboration between marketers and customers. Statista predicts that the global Metaverse market would reach 678.8 billion USD by 2030 (Statista, 2022). Luxury brands such as Louis Vuitton, Burberry, Dolce & Gabbana, and Givenchy have begun to grasp the enormous potential of non-fungible tokens (NFTs) for participation in metaverse (McDowell, 2022). For example, the luxury brand Balenciaga launched a virtual fashion collection for the game Fortnite. Players can demonstrate their allegiance to the Balenciaga brand community by purchasing branded "skins" or virtual garments for their avatars that display the Balenciaga name. Burberry has experimented with using in-game NFTs to provide skins for virtual avatars. Efforts have been made by luxury firms to utilize this expanding digital presence for broader marketing campaigns (McDowell, 2022).

NFTs are blockchain-based digital assets that use a digital ledger or blockchain for authentication and are stored in a digital wallet (McDowell, 2022). Applications of NFTs include visual art (e.g., images, animations, photographs), profile picture projects, music and games (Buchholz, 2022). As a digital artistic medium, branded NFTs are growing in popularity as a form of advertising for brands since they are regarded as an effective medium to convey aspirational luxury experiences that customers seek (eMarketer, 2022). It is thought that NFTs will become an innovative method for marketers to produce stronger brand sentiment and brand storytelling (McKinsey & Co, 2021). We believe that luxury brands may utilize NFT as a tool to deliver their brand stories because social media platforms allow brands to use posts and photographs to communicate the image and spirit of their brands. One interpretation of NFT is that it is a story told by the luxury brand (the story giver) to the consumer (story receiver).

Drawing upon the transportation-imagery model (Van Laer, De Ruyter, Visconti, & Wetzels, 2014), we examined the NFT as luxury brands' visual communication in the metaverse. This study proposed that NFT storytelling characteristics of NFTs (narrative empathy, narrative understanding, and narrative imagery fluency) facilitate narrative transportation and immersion, which in turn fosters willing to buy NFTs, brand vividness and brand love. Our findings indicate that by understanding the NFT market, luxury brands can engage the rapidly expanding metaverse economy and use NFTs to foster consumer-brand relationships.

140 – O

Investigating the adoption intention of mobile health applications in Hong Kong Ageing Population: The moderating role of Technology Anxiety

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Summary Statement

As population age, many governments devote significant resources to improving the well-being of older adults, particularly promoting the usage of healthcare technology. However, its adoption rate

among elderly users is relatively low. Drawing on diffusion of innovation theory, this study examined the role of technological factors in influencing elderly users' intention to adopt mobile health applications. The moderating effects of technological anxiety on the relationship between technological factors and adoption intention were also explored.

Competitive Short Paper

Introduction

Ageing population is acknowledged as a predominant problem in Asian societies (Dhakal et al., 2022). Reportedly, population ageing will accelerate significantly in the next twenty years, with more than one third of the population in Asia is expected to be 60 years or older by 2050 (ESCAP, 2017). This structural change in Asian societies deteriorates the conflict between the demand of elderly-related medical care services and the limited medical care resources.

A combination of elderly services and innovative technology serves as a promising solution to improve well-being of elderly adults and reduce the cost of elderly care simultaneously (Hoque & Sorwar, 2017), justifying for marketers to promote mobile healthcare applications (mHealth apps) usage by the elderly. Utilizing mHealth apps, elderly adults are empowered to access healthcare and clinical services according to their personal needs, and thereby reducing the cost of elderly-related medical services significantly (Wang et al., 2018). Notwithstanding, elderly adults' adoption rate of mHealth apps is low, and nearly 25% of mHealth apps are removed after first-time usage (Perez, 2016; Sun et al., 2022). This justifies empirical research in relation to antecedents of mHealth apps adoption of elderly adults (Meng et al., 2019). Seeking to address the knowledge deficiencies, this study proposes and validates a research model drawn from diffusion of innovation theory (Rogers, 1995), to examine motivators and resistance of mHealth apps adoption from the perspective of elderly adults.

Methodology and Results

A survey company was employed to collect 200 elderly adults between the ages of 50 and 79 years who have no experience in using mHealth apps in Hong Kong. Partial least squares – structural equation modelling (PLS-SEM) was used to analyse the collected data (n = 200). The results suggested that relative advantage and perceived security exerted significant positive effects on adoption intention, while the impact of complexity on adoption intention was insignificant. Technology anxiety positively moderated the impact of complexity and negatively moderated the impact of relative advantage on adoption intention.

Contributions

First, this study responds for the call for further research in relation to adoption of mHealth apps (Biduski et al., 2020; Li et al., 2022; Wang et al., 2018), by extending the theory of innovation diffusion (Rogers, 1995) in exploring motivators and resistances of mHealth adoption intention of elderly adults. Based on our findings, elderly adults are motivated to adopt mHealth apps when mHealth apps are perceived as secure in transmitting their health-related information and useful in managing their health. Importantly, technology anxiety is found as significant resistance to mHealth apps adoption. Specifically, technology anxiety exerted a negative moderating effect on the relationship between relative advantage and adoption intention. Technology anxiety also exerted a positive moderating effect on the relationship between relative advantage and adoption intention. This suggests marketers to undertake effective measures to reduce technology anxiety of elderly adults, such as demonstration of its ease-of-use, training in helping elderly adults to utilize its advantages and marketing communication messages that highlight its security in storing and transmitting users' health-related information.

Acknowledgement: "The work described in this study was fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project No. "UGC/FDS24/B08/21")".

141 – O

The Impact of Snapchat Influencers on Women's Fast fashion Tabzir

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Summary Statement

This study explores the role of Snapchat influencers in impacting Saudi women's fashion consumption. The Saudi context is interesting because Saudi Arabia is the birthplace of Islam beside being guided by Islamic principles. To explain, fast fashion consumption is associated with consuming affordable and cheerful clothes at a fast rate, which, in this context, raises a remarkable discussion based on Tabzir.

Competitive Short Paper

Purpose:

This study explores the role of Snapchat influencers in impacting Saudi women's fashion consumption. The Saudi context is interesting because Saudi Arabia is the birthplace of Islam beside being guided by Islamic principles. To explain, fast fashion consumption is associated with consuming affordable and cheerful clothes at a fast rate, which, in this context, raises a remarkable discussion based on Tabzir. Tabzir refers to using economic resources unwisely (Alamad, 2017), which could be assumed, when fast fashion is consumed. Tabzir is considered unaccepted religiously. Could therefore following influencers on Snapchat lead to Tabzir?

Methodology:

This research is based on a qualitative approach, due to a lack of data in relation to how Snapchat influencers in Saudi Arabia may lead women's Tabzir on fashion. This research used a mono method in the form of a semi-structured interviews, because it provides new insights as participants were asked follow-up questions.Given (2005; p.811) defines Semi-structured interview as "a qualitative data collection strategy in which the researcher asks informants a series of predetermined but open-ended questions."

A purposive sampling technique was used and 24 Gen Y participants who met the selection criteria, were interviewed. Further, this research used thematic analysis as it deals with a large dataset which then will be categorized into themes and pattern to achieve the objectives of this research. Data saturation was met whereby no more themes can be generated.

Findings:

The initial finding of this study show that Snapchat influencers lead women to overconsume fashion, by outlining new trends, which can be considered Tabzir since this use of financial resources is involved. However, participants give the used clothes to charity, and they believe that offsets the negativity of Tabzir.

Contribution:

A key contribution of this research is that women outweigh their spending on fast fashion by donating it to charity, as such they have a coping mechanism.

Limitations:

There are two limitations in this study which provide the potential for future research direction. One of the limitations is that this study focuses primarily on Saudi Arabian women. As a result, future studies should concentrate on men in Saudi Arabia since it is the birthplace of Islam, and other Muslim nations' men and women. The second limitation relates to a single cohort; while this study focused on Gen Y, future studies should concentrate on Gen Z, which is growing in Saudi Arabia.

142 – W

Marketing's Marxisms

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Summary Statement

This paper systematically reviews how Marxism has been interpreted throughout the history of Marketing Scholarship.

Workshop: Using Historical Archives in Marketing Research and Teaching

Competitive Short Paper

This paper systematically reviews how Marxism has been interpreted throughout the history of Marketing Scholarship. For our methodological purposes, this began in 1925, with the foundation of The Journal of Retailing. Entering 'Marx*' into 40 of the 41 Marketing Journals on the 2019 CABS Journal Guide generated an initial return of 1,115 articles. We first eliminated 393 of these because they referred to a different Marx, because they were book reviews, or because they were otherwise irrelevant to our search purposes. Of the remaining 722, we next eliminated 574 articles because they engaged only superficially with Marx(ism). This left us with an archive of 147 'detailed' engagements with Marx(ism) throughout the history of marketing scholarship to review, categorise and historicise. So although the Journal of Retailing, for example, is almost a century old, it has published only a single piece on Marx in its entire history (see Van Osselaer et al., 2020) and it is quite a read.

Our analysis begins within a relatively unknown piece in the Journal of Marketing by John M. Cassels (1936). Here, academic marketing's first engagement with Marx treats his work as little more than an exotic moment in the history of economic thought. A year later, again in the Journal of Marketing, James Drury (1937), emphasised the theoretical, practical and above all political gulfs that exist between Marxism and Cooperativism. It was not until the 1960s that we begin to see detailed engagements with Marx(ism)'s ideas, however. Our systematic review recognised four forms of such detailed engagements:

1. Paradoxical Marxism, where marketing scholars recognise the seeming contradiction that exists between Marxist principles and Marketing phenomena

2. Critical Marxism, where marketing scholars treat Marxism as a critical resource from the perspective of which marketing phenomena become undermined

3. Literary Marxism, where marketing scholars treat Marxism as a hermeneutic resource from the perspective of which marketing phenomena can be read

4. Epistemological Marxism, where marketing scholars treat Marxism as a philosophical resource from the perspective of which marketing phenomena can be known

Our paper historicises these forms of engagement, and produces a decade by decade summary of their relative prominence. We will explain, defend and draw contemporary consequences from these findings.

143 – O

Corporate Brand Strategy Does Not Necessarily Influence A Buyer's Choice of Brand

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Summary Statement

Markets are highly competitive; in established markets where there are no new users or uses for the product, then market growth can only come at the expense of their rivals. Corporate brands normally provide a Dual Branding strategy, it combines both big (high share) brands alongside corporate brands, this should give a brand a more power to change buyers' behavior; unfortunately the research evidence says that a corporate brand does not affect a buyers' behavior.

Competitive Short Paper

1. Introduction

Most FMCG markets are highly competitive and firms spend substantial sums investing in brand performance particularly market share. In established markets where there are no new users or uses for the product brand growth can only come at the expense of rivals and so managers begin to focus on brand loyalty which nevertheless remains largely polygamous. A second route to growth is therefore to develop a brand portfolio but managers must then decide on the most effective brand architecture to adopt that communicates the relationships between brands in the total market offer. The relative prominence given to the corporate brand in the packaging and communication is thought to influence consumer brand choice. Current study is focused on analysis of a corporate brands level to see whether their image affects consumer's brand choice when the corporate name merges with product brands.

2. Current FMCG market

A. Three things we know about market maturity:

No more new users.

B. Mature markets are stationary (Graham, Scriven & Bennett,2009)

C. Most FMCG brands are STUCK !

* Where does growth come from?

* Shareholders demand more value.

3. Corporate brands

Corporate brand portfolios often combine both big (high share) brands alongside corporate brands, for example head & shoulders is a well-known brand; however, P&G is a well-known corporate brand. Would this change a consumer's brand choice behaviour?

4. Methods & Data Analysis

Double Jeopardy (DJ) – The Law of Marketing: Brands with less market share have far fewer buyers, and these buyers are slightly less loyal (Sharp,2010). There are two patterns that work together; Dirichlet (observes brand performance) and Duplication of purchase (examines how brands share customers). The current research, deals with the Dirichlet Model. In past 50 years, DJ predicted that the different between a big brand and a small brand is Penetration.

The Dirichlet Model observes every individual brand's' market share, penetrations and purchase frequencies. Varied conditions for Dirichlet Type Patterns are including: Products and Services, Brand and Product Variants, Time Space & People and Market Conditions.

Data samples are quoted UK population and supported by TNS.

5. Findings & Results

• Brand choice behaviour does not follow with market share, corporate image doesn't seem to affect consumer purchase behaviour.

• Corporate brands seem to have the same market characteristics as product brands in terms of brand choice behaviour; this indicates that corporate brands do not affect purchase behaviour.

• Managers need to consider other more efficient ways to develop their brand size by targeting the market.

6. Future Research & Research Limitations

Future research activities will include more replications in 22 categories; observing the influence of brand architecture on portfolio performance and finding a banchmark to develop brand size for brand managers.

Current research only focuses on a limited range of FMCG categories; this research can only tell us a rough market trend based on normal marketing behaviour; it also requires the brand to be within a normal market environment. If the product is special or the market is unusual, then the model cannot be measured properly.

147 – O

Limits to the Price-Tag Society: Ethical Evaluations of Controversial Market Offers

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148 – O

Top Tips for entry-level marketing management graduates to perform well in a workplace team

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Summary Statement

Marketing graduates should be prepared to work with others in a dynamic business environment. The aim of this paper is to share employers' of marketing graduates views on the nature of teamwork and behaviours expected in the workplace. To better equip marketing graduates for entry-level employment, as expected by potential employers, is needed by both graduates and educators. This paper shares top tips for graduates on the nature of teamwork.

Competitive Short Paper

Teamwork is a skill that marketing graduates need when entering the workplace. The nature of such teamwork skills and typical behaviours needed by entry-level graduates to be successful in the current business environment is, however, still unclear. This paper aims to share employers' views on the nature of teamwork and behaviours expected in the workplace from entry-level marketing graduates.

In marketing graduates, Geel (2015) recognises teamwork as the third most important employability skill for these graduates. This notion is supported by Riebe et al. (2016), describing teamwork as crucial to the world of work in the 21st century, as teamwork provides a way of organising work where more can be achieved by a group than by an individual (Bell, et al., 2018). Teamwork is a multidimensional social construct that is used to describe a relationship between employees in the working environment (Volkov & Volkov, 2007) and which is expected of graduates when entering the workplace (Riebe, et al., 2016). Good teamwork skills, thus, enable entry-level marketing graduates to successfully enter a workplace in which team-based efforts and collaboration have become critical (Lowden, et al., 2011).

To better equip marketing graduates for entry-level employment, an understanding of the exact nature of teamwork skills and workplace behaviours, as expected by potential employers, is needed by both graduates and educators. This would, not only, enable graduates to acquire the necessary understanding of teamwork and develop the accompanying behaviours, but also support educators to incorporate these skills in the studying (i.e., employment preparation) phase. This paper shares top tips for business management graduates on the nature of teamwork that they could expect in the workplace, as well as the behaviours viewed as positive or negative by potential employers.

A content analysis of 75 advertisements for entry-level marketing graduate positions in South Africa was conducted. This content analysis was followed by 11 in-depth interviews with employers of these marketing graduates, to gain a deeper understanding of the data.

The nature of teamwork skills included three themes, namely how to approach and complete a task, social interaction and collaboration, and the role of the individual in the organisational system. Positive behaviours identified were being resourceful, having excellent networking skills, being a lifelong learner with a curious mind, and remaining calm in stressful situations (27%). Whilst, negative behaviours included having a negative outlook on the work (27%), displaying a bad attitude, and being too opinionated (18%). Marketing graduates should be prepared to function in a dynamic and competitive business world upon graduating. By knowing the nature of teamwork skills and understanding the required behaviours, entry-level marketing graduates can prepare themselves for the workplace by paying attention to the tips on the nature of teamwork and expected workplace behaviors shared in this article. Educators can also emphasise the development of these skills in marketing students, through their teaching and learning, to enhance their employability upon graduation.

149 - W

Conceptualising Financial Insecurity Among UK Households

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Summary Statement

This paper describes one approach to conceptualising financial insecurity among UK households and how it has been tracked using cross-sectional surveys since March 2020 (the start of the COVID-19 pandemic). By this measure, the proportion of financially insecure UK households remained fairly stable during the pandemic, with a marked fall in household financial wellbeing from October 2021 when the cost of living crisis began to bite.

Workshop: Vive La Révolution – Calling for Revolutionary Solutions to Consumer Financial Insecurity

Competitive Short Paper

This paper describes one approach to conceptualising financial insecurity at household level using a statistically derived composite measure of financial wellbeing; and explores what this measure tells us about the current financial health of the UK population.

Conceptualising financial insecurity at household level

A periodic cross-sectional survey has tracked the financial situation of UK households since March 2020. Central to this survey is a statistically-derived composite measure of financial wellbeing (based on the work of Kempson et al, 2017) which means that levels of household financial insecurity are assessed in a consistent way over time. The measure was derived from principal component analysis of seven questions that capture both current financial strain (perception of current financial situation; whether currently struggling to pay for food or other necessary expenses; current ability to pay bills; number of types of current arrears/missed payments) and financial resilience (ability to cover large unexpected expense; extent to which a household could cover fall of income by a third; savings in terms of number months' income).

The values from these seven questions are re-scaled from 0 to 100, with 0 being the theoretical 'worst' possible household and 100 the 'best'. Households are then divided into four descriptive categories based on their score: less than 30 = 'serious financial difficulty; 30-49 = 'struggling'; 50-79 = 'potentially exposed'; 80 plus = 'secure'. The most financially insecure households are those in 'serious financial difficulty' followed by those that are 'struggling' financially.

The financial health of the UK population since 2020

There were seven waves of the survey between April 2020 and October 2022 (with more planned in 2023-2024). Using the core measure of financial wellbeing, the data shows that the proportion of financially insecure households remained surprisingly stable over the course of the pandemic (Collard et al, 2021). By October 2022, however, the number of households in serious financial difficulty had increased significantly from 11% in April 2020 to 17%. In addition, 21% of households were struggling financially (up from 17% in April 2020). In real terms, this meant that 10.8 million UK households were either 'struggling' or 'in serious difficulties' in October 2022 (the highest of any waves to-date) (Evans and Collard, 2022) .

The data also highlights the heavy toll of the cost of living crisis, with those in serious financial difficulty substantially more likely to: have borrowed money for daily living expenses (43%, cf. 17% of all households); received financial help from family or friends (28%, cf. 8%); tried to access additional benefits (25%, cf. 8%); and sold or pawned possessions (22%, cf. 7%). Level of foodbank use were more than three times as high in this group (8.2%, cf. 2.5%) (Evans and Collard, 2022).

Conclusion

These household-level microdata from cross-sectional surveys provide a disaggregated picture of financial insecurity in the UK and highlight an escalation of the socio-economic polarisation that existed well before the pandemic. They also provide insights into possible solutions, such as better-targeted support for financially insecure households and more effective debt advice.

150 – O

Representation of packaging on online platforms

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Summary Statement

This study investigates how leading brands might attempt to portray their products in a superior way to those of copycat products in an online setting and contributes to the literature on digital packaging by discussing the use of digital platforms to elevate brand engagement, which is less easily imitated by copycat brands.

Competitive Short Paper

The rapid growth of online grocery shopping has triggered a transformation of the packaging industry from shelf to online (Feber et al., 2022). However, because previous research investigating copycat packaging focused on the physical packaging on the shelf, not online packaging (Van Horen and Pieters, 2012; Braxton et al., 2019), very little is known about the presentation of visually similar packaging on grocery websites. Therefore, the purpose of this study was to investigate how leading brands might attempt to portray their products in a superior way to those of copycat products in an online setting. This study employed a content analysis of the packaging presentations of copycat brands and leading brands on a supermarket website across six product categories. In total 22 packaging examples, consisting of 11 paired products, were coded independently by the authors and thematically analysed to establish the level of product information and the visual and verbal representation of the products. These findings indicate that there is a significant difference between the packaging representation of leading brands and copycat brands in the context of online grocery shopping, despite both types of brands having visually similar packaging. We found that copycat brands typically display a single three-dimensional perspective image representation of the packaging, while leading brands offer an enhanced product presentation through a greater combination of 2D front, side, and rear elevation images, alongside 3D perspective photography, and time-based content (i.e., video of the product in use or an accompanying advertisement). The focus of copycat brands is solely to rely on a singular elevation packaging representation for simple identification purposes, whereas leading brands embellish their packaging representations with a richer, more engaging array of brand communication materials. Leading brands do not rely solely on brand name and visual identity within online shopping platforms, but emphasise their brand status by activating additional video assets. The implication of this study is that leading brands are not disadvantaged by the lack of tactile engagement with their packaging design, but instead use the digital platform to elevate their brand engagement, which is less easily imitated by copycat brands

151 – 0

I Can’t Believe You Posted That, It’s Offensive! Reconceptualising Offense Towards Online Marketing Communications

Paul Harrison, Nicholas Ashill, Janine Williams

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Summary Statement

Scant marketing research has investigated the consumer experience of taking offense towards online marketing communications, leaving the construct underdeveloped. The current qualitative investigation employs in-depth interviews and photo-elicitation techniques, demonstrating that taking offense contains a cognitive and an emotional component. Notably, the cognitive component includes evaluations of whether the self, and/or others, and/or society are disrespected, with offense taken on behalf of others revealed as the most prevalent form of offense taken online.

Competitive Short Paper

Purpose and review of literature –

Understanding how consumers take offense to online marketing communications (OMC’s) is vital for brand management. The online context provides new challenges for managers by facilitating interaction between consumers and brands (Dessart et al., 2015), and increasing the propensity of marketing leakage (Dahlén et al., 2013). However, research investigating offensive marketing communications has largely ignored the online context, with few exceptions (e.g., Prendergast and Hwa, 2003; Christy and Haley, 2008).

Moreover, there is limited understanding of offense in marketing with no widely accepted definition and frequent conceptual ambiguity with related concepts. Firstly, controversial advertising (Waller , 2006; Ilicic and Blakemore, 2015) taboo advertising (Sabri , 2012; Myers et al., 2020) and shock advertising (Dahl et al., 2003; Lee et al., 2020), all include offense in their definitions. Secondly, most studies measure offensiveness with a single item scale (e.g., Okazaki et al., 2007; Ilicic and Blakemore, 2015), despite evidence suggesting that taking offense is more complex, with consumers taking offense on behalf of others, as well as themselves (Dahlén et al., 2013; Leak et al., 2015).

Building on theoretical contributions to psychology and philosophy (Liu, 2021; Poggi and D'Errico, 2018) and scant research in marketing, this study explores the consumer experience of taking offense to OMC's and disentangles offense from related concepts.

Design/methodology/approach –

The study uses a qualitative approach employing in-depth, semi-structured interviews and photo-elicitation techniques across two-stages. Eighteen participants shared their experiences taking offense offensive towards OMC's.

Findings –

When consumers take offense, they describe cognitive evaluations regarding which prescriptive norms are violated, whether the self, and/or others, and/or society are disrespected, and whether the brand's behaviour is acceptable. Participants also describe feeling emotions such as anger, sadness, disgust, and surprise.

Other-based offense, which is elicited when a consumer perceives that an OMC conveys a message of disrespect towards others, was identified as the most prevalent form of offense experienced online compared to self, and societal-based offense.

Research limitation/implications –

This study disentangles offense from related concepts such as shock and provides a conceptual framework outlining the process by which consumers take offense to OMC's. The reconceptualisation suggests that rating the offensiveness of a marketing communication is not as simple as asking" "how offensive is this marketing communication to you?". Whether a consumer has taken offense to an OMC requires an understanding of the cognitive and emotional components of taking offense. Moreover, the current study provides nuance to our understanding of offense by identifying self, other, and societal-based offense which are differentiated based upon who/what is the target of disrespect.

Practical implications –

This research provides guidance to marketing practitioners by helping them to better determine whether their online marketing communications are likely to cause offense.

Originality/value –

This study challenges the prevailing view of offense within the marketing communications literature as a feeling that is homogenously experienced and capable of being measured by a single item.

152 – O

Taking Offense In Silence: An Investigation Into Consumer Reactions Towards Offensive Online Marketing Communications

Paul Harrison

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Summary Statement

Beyond the blatant reactions observed as online firestorms, scant research has investigated how consumers react to offensive online marketing communications (OMC's). The current qualitative investigation employs in-depth interviews and photo-elicitation techniques to explore how consumers react to offensive OMC's during commonplace encounters. Results demonstrate that consumers typically refrain from commenting on the offensive OMC, opting to report/unfollow the content, and a preference to spread negative word of mouth to friends offline instead.

Competitive Short Paper

Purpose and literature review–

Brands must understand how consumers react to offensive online marketing communications (OMC's). Offensive advertisements can generate negative ad evaluations (Terlutter et al., 2021), negative brand attitudes (Åkestam et al., 2017; Leak et al., 2021), spawn consumer complaints (Beard, 2008), and increase the propensity to reject the advertised product (Terlutter et al., 2021). However, few studies (e.g., Prendergast and Hwa, 2003; Christy and Haley, 2008) have specifically investigated offensive OMC's, despite the online environment simplifying interaction between consumers and brands (Dessart et al., 2015), offering alternative avenues to express disaproval towards brands (Pöyry & Laaksonen, 2022), and providing quick access to vast tracts of information.

An online firestorm, defined as a rapid outburst of negative word-of-mouth against a person on social media (Pfeffer et al., 2014), can be sparked by an offensive OMC (e.g., Swenson , 2018). Although much research has investigated online firstorms (Gruber et al., 2020; Johnen et al., 2018), these events represent extreme scenarios, and only one possible reaction to offensive content. However, taking offense is characterised by both approach and withdrawal reactions (Christy, 2006; McTernan, 2021), therefore relying upon investigations into online firestorms may overlook a significant portion of offense taking online.

Thus, this study explores how consumers react to offensive OMC's during commonplace encounters, and what factors influence this process.

Methodology –

The study uses a qualitative approach employing in-depth, semi-structured interviews and photo-elicitation techniques across two-stages, wherein 63 examples of offensive OMC's were shared by eighteen participants.

Findings –

When participants took offense, this could lead to negative outcomes such as an erosion of respect towards the offending brand, short-term behavioural reactions (e.g., reporting/unfollowing the brand and negative word-of-mouth), and future brand avoidance.

Taking offense was influenced by the attentional capacity of participants and their motivation to be on the social media platform. Moreover, motivation to continue engaging with the OMC was maintained by the degree of personal relevance to the offended consumers held values, personal link with a targeted group, or their knowledge of the issue.

Research implications –

When participants encountered an offensive OMC, this could erode the individuals respect towards the brand even if they were frequent patrons. This is a novel contribution because previous studies typically remove an ad's branding in their investigations (e.g., Phau & Prendergast, 2002; Waller, 1999).

Reporting and unfollowing content emerged as an original tactic by participants when reacting to offensive OMC's. These online behaviours can be accomplished quickly, thus the ease of reporting and unfollowing social media content may be more prevalent than its offline counterpart; formal complaints (Auxtova et al., 2021).

Additionally, participants in the present study refrained from commenting on the offensive post, opting to spread negative word of mouth to friends offline instead, demonstrating that much offense is taken beyond the flames of an online firestorm.

Practical implications –

Taking offense to OMC's rarely elicited immediate retaliation towards the brand, thus few signals may be available for brand managers to diagnose whether consumers are being offended.

153 – W

Application of Entrepreneurial Ties and Marketing Exchange Relationships for Market Viability: A Conceptual Framework of African Farmers

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Summary Statement

This paper seeks to conceptually demonstrate how farmers within African regions use their entrepreneurial ties and marketing exchange, to cope with barriers in the agri-marketplace. A theory synthesis design is adopted to achieve conceptual integration that pulls together perspectives of networks to provide a comprehensive picture of agri-market networks. The study demonstrates the role of networks for agri-market actors, dependent on the actors' application of ties and exchange relations within the emergent marketing-entrepreneurship interface domain.

Workshop: Actioning Marketplace Access

Competitive Short Paper

This paper seeks to conceptually explore and demonstrate how small-scale farmers within African regions use their entrepreneurial ties and marketing exchange relationships, to cope with barriers in the agri-marketplace. In fact, there is a widespread agreement that small-scale farmers (especially in African regions) operate under dismal market access conditions with poor access to support services required to enhance their viability in the agri-market (Ola & Menapace, 2020; Chamberlin and Jayne, 2013 etc.). Furthermore, there is poor access to resources such as knowledge, information, technology, and financial services which limits African farmers to lower value markets where they are compelled to settle for lower returns in the value system (Chamberlin & Jayne, 2013). However, more recently there is an ongoing Global Action Plan from the UN Decade of Family Farming (UNDFF) 2019-2028 to strengthen the viability of small-scale farmers in the agri-market (FAO & IFAD, 2019) within developing countries. In fact, a network of interventions focused on linkage activities have emerged over the years to address the barriers of access. Indeed, the extant literature (eg. Biggeri et al., 2018; Ragasa et al., 2018) is dominated by macro mechanisms of networks where the emphasis is on social structures emerging from vertical integration between farmers and upstream market actors. Such approaches, however, have failed to address patterns of relationships and underlying network processes. As a result, the literature produces a distorted picture of the expansive service ecosystem where agri-market actors are embedded. A theoretical and practically relevant question that emerges is: how do entrepreneurial ties and marketing exchange in the agri-market contribute to the enhanced viability of African small-scale farmers?

To address the knowledge gaps, this study adopts a theory synthesis design (Jaakkola, 2020) to achieve conceptual integration that pulls together perspectives from both macro and micro network components to provide a comprehensive picture of relational network application in the agri-market. While the unified framework for the marketing-entrepreneurship interface (MEI) (Hansen et al., 2020) probably brings a more embracing perspective to incorporate different theoretical mechanisms of networks, it is limited in that it fails to clearly define the role of networks within the MEI ecosystem. Hence this study explores the role of networks in the agri-market context where actors' use of relational ties interplay with their marketing exchange relationships (Abebe et al., 2016). The conceptual integration within this study provides a contribution to the MEI domain, with a middle-range framework that identifies the characteristics of emergent properties generated through actor-to-actor interactions in the agri-market and how such emergent properties impact the network effect for actors. Furthermore this study demonstrates the role of networks in enhancing viability of actors in the agri-market, dependent on the actors' application of ties (Jack, 2005) and exchange relations (Lusch & Watt, 2018) within the MEI ecosystem. Finally this study contributes to the agenda of UNDFF by suggesting a framework to map market relationships and identify the socio-cultural properties of farmers' ties and exchange behaviour and thus, build capabilities of farmers to deal with mechanisms that facilitates/constrains their efficiency in the marketplace.

155 – O

CUSTOMERS' RECEPTIVENESS OF REDESIGNED NIGERIA CURRENCY NOTE POLICY

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Summary Statement

The study in this paper investigated customers' receptiveness of redesigned Nigeria currency notes using the descriptive research design. 3,747 copies of questionnaire were retrieved from bank customers who indicated interest to participate in the survey. Statistical mean and standard deviation were used for analysis vide SPSS. customer are comfortable with the new policy as it is perceived to reduce corruption and strengthen its value. Redesigned currency is recommended to be made available to customers.

Competitive Short Paper

The Central Bank of Nigeria (CBN) in exercise of its mandate in Act 2007 No 7, section 20(3) announced the redesign of Naira note. The currency of Nigeria is called Naira and its Act was reenacted in Act 2007 No. 7 and 1st June 2007 marked its Gazette. The CBN through its Governor on 26th October, 2022 announced the introduction of redesigned naira notes (Christopher, 2022). The persisting concerns that CBN is facing with the management of the current series of banknotes, and currency in circulation, particularly those outside the banking system in Nigeria called for this. Currency management has faced several daunting challenges (hoarding of banknotes by members of the public, with statistics showing that over 80 percent of currency in circulation are outside the vaults of commercial banks; Worsening shortage of clean and fit banknotes with negative perception of the CBN and increased risk to financial stability; and Increasing ease and risk of counterfeiting evidenced by several security reports) that have continued to grow in scale and sophistication with attendant and unintended consequences for the integrity of both the CBN and the country.

Also, recent development in photographic technology and advancements in printing devices have made counterfeiting relatively easier. Although global best practice is for central banks to redesign, produce and circulate new local legal tender every 5–8 years, the Naira has not been redesigned in the last 20 years (CBN, 2022). Trends, problems, and facts, and in line with Sections 19 (a and b) of the CBN Act 2007, CBN management obtained the approval of the nation's President to redesign, produce, and circulate new series of banknotes and to begin circulation from December 15, 2022 to January 31, 2023 when the existing currencies shall be withdrawn. The Apex Bank therefore directed all Deposit Money Banks (DMBs) currently holding the existing denominations of the currency to begin returning these notes back to the CBN effective immediately (Guiaian Nigeria, 2022).

Banks' Customers have mounted pressures over this policy, particularly, the directive to begin paying into their bank accounts the existing currency to enable them withdraw the new banknotes once circulation begins in mid-December 2022. Thus, this descriptive study was aimed at investigating bank customers' receptiveness over this policy. 3,747 copies of questionnaire were retrieved from banks' customers who indicated interest to participate in the survey. The result of the survey showed that bank customers are receptive of the new policy, particularly as it will reduce the use of physical cash for vote buying which has become an informal means of winning elections in Nigeria; payment of ransom for kidnapped victims and other social vices in Nigeria. However, they are worried that the policy appears to be like mathematical simultaneous equation where same money notes submitted to the bank are withdrawn from Automated Teller Machine or philosophical axiom that what goes round comes around.

Conclusion

The CBN policy of redesigning Nigeria currency (notes) is receptive to many Nigerians who desire the reduction of corruption in the nation.

157 – W

Role of Trust and Authenticity in EDI influencers: Diverging Effects of Popularity Metrics of Equity, Diversity and Inclusive Influencers (EDI) in Social Media.

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Summary Statement

We are intending to conduct a research on the difference between EDI and generic Fashion influencers. EDI stands for(Equality, Diversity and inclusivity). Questions : how are consumers attitude toward endorsed products impacted by different types of influencers? Taking into consideration of popularity metrics like number of likes and followers, we will conduct three studies to see if the degree of popularity metrics is positively impacting consumers positive attitude towards influencers (EDI and Generic).

Workshop: Live Streaming, the New Digital Sphere for Co-creation and Co-consumption – Opportunities and Challenges

Competitive Short Paper

Brands are currently with a wide range of influencers. Accordingly, more companies are opting to engage with specialised and expert influencers in order to create further engagement with their audience (Pittman & Abell, 2021). Among the so-called specialised and expert influencers are EDI influencers such as the Beauty influencer Arish Moorjani, who has over 600,000 followers and works with top brands like L'oreal and Estee lauder. Their growing importance in recent years is due to imminent need of the fashion industry to be inclusive and engage with EDI. In fact, more fashion brands are currently delving into more inclusive practices and trying to adopt a diverse image and identity (Talbot, 2019). They are doing this in order to connect to the core of the community that they are trying to tap into (Talbot, 2019).

The focus of this research is to investigate EDI influencers and their place in the fashion industry. The questions this research aims to answer are:

Is there any difference between the dimensions of trust and authenticity attributed to EDI influencers compared to generic fashion influencers? In other words, would consumers rate EDI influencers more authentic and trustworthy than a generic fashion influencer? If so would they prefer an EDI influencer who is less followed and less liked by the general public to promote certain product categories than those who have a high number of followers and likes but do not come under EDI categorisation? The rational behind these questions is that popularity metrics such as number of likes and number of followers may impact the degree of trust and authenticity in different ways in generic fashion influencers and Edi influencers (Pittman and Abell, 2021; Seo et al., 2019). This is inline with Pittman and Abell's (2021) research, which investigated differential characteristic of Green vs generic fashion influencers and found out that green influencers benefit from low popularity metrics, including a lower degree of followers and likes. These findings suggest that low popularity metrics may create further trust for the audience when it comes to specific types of influencers.

For the purpose of this project, EDI influencers will be considered those who have different Faith and ethnicity compared to generic white Christian background of the USA.

The adopted theory is the theory of bounded rationality, which assumes that people have limited ability to process and evaluate the information they are exposed to. Social media has made this limitation even more complex due to the lack of face-to-face exposure. Therefore, consumers are dependent on cues and heuristics to make a judgment. In other words, when judging a social media account one way to judge their success is the number of followers and likes (Metzger and Flanagin 2013). Question to ask : Could this still be the case for EDI influencers? If an influencer has a different faith/ ethnicity, would they be considered more trustworthy and authentic when they have less followers and less numbers of likes?

158 – O

Customers' Responses to Service Failure: Impact of Mindset on Customer Complaining Behaviour

Yuehong Zhao, Kyoko Fukukawa

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Summary Statement

This study adopts cognitive emotive approach to examine how mindset influences customer complaining behaviours (CCB) through pre-factual thinking and anticipated emotion following service failures. A scenario-based survey was conducted with a sample of 250 Chinese participants. This study found: mindset had significant impacts on the different types of CCB, except negative word of mouth; and the effect of mindset on CCB was being mediated by pre-factual thinking and anticipated emotions.

Competitive Short Paper

This study examines how mindset influences customers complaining behaviours (CCB) through pre-factual thinking and anticipated emotion following service failures. Service failure refers to a situation where customers are not satisfied because their perceptions of the services received do not meet their expectations (Bell & Zemke, 1987). Singh (1988) identified that service failure would result in five different types of CCB: voice, third-party complaint, exit, inertia (i.e., do nothing) and negative word of mouth (WoM). Customers' perceptions of service providers' willingness or ability to rectify service failure have a significant impact on customers' responses to service failure. However, customers' personal factors may also lead to different perceptions of the service provider; one such personal factor that has not received enough research attention is mindset. Mindset refers to an individual's lay beliefs about the malleability of personal traits (Dweck et al., 1995). Customers with fixed mindset believe that individuals' traits are relatively fixed. While customers with growth mindset believe that individuals' traits can substantially change over time and with effort (Dweck et al., 1995).

A cognitive emotive approach (Stephen & Gwinner, 1998) is adopted to investigate the mechanisms by which mindset affects customers' responses to service failure. In a service failure encounter, customers make cognitive appraisal of the service failure itself and their ability to cope with, and as a result of the cognitive appraisal, emotions are elicited. This in turn influences their CCB intentions. This study therefore examines how mindset influence CCB via the mediating effect of customers' cognitive appraisal and emotion. Prior research paid attention to the effects of cognitive appraisal and emotions based on past and current experiences of the services (e.g., Chebat et al., 2005). This study explores the influences of customers' pre-factual thinking and anticipated emotion about future prospects on their intention to act. Pre-factual thinking is defined as ‘a conditional (if then) proposition about an action-outcome linkage that may (or may not) take place in the future, such as, ‘If I take action X, it will lead to outcome Y’ (Epstude et al., 2016, p. 51). Anticipated emotions are based on pre-factual thinking about imagined positive or negative consequences (Baumgartner et al., 2008).

To investigate the impact of mindset on CCB and the mediating effect of pre-factual thinking and anticipated emotion, a scenario-based survey was conducted with a sample of 250 Chinese participants. This study found: mindset had significant impacts on the different types of CCB (i.e., customers with growth mindset are prone to engage in voice and third-party complaint whereas those with fixed mindset are more likely to take exit and inertia behaviours), except negative WoM; and the effect of mindset on CCB was being mediated by pre-factual thinking and anticipated emotions. These findings enhance the understanding of CCB in two ways. First, CCB depends on customer perception of service providers’ malleability, as well as their evaluation of their own coping abilities, and such perception is influenced by their mindset. Second, future prospects of engaging in CCB and corresponding emotions significantly influence CCB.

159 – O

Engagement in the metaverse: Exploring the role of perceived realism

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Summary Statement

This study proposes and empirically validates a theoretical model of users’ engagement in the metaverse, examining the importance of perceived realism in driving users’ engagement with the metaverse, which in turns drives stickiness, external search behaviour and visit intention.

Competitive Short Paper

Abstract

The metaverse is regarded as a revolutionary tool in altering the marketing approach in the hospitality industry, justifying its importance in marketing research (Barrera & Shah, 2023). Notwithstanding, limited evidence is available on the antecedents and consequences of users’ engagement with the metaverse. Seeking to address this knowledge deficiency, we propose and empirically test a theoretical model that examines the role of perceived realism dimensions – avatar involvement, perceptual pervasiveness, social realism, freedom of choice and simulation realism – in driving users’ engagement with the metaverse, which in turn drives users’ external search behaviour and visit intention. Partial least squares – structural equation modelling (PLS-SEM) was used to analyse the data collected from experienced users of the metaverse. The results reveal that three perceived realism dimensions – avatar involvement, perceptual pervasiveness, social realism – are influential in driving engagement, which drives users’ external search behaviour and visit intention in turn.

Background

The Metaverse is regarded as one of the most important communication platforms in the web 3.0 era, it builds upon and iteratively transforms the internet or the "social media" framework into an online 3D social media world and creates novel experiences for users (Hollensen et al., 2022). Metaverse is developed as a parallel reality where individuals can interact with each other for their hedonic and utilitarian purposes, being regarded as a persistent virtual space where users can enjoy various social, economic, and leisure activities as an extension of their offline life (Buhalis et al., 2022; Gursoy et al., 2022; Kim, 2021). Metaverse empowers users to develop their second life by creating avatars in the social virtual world, to satisfy their hedonic, utilitarian and social interaction needs (Um et al., 2022). Reportedly, the global market size value of metaverse has exceeded USD 47 billion, with more than 350 monthly active users in early of 2022, and the expected annual growth rate of the metaverse usage is 39.4% from 2022 to 2030. Given its importance, marketers are spending considerable efforts to drive users' memorable experiences in the metaverse (Gursoy et al., 2022). Despite its growing importance, empirical studies that examine users' adoption of the metaverse is still very limited. Seeking to address this gap, this study empirical tests a theoretical model linking users' perceived realism, engagement and offline behavioural intentions.

Contributions

This study responds for the call for further research in relation to users' enjoyment and behavioural responses in the metaverse (Barrera & Shah, 2023; Dwivedi et al., 2022), by developing a comprehensive model to examine the role of perceived realism in driving positive business outcomes. Although metaverse has received increasing scholarly attention, empirical studies in relation to the importance of media effects in driving users' positive response in the metaverse is still limited. Seeking to address this knowledge gap, this study extends the theory of perceived realism in the context of metaverse, demonstrating how perceived realism dimensions create media effects and drive users' enjoyment and positive response in the metaverse.

160 – O

Using big data in consumer behavior studies - An SDG framework approach

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Summary Statement

The United Nations (UN) Sustainability and Development Goals (SDGs) was adopted by all United Nations Member States in 2015 to provide a common goal for all UN member nations to tackle 17 sustainable development goals and 169 targets. The goals focused on improving health, education, reducing inequality, economic growth whilst mitigating the climate change effects. This study aims at understanding how the SDG framework is applied in consumer behavior practices.

Competitive Short Paper

Introduction

The United Nations Sustainable Development Goals (SDGs) established since 2015 provide a framework that marketing academics can use to better understand consumer behavior from a sustainability perspective. This unilateral agreement of 193 UN members states places a global influence on attitudes and behaviors toward sustainability (Minton et al., 2018).

This new approach allows marketers to align corporate social responsibility practices and government policies with consumer behavior post the pandemic. It also draws on geopolitical events which have facilitated the need for a new understanding in consumption practices from a sustainability-focused perspective (Chabowski et al., 2010). Apart from green and responsible consumption practices, that are considered a social altruistic value orientation, consumers are increasingly facing a real need to seek out solutions due to rising fuel prices and extreme weather changes (Huang and Rust, 2011).

This study extends the work of Kautish et al., (2020) to provide a framework for marketers using big data to extract unstructured news information relating to key SDG goals that impact brands and firms. It will also shed light on and how the general public views firms in terms their authentic vs greenwashing perceptions (Szabo and Webster, 2020).

Methodology

This study will use Ravenpack, a fee-based database that extracts and captures all news items from around the world. Ravenpack uses a natural language processor to scan 25,000 news providers and press wire sources, calculating real-time news sentiment at an entity, event, and story level.

Using the SDG keywords as the basis of extraction, an analysis will be conducted on the top corporates in the sector vs the lowest performers and analysis will be conducted to determine the sentiment towards the brand and the correlations with the types of events that lead to sentiment changes.

The study will cover changes in sustainable consumption perceptions since the inception of the initiative from 2015 to 2022.

Implications for theory and practice

Traditional consumer behavior studies when analyzing views towards sustainable consumption tend to use cross-sectional survey-based approaches with somewhat constrained samples. Such studies may not be able to capture a holistic picture, particularly on how SDG goals impact sustainable consumption behavior since 2015. This study attempts to fill an important research gap by using big data analytics to conduct a longitudinal study consisting of millions of articles from news sources around the world. The approach provides a global sentiment value of topics surrounding the notion of sustainable consumption. New constructs that attribute to sustainable consumption behavior can be developed from this study.

The method recommended in this approach also has important implications for management when determining new consumer trends through using Ravenpack or other databases to ascertain the views towards sustainable consumption. Marketers can therefore devise new trendsetting strategies to capture different consumer trends of customers ahead of competitors.

162 – O

Examining The Role Of Psychological Ownership Amongst Young Children In Increasing The Uptake Of Healthier Food Options Through Digital Games

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Summary Statement

Against the backdrop of the rising incidence of obesity amongst children, it becomes imperative to inculcate healthy eating behavior among them from childhood. Involving children in meal preparation activities at home has proved to be an effective strategy for this. Our study uses experiments to look at whether digital games focussed on virtual meal preparation activities invoke a feeling of psychological ownership among them and if they do, does that translate to healthy eating choices?

Competitive Short Paper

Inculcating healthy eating behaviour amongst children is a growing concern, given the rising incidence of childhood obesity and lifestyle diseases in adulthood. The immediate environment is plagued with a plethora of easily and cheaply available junk food and lucrative advertisements and incentives that encourage unhealthy food consumption. This directly contributes to childhood obesity and inferior health outcomes. Several interventions, such as meal planning and meal preparation, have been devised to encourage healthy eating behaviour for improving nutritional outcomes amongst children. While extant literature has examined the relationship between children's involvement in the meal preparation and their food consumption behaviour, it does not explore the influence of a sense of ownership on food prepared by children themselves. Research shows that when individuals are allowed to actively participate in decision-making and they feel they might potentially influence the outcome of the decision process, the final decision becomes their decision. They may assume psychological ownership of those decisions and therefore tend to have positive feelings for them. children have been shown to have a strong sense of ownership over objects they possess or create. This lends credence to our supposition that such psychological ownership may also reflect in the case of children’s involvement in food preparation. However, we found no study that explains this link through the lens of psychological ownership theory. Specifically, we contend that food consumption behaviour of children may be further influenced by children’s involvement in meal preparation via digital games, given that children spend a lot of time online playing digital games. We address this research gap in our study. Children’s eating behaviour in the context of our current study relates to the kind of food choices they make while eating. The objectives of the study are as follows:

1. Examining whether healthy food consumption can be encouraged through virtual meal preparation activities done by children through digital games.

2. Examining the role of psychological ownership as the main mediator for the above relationship.

In order to study this relationship, we conducted experiments with 6-9-year-old children. One set of children was made to play a cooking-related game and the other set had to play a non-food preparation-related game. A questionnaire was administered thereafter to record their responses relating to their choices. Those playing the simulation game were also asked questions to assess their psychological ownership over the prepared food item. The data is being analyzed for results.

The preliminary analysis presents evidence in favour of our predictions that playing food preparation simulation digital games can lead to children making healthier food choices because they view the prepared food product as their own creation. This study has critical theoretical and practical implications. As opposed to the West where children are often involved in simple meal preparation activities at home, this practice is not really prevalent in families of comparable socio-economic status in countries like India. In such a scenario, game-based simulation can prove to be effective in inculcating healthy eating behaviour among children.

164 – O

Exploring Teachers' Perceptions on Gamification in Marketing Education

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Summary Statement

This study explored the issues of using gamification in marketing education from the perspective of the university teachers from Pakistan. The findings showed that while game characteristics can be easily incorporated, the lack of instructional content and training for teachers posed as major challenges. Although students showed a high level of engagement, yet the teachers felt that they were unable to achieve desired learning outcomes due to the lack of training and instructional content.

Competitive Short Paper

Marketing is an ever-evolving field that requires constant learning and adaptation to new trends and technologies. There are new methods and approaches that are revolutionize the way marketing is taught. One such approach is gamification, which has been proven to be an effective way to engage learners and motivate them to learn. Despite the increase in the number of academic studies examining different aspects of gamification in education, very few studies have been conducted in the context of marketing education. Gamification in marketing education presents unique challenges compared to other areas of education. For instance, marketing is a field that requires students to be able to think outside the box. Marketing education also requires students to build analytical and creative skills, which gamification can be used to help foster. The issues that marketing educators face in using gamification remain largely unexplored. While there is an increasing interest in the potential of using games as a means of teaching and learning, there is a lack of empirical evidence that suggests if and how gamification can be effective in the marketing classroom. This paper explores the issues of using gamification in marketing education from a teacher's perspective.

This study presents the findings of a qualitative study conducted among ten university teachers from Pakistan who are actively involved in teaching marketing and have been using gamification in their classrooms for at least two semesters. The focus of the study was to investigate their teaching experiences, challenges and recommendations pertaining to the use of gamification in marketing education. The findings indicate that the lack of instructional content related to marketing and the lack of training for teachers are among the major challenges faced by the teachers when it comes to using gamification in their classrooms. Moreover, the teachers found that game characteristics are easy to incorporate once the instructions are prepared. The most evident aspect of gamification was the game cycle which was identified as something that students showed a high level of willingness and engagement with. However, the teachers felt that they were unable to achieve the desired learning outcomes due to the lack of training and instructional content. The findings have implications for designing instructional content and training programs for teachers to equip them with the necessary skills to effectively utilize gamification in marketing education. Future directions of this research could include further exploration into why teachers are reluctant to use gamification and how it can be used to facilitate learning in the marketing classroom. This could involve further studies into the impact of gamification on student engagement, motivation, and learning outcomes in marketing education. It would also be interesting to explore the use of gamification within different contexts, such as online or blended learning environments. This could provide a more comprehensive picture of how gamification is being used in marketing education.

165 – O

Customer acceptance of retail stores offering mobile payment service: The role of trust.

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168 – W

Value creation for co-produced hybrid offerings: A large scale empirical study of the factors contributing to customers; quality perceptions.

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Summary Statement

This project aims to improve the understanding of the processes of successful (or failed) value creation for co-produced hybrid offerings. A framework based on Service Dominant Logics and the Integrated Quality framework is applied to the co-production and value creation of hybrid products offered by German opticians. The industry-specific degree of 'success' and 'failure' is assessed through a large-scale analysis of Google customer reviews, with a focus on perceived quality and its deviation from expectations.

Workshop: Towards a Better Understanding of Value Co-Destruction in the Post-COVID Era

Competitive Short Paper

Within the field of marketing, there is an ongoing debate about the need for producers of goods to become co-producers of solutions in order to remain competitive and to better meet customer demands Leimeister and Glauner 2008, p. 248; Lim et al. 2019, p. 123. Relationships, intangibility and exchange processes are seen as the cornerstones of a service-oriented marketing logic (Vargo and Lusch 2004, p. 2; Gummesson and Mele 2010, p. 190). The core offering of many traditional skilled-crafts companies (SCC) has always been a combination of tangible (product) and intangible (service) components, thus making them ‘hybrid’ offerings (Böhmann and Krcmar 2007, p. 239; Vargo and Lusch 2004, p. 2). Their offerings create value on a continuum between tangible and intangible (Shostack 1977, p. 75), often through a strong co-production process integration of their customers (Engelhardt et al. 1993, p. 421; Vargo and Lusch 2017, p. 49).

This research project aims to improve the understanding of the processes of successful (or failed) value creation for co-produced hybrid offerings by applying a framework that includes the production and delivery process of quality attributes (Golder et al. 2012). The framework includes the provider side as well as the experience-based processes of quality perception and evaluation on the customer side.

Methodologically, the study is based on an inductive, constructivist approach, whereby a large-scale qualitative analysis of Google reviews from German optician customers is used to assess value co-production with a special focus on perceived quality and its deviation from expectations.

To address the problems of pre-structured and often complex questionnaires as the primary source of customer feedback (Gorrell et al. 2011, p. 508), this study takes advantage of the ongoing evolution of information technology and the environment it provides for customers to evaluate and document their experiences with hybrid offerings. Today, customers are online before, during and after their interactions with hybrid service providers, generating a wealth of data about their experiences (Ostrom et al. 2015, p. 129; Rust and Huang 2014, pp. 207–210).

A sample of more than 24,000 user reviews posted on Google by customers of German opticians is analysed using content analysis, with a focus the perception of quality-relevant service attributes and their influence on customer satisfaction. A key finding is that the service process has a much greater influence on customers' quality evaluation than the use of the product – in this case, eyeglasses. As the available evaluation history goes back several years, it is also investigated whether there is a shift in quality perception due to the Corona pandemic crises.

The results of the study show that customers' process integration has a measurable impact on their perception of quality. The results also show that customers' perceptions are primarily based on the quality attributes of the co-produced service processes, rather than on their experience of using the product itself. Thus, at least for the hybrid services studied, the postulated focus of SDL on the service character of offerings can be justified.

169 – O

The Effect of Arousal on Evaluation of a New Product: Understanding the Role of Self-Construal

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Summary Statement

The study aims to investigate the impact of cultural self-construal on consumer arousal and evaluations of new products. The experiment involved 300 participants who have either US or China nationality and used mixed factorial design. The researcher expects that the results showed that the same new product can induce different levels of arousal based on self-perspectives, leading to different preferences for the product.

Competitive Short Paper

We are seeing that the hype of new products is outpacing commercial success. Recently, Bloomberg News reports that sales in the plant-based meat category are from double-digit growth to decline. The example illustrates the difficulty of gaining a foothold in a new product market. So, firms need to consider a key factor to guarantee the success of their new product despite potential difficulties arising from consumer perception. Extant research gives evidence for consumer arousal state (i.e., individual feelings related to discovery motivation) and incongruity (i.e., psychological newness) on new product evaluation; to be more specific, arousal state can change emotional intensity, influencing consumer evaluation of new products. Moreover, prior researchers have substantiated that emotional processes vary depending on one's construal of the self. Furthermore, and more importantly, specific cultures tend to foster one particular self-view about thoughts and feelings in connection with others. Nevertheless, researchers neglected that society's encouragement of certain self-views can affect consumers' arousal state in the context of consumer evaluation of a new product. Drawing upon existing studies, the present study aims to investigate the variations in arousal and evaluations of new products between groups, influenced by the self-construal cultivated within individualistic and collectivistic cultures. This study assesses the hypothesis by conducting an experiment embedded within a survey through a marketing survey company (Prodege) (N = 300). The researcher recruited participants in the United States who have either U.S. or China nationality and asked them to indicate their actual length of residency. The participants must have lived more than 18 years in their country. The experiment featured a 2 (self-construal: independent (the US nationality) vs. interdependent (China nationality)) x 2 (incongruity: moderate vs. extreme) x 3 (stimulus onset: incongruity attribute vs. congruent attribute #1 vs. congruent attribute #2) mixed factorial design and participants were randomly assigned to one of four conditions. Nationality and incongruity functioned as the between-subject factors and stimulus onset worked as the within-subjects factor. The participants completed measures of demographics (age range, gender, and nationality), arousal, curiosity, anxiety, ability to resolve incongruity (resolution), perceived incongruity (typicality), and evaluation. The researcher asked them to specify how many mental steps are needed to understand the concept of the product. Moreover, the researcher requested that the participants type their answers in response to the question of whether they can understand the product concept. This study uses various statistical analysis methods such as one-way ANOVA, repeated measures ANOVA, and ANCOVA. The researcher expects that the experiment results can provide support for the different effects of arousal on chronic self-construal, which is caused by cross-country differences (US vs China). Depending on the different self-perspectives, the same new product induces different levels of arousal leading to different preferences for a new product. Specifically, individuals with an independent self-construal will be more likely to evaluate the same level of incongruity from the new product positively. Whereas those with an interdependent self-construal tend to perceive the same level of incongruity as relatively more threatening.

170 – O

FoMO on streaming music: Subscription missed out

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Summary Statement

This study examines music streaming's worth using the FoMO (Fear of Missing Out) concept to comprehend the freemium users' perception of subscription fee in exploratively keeping up with music content in Indonesia. Using a quantitative survey of 436 freemium Youtube, Spotify, and other DSPs users, the results capture the relationship between fear of missing out and subscription likelihood on DSPs based on perceived fee.

Competitive Short Paper

1. Introduction

In 2019, music data analytics firm Chartmetric initiated the "trigger cities" study that implies some emerging-market cities generate a high volume of streams for the global music streaming services (Tompkins, Oesterle, and Alexander, 2022). Although the usage in Indonesia penetrates beyond Jakarta and other urban areas, the total revenue only reached USD55 million in 2021 (International Federation of the Phonographic Industry, 2022), indicating low paid subscriptions (nearly 0.3% of USD16.9 billion global streaming revenue). Furthermore, there is no further research following the trigger cities study on the behaviour paradox that reasons for the high streaming numbers with whether the freemium access is highly used or the subscription fees are low (Martin and Ziwei, 2019). Therefore, this study aims to develop an approach through the freemium users' perception to effectuate a music streaming subscription strategy that suits low streaming revenue markets with high usage.

We address four hypotheses:

RQ1: Does FoMO affect Perceived Fee directly?

RQ2: Does FoMO affect Perceived Fee indirectly through Reinforcing Stability?

RQ3: Does FoMO affect Perceived Fee indirectly through Bandwagon Consumption

RQ4: Does FoMO affect Perceived Fee indirectly through Reinforcing Stability and Consumption Bandwagon?

2. Background

Involving the fear of missing out (FoMO) that is mainly linked to interdependent self– commonly associated with non-Western cultures (Dogan, 2019)–this paper elaborates on the consequences of shifting to music streaming in markets where people seek to be similar to others while following others in using the digital streaming platform (DSP) does not necessarily contribute to the global music streaming revenue (Joven, 2019). The perception that affects whether to subscribe or not is considered from the progression of a FoMO factor on staying connected with others (Przybylski et al., 2013). Thus, reinforcing stability (Kang, Cui, and Son, 2019) and bandwagon consumption (Akturan and Bozbay, 2018) mediate the connectedness in streaming music like others with how far users in Indonesian urban take into account the fee for DSP subscription that keeps them updated with unlimited content.

3. Methodology

This quantitative research examines the impact of FoMO on the likelihood to subscribe based on fee perception with the internalized mediators–the outcomes of FoMO–which are reinforcing stability and bandwagon consumption, using an online survey among 436 non-subscription DSP users.

4. Results

This study finds the relevant relationship affects the likelihood of paying a subscription, which is conforming to consumption that involves reluctant perception towards music streaming fee. The results from Macro PROCESS by Hayes (2018) show a direct effect of FoMO on Perceived Fee (coeff. 0.43, $p = 0.00$) and an indirect effect of FoMO on Perceived Fee through Reinforcing Stability (coeff. 0.21, $p = 0.00$). Although FoMO also stimulates the desire to purchase in order to follow others that consumers are connected (Akturan and Bozbay, 2018; Shaikh et al., 2017), the indirect effect of FoMO on Perceived Fee through Bandwagon Consumption is weak ($\beta=0.019$, $p = 0.00$). The indirect effect of FoMO on Perceived Fee through Reinforcing Stability then Bandwagon Consumption is also weak ($\beta=0.20$, $p = 0.00$).

171 - W

'Making A Match'- Future Possibilities In The Not For Profit SPace From Delivering Sustainable Benefits To Canines and Humans

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Summary Statement

This workshop contribution will reflect on the work of a small group of University of Suffolk MBA Marketing students who considered 'matchmaking' possibilities within the social sector. Based on an investigate to understand The Dogs Squad; an organisation which matches adults with learning disabilities, autism, or those who struggle with their mental health and dogs whose owners are out at work all day- a successful model of delivering sustainable social value benefitting canines and humans

Workshop: Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World

Competitive Short Paper

The Dogs Squad is an organisation which matches adults with learning disabilities, autism, or those who struggle with their mental health and dogs whose owners are out at work all day (www.thedogssquad.com). Through pairing the dog owners, who pay per day, and adults with learning disabilities or poor mental health who pay for their sessions either from their own funds, or by using their personal independence payment, the Dogs Squad is registered as a Community Interest Company and operates as a social enterprise. Established during lockdown in 2020 on a bowling green, which had not been used for over 6 years, in Christchurch Park Ipswich the area where Dogs Squad is now located was brought back to life by a group of volunteers who chopped back thousands of brambles then weeded, trimmed and cleared an abandoned area in this award winning central Ipswich park (Geater, 2020; www.Ipswich.gov.uk). The Dogs Squad is described by founder Lisa as “bringing together my two passions; improving the lives of those with learning disabilities and/or autism and being around dogs!”. Lisa believes that for her adult clients “working with dogs is so good for people with learning difficulties and autism, you can see that they often relate better to pets, who show us unconditional love, calm us down and give absolute joy, than they do to other people.” Dogs at Dogs Squad get “training, lots and lots of exercise as well as being pampered with a touch of grooming at the end of the day”(Geater, 2020).

Meeting need and operating in the third sector or ‘social’ space Dogs Squad is much more than a partnership or joint venture. Drawing on the tenets of ‘matchmaking’ (Evans and Schmalensee 2016) this case study explores the effective matching of complementary needs as well as the brokering of the appropriate fees needed to ensure sustainability (in the environmental and economic sense) to establish and grow this social enterprise. The Dogs Squad is not only a successful pairing in its current form but has tremendous opportunities for scalability and growth. After just a year of operating the Dogs Squad had its license extended by Suffolk County Council to accommodate more dogs as well as adult clients and still has a waiting list for adult clients and dogs. In addition, Dogs Squad founder Lisa has recently been approached by Suffolk County Council to open a further branch elsewhere in the county.

Setting out to investigate and understand this successful model of delivering sustainable social value which benefits canines and humans through the platform of an authentic assessment opportunity (McArthur, 2023), this workshop contribution will reflect on the work of a small group of University of Suffolk MBA Marketing students. After meeting Dogs Squad founder Lisa, students worked with the Dogs Squad on their 2023/24 growth plans and considered further matchmaking possibilities within the social sector

173 – O

Using Social Media to Encourage Customer Brand Engagement

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Summary Statement

By using a case study, we find social media could encourage customers to co-create the content of brands and help to establish a deeper emotional connection with customers and brands by enabling customers to interact and personalize game characters.

Competitive Short Paper

The widespread adoption of smartphones and the emergence of social media has changed how brands communicate with customers (Paquette, 2013). In particular, social media has become a key touch point for facilitating the interactions between brands and customers, resulting in an engaging and dynamic conversation (De Oliveira et al., 2020). However, it is less clear how social media and the shopping experience might be co-ordinated and optimised for mutual benefit. The aim of our study was to explore the relationship between social media and customer brand engagement within a retail setting. To this end, we examined a prominent case that has successfully adopted social media within an integrated, and personalized shopping experience. Specifically, we conducted 15 qualitative interviews with designers, planners, technicians and store managers responsible for the development and delivery of the retail experience of Burberry's flagship store, called The Space. Our findings revealed that social media could be used as a unique platform to engage with customers by enabling them to refine and co-create the content of brands. One intriguing way to enhance brand engagement and interaction in social media sites was to introduce features such as games, contests, activities, and interactive applications to attract customers with the brand. Such features presented an opportunity to become more central to customers' daily lives by allowing customers to connect and interact with other brand users with shared interests. By creating a more engaging brand presence on social media and encouraging customers to interact and personalize game characters helped to establish a deeper emotional connection with customers. This in turn is likely to encourage sharing with others across different platforms, becoming brand advocates. The implications of this study are that retailers can benefit by leveraging social media sites to enhance brand engagement and retail and brand experience. The limitations of this research are that the study was restricted to a premium brand and, therefore, not necessarily applicable to more mass market brands.

174 – O

Continuance Usage Intentions Towards Food Delivery Apps: Using ECM & Trust Commitment Theory

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Summary Statement

The current study attempts to investigate users' continuance intentions of using food delivery apps by combining expectation – confirmation theory (ECM) and Trust Commitment Theory (TCT) and adding contextual determinants, namely perceived value, deal proneness, and perceived relationship benefits to the combined framework.

Competitive Short Paper

Food delivery apps (FDAs) have disrupted the food retailing business and have attracted scholarly attention in the recent past (Shankar et al., 2022; Shroff et al., 2022). The research evidence indicates that FDAs create consumption value, in form of app experiences, delivery processes, and food consumption, (e.g., Chakraborty et al., 2022; Kaur et al., 2021), which in turn influence consumer re-purchase decisions (Kapoor & Vij, 2018; Kaur et al., 2021). While existing research examines FDAs continuance use intention from the technological perspective, none of the present studies examines how FDAs might be influencing customer relationships and commitment, because of less direct interaction with the service provider. In the context of sharing economy, Akhmedova et al. (2021) observed that trust in the platform is of paramount importance as it leads to continued use and positive word-of-mouth. Similarly, Lu et al. (2021) observed that institutional trust (i.e., trust on the platform) is a key antecedent in shaping customers' continuance use. While the benefits of trust in winning loyalty and repeat purchase are well documented, existing research on FDAs has not included these determinants while examining continuance use intention. Recent research by Raza et al. (2022) also highlights the importance of trust in FDAs and how it can play a significant role in building user loyalty by transferring trust to restaurants. Hence, this study attempts to examine how relationship commitment and trust in FDAs affect the continuance usage intention. This work proposes confirmation of expectations from the FDA as a primary antecedent, with implications on continuous use intentions, trust, commitment, and recommendation intention, through satisfaction, with the interplay of deal proneness, value and perceived usefulness in the model. The ECM proposed by Bhattacherjee (2001) is the most popular framework used in the post-adoption paradigm (Yousaf et. al, 2021). An extended ECM embedding relationship marketing constructs and additional contextual determinants, namely perceived value, deal proneness, and perceived relationship benefits are proposed and tested using the partial least squares structural equation modelling technique on a data set of 568 customers. While user satisfaction is important, our findings suggest that trust and relationship commitment strongly predict continuance intention and the intention to recommend. Further deal proneness and perceived value positively impact perceived usefulness which in turn, predict user satisfaction. Interestingly, our study observes that user satisfaction does not guarantee continuance intention unless consumer trust, relationship commitment, and perceived outcomes are achieved. The findings of this study will encourage managers to think beyond the perceived usefulness of the app and focus more on identifying relationship benefits and winning consumer trust, which in turn can help in building long-term relationship commitment with the FDAs. This study adds to the uniqueness of the online FDAs literature by unravelling the role of consumer trust, relationship benefits and relationship commitment in predicting the continuance use intentions of FDAs. This study contributes to the limited research on the topic in general and adds to the uniqueness by specifically examining the role of consumer trust and relationship benefits in building relationship commitment towards FDAs.

175 – O

Examining The Relationship Between Customer Experience And Customer Loyalty In The Brick-And-Mortar Eyewear Industry

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Summary Statement

We test the relationships between the key constructs in our model using a sample of 207 eyewear consumers from different regions across China. The findings show that that three dimensions of customer experience (cognitive, social and affective responses) have significant influence on customer satisfaction. As predicted, the positive impact of satisfaction on customer loyalty was confirmed. Lastly, customer satisfaction was confirmed to mediate the positive direct effect of customer experience on customer loyalty.

Competitive Short Paper

In recent years physical eyewear stores in China have been faced with a challenging landscape due to negative word-of-mouth (WOM) (I research,2022) and Covid-19. As such, enhancing the customer experience to improve customer loyalty could present an opportunity to counter any effects from negative WOM and improve business performance (Lemon and Verhoef,2016). Acknowledging the importance of customer satisfaction, we take a two-step approach within this study. First, we examine effect of customer experience on customer satisfaction and then test the link between customer satisfaction on customer loyalty. We also assess customer experience role as a mediating variable within the customer experience-loyalty relationship. In line with other scholars, we define customer experience as a customer's subjective response to external stimuli. Customer experience is multi-dimensional, therefore, in order to effectively measure this concept, we draw on the five dimensions of customer experience. These are cognitive, affective, physical, sensory and social and (Becker and Jaakkola,2020). It is worth noting that the brick-and-mortar eyewear industry in China, the setting of our research, is an industry context that has not previously received academic attention.

Loyalty is a key important concept for businesses as loyal customers provide long-term profitability and help businesses to improve their financial performance and remain competitive (Chen, Mandler and Meyer-Waarden,2021). Customer experience is an important area of research since a better understanding of this can create value for consumers in high-priority areas and in an environment of increased competition (McKinsey and Company,2020). There are prior studies that have examined the direct link between customer experience and customer loyalty (Kandampully, Zhang and Bilgihan, 2015, Seunghwan Lee, 2018, Thakur, 2019). However, there is a clear gap in the literature when it comes to the role of other key variables within this relationship (Liu-Thompkins et al.,2022). Furthermore, Covid-19 presented an array of challenges and it is not clear if customer preferences for experience may have changed (Roggeveen and Sethuraman,2020). Therefore, previous research findings in this area may not be applicable in the current evolving consumer landscape.

Using a sample of 207 eyewear consumers from different regions across China, we test the relationships between the key constructs in our model. We found that three dimensions of customer experience have significant influence on customer satisfaction. Specifically, cognitive response is the most influential factor on customer satisfaction, followed by social and affective responses. Contrary to expectations, there was non-significant finding's relating to the influence of physical and sensory responses on the customer satisfaction construct. As predicted, the positive impact of satisfaction on customer loyalty was confirmed. Lastly, customer satisfaction was confirmed to mediate the positive direct effect of customer experience (cognitive, social and affective responses) on customer loyalty.

In terms of the practical applications, investing in the customer's cognitive experience is the most cost-effective way to gain loyal customers in the optical industry, which includes: product price, quality, service and so on. In addition, keeping customers in a positive mood (Guzzo et al.,2021) and making them feel valued (Flacandji and Krey,2020) can also increase their loyalty.

178 – O

Frustration and Disclosure Decision-Making: Over-disclosure or Clam-up?

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Summary Statement

The paper is interested on the impact of emotions on consumer disclosure decision-making. Specifically, how induced frustration can affect divulgence decision-making and whether it amplifies over-disclosure or clam-up. Using the visceral states of the hot-cold empathy gap, we compare decisions made between calm and frustrated participants on the fronts of divulgence, accuracy of assessments pertaining to contextually relevant disclosures, and finally customisation (or not) of default options relating to consent for data use.

Competitive Short Paper

As customer data are essential for modern marketing and management practices, consumer disclosure decision-making has been the centerpoint of privacy research. Attempts to understand practices that capture consumers' data constellations are all but rare with a significant stream of marketing and economic psychology literature focusing on drivers of consumer decision-making for divulgence (Martin et al., 2017; White, 2004).

Research on the different effects of emotional influences on decision-making demonstrates several connections between the two. For example, an induced sad emotional state would mean taking significantly more time to make a decision than a happy state (Duque et al., 2013). The present research focuses on the hot-cold empathy gap (Loewenstein, 2000) and seeks to identify the impact of frustration-inducing exercises on disclosure decision-making on three fronts.

First, how frustrated (hot) and calm (cold) states will interfere with consumer overall disclosure. This front investigates whether procedures that prompt frustration will lead respondents to over-disclose or clam-up. Insights from psychology indicate that frustration (induced by listening to infant-crying) clamed-up men but not women when it came to self-disclosures (Stein and Brodsky, 1995). Applying this reasoning, H1 states:

H1: Calm participants (cold condition) will disclose more information than frustrated participants (hot condition).

Secondly, whether frustration will influence the accuracy of assessments of what is contextually relevant to disclosure compared to a calm state. This relates to the impact of context (Acquisti et al., 2016) and whether consumers accurately assess a contextually relevant disclosure to a contextually irrelevant one where the latter probes for disclosure avoidance. For example, being asked in an insurance form about the colour of your car while an option to skip the questions is provided. The flow of effects for H2 and H3 are based on a key principle of the visceral states indicating that hot states are linked to questionable assessments due to limited reflection on consequential aspects (for example a greater likelihood of not using a condom when in a hot state compared to a cold one; Ariely and Loewenstein, 2006). It is thus expected that a calm state will lead to more accurate contextual assessments of what to disclose compared to a similar decision in a frustrated state:

H2: Calm participants (cold condition) will make more accurate assessments of what is contextually relevant to disclose than frustrated participants (hot condition).

Thirdly, following the same reasoning, it is also hypothesised that consent to default settings relating to use of acquired information will be more prevalent in the frustrated condition due to less reliance on analytical thinking. Thus, customisation of data use options will be higher in the calm (consent to some uses) condition compared to the frustrated condition (consent to all uses). Formally:

H3: Calm participants (cold condition) will engage in more customisation relating to data use options than Frustrated participants (hot condition).

Hypotheses are tested using between-subjects experiments. The present study examines how emotions and specifically frustration, can amplify imperfect rationality for divulgence positioning consumers in risky disclosure situations.

179 – O

Conceptualising the effect of parasocial interactions and social capital in branded podcast

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Summary Statement

Podcast, an emerging medium with growing listeners, has become an integral part of the digital media landscape. Brands are now using podcasts as a marketing channel to disseminate branded content. This study thus aims to explore this branded podcast phenomenon and conceptualise how positive impact on brand attachment is likely to be facilitated through host-listener parasocial interactions, as well as enhanced by social capital of the host in the podcasting programmes.

Competitive Short Paper

This study aims to explore the branded podcast phenomenon and conceptualise how positive impact on brand attachment is likely to be facilitated through host-listener parasocial interactions as well as enhanced by social capital of the host in the podcasting programmes.

Podcast, an emerging medium with growing listeners, has become an integral part of the digital media landscape (Bottomley, 2015). It is closely affiliated with radio where audiences have auditory experience of the aural rather than visual content. Unlike radio, audiences have the opportunity to engage with podcasts on demand using mobile and smart devices for a more individualised experience (Murray, 2009). Given this, prior research has argued that podcasts should be considered as a distinct medium required research attention (Berry 2016). Following studies have later suggested that podcasts are capable of narrative absorption, storytelling transportation, and listener involvement due to its focus on stories from other people than listener themselves which creates novel and unique auditory experience for them (Dowling & Miller, 2019; Perks et al., 2019). Despite the existing research effort devoted to investigating the distinct capability of podcasting, research is in need of expansion and attempt is required to examine branded podcasts regarding its branded content and associated effect. A promising field for study has emerged.

Another aspect that requires further conceptualisation is potential parasocial interactions taking place in the context of branded podcasting. Parasocial interaction, firstly introduced by Horton and Wohl in 1956, refers to a one-sided, illusionary relationship experienced by a viewer with a media performer in the nonreciprocal exposure situation through mass communication (Horton and Wohl, 1956). Such interaction can be understood as an intimate and personal relation experienced by an audience however these relationship qualities are imaginary and not mutually shared by the speaker (Horton and Strauss, 1957). Following research has extended its investigation of parasocial interaction into the marketing domain with aim to better understand such media user-figure relationship and its associated impact on brands. Extending the context into social media, it is then understood that consumer-influencer parasocial interaction can positively impact on consumers' perceptions on credibility of an advertised brand (Lee and Watkins 2016; Hwang and Zhang, 2018). This provides solid ground to rationalise host-listener parasocial interactions and its possible positive impacts on brand attachment.

Early evidence has suggested the positive impact of parasocial interactions on social capital (Kim et al., 2020). This indicates social capita can be considered as an additional lens adopted to examine the branded podcast phenomenon. Social capital refers to "the aggregate of the actual or potential resources linked to possession of a durable network of more or less institutionalised relationships of mutual acquaintance or recognition" (Bourdieu, 1986, p. 248). Extending from the original concept, bonding and bridging capitals are categorised in an attempt to capture the dynamics of everyday social interactions (Putnam, 2000). Following this line of inquiry, this study conceptualises bonding capital, generated from host-listener parasocial interactions, may leads to higher levels of trust and intimacy as an antecedent for brand attachment.

181 – O

Sustainability: contemporary consumer behavior and brand management practices

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Summary Statement

This longitudinal study aims to understand how brands are dealing with sustainability issues, more specifically with the validated constructs of the model (five constructs: cruelty-free, eco-friendly, pressure from society, reference groups, access to information), and their relationship with three brand-related constructs - brand credibility, brand image and perceived quality.

Competitive Short Paper

Sustainability: contemporary consumer behavior and brand management practices

The debate about sustainability issues, especially regarding consumption, has become valuable to the academic community, practitioners, and policymakers (Nermain et al., 2022; Shu-Chuan et al., 2022; White, Habib & Hardesty, 2019; Ross & Milne, 2020; Marde & Verite-Masserot, 2018; Gupta, Gwozdz, & Gentry, 2019; Lim, 2017). Previous studies identified a lack of academic knowledge regarding the consumption of sustainable products (Lim, 2017) and also have shown that ESG engagement enhances the brand image and receives a favorable consumer response, positively impacting a company's marketing performance (Fan et al., 2021; Paolone et al., 2021; Sahut & Pasquini-Descomps, 2015; Suki et al., 2016; Lee et al., 2022; Nermain et al., 2022), often referred to as "ESG advertising' effect.

This study has started with a Systematic Literature Review conducted in 22 academic and practitioner databases, when more than 4,600 texts on sustainability and consumption were identified. Based on the previously established criteria, 95 articles were fully analyzed. The results enabled the development of a theoretical model with seven attributes of consumer perception of sustainability: eco-friendly, guarantee of origin, consumer health, fair trade, cruelty-free, recycling, and natural ingredients (phase 1).

A structured survey was elaborated from the perspective of the theories of sustainability and consumption, also based on the Theory of Planned Behavior, to test and validate the constructs of the theoretical model. An Exploratory Factor Analysis was performed, with Varimax orthogonal rotation. Variables with commonalities lower than 0.5 were eliminated to determine the factor loadings, resulting in 27 variables distributed in 5 fixed constructs with a variance of 71%, KMO test at 0.892, and significance of 0.000, indicating the existence of correlation between the variables. The validated constructs were named as follows: cruelty-free, eco-friendly, pressure from society, reference groups, access to information (phase 2).

Now in the third phase, this study aims to investigate the other side of the coin, that means the side of the brands, to understand how brands are dealing with sustainability issues, more specifically with the validated constructs of the model (phase 2) and their relationship with three brand-related constructs - brand credibility, brand image and perceived quality (Koh et al., 2022).

According to Quezado et al. (2022, p.4 of 24) "in a highly competitive world, it is essential to work on practices to strengthen the brand and make it sustainable to achieve success and solidity in the market (Kang & Namkung, 2018). To build strong brands, it is vital to observe customers' perceptions of a brand. For consumers, (…) they want to see other values associated with the brand. Moreover, those same customers tend to engage with a brand when they positively associate it (Ghodeswar, 2008)." Qualitative interviews with brand managers were conducted to develop the questionnaire and the data is now being collected by online survey to test and validate the phase 3 of this longitudinal study. The same analysis of phase 2 will be carried out.

182 – O

Seeing the Forest for the Trees: A review on consumer technology adoption behavior through information lens and future research agenda

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183 – O

The Impact of Branding Strategies on Original and Counterfeited Luxury Brand Patronage

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Summary Statement

This study examines the impact of actual, ideal, social, and ideal-social self-brand-congruity on emotional brand attachment and the patronage of original and counterfeited luxury brands. It aims to address the gap in understanding the relationship between self-brand-congruity and emotional brand attachment by considering both social and ideal-social selves. The study findings could provide practitioners with insight on how to use branding strategies to enhance consumer-brand relationships and combat counterfeits.

Competitive Short Paper

Firms invest heavily in developing their brands and are continuously looking for anti-counterfeiting measures to safeguard their brands from counterfeits. Counterfeiting is a significant economic phenomenon with social and security threats, causing a loss of £11 billion and 86,300 jobs in the UK alone in 2016 (OECD, 2019). On another side, marketers have shifted their focus from product to consumer brand relationships, as attachment plays a crucial role in today's brand success. As consumers become more aware of the role luxury products play in projecting and expressing their self-image, practitioners employ self-brand-congruity (SBC) to drive effective marketing campaigns and strengthen emotional brand attachment. However, an important question that has both practical and theoretical implications is whether these branding strategies, self-brand-congruity, and emotional brand attachment, will enhance a luxury brand's position or drive the demand for counterfeits. Little is known about the direct and indirect effects of self-brand-congruity, the match between consumers' image/personality and the brand's (specifically actual, ideal, social, and ideal-social brand-congruity), on emotional brand attachment and its subsequent impact on the patronage of original and counterfeit luxury brands. Previous studies have only focused on the role of actual and ideal self-congruity in driving emotional brand attachment and disregarded the influence of social and ideal-social self-congruity, despite substantial evidence of the impact of significant others on consumers' purchases and brand relationships. The social and ideal-social selves represent how people want to be seen by others, and these self-concepts are shaped by surrounding social forces. Social self-congruity has been agreed upon by marketing experts as a potential predictor of emotional brand attachment. Few empirical studies have been conducted to explore the link between social and ideal-social self-brand-congruity and emotional brand attachment, according to the authors' knowledge. This study aims to fill this gap by incorporating both social and ideal-social self into the self-brand-congruity framework and examining its association with emotional brand attachment, and the subsequent effects on purchasing original or counterfeit luxury products. Thus, this study investigates the relationship between actual, ideal, social, and ideal-social self-brand-congruity, and emotional brand attachment and its impact on the patronage of original and counterfeited luxury brands. A survey questionnaire was conducted to address this knowledge gap, and the findings could provide practitioners with another tool to enhance brand relationships and combat counterfeit products.

185 – O

Grocery Shopping Behaviour and Covid-19: Panel Data on Scottish, English and Welsh Convenience Stores

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Summary Statement

To the best of our knowledge this is the first attempt to address the consistencies and inconsistencies between the grocery shopping behaviour shifts in the era of Covid-19 across three devolved nations of the mainland UK. This research reveals that, despite the consistent decrease of single item transactions and increase of average spend per transaction across England, Scotland and Wales, the dynamics of these shifts in time varies meaningfully.

Competitive Short Paper

The reason to conduct our analysis in the British context is the fact that the UK has noted very high numbers of Covid-19 cases and deaths (BBC 2021). More importantly, across this one country we can distinguish various approaches and governmental decisions aiming to reduce the risk of virus spread. The devolved nations of the UK have their own competences in the field of health policy and are able to address the pandemic threat in their own independent way. We contribute towards understanding of grocery shopping patterns and habits in the era of Covid-19 by contextualising them within the similarities and differences between English, Scottish and Welsh governmental regulations and recommendations. Following the approach of such authors like Moffatt et al. (2012) and Neill et al. (2021) we address the unique and shared aspects of three devolved nations. The aim of this study is to reveal the consistencies and inconsistencies in the shifts of grocery shopping behaviour among three devolved nations in the mainland UK implementing various pandemic restrictions.

We contextualise our research within the strictness of 'lockdown style' closure and containment policies that primarily restrict people's behaviour (stringency index). To the best of our knowledge it is the first attempt to address this research gap.

We use a unique dataset of transactional data (778,305 observations) drawn from 1,282 convenience stores located in England, Scotland and Wales. Panel data analysis covers the pre-pandemic (Jan 2018 – Feb 2020) and pandemic period (March 2020 – Dec 2020).

We disclose that, despite the consistent decrease of single item transactions and increase of average spend per transaction across England, Scotland and Wales, the dynamics of these shifts in time varies meaningfully. All these shifts highly correlate with the stringency index. Analysis of additional explanatory variables i.e. store size, location, affiliation shows further dimensions. Whereas affiliation is consistently meaningful across England, Scotland and Wales, store size correlates with single item transactions and average spend per transaction mainly in England, and the significance of location in terms of ONS region is, unexpectedly, inconsistent.

Interestingly, additional explanatory variables analysis provides further reasons to emphasise differences among the three analysed devolved nations (the differences appear not only between the coefficients levels but also the statistical significance of the obtained results). Such an observation supports the need to understand and address the devolved nations not only as the components of the UK but also individually (Hallsworth and Coca-Stefaniak 2018; Moffatt et al. 2012), including the context of the Covid-19 pandemic.

Specific aspects of our study reveal, among others, that within the pandemic circumstances footfall is no longer the strong prognostic for turnover and consequently the business resilience in the context of convenience stores sector. Sector resilience and resilience of singular businesses within the sector of convenience stores are nowadays increasingly often connected with the local community and economy resilience (e.g. Rybaczewska and Sparks 2020). Various theoretical and managerial implications of this study confirm its contribution to the long-term process of grocery shopping knowledge building and business practice.

187 – O

UK Poverty: The Segregating & Transitioning Spaces of Food Aid Organisations

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Summary Statement

Despite the presence of foodbanks in the UK since 2000, there remains a limited understanding of the spatial interplay between poverty and segregation, and how we can facilitate low-income individuals to transition beyond emergency food aid. Using Castilhos and Dolbec's (2018) typology of

spaces and original qualitative research with food aid organisations, this research examines the role of food aid providers, including their spatial engagement, when seeking to alleviate urban food poverty.

Competitive Short Paper

Two decades of austerity measures, a global pandemic and the recent cost of living crisis have resulted in critical levels of poverty (Szmigin et al., 2020; Shaw, 2019) across the UK, resulting in increasing segregation as well as an unprecedented demand for food aid (Oncini, 2021). Consequently, a substantial number and variety of food aid providers exist across the UK, which now include foodbanks, social supermarkets, churches, and surplus food distributors (Moraes et al., 2021). The traditional model of the foodbank and alternative sources of surplus food distribution (e.g. school breakfast clubs) are examples of segregating spaces, as their users are separated from the general population by their low socio-economic group status (Moraes et al., 2021). Despite the presence of foodbanks in the UK since 2000, there remains a limited understanding of the spatial interplay between poverty and segregation, and how we can facilitate low-income individuals to transition beyond the "vicious circle of segregation" (Nieuwenhuis et al., 2020, p. 178), to secure, long-term food access. Our lack of understanding concerning the transitions made by low-income individuals to more secure food access, along with the ever-expanding variety of food aid providers (IFAN, 2022), suggest a need for greater insight into how these organisations operate both spatially and relationally, and the extent to which they alleviate urban food poverty (Author A, 2020). Thus, we aim to examine the role of food aid providers, including their spatial engagement, when seeking to alleviate urban food poverty.

Our interpretivist approach enables nuanced understandings of the interplay between space and social practice, capturing "qualities that describe or explain a phenomenon of theoretical interest" from a small sample (Gioia et al., 2013, p.16), and furthering our theorisation of segregation. Through the analytical lens of segregating spaces, that is, exclusionary "spaces defined by one or multiple actors for the benefit of a cohesive group or community" (Castilhos and Dolbec, 2018, p.159), attending also to the spatiality (i.e., locations, patterns, and organisation of people) surrounding poverty (Shaw, 2019; Strong, 2020), we extend Castilhos and Dolbec's (2018) typology of spaces by establishing an additional type of space, that of transitional space. We define transitional space as a liminal spatial type that is fluidly situated between spaces (i.e., between the segregating space of emergency food provision and that of market-based food access), and which in the case of food poverty alleviation manifests as social supermarkets. This extended conceptualisation allows for a fuller depiction of concentrated urban poverty (i.e., high levels of poverty concentrated within a particular area) and how it is spatialised and experienced in the context of food aid. We also contribute implications for urban food poverty alleviation coordination, to enable transitions to a more sustainable urban food governance system.

188 – O

Reasons to use and Bragg about using autonomous vehicles: The mediating role of Trust

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Summary Statement

Fully autonomous vehicles (AVs) can create new opportunities and challenges for consumers. We explore the reasons for/against adopting AVs, drawing upon behavioral reasoning theory (BRT). We include willingness to brag about using AVs based on braggart word-of mouth theory and explore the role of trust as a mediator as it can decrease risk perceptions about acceptance of AVs. Our study addresses the lack of academic research focused on consumer perceptions of this innovation.

Competitive Short Paper

Fully autonomous vehicles (AVs) have the capacity to revolutionise the driverscape - creating new opportunities and challenges for consumers (Mcleay et al., 2022). The growing AV literature focuses on the factors with a positive (Hasan and Van Hentenryck, 2020) or negative (Casidy et al., 2021) influence on AV adoption. In contrast to previous studies, we simultaneously explore the reasons for/against adopting AVs, drawing upon behavioural reasoning theory (BRT) as a theoretical foundation (Hajiheydari et al., 2021). BRT assumes that an individual's attitudes and behavioural intentions are affected by their reasoning process, since reasoning "helps individuals justify and defend their action, which promotes and protects their self-worth" (Westaby, 2005:98). According to BRT, "research should seek to identify possible reasons why consumers like and accept an innovation, and simultaneously examine possible reasons for rejection" (Kottasz et al., 2021: 1659) which enables BRT to theoretically differentiate between the influences of perceived benefits or facilitators (reasons for) and barriers or constraints (reasons against) (Claudy and Peterson, 2014) adopting AVs (Huang and Qian, 2021).

We make an additional contribution by including willingness to bragg about using AVs as a second AV based on braggart word-of mouth theory. 'Braggart word-of-mouth' refers to individuals' desire to brag about their experience to others, "sometimes in an explicitly stated attempt to make others jealous or out of self-admitted pride felt by having engaged in the experience" (Pelletier and Collier, 2018: 461). As such, consumers will not brag about aspects that show them in a negative light; they will strive for self-enhancement by using positive word-of-mouth. Trust is a powerful determinant of performance expectancy and can decrease risk perceptions relating to the acceptance of AVs (Riberio et al., 2022), therefore we explore the role of trust as a mediator. Our study addresses the paucity of academic research with strong theoretical foundations that has focused on consumer perceptions of this innovation (Acheampong & Cugurollo, 2019).

We investigate the significance of four reasons (adventure, gratification, convenience and social motivation) for building trust and stimulating usage, and bragging about AVs. The model includes five reasons against using and bragging about AV (creepy, safety, perceived complexity, security and psychological risk) that hamper trust, willingness to use, and bragging about AVs.

Data were collected in Australia and USA and from potential AV users. Responses were gathered from survey respondents recruited through Qualtrics in 2022. This platform is a tried-and-tested method to test behavioural intention of using technology products. The survey yielded 670 responses from Australia (53.7%) and USA (46.3%). After checking psychometrics of the measures, the proposed hypotheses were tested using Hayes Process Macro. Using a four-study approach (levels 3 & 5 in Australia and USA), the paper contributes to theoretical and methodological advancement, and highlights specific implications for managers and policy makers. The results will be discussed at the conference.

189 – W

Uncovering the 'Lived Meanings' of Rural Space, Food Localness and Place to Construct Local Food Landscapes

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Summary Statement

Contrary to most research, this study moves beyond traditional placemaking approaches and embraces a socio-cultural focus to help uncover local consumers' lived meanings of 'local' food choice. In so doing, we respond to calls for additional research to move beyond traditional placemaking concepts (McCamley & Harkness, 2022) and advance our understanding of consumers' construction of food localness in their regional market of reference (Banerjee & Quinn, 2022).

Workshop: Revolutionary Placemaking, Moving Beyond Traditional Frontiers

Competitive Short Paper

A 'sense of place' is widely acknowledged as socially constructed and conceptualised as representing individual and group identifications with places and feelings of "belonging to a place, either consciously or as shown through everyday behaviour" (Agnew, 2005 p.89; Akbar & Edelenbos, 2021). From a food geographies perspective, "places are relational to food and food is relational to the locations in which it is em-placed" (Kneafsey et al., 2021, p.8, emphasis in the original). In other words, food localness satisfies an 'intimate' sense of place, namely, place attachment and identity (Warnaby & Medway, 2013). Contrary to most research which concludes that local consumers associate food localness with nostalgic and/or romantic rural sites where the authentic 'natural' and 'traditional' food of the past escapes the modern urban wasteland (Autio et al., 2013), this study moves beyond traditional placemaking approaches and embraces a socio-cultural focus to help uncover local consumers' lived meanings of 'local' food choice. In so doing, we respond to calls for additional research to move beyond traditional placemaking concepts (McCamley & Harkness, 2022) and advance our understanding of consumers' construction of food localness in their regional market of reference (Banerjee & Quinn, 2022). Moreover, we contribute to the marketing and food geographies literature by providing a more nuanced understanding of the inter-relationship between local food and rural space, which integrates scholarship on local food consumers' 'place-belongingness' (Antonsich, 2010) with the relatively less explored theoretical lens of the politics of belonging (Roos et al., 2016). The politics of belonging offers an opportunity to gain additional insight into such relationships as it is recognised as embodying a dynamic process of boundary-making, embedding people and place (de Jong & Steadman, 2021), which constructs spaces as 'boundaried' carriers of meanings (Trudeau, 2006).

Through an existential-phenomenological approach, 20 in-depth interviews with residents of the Italian region of Marche were carried out, where local consumers have daily lived experience of the cultural geographical urban-rural continuum (McEachern & Warnaby, 2006). Thus, a focus on the regional scale of Marche, as opposed to a wider, national scale, allowed our analysis to encompass the socio-spatial assemblages that urban-rural interactions constitute for food networks at the 'city-region' level (Sonnino & Coulson, 2022). Using a hermeneutic approach to the interpretation of transcripts and the politics of belonging as an analytical tool, our findings reveal three interconnected themes around how local food consumers' discourses and practices draw a boundary between local ('rural') and non-local ('urban') food, hence constructing a local food 'landscape'. Considering the 'realm of meaning' relating to placemaking, this research advances our theoretical understanding as it moves beyond traditional food localness conceptualisations, which focus on purchase intentions (for example, Banerjee & Quinn, 2022), a priori conceptions of rurality (Autio et al., 2013), or feelings of place attachment and identity with a rural landscape and/or community (Rodriguez, 2020; Sjölander-Lindqvist et al., 2020). In addition, this study provides considerable scope for food marketers to differentiate local food products by enhancing consumers' direct experience of it in relation to rural placemaking strategies

191 – O

Can One Size Fit All? The Differential Effects of Entrepreneurial Orientation, Market Orientation, and Entrepreneurial Marketing on Firm Performance

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192 – O

How Reviewer-Related Cues Influence Consumer Behaviour: The Mediating Role of Perceived Deception

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Summary Statement

The growing practice of deceptive reviews posted online threatens the credibility of online reviews. The purpose of this research is to assess the role of perceived deception on the relationship between reviewer's profile cues (identity disclosure and expertise level) and consumer behaviour. The moderation effect of online review skepticism on the relationship between reviewer's profile cues and perceived deception is also explored.

Competitive Short Paper

Online reviews are providing increasingly important sources of information that influence consumer decision-making. However, the growing practice of deceptive reviews posted online threatens the credibility of online reviews. In the context of a deceptive review, deceivers intentionally pose as former consumers and post reviews to promote companies' products or services or denounce competitors (Kumar et al. 2018). As deceptive reviews are spreading, further investigation is needed into the influence of perceived deception on consumer behaviour (Filieri et al., 2018). Therefore, the purpose of this research is to assess the role of perceived deception on the relationship between reviewer's profile cues (identity disclosure and expertise level) and consumer behaviour. The moderation effect of online review skepticism – "a person's tendency to doubt, disbelief, and question" (Skarmeas & Leonidou, 2013; 1832) - on the relationship between reviewer's profile cues and perceived deception is also explored.

An online experiment was conducted using a 2 (identity disclosure: high, low) x 2 (expertise level: high, low) between-subject design to explore how reviewer's profile cues influence perceived deception and ultimately consumer behavior (specifically, booking intention –"willingness to book"(Sparks & Browning, 2011; 1311)-, negative word-of-mouth (NWOM)-"informal, person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization or a service" Harrison-Walker, 2001; 63)- and negative emotion – "a mental state of readiness that arises from cognitive appraisals of events or thoughts" (Bagozzi et al., 1999; 184). 321 US participants were recruited through Prolific. Existing validated scales were adapted to measure online review skepticism (Skarmeas & Leonidou,2013), perceived deception (Darke & Ritchie, 2007), booking intention (Dodds et al.,1991), NWOM (Sánchez-García & Currás-Pérez,2011), and negative emotion (López-López et al.,2014) on 7-point Likert scales. Two-way independent ANOVA tests were conducted to examine the mean differences across groups. Moderation, mediation, and moderated mediation analysis was conducted using the PROCESS Macro (Hayes,2022).

Results show significant main and interaction effects of identity disclosure and expertise level on perceived deception. These effects on perceived deception were statistically significant and positive when online review skepticism was high but not when it was low. The results also indicate that reviewer's identity disclosure and expertise level significantly influence booking intention, NWOM and negative emotion via perceived deception. The results show that the indirect effect of identity disclosure on booking intention, NWOM and negative emotion via perceived deception was significant when online review skepticism was high but not when it was low. In contrast, the indirect effect of expertise level on booking intention, NWOM and negative emotion via perceived deception was significant at both levels of online review skepticism, i.e., high and low.

These findings extend the literature on consumer perceptions of online reviews that have an implicit assumption that only reviews perceived as credible will influence consumer behaviour. However, the current findings show how cues in reviewer profile influence consumers' perceived deception, which in turn decreases their booking intention, increasing NWOM and negative emotion. A number of available cues in a reviewer's profile, (identity disclosure and expertise level) can affect consumers' perceptions.

193 – O

Cognitive and Emotional Dimensions of Negative Customer Engagement

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Summary Statement

Negative Customer Engagement (CE) is defined as a customer's unfavourable thoughts, feelings and behavioural intentions towards a brand or provider resulting from their negative experiences. This

study examines the key negative thoughts and emotions of Chinese customers, which can allow marketers to develop better understanding on the negative CE and design service and marketing strategies to prevent negative CE.

Competitive Short Paper

Introduction

Customer engagement (CE) has emerged as a key concept in brand management since 2010 (Kumar & Pansari, 2015; van Doorn et al., 2010). The dimension of valence in engagement was first defined in van Doorn et al. (2010) to reflect the range of positive and negative engagement. CE research has mostly centered around the conceptualization of positive CE, antecedents of positive CE such as satisfaction (van Doorn et al., 2010), perceived values (Huang & Chen, 2022), participation (Leckie et al., 2016), and its influence on customers (Hollebeek et al., 2022). Research into the negative CE and its potential impact has received very limited attention (Do et al., 2021). Seeking to extend current knowledge about CE valence, this study contributes to a better understanding of the cognitive and emotional components of negative CE.

Negative CE is defined as “consumers’ unfavourable brand-related thoughts, feelings and behaviours during focal brand interactions” (Hollebeek & Chen, 2014, p. 69). Negative valence of customer engagement can include both customer disengagement and negative engagement (Naumann et al., 2017). Negative CE is defined as a customer’s unfavourable thoughts, feelings and behavioural intentions towards a brand or provider resulting from their negative experiences. This study examines the key negative thoughts and emotions of Chinese customers, which can allow marketers to develop better understanding on the negative CE and design service and marketing strategies to prevent negative CE.

Research Method

This study used a qualitative method to examine the characteristics of cognitive and affective components of negative CE. Two interview studies were conducted with different approaches to enhance the quality of information. 30 respondents who had experience of positive and negative engagement with different brands participated in each study. In the Study 1, after recording their demographic background, interviewers asked the respondents about their relationship with positively engaged brands and experience of disengagement with positively engaged brands, and their relationship with negatively engaged brands and experience of recovery. In Study 2, Critical Incident Technique (CIT) method was adopted to examine negative incidents experienced by customers in their consumption experiences. CIT is a method commonly applied in service related research, which can generate useful insights for exploratory research studies (Gremler, 2004). Each interview lasted approximately 20 to 25 minutes and was recorded with the consent of the interviewee.

Results and Implications

The findings revealed the major negative thoughts and emotions towards brands and services in a wide range of contexts. The interrelationships between different cognitive dimensions and affective dimensions are examined to enhance the understanding of the complex nature of negative CE. The findings confirm and expand the prior research studies on the cognitive, affective, and behavioural dimensions (Do et al., 2021; Naumann et al., 2017), revealing a range of negative thoughts, emotions, and behaviours that were experienced by Chinese customers in Hong Kong. Based on the findings in this study, a draft measurement scale for measuring the cognitive and affective dimensions of negative CE was proposed for validation.

194 – W

The Social Impact Ratio: A means of measuring the impact of social interventions by not-for-profits

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Summary Statement

Despite many not-for-profits anecdotally believing their work has a transformative impact many continue to rely on external funders, including philanthropists, who also require reporting of measurable economic impact from social interventions. This conceptual paper explores measures of social impact reporting and suggests a pathway for not-for-profit organisations to plan, measure and report against key metrics to fulfil this desire by some for impact to be reported in economic terms and, potentially, attract future funding.

Workshop: Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World

Competitive Short Paper

Measuring the social impact of any not-for-profit's activities is a complex endeavour (Bertotti et al., 2011). This is particularly true for not-for-profit organisations that engage is stigmatised spaces where economic returns are not often seen as the dominant measure of success (Yang, 2021). However, funders often still require some measurement of impact to substantiate appropriate funding and its use (Mook et al., 2015). In this research we explore the various models used for measuring the social impact of engagement for a not-for-profit organisation dedicated to addressing domestic abuse. Here, the social workers involved are dedicated to creating a society that is violence free. However, reporting on the 'economic' returns of such an endeavour is difficult to quantify but also goes against the spirit of the organisation's values. Finding a means by which the impact can be measured and presented in a quantifiable manner still communicating the 'return' from engagements presents a complex tension and can help with the revolution of impact reporting that is needed.

A comprehensive literature review was conducted to determine what the dominant models of measuring social impact are. From here, the elements of these models were aligned with the cause under investigation to determine which combination of models were best suited to their needs. The literature review examined a total of 45 research outputs across multiple disciplines that focus on social impact measurement. From the review of the dominant models a combination of the Social Return on Investment (SROI) and Theory of Change Approach (TCA) are proposed to create a Social Impact Ratio (SIR).

The Social Impact Ratio is proposed as a measure of Inputs/(Outputs x Outcomes). Inputs refers to the resources used to deliver a service. This can come in the form of funding, volunteer hours or other resourcing. Outputs refers to the things that are done by an organisation. In the case of the domestic violence organisation a 24-hour hotline they run and the number of calls they receive are one tangible output. Outcomes refer to the change that occurs as a result of these outputs. If 1,000 calls are received but no real change occurs then the outputs are high, but outcomes are zero. Therefore, the emphasis is a balance between both the things being done and the change that these things have, relative to resourcing.

This proposed approach to understanding how to measure the impact of social organisations drives us to show how the resourcing used is not necessarily focused on economic return, but social return and that both outputs and outcomes are necessary to show the value of inputs taken. This research opens opportunities for not-for-profits to engage in monitoring and measurement exercises that measure their SIR, and they can report on this for both internal and external stakeholders. Future research should further validate the SIR but also explore other means of valuing not-for-profit impact, as the SIR is still heavily quantitative and positivistic in nature. Societal (and stakeholder) mindsets that value non-metricised impact should be privileged.

195 – O

Loneliness and Well-being Amongst Caregivers of a Person with Dementia in New Zealand.

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Summary Statement

This large study, representative of the New Zealand population, examined loneliness and the association between loneliness and well-being amongst informal caregivers (e.g., family members) of a person with dementia (PWD). Findings revealed, that compared to the general population, informal caregivers were significantly more isolated and this was negatively associated with well-being; 60% of informal caregivers were isolated or very socially isolated. The presentation will expand on the results and provide recommendations for social marketing communication.

Competitive Short Paper

Informal caregivers (unpaid familiar caregivers) are more likely than the general population to experience loneliness (Vasileiou et al., 2017) and there is a call for research informed interventions to alleviate this (Velloze, Jester, Jeste & Mausbach, 2022). Notable media campaigns in the United States and United Kingdom have targeted loneliness amongst the general population (Holt-Lunstad, Robles & Sbarra, 2017), however, they have not focused on informal caregivers. The present study explores loneliness amongst a significantly susceptible segment, informal caregivers of a person with dementia (PWD), and explores the association between loneliness and well-being, in order to make recommendations for social marketing communication.

An increase in the prevalence of dementia, estimated to impact 153 million people by 2050, due to population growth and aging (Nichols et al., 2022) coupled with the trend of ageing in place (Alders & Schut, 2019), means care of a PWD is often provided by informal caregivers (Brodaty & Donkin, 2009). However, there is a significant knowledge gap on loneliness amongst caregivers of a PWD with the exception being three studies. Loneliness amongst informal caregivers of a PWD in the United Kingdom has been associated with poorer well-being (Victor et al., 2021), reduced ability to 'live well' (Clare et al., 2019) and an increase of depressive symptoms (Saadi et al., 2021). Feeling socially connected protects against mortality and disease, influencing quality and length of life (Holt-Lunstad et al., 2017).

Present study: A representative sample of 1643 individuals (48% female) completed an online survey. The sample were predominantly European (66%) and Māori (11%) and ranged from18-90 years (average age = 47 years). One question identified 8% (n=130) of participants were (or had previously been) a primary caregiver of a person with Alzheimer's Disease and Related Disorders. Loneliness/perceived social isolation was measured using the Friendship scale (Hawthorne, 2006). Well-being was measured through the Flourishing scale (Diener et al., 2010); a reliable and valid measure of psychological functioning (Hone, Jarden & Schofield, 2014).

Chi-square and ANOVA tests revealed informal caregivers of a PWD did not differ to non-caregivers in terms of demographics, thus demographics were removed from analyses. ANOVA's revealed that compared to non-caregivers, informal caregivers were significantly more isolated and less likely to flourish. A K-Means cluster was used to classify informal caregivers as either more or less isolated. An ANOVA on participants' flourishing score revealed that informal caregivers who were more isolated were less likely to flourish.

Informal caregivers of a PWD were significantly more isolated than the general population and isolation was negatively associated with well-being. Of note, 60% of informal caregivers were isolated or very socially isolated and only seven percent felt 'very connected'. These findings add to the small body of research examining isolation amongst informal caregivers. The findings emphasize the importance of enabling caregivers to maintain social relationships and the need for future policy and social marketing interventions to facilitate this. The presentation will expand on the results and provide recommendations for social marketing communication.

196 – O

Legitimacy in the Context of Branded Entertainment

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197 - W

Somatic Methodologies to Capture the Ineffable

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Summary Statement

While there have been important inroads in certain arts-based methodologies and forms of presenting our data, using, for example, poetry (Canniford, 2012; Rojas Gaviria, 2016; Sherry, 2008; Sherry & Schouten, 2002) and photography and videography (Belk. & Kozinets, 2005; Holbrook, 1997; Rokka, Hietanen, & Brownlie, 2018; Thomas, Briggs, Kerrigan & Hart 2018), the visceral and embodied elements of consumer experiences have yet to be addressed in a more physical manner.

Workshop: Alternative Methodologies to Exploring and Understanding Consumer Research

Competitive Short Paper

Consumer research has embraced the non-representational (Canniford, Riach & Hill, 2018; Patterson & Larsen, 2019) and “unrepresentable” (Hill, 2016: 157) accounting for the affective and sensual in human and non-human actors, forces and identities. There has been a recent surge in studies of atmospheres (Hill, Canniford & Eckhardt, 2021; Preece, Rodner & Rojas-Gaviria, 2022; Steadman et al., 2020), examining how these “touch, invade and permeate people’s bodies” (Biehl-Missal & Saren, 2012: 170) to better account for some of the ‘messiness’ of social life. Yet, these studies serve only to highlight the need for more unconventional and creative methodologies.

We have previously used poetic methodologies (Preece et al. 2022; Rojas-Gaviria, 2021), finding them to be a useful tool to capture lived, embodied experiences that could otherwise go unnoticed and cannot be articulated, particularly in heightened emotive and affective moments, sometimes even providing participants and researchers with therapeutic and cathartic relief. Yet, these methods are still predicated on the written word. In examining a form of theatre that rejects the passive obedience of traditional theatregoing, namely immersive theatre, we ask what alternative arts-based methodologies could help capture the emotional reverberations and liveness of this context. As spectators become by-proxy participants as well as observers, there is an opportunity to make use of alternative methodologies to capture that which escapes the sayable, that is, the ineffable, choreographed lived experience of immersive theatre.

We thus turn to the medium of dance itself as a way for participants to account for the non-linguistic experience of bodies moving in spaces. We draw on Reason’s (2010) creative-reflective research methodologies as inspiration, whereby he considers how drawing can open up the data, allowing for greater scope for sensorial responses to emerge and become articulated. However, instead of asking participants to visually represent their experience, we intend to set up a workshop in which participants will be guided by the dancers/performers so as to enable them to communicate their experience in a more physical manner and subsequently reflect on that process. We suggest that this will allow us to highlight the transformative impact of the research process on the articulation of experience. As asking participants to move is intimidating, it is important to shift the focus from physical ability and the ‘quality’ of the dance towards the expressive and communicative engagement of their movement and the mediating impact of the creative process. Indeed, the very ambiguity and multiplicity of participants’ embodiment, we suspect, will be in stark contrast to the tendency of conversations to close down and determine single interpretative meanings. Furthermore, the collective aspect of the workshop may allow participants to further consider how interactions with performers, but also other audience members, affect the experience. We predict that expression through movement as a mediating tool can uncover consumer experiences, feelings and memories in more active and multisensory ways, communicating emotional and affective experiences through and with movement in the most literal sense.

198 – W

The Smart Sports Revolution: Are Smart Watches Making Us Run That Extra Mile?

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Summary Statement

This study will investigate the implications of users "persuaded self-tracking" through smartwatches in the context of endurance sports and examine athlete´s motivation to collect and analyse their private data through smartwatches. Further, it is proposed to examine the implications of scheduled, completed and missed training sessions on user wellbeing.

Workshop: The Technological Revolution and Consumer Well-Being

Competitive Short Paper

Smart wearable technology is an emerging trend in the personal technology market, which has accounted for 181.5 million units sold in 2019 and will reach 520.1 million units by 2025 (Statistics Market Research Consulting 2020). Smartwatches are the most popular form of wearable technology with 44.2% market share (Chuah et al. 2016; IDC 2019). The pervasiveness of smartwatches has the potential to both increase wellbeing and hinder digital sovereignty (Conradie & Nagel 2022) as the omnipresence and proximity to their user, which may make them prime vectors for violations of autonomy and privacy (Conradie & Nagel 2022).

The benefits of smartwatches are largely dependent on the device's ability to collect and analyse user data (Kang & Jung 2021). Full smart functionality, however, requires the integration with a wider network where data is processed and stored. Research confirms the benefits of smartwatches, which indirectly led to continuance intention through enhancing the psychological state of inspiration and wellbeing (Chuah 2019). In contrast to the benefits offered, Belk (2021) considers ubiquitous surveillance as a key ethical issue in the service domain relating to robotics and AI. It is argued that consumers are becoming complicit in their own surveillance and erosion of their privacy by voluntarily wearing smart devices that track their movements, activities, and sleep (Paluch & Tuzovic 2019; Pomfret, Previte & Coote 2020). This trend towards self-quantification and uploading of personal data relating to health, and exercise data via smartwatches such as Apple Watch, Fitbit, Garmin, etc. could also have negative side effects if input by smartwatches and third parties may be able to manipulate its users rather than encourage certain behaviours.

An increasing body of literature focuses on the dark side of new-age technologies such as smartwatches and negative experiences faced by consumers (e.g. Kumar et al. 2022; Cheng et al. 2022; Sun et al. 2022). A key consumer concern relates to privacy and data issues because smart technology often functions as a black box with a lack of evidence of where consumer data is stored, or who will be able to access it (Hofacker & Corsaro 2020). Reports of companies jeopardizing customers´ privacy and generating insights from customer data, which have been obtained without informed consent, are increasing (Kelley 2022). Another negative effect for consumers relates to psychological responses such as stress (Kumar et al. 2022), which is experienced by an individual when they feel that a particular situation may exceed their capability and resourced to deal with such situation.

Based on above discussion, this study will investigate the implications of users "persuaded self-tracking" through smartwatches in the context of endurance sports and examine athlete´s motivation to collect and analyse their private data through smartwatches. Further, it is proposed to examine the implications of scheduled, completed and missed training sessions on user wellbeing. In this way, this study will add to a growing discussion in the marketing literature around smart wearable technology, consumer information disclosure, and consumer wellbeing in response to the use of smart technology.

199 – O

Is The Influencer A Fit Or Fit? An Exploration Into Influencer Selection

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Summary Statement

This paper explores the concept of influencer -brand fit and its associated variables to help influencer marketing agencies and brands improve their selection of influencers. Interviews with agencies and influencers lend insights into how the fit measurement can improve congruency.

Competitive Short Paper

Influencer Marketing Agencies, social media platforms and brands are all trying to find the most efficient way of identifying influencers for partnerships and campaigns (Harrigan et al. 2021). Some studies show brands choose influencers based on their reach, resonance, and relevance with their own online followers (Riboldazzi and Capriello, 2020). Reach is determined by the influencers ability to reach a particular target or demographic of an audience (Mukherjee et al. 2022). An influencers relevance relates to their perceived authority or expertise as well as how their followers judge their authenticity and credibility (Mukherjee et al. 2022). Finally, resonance refer to how the influencers can impact followers' actions and attituded as well as their level of engagement within a network (Riboldazzi and Capriello, 2020).

However, the issue of reach, relevance and resonance misses an opportunity to explore further the issue of fit. For brand and influencer partnerships to succeed, once should consider the concept of a person-organization fit or an influencer-brand fit. The concept of a person (influencer) and an organisations (brand) fit is grounded in Kristof-Brown et al.'s (2005) P-O Fit theory that says a supplementary fit between both parties' characteristics such as culture, value, goals and norms and the complementary fit between resources and opportunities will lead to an overall match. When brands explore if an influencer's values match their own, then it is inferred that there will be a good supplementary fit. If the influencer's effort, commitment, and experience complement the brands opportunities, then there can be a complimentary fit.

A lack of congruency between the brand and the influencer can damage the influencers credibility (Zhou et al., 2021). These findings were confirmed in Belanche et al.'s (2021) study that found that the compatible relationship between the influencer and the promoted product is crucial in the followers' positive perception. Too often there are tales of Influencers endorsing a product which is completely alien to the content they historically produce and followers crying foul.

Ozcelik and Levi (2020) proposed the conceptual idea of Influencer-Consumer Fit, Content-Consumer Fit, Product-Influencer Fit, and Brand-Influencer Fit to provide a more nuanced breakdown of fit.

Ozcelik and Levi (2020) argue the influencers' followers should match to what the brand is searching for in a consumer as well as other fit factors. We argue that influencer also need to take fit into consideration just as the employee and organisation are in Kristof-Brown et al.'s (2005) studies.

Consequently, this paper explores the concept of fit and seeks to answer how influencer agencies measure fit between a brand and influencer. By understanding in what manner to determine fit between influencers and brands, we contribute to the academic knowledge of how to select influencers in a more efficient manner. From a practitioner's perspective, understanding how to measure fit can provide brands, influencer agencies and social media platforms a more nuance understanding of the whether there will be a complementary and supplementary fit to better benefit both parties.

202 - W

Exploring the Language and Stigma Surrounding Second-Hand Fashion: The Role of Semantics in Promoting Sustainable Shopping

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Summary Statement

Second hand clothing is never more prevalent than today. The rise in the cost of living and increase in ethical perspectives of sustainable fashion requires society to act more responsibly. Our paper is based on a ZMET study of second hand wedding dresses which discovered that there was a stigma around the language and terminology used by participants. We believe that rebranding the term 'second-hand' may help to alleviate negative consumer perceptions towards preowned clothing.

Workshop: Let's Get This Party Sustainable Fashion Revolution Started (Again)!

Competitive Short Paper

Second-hand clothing, also known as pre-owned or vintage, has gained popularity in recent years as a sustainable fashion option. By prolonging the life of clothing, buying second-hand can help reduce the environmental impact of the fashion industry. Padmavathy, Swapana, and Paul (2019) state all second-hand products have previously been owned by another consumer. The market for second-hand clothing has evolved from being a direct response to the need for inexpensive clothing for the poor (Le Zotte, 2017) to a growing market with shifting trends, consumer segments, and a wide range of items on offer (Kim and Woo, 2022). The global second-hand fashion market is projected to grow at a rapid pace, potentially three times faster than the global apparel market, rising from $96 billion in 2021 to $218 billion in 2026 (ThredUp, 2022). In the UK, 44% of all second-hand purchases are fashion-related, with clothing accounting for 27%, bags and luggage 9%, and accessories 8% (Statista, 2022), indicating a healthy market with potential for innovation.

Second-hand clothing has a range of business models including charity shops, consumer-to-consumer transactions, and business-to-consumer redistribution (Park, Kwon, Zaman and Song, 2020). However, despite its growth, there remains a negative perception of second-hand clothing, with it being viewed as inferior, dirty, potentially damaged, and sometimes of illegal origin (Gilquin, 2022). Gilquin's analysis of the Corpus of Historical American English (COHA) found that these negative perceptions have been present for centuries. However, their automated analysis also showed that positive connotations of second-hand consumption have increased in recent years, with the 1990s and 2010s showing the most positive representation. This upward trend in positive connotations could indicate a shift in perception of second-hand clothing (Gilquin, 2022).

The language surrounding second-hand clothing plays a significant role in shaping consumer perceptions and attitudes towards it. Gilquin (2022) suggests that using terms such as "op-shop" (an abbreviation of opportunity shop used in Australia and New Zealand) can help to focus on the positive aspects of second-hand shopping, such as the potential for "chance discoveries". Studies have shown that the language used to describe second-hand clothing can act as both barriers and motivators for purchasing it. For example, some synonyms for second-hand clothing, such as "pre-loved" or "reloved," may have more positive connotations than terms like "used" or "castoff." Additionally, the media and marketing messaging can influence the cultural associations that consumers have with different terms. Some examples of terms used to describe second-hand clothing include: "second-hand," "second chance," "used," "nearly new," "worn," "rehomed," "pre-loved," "reloved," "preowned," "retro," "vintage," "charity shop clothes," "jumble sale clothes," "hand-me-downs," "passed down," "castoff," and "thrifted."

The present study fills a gap in the academic literature by conducting qualitative semi-structured ZMET interviews with 18 consumers (saturation point) to gain a better understanding of the language used to describe second-hand clothing. The findings explore the positive and negative connotations derived from communication around second-hand clothing in depth. This will help improve the likelihood of promoting sustainable shopping outcomes for both businesses and consumers.

204- W

Circular Fashion: A Phenomenological Exploration Of Access-based Consumption

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Summary Statement

This paper outlines three tentative themes that emerge from 24 in-depth interviews exploring rental fashion: *elevation, surrogacy, and advocacy*. Each theme demonstrates how renting fashion items contributes to a consumer's self-concept. Specifically, consumers share a desire to rent items that elevate their sense of self, ensuring they protect and preserve their rented item while actively promoting renting as a sustainable alternative to consuming fashion, in the strive towards a circular economy.

Workshop: Let's Get This Party Sustainable Fashion Revolution Started (Again)!

Competitive Short Paper

Existing literature calls for further research to investigate whether Liquid Consumption experiences contribute towards a consumer's self-concept (Belk, 2013; Eckhardt et al., 2019; Lamberton and Goldsmith, 2020; Morewedge et al., 2021).

The fashion industry is the second largest polluting industry worldwide, surpassing overpopulation as the leading driver of climate change (Colucci and Vecchi, 2021; Saha et al., 2021). Renting has been suggested as a sustainable alternative to ‘traditional’ fashion consumption, permitting consumers temporary access to clothing items (Linder and Williander, 2017; Yang et al., 2018). However, consumer research remains scant in exploring rental fashion, with only a handful of studies offering insight (Baek and Oh, 2021; Jain et al., 2022; Loussaïef et al., 2019; Pantano and Stylos, 2020). With this considered, this study asks:why do consumers choose to rent, over buying, fashion items? And does renting, rather than owning, fashion items contribute to a consumer’s self-concept?

Twenty-four in-depth interviews were conducted with female consumers who had experience of fashion rental. Thematic Analysis (Braun and Clarke, 2006) directed data analysis, revealing three tentative themes that suggest renting fashion contributes to an individual’s self-concept: (1) elevation, (2) surrogacy, and (3) advocacy.

The first theme, elevation, suggests that consumers rent fashion items to elevate their sense of self, selecting pieces that are more extravagant and more expensive than items they would ordinarily buy/own – affording opportunity to, as one participant described, feel “their most bougee self”. Another participant commented:“I'm probably never going to buy something like this because it's quite elaborate”, contrasting with previous research that implies consumers rent items that are synonymous with their identity (Loussaïef et al., 2019).

The second theme of surrogacyrepresents consumers’ awareness that items they rent are not theirs but rather they act as ‘surrogate’. One consumer recalls (through renting a Kurt Geiger bag): “…I was a little bit worried; I was like, this isn’t mine, be extra, extra, extra careful”. Participants revealed the need to be especially vigilant when wearing rented items. Here, the self-concept appears to be formed through a consumer’s role as ‘surrogate’: caretaker of the item/ensuring it is kept in pristine condition, allowing potential of fashion rental systems to overcome consumer ‘disgust’ at renting, rather than owning, fashion products.

Finally, advocacydemonstrates consumers’ desire to influence others to rent by actively promoting the phenomena, adopting the role of ambassador: “Everybody was like complimenting and coming up to me and I told everybody I rented”. Most interestingly, it is the act of renting that appears to contribute to a consumer’s self-concept, and not just the item itself. Consumers place less importance on the item they have rented and more on ensuring they tell others it is rented.

Tentative findings demonstrate that renting does inform the self-oncept, but not in the way that was expected, but via a sense of elevation, advocacy, and surrogacy. In doing so, we introduce the phenomena of the ‘surrogate consumer’, offering nuanced insight into access-based consumption, the self-concept, and the Circular Economy.

205 - W

Future Proofing Palliative And End-Of-Life Care For Service Users

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Summary Statement

This research spans over six years, where we set out to investigate patient experiences in end of life care (EOLC). It has led to the design, testing and validation of a new methodology for service improvement, the Trajectory Touchpoint Technique (TTT). Based on our work, it is estimated that palliative and EOLC services have been transformed for approximately 20,000 patients between 2015-2020.

Workshop: Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World

Competitive Short Paper

Everybody dies though not everybody experiences a dignified and comfortable death. Palliative care emphasises caring, not curing, and focuses on psychosocial, spiritual, familial and wider quality-of-life issues (World Health Organisation, 2018). Recently, there has been a call for greater awareness of patient-centred care that actively listens to healthcare service users. Patient-centeredness takes a consumerist view of the quality of care, effectively shifting the traditional balance of power and viewing the patient as a healthcare consumer. However, many healthcare providers are still at loggerheads with regards to conceptualising, institutionalising and operationalising patient-centred care to its full potential. More worryingly, there are a plethora of quantitative systems that try to capture patient sentiment in a variety of guises but no systematic, robust way of capturing these experiences and no one system that encompasses all areas of service provision.

Therefore, over six years and via an impact case, we investigated patient experiences in end of life care. Our work has informed policy at Government level and impacted palliative care service provision across hospices, hospitals and patient's homes, improving the ways services are designed, delivered, communicated and co-created with patients and their families.

We collected over 245 pathographies from patients (83), current caregivers (75), and bereaved caregivers (87). Drawing on services management tools and concepts, we developed a Trajectory Touchpoint Technique (TTT) (Sudbury-Riley et al., 2020), a new methodology to systematically uncover opportunities for palliative care services with an emphasis on capturing how users feel across the whole customer journey.

We also conducted 32 in-depth interviews with a variety of palliative care providers including specialist palliative care consultants, GPs, community nurses, hospital nurses who had administered palliative care in the previous 6 months, a hospital frailty consultant, and community care home managers. In addition, we administered a face-to-face survey comprising closed and open-ended questions to 100 hospital clinic outpatients who were waiting for diagnostic tests.

Key findings suggest that the TTT was superior to other available methodologies, leading to demand from several hospices (including chains such as Marie Curie, independent hospices and a children's hospice) and palliative care providers (Macmillan, and an inpatient unit and outpatient services at two different NHS Hospital Trusts) to apply the technique to their services. Our research has led to the launch of a new Hospice@Home provision, which, during its first 6 months alone, prevented 50+ hospital admissions and enabled 102 people to die in their preferred place of death. These initiatives have benefitted patients and their families, palliative care staff, and other clinicians in the healthcare ecosystem. This includes service design (from Wi-Fi access to room layout); service delivery (including counselling and staff training); communication (e.g. debunking myths and patient-clinician communication); value co-creation (including continuing support and feedback); ecosystem modifications (how hospices connect with other healthcare providers); and home services (enabling people to attain their preferred place of death). Our research has also influenced significant operational and strategic changes in the ways in which palliative care services are delivered across all collaborating organisations.

207 – O

Exploring the mass-marketisation of plant-based meat alternatives: A consumer perspectives

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Summary Statement

This paper explores the socio-cultural experience of 38 people following a meat reduced / flexitarian diet. It focuses specifically on consumption of mass-market plant-based meat alternatives, often produced by leading meat processing companies, uncovering the tensions consumers face when enacting a reduced meat diet. People and place become incredibly important and provide the main backdrop of enacted choice.

Competitive Short Paper

23% of UK consumers claim to follow either a meat free or meat restricted diet, with significantly higher numbers in under 25s (YouGov, 2021). This is mirrored in the rise of the $1bn market for plant-based meat alternatives, which are intended to mimic the texture and taste of meat whilst serving as a source of protein (Collier et al., 2021). To create this texture and taste, many classify as 'ultra-processed foods', high in sodium, saturated fat, and sugar (Monteiro et al., 2019; Wickramasinghe et al., 2021), potentially negating the health benefits of a plant-based diet (Curtain and Grafenauer, 2019). This market is growing at 17.5% per year (Statista, 2022) and seen a swing towards mass-marketisation with imitation meats and dairy products readily available on supermarket shelves (Agrosynergie, 2019), often produced by mainstream processed meat manufacturers (Fuentes and Fuentes, 2017).

Research has begun to explore consumer acceptance or rejection of plant-based alternatives (Weinrich, 2019), with several factors influencing rising consumption including concerns about health, the environment, animal welfare, and religious beliefs (Alcorta et al., 2021; Harguess et al., 2020). Yet most of this research focuses on people following vegan or vegetarian diets, with limited research from a consumer behaviour perspective or on the social and cultural elements of those choosing a reduced meat diet, and therefore more likely to choose mass-market processed alternatives (Hoek et al., 2017; He et al., 2020). Michel et al. (2021) made a start by observing that consumers perceive plant-based alternatives similarly to processed meats, and as such would not consider them for formal occasions. Yet He et al. (2020) concludes that research into the socio-cultural factors influencing reduced meat and dairy intake is severely limited.

This paper therefore explores the mass-marketisation of plant-based alternatives through a Consumer-Culture Theory lens (Arnould and Thompson, 2005) to expose the socio-cultural elements of choosing plant-based alternatives for 38 UK-based consumers espousing a reduced meat diet. Semi-structured interviews of between 48 and 96 minutes were conducted to explore the motivations for trialling plant-based alternatives, and the consumer experience of when and why these products replace meat within their diet.

Key findings highlight the importance of place and people in the enactment of plant-based meals. Although motivations such as health and sustainability are identified as motivating factors, they are often subsumed or enacted due to external pressures on the person. Social influence plays a very important role in people choosing plant-based alternatives, either through co-habiting companions, family or influential individuals prompting experimentation. Reduced meat consumption at home appears easier for most consumers, as events, and eating out are seen as less likely avenues for choosing plant-based alternatives. However, many suggest they can be swayed by others choosing alternatives in social situations and feel pressure to do likewise. Conversely, it was particularly noteworthy that male interviewees found this much harder, due to pressure to appear 'masculine' in front of peers and would even highlight feeling guilt for deriding vegan or vegetarian peers in public despite experimenting with a reduced meat diet in private.

208 - W

Stakeholder perspective on sustainable hydrogen innovation to decarbonise road freight: a Q-method study in the food cold chain

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Summary Statement

The paper adopts a Q-methodology to investigate stakeholder perspective on the barriers to the adoption of a sustainable innovation to decarbonise road freight. Data (Q-sorts and interviews) have been collected with different stakeholders in the food cold chain. Early results indicate 4 different viewpoints vis-à-vis road freight decarbonisation. Taken altogether, the different viewpoints provide a multi-stakeholder perspective on social, environmental and economic issues affecting consumers and businesses in relation to decarbonising the road freight.

Workshop: Transformative Transport Service Research

Competitive Short Paper

The purpose of the paper is to identify the viewpoints of experts in the food cold chain regarding the barriers to the adoption of a sustainable innovation to decarbonise road freight. We use Q-methodology to identify perspectives on the barriers to the adoption of hydrogen-fuelled refrigerated vehicles. Participants consist of stakeholders in the food cold chain, from both MNEs and SMEs, including logistics companies, supermarkets and food manufacturers. Participants cover a wide array of job roles, from drivers, managers, all the way to CEOs, thus providing a multi-stakeholder perspective on issues of sustainable transportation. Q-sort were completed either face-to-face or online and complemented by interviews.

Early results indicate that industry stakeholders can be split between 4 dominant viewpoints vis-à-vis the barriers to the adoption of a sustainable innovation to decarbonise road freight. We label those viewpoints: (1) Big bangers pro-hydrogen, (2) External support, (3) No rush, and (4) It is too expensive. Across all 4 viewpoints, there are agreements around the facts that the mileage of hydrogen-fuelled vehicles needs to increase, the refuelling time needs to be reduced and that we need more diverse hydrogen-fuelled refrigerated vehicles. Yet, all believe that those factors will evolve and improve with time.

The paper suggests different obstacles that need to be addressed to support the adoption of a sustainable innovation in the food cold chain to decarbonise road freight. Perspective 1, Big Bangers pro-hydrogen, are worried about changing the existing road freight system; perspective 2, External Support, are looking for collaboration, funding and governmental support; perspective 3, No rush, believe that adopting a technological innovation requires time, both on the technical and cognitive levels; and perspective 4, It is too expensive, believe that the ecological transition in the food cold chain cannot be happening at the expense of the sector, industries and/or customers. The paper also suggests areas which are not considered as barriers by stakeholders, and areas on which stakeholders could not situate themselves. Taken altogether, the different viewpoints provide a multi-stakeholder perspective on social, environmental and economic issues affecting consumers and businesses in relation to decarbonising the road freight.

The paper provides a comprehensive appraisal of stakeholders' perspectives on the barriers to the adoption of a sustainable innovation in the food cold chain by suggesting 4 different viewpoints. The paper contributes to research on consumers' and end-users' behaviours towards innovative and sustainable transportation modes (Flores & Jansson, 2022; Kottasz et al., 2021; Mogaji et al., 2022). In particular, the paper provides a better understanding of social acceptance of sustainable innovation for road freight in the food cold chain (Castelein et al., 2019). The paper also contributes to the value of Q-methodology to investigate perceptions of future technologies for sustainable transportation (Tsigdinos et al., 2022).

209 – W

Embedding Employability into The Marketing Curriculum- The Case Of A Mock Assessment Centre

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Summary Statement

This paper charts the design and development of a branding assessment centre. We have designed an assessment centre framework for embedding employability into the Marketing curriculum. We would welcome the opportunity to share our framework and ideas with colleagues looking to boost employability across their courses.

Workshop: Revolutionising Marketing Education

Competitive Short Paper

Employability is becoming increasingly important within the University curriculum. The global pandemic severely impacted graduate recruitment. However, recent indications suggest that the number of graduates recruited in 2021 is higher than expected with an increase of 9.4%, compared with graduate recruitment in 2020 (High Fliers, 2022). As the labour market opens up further in a post-COVID era, there is now a greater emphasis than perhaps ever before on embedding employability into the University curriculum. University directives sector wide are driving University courses to better connect student employability and help ensure readiness for the labour market post-graduation.

Over the past few years, we set out to embed a 'mock' assessment centre (AC) as part of a second year Branding module (part of a BA Marketing course). ACs consist of a number of exercises designed to assess the full range of skills and personal attributes required for a job or a graduate training programme. They are becoming increasingly common, particularly amongst larger employers and indeed, their popularity has grown internationally and therefore, they are important for our growing and diverse student body.

We partnered up with a key international employer (The Hut Group) to design and assist in the delivery of a 'live branding brief' which students had to answer over the course of several hours. This opportunity was developed to help mimic a real world assessment centre. Given the success of the AC over the course of the global pandemic, once restrictions eased and since this academic year, we were able to fully embed the AC as a 10% assessment component of the module. The feedback was very positive and attendance was at over 98% (cohort size was 106 students). The below student comment is typical of many others:

"Very well taught module, I enjoyed the face to face lectures and the opportunity to take part in assessment centres and listen to guest speakers. I especially like how the lecturers made effort to update us on the careers and job section of the module, as a lot of us are looking for placements.

Students had to submit a digital group infographic covering the key findings from the brief. This involved using digital software such as Adobe Creative Cloud.

Key skills that students developed include creativity, communication, teamwork, problem-solving, working under pressure, and many others. The best groups were shortlisted for informal job interviews with THG and all students received a certificate of participation.

We offer our AC framework and would love to share our ideas with colleagues in line with attempting to revolutionise marketing education.

212 – O

Collective Engagement: The Impact of Technology

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213 – O

Design innovativeness drives innovation adoption and diffusion: a study of new energy vehicle (NEV) adoption in Chinese market

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214 – O

Reflexive Effects of Negative Word of Mouth on Brand Hate

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Summary Statement

This study examines the reflexive effects of articulating negative word of mouth on the sender itself. We examine these reflexive effects on the NWOM sender's brand hate.

Competitive Short Paper

Word of mouth (hereafter, WOM) literature investigating the reflexive effects of given WOM on the sender is relatively scarce (Chawdhary & Dall'Olmo Riley, 2015). Further, scholars have focused primarily on understanding the boomerang effects of positive word of mouth on the sender (Garnefeld et al., 2011) at the expense of negative word of mouth (hereafter, NWOM). To address this imbalance in WOM literature, the current research focuses on understanding the reflexive effects of giving NWOM on the sender's brand hate. Current literature focusing on NWOM-Brand Hate relationship primarily considers an individual's NWOM as an outcome of brand hate (Hegner et al. 2017; Zarantonello et al., 2016; 2018; Zhang and Laroche, 2020)) overlooking the possibility that a reverse effect may exist. Anchored by self-perception theory (Bem, 1967) which posits that overt behaviour of an individual (e.g., NWOM behaviour) can inform their future behavioural intentions and attitudes (e.g., brand hate). We argue that articulation of NWOM about a brand will influence the NWOM sender's brand hate. In addition, we posit that the reflexive effect of given NWOM on the sender's brand hate will be stronger when NWOM about a brand is given to strong ties (vs. weak ties) as prior research suggests that reflexive effect of given WOM on the sender is stronger for strong ties as compared to weak ties (Chawdhary & Dall'Olmo Riley, 2015). This study employed an experimental research design to test the conceptual framework within the mobile phone services (hereafter, MPS) context because it is a highly familiar and widely used service category within United Kingdom with nearly 96% adults owning a mobile device (Cybercrew, 2022). Familiarity of the research context enhances realism of the scenario-based experiments which is the research method employed in this study (Wein & Olsen, 2014). Scenario-based experimental designs are widely used in WOM research (Chawdhary & Weber, 2021) as natural offline WOM is difficult to observe as it occurs (East, Lomax & Narain, 2001). Following Garnefeld et al. (2011), we employed the post-test control group experimental research design (Campbell & Stanley, 1963) wherein we manipulate NWOM (NWOM vs. No NWOM). There are two treatment groups and one control. Respondents in the treatment group provided the negative advice in writing to either to their strong ties (best friend) or weak ties (former colleague), whereas the respondents in the control group were told they have intentions to give NWOM but do not do so at this point to avoid creation of an experimental artifact. Established scales from the literature were used to measure tie-strength and brand hate. Our pilot study provides initial evidence that a reverse effect exists wherein articulation of NWOM by the communicator about a brand to their strong ties (vs. weak ties) has a stronger effect on brand hate. These initial findings not only expand our understanding of NWOM-brand hate relationship but also contributes to the nascent WOM literature that seeks to understand the boomerang effects of articulating WOM on the sender.

215 – O

From dusty to trendy: Rebranding the Victoria and Albert Museum

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216 - W

Researching Under the Influence: The Pub Crawl as Consumer Research Methodology

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Summary Statement

We explore how, by accompanying participants on pub crawls, researchers may gain otherwise unattainable insights into alcohol consumption and other cultural phenomena. By entering the research frame, researchers can contextualise the consumption of alcohol and place contemporaneously and naturalistically, exploring cultural embeddedness, temporospatial fuzziness and dialogical negotiations. By experiencing the embodied geographies of the pub crawl, we can capture its constantly shifting interplays between mobility and stasis, place and time, and others and self.

Workshop: Alternative Methodologies to Exploring and Understanding Consumer Research

Competitive Short Paper

This paper explores how, by accompanying participants on pub crawls, researchers may gain otherwise unattainable insights into alcohol consumption and, indeed, into other cultural phenomena. Known alternatively as a bar crawl, bar tour, or bar hop, a pub crawl traditionally involves consuming alcoholic drinks at a number of licensed premises during one outing, and is popular amongst drinkers in several countries including the UK (Liebknecht, 2018), Ireland (Quilligan, 2008) and the USA (Berthelot, Brown, Drawve & Bergason, 2015). Most extant literature on pub crawls explores their contribution to problematic issues such as binge drinking, alcohol dependence, public disorder, violence, antisocial behaviour, mental and physical illness, personal injury, poor decision-making, promiscuity, relationship breakdown, and workplace absenteeism. However, careful management of pub crawls can avert these negative outcomes (Dodd, Khey & Miller, 2012) and contribute to social wellbeing by strengthening interpersonal bonds within an immersive cultural experience. Almost all previous studies of pub crawls have utilised questionnaires or interviews of drinkers and other stakeholders undertaken post-event, often triangulated by government statistics on alcohol consumption or data on the licensed trade. This distancing of actors from the phenomenon under study presents a barrier to understanding, especially when we account for the patchiness and unreliability of consumers' memories of drinking sessions. By instead accompanying participants on pub crawls and joining in, we propose that researchers are able to achieve at least partial 'insiderness' and a heightened appreciation of the drinkers' experiences by immersion and engagement in the field – just as one may by, for example, ambulatory interviews of hikers (Brown, Wilson & Mordue, 2020). By placing oneself within the research frame, researchers can contextualise the subject matter contemporaneously and naturalistically, exploring the cultural embeddedness, temporospatial fuzziness and dialogical negotiations of the pub crawl. Moreover, by experiencing the embodied geographies of the pub crawl – the leisure practice of consuming not just alcohol, but place (Patterson & Brown, 2014) – we can capture the pub crawl's constantly shifting interplays between mobility and stasis, place and time, and others and self. We propose the accompanied pub crawl as a legitimate method of data generation and collection (and, to a certain extent, analysis) which may play a valuable role in ethnographies of drinkers, phenomenological explorations of consumption, and research into themes as diverse as socialisation (Burns & Gallant, 2020), acculturation (Thurnell-Read, 2021), casual leisure (Stebbins, 2021), deviant leisure (Ancrum, Scott & Wattis, 2022; Stebbins, 2019), party tourism (Carlisle & Ritchie, 2021), urban gentrification (Slater, 2017), tourist decision-making (Chow & Liu, 2012), tourist substance abuse (Tutenges & Hesse, 2008; Tutenges, Jaeger & Hesse, 2015), literary appreciation (Patterson & Brown, 2014), student geographies (Chatterton, 1999), corporate power (Chatterton & Hollands, 2003), and 'urban playscapes' (Chatterton & Hollands, 2002) – to name but a few. We also cover how ethical concerns associated with such methodologies can be addressed.

217 - W

A Historical Account of the Stigmatisation of Sweat and Smell and the Legitimation of the Anti-perspirant and Deodorant Industry

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Summary Statement

This project is an empirical example of using historical advertising archives to investigate how today's anti-perspirant and deodorant industry gained legitimacy by stigmatising those who are 'smelly'. By connecting the processes of (de)legitimation with (de)stigmatisation of sweat and smell, the authors argue that stigmatisation and legitimacy are gendered, given differing norms and expectations for women and men regarding propriety, impacting the inclusion of women in society as equals.

Workshop: Using Historical Archives in Marketing Research and Teaching

Competitive Short Paper

This project is an empirical example of using historical advertising archives to investigate how today's anti-perspirant and deodorant industry gained legitimacy by stigmatising those who are 'smelly'. Odors are invested with cultural values that shape social interaction, such that smells are used to classify people (Reinarz, 2014, 1). Being stigmatised, through sweat and smell, means being excluded and devalued, while maintaining the social order that works in the favour of some and not others.

Arguably, we have limited understanding of the advertising industry's role in creating, amplifying, and attenuating stigma in advertising executions (Mirabito et al., 2016), or of how such stigmatisation can be used for market creation or legitimation. Our study thus expands research on stigma and responds to calls for further research regarding the mechanisms of legitimation (Humphreys, 2010; Humphreys & Latour, 2013) and delegitimation (Huff et al,. 2021; Humphreys, 2010). Specifically, we focus on the process of persuasive legitimation (Suddaby, Bitektine & Haack, 2017), by means of framing (Benford & Snow, 2000). Culturally speaking, we place persuasive legitimation at the intersection with normative and/or cognitive legitimacy (Scott, 1995), or what is being valued and taken for granted as socially acceptable through advertisements.

Accessing archives from the History of Advertising Trust (Moir, Read & Towne, 2017), we worked with an initial dataset of 301 print deodorant advertisements throughout the ages, starting with the brand that stood at the birth of the anti-perspirant and deodorant industry: Odorono. Methodologically, given the lack of understanding of how processes of legitimation and stigmatisation develop in tandem, we rely upon grounded theory (Glaser and Strauss, 1967) to inductively analyse our data and expect to continue data collection. Preliminary results from the data point towards the following.

Our data revealed an early focus of the advertisements on sweat and stains, rather than on smell and odours, as the pioneering brand Odorono is an anti-perspirant, despite its name (Odor? Oh no!). 'Fastidious' women were the early target audience for Odorono, and were being persuaded to use it, to avoid social embarrassment in the context of 'dancing, tennis, riding', or at 'the climax of an evening', wooing men. It was the excess of sweat in women that was stigmatising, because it marked the loss of 'daintiness' and 'loveliness'. Interestingly, this was happening at a time when woman's role in the society was expanding with the promise of the so-called 'New Woman' (Freedman, 1974), poised to participate in society and politics, as an equal to men. The anti-perspirant advertising, however, was undermining and delegitimising equality for women by trying to maintain their status quo. The legitimacy of the use of anti-perspirant thus hinges on whether or not women indeed should remain dainty, for fear of becoming stigmatised, and keep their place. Connecting processes of (de)legitimation with (de)stigmatisation of sweat and smell through the use of Odorono, we preliminarily suggest that stigmatisation and legitimacy are gendered, given differing norms and expectations for women and men regarding propriety, impacting the inclusion of women in society as equals.

218 – O

THE PERFORMANCE-ENHANCING NATURE OF INTERNATIONAL ENTREPRENEURIAL MARKETING PRACTICES AND COOPETITION

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219 – O

What It Feels Like For A Girl: Teenage Girls' Lived Experiences On Social Media

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Summary Statement

With concerns growing regarding the impact of social media on teenage girls, this paper explores teenage girls' lived experiences of using social media. This research was co-created with an educational Community Interest Company (CIC) consisting of interviews with CIC support workers, and focus groups with teenage girls. The findings indicate concerns regarding teenage girls' excessive use of social media and its impact on their well-being, contributing to research on the 'dark side' of social media.

Competitive Short Paper

What it feels like for a girl: teenage girls' lived experiences on social media

With concerns growing regarding the impact of social media (SM) on young people's mental health and wellbeing (Dubicka & Theodosiou, 2020; Orben et al., 2022), interdisciplinary research is needed to explore young consumers' relationships with social media marketing (SMM). Orben et al (2022) report that teenage girls are more likely to experience poor mental health due to excessive usage of SM. The UK government (2019) have called for digital literacy programmes to help safeguard children from potential risks and harm. Despite these concerns, exploring the impacts of SMM on vulnerable consumers (e.g., teenage girls) has received limited attention. This research will provide in-depth exploration into teenage girls' lived experiences of social media and content marketing.

Literature review

Social media marketing has been described as 'snackable' content (Dahl, 2018) using various visual and audio tools to entertain consumers, develop trends, and provoke word-of-mouth responses (Kim & Ko, 2012; Syrdal & Briggs, 2018). Social media influencers are considered one of the most effective ways to engage with consumers in this way, especially with their championing of branded content (He et al., 2021; Horan, 2021). They are particularly popular with girls and young women, who ardently follow influencers for beauty and lifestyle inspiration (Petersson McIntyre, 2021). As a result of these trends, social media marketing investment is expected to increase by 23.5% in the next 5 years (Moorman, 2022).

Sweeney et al (2022) identified that teenage girls are unaware of the marketing purpose of many influencer marketing campaigns. In addition, teenagers engage in risky behaviour online, fail to ensure their own privacy, are exposed to potentially harmful content, and 'passively' scroll through SM posts for up to three hours a day (Ofcom, 2022). As a result, teenage girls are more likely to experience body dissatisfaction, depressive symptoms, and anxiety (Sherlock & Wagstaff, 2019). This research proposes the following objectives:

* To explore teenage girls' lived experiences of SM.
* To locate and analyse those aspects of SM that are impacting upon teenage girls' wellbeing
* To examine teenage girls' knowledge of social media literacy

Methodology

We co-created our research approach with an educational Community Interest Company (CIC). This CIC co-created approach allowed a) unique access to a vulnerable consumer group, b) enriched insight into experiences of working with children which help shape the research design, c) appropriate safeguarding (DBS checks) and d) a deep engagement with teenagers due to trust acquired through the CIC's educational programmes.

The research comprised two qualitative methods. Stage 1) twelve interviews with CIC community support workers. Stage 2) focus groups with teenage girls aged 13-15, co-created and conducted with the CIC.

Preliminary Implications

Findings have identified alarming concerns regarding teenage girls' relationships with social media, such as: body image, trolling, SM addiction, peer pressures and poverty. This research adds to current understandings of the dark side of SM (Kumar et al., 2022) concerning teenage girls lived experiences on social media.

220 – O

Drivers and Outcomes of Perceived Authenticity of Online Reviews

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Summary Statement

This research capitalises on a research stream that challenges an existing notion regarding fake review detection. Prior knowledge has appointed automated detection using machine learning algorithms as an effective preventative measure against fake reviews. However, automated methods proved to have several limitations. As such, this research looks at humans' detection of fake reviews as a novel alternative to combat the risk of fake reviews, expanding on the emerging research stream.

Competitive Short Paper

1. Introduction

Online reviews are critical to businesses' marketing efforts, as they have influenced $44 billion of online shopping (BBC News, 2020). Consequently, fake reviews' adverse consequences are increasing (Martin, 2021; Taylor, 2021). Existing literature researched fake reviews detection, relying primarily on automated methods, i.e., machine learning models (Ong, Mannino, & Gregg,2014; Lappas, Sabnis, & Valkanas, 2016; Plotkina, Munzel, & Pallud, 2018). However, automated detection has yet to prove its efficiency in tackling fake reviews due to several limitations (Munzel, 2016). One of the limitations is that the algorithms might filter false positives (i.e., detecting an authentic review as fake), which directly impacted businesses negatively (Zandan, 2021). As an alternative detection method, scholars called for exploring human detection of fake reviews (Munzel, 2016; Plotkina et al., 2018). However, the human detection research stream is emerging at its best which employs multiple constructs (i.e., perceived authenticity and/or deceptiveness) to investigate human detection (Ansari & Gupta, 2021; Banerjee & Chua, 2021; Peng, Cui, Zhuang, & Li, 2016; Munzel, 2016). As such, this research builds on the existing work by deepening the understanding of the perceived authenticity constructs conceptually, developing a consistent measurement and operationalisation, and investigating the impact of fake review detection on consumers' behaviours and attitudes (Ansari & Gupta, 2021; Banerjee & Chua, 2021; Peng et al., 2016). This research proposes a conceptual framework that leverages several variables identified as significant predictors of fake reviews by automated algorithms to investigate human detection. The conceptual framework is guided by the deceptive non-verbal leakage theory (Ekman & Friesen, 1969), where variables related to the review content are classified as verbal communication and variables related to the reviewer as nonverbal communication (Zhang, Zhou, Kehoe & Kilic, 2016). The model will empirically test the impact of review (verbal) variables (i.e., perceptual cues and subjectivity) and reviewer (non-verbal) variables (i.e., number of reviews and number of friends) on perceived authenticity of the online review, en route to review persuasiveness, revisiting the review sites and purchase intention.

2. Methodology/Results

This research will be conducted through two sequel studies using a mixed research design: Study 1 using a qualitative method (verbal protocol and follow-up interviews) and Study 2 using a quantitative method (online survey experiments). The first study yielded interesting insights into how consumers process online reviews to discern authenticity. Evidence indicates that participants used verbal and non-verbal variables to detect fake reviews, validating the proposed framework. For instance, a professional profile picture was found to be a non-verbal indication of the review's non-authenticity.

3. Significance

This study will offer significant theoretical and managerial implications. Firstly, applying deception leakage theory to the online review context extends the theoretical understanding of human deception detection in electronic communications. Also, this research contributed to the human detection research stream through the conceptualisation and operationalisation of the perceived authenticity construct. Managerially, this research assists in detecting fake reviews by consumers, which will aid in protecting the credibility of online reviews and ensure their sustainability.

221 – O

From Sweden?! – Exploring the Attitude-Behavior Gap for Domestic Food Products

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Summary Statement

“Eating local” seems to have become a prerogative in public debate. Yet, there tends to be a significant gap between consumers' stated intentions to purchase such foods and their actual purchasing behavior. This paper explores the narratives that consumers deploy to navigate and rationalize this gap. Showing the kind of strategies they employ to reconcile their intentions with their actions. What conflicts arise in such narratives? What balancing acts appear? How are they dealt with?

Competitive Short Paper

In recent years, there has been a growing interest in understanding consumer behavior towards buying locally and domestically produced food products (Birch et al., 2018). In the wake of growing environmental concerns, the covid-pandemic and with increased geopolitical instability, “eating local” seems to have become a prerogative in public debate. Yet, there tends to be a significant gap between consumers' stated intentions to purchase such foods and their actual purchasing behavior (Feldmann & Hamm, 2015). This gap, commonly referred to as the attitude-behavior gap or the green gap phenomenon, has been extensively studied in relation to, for example, organic food and sustainable products (ElHaffar et al., 2020), but less so in relation to locally and domestically produced food. Our study will contribute to the existing literature by providing a more nuanced understanding of the attitude-behavior gap in relation to locally or domestically produced food. More specifically, by focusing on consumers' coping mechanisms in the form of consumer narratives, our study will provide insights into how consumers navigate this gap and the strategies they employ to reconcile their intentions with their actions. What conflicts arise in such narratives? What balancing acts appear? How are they dealt with?

Our study aims at answering these questions though a qualitative study following planning procedures and consumption decisions in a set of Swedish households connected to two different stores in the south of Sweden. The empirical material consists of interviews, observations, and consumer diaries that revolve around the purchase, and non-purchase, of foods (meat and vegetables) with the country-of-origin label “Från Sverige” (“From Sweden”). “From Sweden” is an established industry certification label that indicates that the food has been grown, bread and processed in Sweden. The analysis will explore the narratives consumers deploy to rationalize their purchasing behaviors, and conflicts between them and their intentions. Insights from such an analysis can be of great relevance for understanding who and how retailers can nudge consumers to buy more locally and domestically produced food products.

We draw inspiration from, and aim at contributing to, mainly three fields of research. To begin with, we intend to provide insight into research that explores the attitude-behavior gap (ElHaffar et al., 2020), especially marketing research exploring coping mechanisms in relation to this gap (Johnstone & Tan, 2015; McDonald et al., 2015). We do so by studying the under researched product category of locally and domestically produced food, and by applying a narrative perspective to better understand coping mechanisms. Secondly, our study aspires to further the knowledge on the country of origin effect in purchasing behavior, particularly those exploring the domestic country bias in relation to foods (Dimitriadou et al., 2019; Gineikiene et al., 2016), as well as related studies on consumer behavior in relation to locally produced foods (Kim & Huang, 2021). Lastly, our research will help develop our understanding of how consumers navigate sustainability communication in retail stores (Campbell & Fairhurst, 2016; Elg & Hultman, 2016; Lehner, 2015).

222 – O

Digital Asset Marketing: Traceability As A Competitive Advantage In A Low Carbon Economy

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Summary Statement

The body of work is a call to action to identify the benefits of adopting blockchain technology and digital assets in the supply-chain. The authors build on existing research to support a blockchain solution to overcome challenges of tracing components and carbon emissions in the manufacturer and distribution of consumer goods. The paper reports on research undertaken to understand the adoption of digital assets (or tokens) as an efficient and marketable competitive advantage.

Competitive Short Paper

The digital world and big data technologies have seen exponential growth in recent years (Ashwin Kumar, 2017). According to International Data Corporation corporate spending on Blockchain solutions expected to reach $19 Billion in 2024.

Blockchain eliminates the need for a third party where suppliers could transact and trade directly with customers, ensure the data integrity and trace and track assets efficiently (Lacity 2018). Iansiti and Lakhani (2017) demonstrate other characteristics of block chain technology that could stimulate new business models or opportunities. Maroun and Daniel (2019) and Daniel (2021) confirm that there are significant opportunities to adopt blockchain technology in the supply chain. Nascent marketing research, such as Dwivedi et al (2021), suggest a plethora of opportunities for marketing researchers to explore. This research however focuses on the potential of blockchain tokens to trace products through the supply chain and deliver a competitive advantage to companies that seek to promote their carbon and environmental credentials.

Blockchain-based currencies and exchanges have emerged as competitors to the traditional banking system in the management of digital assets. The Cryptocurrency (or digital financial asset) was first coined in 2008 with the rise of the first decentralized crypto token “Bitcoin” (Sarkodie, 2022).

The two most popular crypto tokens today are Bitcoin and Ethereum, each of which serves a different purpose. Bitcoins are primarily used for transactions, while Ethereum allows for new functionality like smart contracts and decentralised applications, such as NFTs (Sarkodie, 2022). Crypto tokens provide international coverage with rapid transaction speeds, the tokens can also be purchased in smaller parts and are easy to invest (Pernice and Scott, 2022).

NFT stands for Non-Fungible Tokens and are unique digital assets with distinctive information and codes that can take various forms like pictures, music, videos and even documents (Hofstetter et al., 2022). They serve as certificates of ownership and prove the asset is unique on the blockchain (Peres et al., 2020; Taherdoost, 2022).

The concept of a Digital Assets (DA) is not new. In 2006, Van Niekerk (2006) defined a DA as, “A digital asset is any item of text or media that has been formatted into a binary source with the right to use it.” (Van Niekerk, 2006). Traditional digital assets live within an ecosystem or “walled garden” which makes them difficult to transfer or fully own outright. NFTs on the other hand can be owned and stored within a digital wallet, traded efficiently. According to Fox (2021), the NFT market is worth more than $7 billion. The research aims for this study is to understand how digital assets are deployed in the supply chain and can be used to trace the providence of products or components.

A number of models and frameworks have been developed to explain user adoption of new technologies (Taherdoost, 2018,2022; Venkatesh, 2003). In this research we develop a blockchain specific adoption model. Grounded theory (Glaser and Strauss, 1967) is used to understand key factors that could affect adoption. At conference, key findings and a conceptual framework will be presented.

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Inclusive Exclusion

Utku Ay, Hope Jensen Schau

The University of Arizona, USA

224 – W

The Greenwashing paradox: the effect of advertising and influencers on the perceived greenwashing of fast-fashion brands

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Complutense University of Madrid, Spain

Summary Statement

The purpose of this research was to explore consumers’ attitudes to sustainable communication of major Spanish fast-fashion brands and consumers’ perception of greenwashing in that communication. The study was conducted as an online survey distributed to a cross-sectional Spanish sample of 1000 consumers.

Workshop: Let’s Get This Party Sustainable Fashion Revolution Started (Again)!

Competitive Short Paper

The State of Fashion 2023 report by Business of Fashion (BOF) and McKinsey labels greenwashing as one of the most critical issues facing the fashion industry nowadays. De Jong et al. (2020) argue that greenwashing is a complex and multifaceted phenomenon with a detrimental impact on corporate reputation, perception of product and service quality and its financial performance. A recent screening for greenwashing of websites of fashion, cosmetics, and household equipment brands found out that in 42% of cases, green claims could be considered false, deceptive, or unfair. The usage of vague statements such as “conscious”, “eco-friendly” or “sustainable”, or the lack of sufficient information and clear evidence to prove those green claims were identified as most critical (European Commission, 28 January 2021).

Sustainability-focused initiatives, eco-friendly and green narratives are getting increasingly common in fast-fashion brands’ communication strategies to claim their true sustainability credentials and strong environmental commitment. Szabo and Webster (2021) argue that these communication efforts are specifically focused on ecologically conscious consumers. However, scholars highlight the lack of clear understanding of the sustainable fashion and the environmental impact of the fashion industry among consumers (Hur and Faragher-Siddall, 2022; Rausch and Kopplin, 2021).

The purpose of this research was to explore consumers' attitudes to sustainable communication of major Spanish fast-fashion brands and consumers' perception of greenwashing in that communication. The study was conducted as an online survey distributed to a cross-sectional Spanish sample of 1000 consumers.

Research results show that, while there is a high degree interest in information about sustainability actions by fast-fashion brands, only one-third of the sample (32, 4%) actively search for this kind of content. In fact, corporate websites and stores are the most preferred communication channels for customers searching for this kind of information. Social networking sites and other digital channels are the least preferred option. Furthermore, advertising campaigns and influencers' recommendations are least important factor for the purchase of sustainable fashion. Accordingly, Spanish consumers are rather critical of the use of sustainability as a main topic of commercial advertising by fast-fashion brands. For the 71,9% of customers, the main purpose is greenwashing or the enhancement of corporate reputation. 57,9% believe that sustainability is a good selling point, but never endorsed by a real sustainable action (62,4%). Zara, Mango, Bershka, Stradivarius and Springfield were identified as the fast-fashion brands with the highest perception of greenwashing.

In conclusion, research results show a significant impact of advertising, recommendations of influencers and celebrities on the perceived greenwashing practice of fast-fashion brands. Furthermore, an active search for information about sustainability increases the perception of greenwashing among consumers.

The spread of greenwashing tools and practice in the fashion industry pose important challenges both for corporate governance and communication practitioners. The purpose of this paper is to deepen the understanding of the complexities of greenwashing and its perception in the fast-fashion industry.

225 – O

Marketing Analytics Tools: A Review

Ali Murad Syed[1], Kamran Siddiqui[2], Latifa Almusfar[2]

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Summary Statement

This paper presents a review of various marketing analytical tools on the growing new area of marketing analytics and evaluates features, pros, and cons of various marketing analytical tools for marketing research and practice. The study provides marketers with a summary of the current marketing analytical tools to be best suited as per their requirements and the effective use of tool can help marketers expand their business beyond a more focused decision-making process.

Competitive Short Paper

Introduction

Market analytics driven and enabled by big data, information systems, new methods and practices, advancement in technologies allow the use of relevant data and its conversion into business understandings (Anderl, Becker, Von Wangenheim, & Schumann, 2016). Internet marketing began to develop in mid 1990s and the marketers understood the opportunity to measure interactions of websites and use of various tools (Iacobucci, Petrescu, Krishen, & Bendixen, 2019). The consumer experience in usage of websites and tools is of utmost importance. The consumer interactions with the tool service providing company, communications and attitudes towards purchase intentions can be impacted by real-time changes of their contexts (Buhalis & Volchek, 2021; Dwivedi et al., 2021). Marketing analytics tools help marketers to follow and forecast campaign performance in an effective way. The advantages of applying the data-driven marketing approach go far beyond just having more data at hand. Marketing and sales teams integrating data in their work can achieve a much higher effectiveness and can get better decisions at a faster pace. The marketers can also adjust and improve their campaigns based on historical data and assessing competitors' strategies. The efficient use of marketing data can help marketers grow their business faster through a more focused decision-making process. Marketing analytics tools play a vital part in confirming that companies truly capture their data's full potential and creates opportunities for competitive advantage to the marketing companies.

Methodology:

This paper focuses on the features, pros and cons of various marketing analytical tools. It will help selection and adoption of analytical tools by the marketing companies. In this paper, we have discussed ten most popular marketing analytical tools from the consumers' perspective who use these tools.

Conclusion and Final Discussion:

The digital analytical marketing platforms are focused analytic tools used to boost marketing and advertising campaigns. They are stand-alone, end-to-end platforms, performing functions from collection, analysis and visualization. In this paper we have discussed the features, pros and cons of most popular top ten marketing analytical tools. The review done in this paper shows that features of these tools vary a lot and each tool tries to have at least one feature different from other tools for the competitive advantage. Similarly, the pros of cons of various tools are quite different from pros and cons of other tools. There are a number of marketing analytical tools available in the market and the problem of selection of tool continue beyond the difficulties of dealing with such a large number of platforms. Trying to monitor marketing performance across so many data points is also challenging. The use of appropriate marketing analytics tool produces positive organizational outcomes for any marketing company. Our paper shows that each tool is not suitable for every marketing company and the selection is based on required features and decision of using the tools also depends on pros and cons of each tool as the proper and the effective use of analytics tool helps marketers grow their business through a better and more focused decision-making process.

226 - W

Technology – a revolutionary force in student eating?

Emma Surman, Sheena Leek

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Summary Statement

This paper reports on in-depth interviews with students in their first year of university, and explores the ways in which they navigate, revise and make sense of their food practices as they enter university life. In particular it pays to attention to the interaction with digital technologies in relation to food consumption during this period asking if and how students use their time at university as an opportunity to alter, even revolutionise how they eat.

Workshop: Eat, Drink and Rise Up! Revolutionary Approaches to Food and Eating

Competitive Short Paper

The move to university is a familiar one for increasing numbers of young people and, in the UK at least, it often means a move out of the family home and towards greater independence as students transition into a new life stage (Arnett, 2000).

Studies have shown that this transitionary period influences and is influenced by food consumption (Blichfeldt, & Gram, 2013). Food plays an important role physiologically, in terms of ensuring adequate nutrition for physical and mental health and for maintaining academic performance (Florence et al., 2008) as well as developing a healthy lifestyle in both the short and long term. But food is also important for social reasons during this transitory period, as food and eating can become a focus through which to initiate, maintain and develop routines, and form connections and new friendships.

The central question posed in this paper is whether students use their time at university as an opportunity to alter, even revolutionise how they eat. The move towards independent living offers the opportunity to assume greater responsibility for the planning, purchasing and preparation of food; there is frequently increased autonomy over food choices, time and place of eating as well as potential exposure to different social groups and cultures. In addition, limitations in budgets and kitchen space, an unfamiliar environment and faulty or suboptimal equipment can serve as drivers of invention and creativity, leading to experimentation and new eating practices.

Based on in-depth interviews with 25 students in their first year of university, this paper explores the ways in which students navigate, revise and make sense of their food practices as they enter university life. In particular it pays to attention to the interaction with digital technologies in relation to food consumption during this period. Food culture is increasingly taking a digital turn (Lewis, 2020), with food images featuring prominently on many social media sites including Instagram, and food recipes, food hacks and nutritional advice readily available on Tik Tok or YouTube. Students, like other consumers, can easily have fast food, grocery shopping or restaurant meals delivered to their door at the click of a button and can readily access multiple platforms which enable people to cook, eat and socialise ‘together’ despite being geographically apart.

The data collected shows that for some students in the study, food becomes a key focus in developing their identities as independent adults, and technology plays an important role in sourcing, extending, sharing, and displaying their food repertoire. For other students, technology provides ways to facilitate the replication of food practices as learned and enacted ‘at home’ and with family. Rather than revolutionising or reinventing food practices, for these students technology serves to reinforce established food practices or practices as a way of coping with this transitory state.

We discuss the uses of digital technologies to facilitate revolution or replication of food practices among this group and consider the implications for how higher education institutions can support students in their adaptation to student life and can develop healthier student communities.

228 – O

Understanding Sustainable Consumption Practices within the Luxury Sector: Exploring the Connection Between Second hand Luxury and Sustainability

Ronnie Wang

University of Portsmouth, United Kingdom

Summary Statement

This study is introducing more depth on consumers' motivation and decision making process and the ways these can help consumers achieve their goals by exploring the second hand sector. To have a better understanding of both first hand and second hand luxury consumers' attitudes towards sustainability, therefore producers of luxury goods are able to align their sustainable strategies to consumers’ way of thinking about sustainability.

Competitive Short Paper

Luxury products often refer to premium quality, durability and usability which suggests synergies with sustainability (Bundgaard and Hulgaard, 2019.; Achabou and Dekhili, 2013). However, luxury is also often associated with personal pleasure, superficiality and wastefulness (Amatulli at el., 2020.; Kapferer and Michaut, 2014a), while sustainability development evokes sobriety, moderation, ethics and altruism (Joy et al., 2012.; Achabou and Dekhili, 2013) which makes luxury at odds with sustainability.

Because of the increased significance of sustainability for both consumers and organisations, the endeavour from producers to integrate luxury with sustainability is coupled with the rising number of consumers who care about sustainability. In recent years, the number of people purchasing second hand luxury is increasing dramatically (Turunen et al., 2018), consumers can purchase luxury products at lower prices, but also the popularity of second hand luxury products can also be partly attributed to ethical and sustainable consideration (Beauloye, 2019.; Amatulli at el., 2020).

Despite the growth of the second hand luxury goods market which highlights consumer's attitudes toward sustainability and acceptance of previously used goods, the majority of studies’ focus are on producers' side (Beauloye, 2019.; Kessous and Valette-Florence, 2019.; Hu et al., 2019.; Abtan et al., 2019) and how they incorporate sustainability in their luxury business strategy. Hence, this research aims to understand how consumers redistribute the wealth rather than consuming the items to embrace the concept of sustainability.

229 - W

New Credit-Old Debt: The (Non)Revolution Of BNPL Finance

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Summary Statement

This research investigates consumer indebtedness, specifically buy now pay later finance (BNPL) and how such finance may contribute to the normalisation of debt. BNPL is an arrangement that allows consumers to buy and receive goods and services immediately but to delay paying according to an agreed schedule. Existing work indicates that consumers find it difficult not to leverage credit/debt as a normative activity. Using multiple methods, this research investigates new financing but old debt.

Workshop: Vive La Révolution – Calling for Revolutionary Solutions to Consumer Financial Insecurity

Competitive Short Paper

This research investigates consumer indebtedness, concentrating on the introduction of buy now pay later finance (BNPL) and how such finance may contribute to the normalisation of debt. BNPL is an arrangement that allows consumers to buy and receive goods and services immediately but to delay paying for the purchase over an agreed schedule (Gerrans et al., 2021). If borrowers are able to keep to the schedule, then they pay no fees or interest. However, if they fail to keep to the agreement, for example by missing a payment, then they will incur a financial penalty. This type of financing could be considered revolutionary, principally in the absence of credit checks which sets it apart from existing credit financed purchasing. Additionally, BNPL finance is largely accessed via mobile devices, making it particularly appealing to socially media attuned consumers. Moreover, BNPL finance brands are displayed prominently on retailing websites, conferring some form of co-branding credibility. Consumers, who may not be familiar with purchasing on credit may be tempted by the immediacy of consumption, ease of accessing the finance and the apparent co-branding and all too easily accumulate substantial repayment liabilities.

Unregulated borrowing, such as BNPL finance may play a significant role in the normalising of consumer indebtedness, where it becomes more difficult, indeed 'out of sync', not to leverage credit/debt as a normative activity encouraging consumption at ever higher levels (Peñaloza & Barnhart, 2011). The use of credit cards, although quite a different product, offered consumers the chance to maintain lifestyles or achieve other consumption-defined objectives. An accumulation of debt accompanied by an inability to pay, however, engendered a lifestyle space similar to a debtors' prison (Bernthal et al., 2005). Similar situations in unsecured borrowing, such as payday loans, were found to have very damaging effects not only on the borrower's wellbeing but also on families and friends (Brown et al., 2017; Brown et al., 2021).

Using mixed methods - social media analysis, qualitative interviews and experiments, this study will explore a) why do consumers use BNPL services, b) the BNPL attributes that drive consumer demand for such services and c) how these services may affect consumer indebtedness and wellbeing. A preliminary analysis of 390,000 Tweets from January 2020 to November 2022) using Natural Language Processing Tools, the first stage of our research reveals a relatively positive social sentiment towards BNPL finance. BNPL was described as the new, easy, modern path to instant gratification, introduced by new fintech organisations and supported by major brands and stores. Equally, pockets of concern also emerge from our analysis as there are increasing concerns regarding how these easy-to-use, trendy services can send consumers (primarily younger, unaware and/or financially vulnerable people) towards spiralling, unsustainable debt. Our presentation aims to contribute to the discussion around innovative solutions to financial insecurity, by exploring the links between these new, revolutionary credit services (BNPL) and the old debt.

230 – O

Deconstructing Spatial Ambiguities In The Place Branding Process: A Lefebvrian Analysis

Laura Reynolds

Cardiff University, United Kingdom

232 - O

Food Waste Sorting : Exploring the Role of Collective Housing and Place Attachment

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Summary Statement

Food revolution starts in our bins. In order to explain food waste sorting, this study aims to elucidate the role of place attachment and collective housing within the framework of the Theory of Planned Behavior. 24 semi-structured interviews were conducted with people living in collective housing in Paris and surroundings. A qualitative analysis showed the relevance of these two variables as well as those of social trust, habits and general attitude towards nature.

Competitive Short Paper

Food revolution starts in our bins! In France about one third of household waste is food waste (Ademe, 2021). This waste, mainly made up of water, is incinerated whereas it could be transformed. In this context, this research deeper investigate psychological determinants that explain sorting in order to encourage citizens' cooperation. More generally, this research is part of the field of social marketing for action aimed at changing behaviours.

The Theory of Planned Behaviour, or TPB (Fishbein & Ajzen, 2011) is often used to explain sorting. It has recently been extended to include place attachment (Wan et al, 2021; Wan et al, 2022). The more attached I am to where I live, the more likely I am to sort (Pei, 2019). However, these studies were mainly conducted in China. According to a meta-analysis (Daryanto & Song, 2021), the cultural context moderates the effect of place attachment. A first challenge is to explore this model in the French context. Moreover, these studies do not take into account the type of housing (collective or individual) while it can influence food waste sorting (Knickmeyer, 2019) and interactions between neighbours (Gifford, 2007). A second issue is therefore to explore the role of housing.

In order to explore sorting and, more generally, all the variables that affect it, this research is based on 24 semi-structured interviews (in collective housing in Paris or surroundings). These interviews were conducted using an interview guide that included the main themes highlighted in the literature (e.g. subjective norms, attachment to place) in addition to the cultural dimension and the type of housing. The content analysis was carried out using Nvivo software.

The results confirm the relevance of the variables already studied. For example, a family living in a flat stated that they did not sort their waste because "nobody does it here" (subjective norms), or because "we would need bins inside" (perceived behavioural control), or because "we don't really know what it's for" (attitudes). The results also confirm the role of place attachment ("I am a tenant, I am subject to decisions"), cultural influence ("in my country of origin, we give food to others, we don't throw it away") and type of housing ("in a flat, it is easier to see whether the neighbours sort or not"). Finally, other relevant variables could be identified: the general attitude towards nature, social trust towards different social groups and habit formation.

This research thus complements the work on understanding individual sorting. In addition to the sufficient variables (attitudes, subjective norms, perceived behavioural control), a parsimonious model should also incorporate place attachment, housing type, and other additional variables (e.g. habit, social trust). These results, from an exploratory study, are the first step in a research programme aimed at modelling food waste sorting. We already identify more appropriate operational actions (in relation to nature, identifying trusted people, etc.) while taking into account cultural specificities and the type of habitat in order to change bad habits.

233 - W

Taking 'Things' Seriously: Object-centred interviews in Consumer research

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Workshop: Alternative Methodologies to Exploring and Understanding Consumer Research

235 - W

Digital Technologies and Consumer Well-Being: A Systematic Review

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Summary Statement

This paper presents a systematic literature review on the topic of digital technologies and consumer well-being. Digital technologies have the potential to both enhance well-being (e.g., by increasing consumers' feelings of connectedness to others), and inhibit well-being (e.g., by introducing privacy and security concerns). We synthesize the literature according to major topics, theories used, and methods, and present a roadmap for advancing research in the field.

Workshops

The Technological Revolution and Consumer Well-Being

Competitive Short Paper

Introduction and background

Consumer well-being has long been of interest to marketing scholars, who have investigated various topics such as how materialism produces tensions that decrease subjective well-being (e.g., Burroughs & Rindfleisch, 2002), social marketing campaigns in public policy to improve mental health and well-being (e.g., Samele et al., 2013), and more recently impacts of disruptive global events such as the COVID-19 pandemic on consumers' well-being (e.g., Davvetas et al., 2022). This paper focuses on another 'disruptive phenomenon' – digital technologies – and how they affect consumer well-being. Digital technologies, including artificial intelligence, big data, digital platforms, etc., can both enhance consumer well-being (e.g., providing opportunities for increased connectedness with others, more personalized health care, etc.) and inhibit well-being (e.g., security and privacy concerns related to digital technology that induce anxiety, overuse of social media and the negative effects of constant "social comparison", etc.) (Boninsegni et al., 2022). Notwithstanding the significant effect that digital technologies can have on consumer well-being, the literature to date is dispersed and lacks a cohesive framework and directions for the future of the field. Therefore, a systematic literature review is presented that will provide a roadmap for advancing research on this topic.

Methodology

We followed the systematic literature review steps (Denyer & Tranfield, 2009; Tranfield et al., 2003) and analyzed journal articles by primary topic, theoretical lens, method, and findings. We searched the Web of Science and Scopus databases for academic articles containing the terms "digital technolog[y,ies]*, consumer well-being [wellbeing], social media [influencers], digital media, consumer health, mental health" in the abstract (limited to peer-reviewed work in academic journals, in English). The inclusion criteria were based on consumer well-being beyond the satisfaction with consumption experiences, encompassing various aspects of life satisfaction such as safety, social relations, physical and mental health (Grinstein et al., 2022), as well as eudaimonic well-being aspects such as personal growth and meaningfulness (Ryff, 1989).

Preliminary findings

Preliminary findings reveal three main groups of topics:

(1) Business / consumption perspective (how technology impacts the consumption experience and provides better consumer interactions, e.g., in online shopping, virtual assistants); suggestive that enhancement of consumer well-being helps build brand loyalty, e.g., Kang and Shao (2023) studied how voice assistants' intelligent attributes affect consumers' subjective well-being, and the role of brand credibility as a moderator.

(2) Personal impact (consumer mental health and well-being); e.g., Pera et al. (2020) investigated how sharing photos on social media increases self-acceptance, positive relations, autonomy, environmental mastery, purpose in life, and personal growth (dimensions of eudaimonic well-being) in older consumers.

(3) Clinical / healthcare-based studies with a focus on how technology can improve service delivery in the healthcare industry.

Further breakdown of topics and layers of analysis will provide synthesis of the literature according to industry (e.g., we observe increased focus on financial industry / platforms and well-being); type of consumer well-being (e.g., consumption satisfaction, life satisfaction / hedonic well-being, vs eudaimonic well-being); type of digital technology (e.g., digital platforms / social media vs Industry 4.0 tools such as artificial intelligence and robotics); theoretical perspective and methods used.

236 – O

How Humour Could Be Used By Conversational AI To Improve Human-Machine Communication

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Summary Statement

With this paper we strive to explore a new theoretical and practical application of humour in marketing to improve human-machine communication. From a managerial point of view, humour is already used by some conversational AIs and computer science has had a separate field called computational humour since the 1990s. This paper provides an overview of recommendations and results of 19 expert interviews following a benchmark of 50 virtual agents and a thorough literature review.

Competitive Short Paper

Some studies argue that artificial intelligence (AI) has profoundly changed the personalisation of the user experience, moving from a targeted community approach to a micro-segmentation, at an individual level (Khandelwal, Shobhit and al, 2020) in real time "just in time" (Budzik, J., and Hammond, K. J., 2000). This hyper-personalisation is reflected in everyday life through the recommendation algorithms of certain websites such as Netflix but also through targeted advertisements on several television channels.

However, like The Stranger (1942) from Albert Camus, conversational AIs can seem unfamiliar, and their very nature may put off some consumers (Emmanuel Mogaji, and al., 2021). Several studies show ways of facilitating the adoption of conversational AIs (here we will focus on virtual agents which can take different forms: call bots, virtual assistants, etc.), but few question the pleasantness of these technologies. How or in what way can these conversational AIs be beneficial and not just useful to their users? Rather than forcing early adoption of these technologies, how can we cleverly attract new users? And what image do we want to project through our virtual spokespeople?

To answer these questions, we developed a benchmark including 50 humoristic and non-humoristic virtual agents. We also conducted 19 interviews with experts in: conversational AI, humour, and user/customer experience. This empirical research follows an extensive literature review on humour and virtual agents. During the interviews, the following points were discussed: perceptions of humoristic virtual agents, opportunities to integrate humour, strategic objectives behind this relatively new functionality and future deployment.

The benchmark, amongst other things, underlined several ways in which humour is currently implemented in conversational AI, while the interviews provided key information on experts' perceptions and ideas for implementation. Based on the results we defined various use cases for virtual agents with humorous features: by situation (at the beginning of a conversation, in case of slight frictions, etc.) and by sector (leisure, education, banking, etc.). In addition, we identified ways to effectively integrate humour in virtual agents (through text and image) and found two main moderators: first the user's profile, second the context.

Overall, we recommend that practitioners handle humour wisely. The benefits of humour are well known but how to implement it in AI from a strategic perspective was never before questioned. The benefits are high but so are the risks if certain rules aren't followed, we unravelled three golden ones. First, it should be made clear from the start that the virtual agent is not human. Second, humour should ideally be integrated into the conversation and not as an option and should be adapted to the targeted audience (e.g., no GIFS for older generations). Third, humour must not hinder the initial goal or flow of the conversation.

From a theoretical point of view, our research completes previous work on online experience (webatmosphère), more particularly on social factors (Lemoine, 2008), on humour, and on emotional AI (Besnier, 2012). For marketers, it provides clear guidelines. However, results could slightly vary from one country to another due to cultural factors.

237 – O

Is Gift-giving Only for the Privileged? Exploring Gift-giving Through the Lens of Consumer Vulnerabilities

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Summary Statement

This research synthesises scholarship on gift-giving from the perspective of consumer vulnerability and identifies areas that require attention to supplement existing gift-giving theorisations. This approach emphasises the need to study gift-giving in the context of less privileged consumers and proposes an agenda for future gifting research around consumers' restrictions in their access to (and control of) individual (e.g. physical/mental health, financial), interpersonal (e.g. enclosed groups) and structural resources (e.g. subsistence marketplaces).

Competitive Short Paper

This paper intersects scholarships on gift-giving and consumer vulnerabilities and proposes an agenda for future research. We adopt the template of theory synthesis (Jaakkola, 2020), taking as our "focal phenomenon" (Jaakkola, 2020,19) the under-analysed topic of gift-giving outside of western, largely privileged contexts (Gupta et al., 2023). We use the lens of consumer vulnerability as our "method theory" (Jaakkola, 2020, 19) to supplement extant theorization on gift-giving and incorporate overlooked consumer groups.

Despite the increasing marketing attention to inequality and harm to well-being, these matters have often been overlooked by gift-giving scholarship (Givi et al., 2022). However, scholars need to investigate how such market-related practices contribute to consumers' vulnerabilities (Dunnet et al., 2016; Chandy et al., 2021). Recent research highlights the need to illuminate gift-giving, and the vulnerabilities around this consumption phenomenon, especially in less privileged consumer contexts, such as emerging economies (Gupta et al., 2023), migration and acculturation (Appau and Crocket, 2022), financial privation (Varman et al., 2022), or other crises situations (Klein et al., 2015).

In these cases, gift-giving (or the lack thereof) can exacerbate vulnerabilities, and gift practices may necessitate reconfiguration.

In recent decades, consumer research has drawn attention to consumer vulnerabilities as a way to find how to facilitate consumers' empowerment (Baker et al., 2005), and advance marketing scholarship and practice (Dunnett et al., 2016). Consumer vulnerability is "a state in which consumers are subject to harm because their access to and control over resources are restricted in ways that significantly inhibit their ability to function in the marketplace" (Hill and Sharma, 2020, 551). These resources can be individual (e.g. personal characteristics such as age, gender, cognitive and emotional resources), interpersonal (e.g. power structures, family members), and structural (e.g. organisations, economy, culture) (Hill and Sharma, 2020). Below, we identify four gift-giving research areas that illuminate vulnerability in gift-giving.

Individual resources affecting vulnerability in gift-giving are personal constraints such as physical/ mental health issues or financial means (Hill and Sharma, 2020; Baker et al., 2005). These factors can limit gift-giving or render socially-imposed and harmful gifting norms (e.g. a mother financially unable to buy a birthday gift to her child). Contrastingly, these factors can drive gift-giving to cope with such vulnerabilities. For example, excessive self-gifts or dyadic gift-giving can signal consumer vulnerabilities related to mental health or addictive behaviours. Equally, interpersonal resources can affect gift-giving amongst the vulnerable. This includes identity-stripping contexts, such those discussed by Klein et al. (2015) where prisoners or isolated enclosed groups reshape gift-giving practices and the meanings therein. A third area that deserves attention is gift-giving when consumers face vulnerabilities due to structural resources such as those in subsistence marketplaces with limited access to basic resources, or when cultural impositions to exchange gifts (Varman et al., 2022 on dowry-giving in India) or informal obligatory forms of reciprocity (Graeber, 2011) exacerbate vulnerabilities. Finally, the overlap between individual, interpersonal and structural vulnerabilities (and the specific vulnerabilities within each of them) creates new areas to explore gift-giving.

238 - W

Marketing Strategy in E-commerce Live Streaming: A Case Study of TikTok

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Summary Statement

This research aims to investigate how companies create a marketing strategy for e-commerce live-streaming by TikTok. As a new emphasis on conventional e-commerce, live-streaming is highly interactive and timely. Few studies concentrate on how companies use live-streaming to make sound marketing strategies. We try to explore the relationships between e-commerce live-streaming, consumer behavior, and product sales with TikTok live-streaming sales data based on SOR model, which can provide marketing suggestions for companies and live streamers.

Workshop: Live Streaming, the New Digital Sphere for Co-creation and Co-consumption – Opportunities and Challenges

Competitive Short Paper

With the advent of live streaming and the meteoric rise of short video platforms, e-commerce live streaming has become the new "normal" for digital marketing. It is an upgrade on the traditional e-commerce ecosystem, which combines traditional web 3.0 ecommerce and allows real-time personal interactivity (Sun et al., 2022), generating trillions of dollars in revenue for e-commerce giants like TikTok, Taobao, and Kuaishou (Zhang et al., 2022). Therefore, it is not surprising that prior research has explored how the characteristics of streamers can impact sales (Cai et al., 2018; Ma, 2021; Liu et al., 2021). Typically drawing on survey data, these studies seek to explicate the traits and perceptions regarding live streamers, and how these traits and perceptions drive consumers' purchase intention (Liu et al., 2020). For instance, studies show that live streamers' attributes – such as professionalism, interactivity, attractiveness, and popularity – directly affect consumer perception, while consumer perception subsequently affects purchase intention (Han et al., 2020) and purchase behaviour (Liu et al., 2020; Wei et al., 2022; Zhao et al., 2021).

Despite significant research progress in the research area, prior studies have largely drawn on survey methods and examined the role of live streamers in influencing customer purchase and sales. Little is known regarding how the other stakeholders in a live streaming system, i.e., platforms and seller brands, influence sales. To shed light on this issue, our study applies the Stimulus-Organism-Response (SOR Framework) and aims to provide a comprehensive view of how three stakeholders in a live streaming platform – live streamer, platform, and seller brand – jointly influence sales. We thus investigate three sources of stimuli in line with our research objectives – the characteristics of the live streamer, the platform, and the specific brand. The dataset used in this study is a large set of real-time live streaming data retrieved from a popular live streaming platform. To investigate the impact of brands on sales, we selected a basket of products commonly sold on the platform. For each product, we selected a specific product with high brand value and reputation and a concomitant product that can be seen as entry-level or more staple. We then classified each live streamer in terms of their popularity and reputation on the platform by analysing their number of fans, posts, likes, and gifts received. We broadly classified them into three categories of low popularity, moderate popularity, and high popularity. With multiple dimensions of both brand and streamer popularity, we conducted linear regression in order to determine the impact of these dimensions on the sales.

We are currently in the process of analysing the dataset. Initial results are promising, indicating that there is indeed a stark contrast to the interaction of sales produced by live streamers and brands when we consider these characteristics and that specific combinations emerge as clearly beneficial to some or all of the parties– the live streamer, brand and platform.

239 – O

We Care, So We Act – The Implication of Sustainability Concerns for Co-Creation in Fashion

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Summary Statement

This paper evaluates the role of fashion sustainability concerns from young consumers into shifting their sustainable behaviours. It discusses how the perception of sustainable issues can impact their

willingness to become proactive and engage their personal resources into co-creation practices with fashion brands, and how this partnership can result in the creation of shared value for sustainable fashion development.

Competitive Short Paper

For decades, fashion was used by consumers as a way to nurture personal needs such as building a personal identity, belonging into society and fulfilling a functional utility (Cox et al., 2013). But today, the industry is experiencing an increasingly quick shift. On one side, the rise of new technologies is allowing fast-fashion brands to create an ultra-fast-fashion business model where the lean time is minimal and the collections are frequently changing to reach up to 200000 new pieces annually (Camargo et al., 2020). On the other side, the concerns regarding social and environmental issues are increasing, leading companies to respond to the legal pressure exerted by new laws and legislations, or by the environment pressure applied by society, stakeholders, and competitors (Todeschini et al., 2020). The growing awareness of consumers about sustainable fashion issues such as the brand's commitment for sustainability, the use of recycled and renewables materials, the transparency and traceability of production and the respect of environmental standards highlighted a lack of empowerment and trust towards fashion companies (Ertekin & Atik, 2015). Similarly, as the fashion market is overcrowded, consumers are now looking for value-added products and services. The combination of sustainable competitive and social pressure was found to increase the use of co-creation strategies as a tool for innovative solutions. By engaging their consumers, brands have the opportunity to identify the weaknesses in their routine, break existing boundaries with consumers, align values and collective interests, and combine consumers' external competencies with the brands' internal competencies to learn from this partnership (Christensen et al., 2017). This paper investigated the proactiveness of young consumers between 18 and 29 years old in Europe towards engaging their personal resources in co-creation practices. It found that consumers' proactiveness for sustainable co-creation is motivated by pre-existing sustainability concerns. Concerns are reflected in their behaviour through their openness to the idea of prioritizing sustainable fashion over fast-fashion, their feeling of empowerment through the choice of responsible consumption, and their belief that rethinking their consumption more responsibly can make a difference of environmental and social sustainability issues. When concerns are combined with behaviours, young consumers exhibited a willingness to take part to the co-creation process by involving their time, energy, emotions, creativity and personal values about sustainability. This engagement can contribute to rising awareness about future sustainable trends, creating a mutual understanding of needs, exchanging knowledge about sustainable fashion, creating the right product to meet the existing needs and expectations, ensuring a continuity of learning between both parties and improving the relationship. Sustainability-oriented consumers hence are potential assets to engage into the decision-making of fashion companies to design future strategies, rethink the current business model and increase the loyalty towards the brand.

240 – O

Airport Environment And Its Influence On Traveller Emotions, Perceived Quality And Revisit

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Summary Statement

The paper examines the experience journey of travellers at airports by examining both physical and human-related factors of the servicescape. More precisely, how social variables influence travellers' perceived quality and evoked emotions as predecessors of airport satisfaction. Consequentially, we examine desired traveller intentions in relation to WoM and airport revisit. This is the first attempt to synchronise the human-related servicescape of airports with perceived quality, emotions and revisit.

Competitive Short Paper

Background and Hypotheses

With global airport passengers in 2022 amounting to approximately 1.7 billion (ACI, 2022), it is not surprising that airport environments have attracted significant academic attention. Considerable research demonstrates the evolutionary pathway of passengers seeking new experiences to fulfil new needs and emerging expectations (Das et al., 2021) while research on servicescapes have advanced our understanding on what drives satisfaction. Interestingly, numerous airport servicescapes focused their investigation on physical dimensions (i.e Tubillejas-Andrés et al., 2020) yet human interactions, and their link to perceived quality, received relatively less attention.

The present paper positions itself on three main pillars. Firstly, it investigates, in a combined fashion, the impact of physical and social interactions on travellers' perceived quality. Secondly, it focuses on evoked emotions through the airport servicescape and their procedural positioning in the experience journey of the traveller. Thirdly, it investigates how satisfaction (and lack of it) manifest in airport revisit and WoM by travellers. Through these pillars, managerial implications emerge providing avenues of certain servicescape improvements in order to evoke desired emotions while demonstrating their effect on favourable revisit and WoM intentions. Theoretically, the paper delineates the importance of emotions, perceived quality and socio-physical servicescape dimensions in the travellers' airport experience.

The proposed conceptual model synchronises previously identified constructs namely: Physical-related and Human-related factors (Bitner, 1992), Perceived Quality (Siu et al., 2012), Emotions (Tubillejas-Andrés et al., 2020), Satisfaction (Yerimou et al., 2022), Revisit and WoM (Batouei et al., 2020). Following an inductive approach to set the flow of effects, the hypotheses of the conceptual model are formulated as follows:

H1: There is a positive effect of Physical-related factors on Perceived Quality.

H2: There is a positive effect of Human-related factors on Perceived Quality.

H3: Physical-related factors have a positive influence on Emotions.

H4: Human-related factors have a positive influence on Emotions.

H5: Perceived quality positively affects Emotions.

H6: Perceived quality has a positive effect on Satisfaction.

H7: Emotions have a positive effect on Satisfaction.

H8: Satisfaction positively influences the Airport's Revisit intentions.

H9: Satisfaction positively influences WOM intentions.

Method and Contributions

An empirical survey-based investigation was followed to test the conceptual model with travellers of an international airport. The instrument engaged with scales from extant literature for each construct. After preliminary tests, Structural Equation Modelling was employed. Initial results demonstrate that certain environmental stimuli, such as temperature, are perceived as more important to travellers than others, while constructs like colour schemes and decoration significantly influence satisfaction.

From a managerial perspective, findings allows airport authorities to strategise accordingly in order to yield desired traveller emotions for satisfaction reinforcement. Furthermore, the connection between the constructs mentioned above allow proposed strategies for servicescape designs at the airports. From a theoretical perspective, the model expands our current knowledge by linking the airport's human-related environment with perceived quality, emotions, satisfactions and intentions.

241 - W

"Will you listen to AI when it can put itself in your shoes?" ——Exploring the Impact of Empathy on the Effectiveness of Algorithm-Based Persuasion

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Summary Statement

This research explores the user experience of algorithm-based persuasion (ABP) to understand how it works, specifically, how the perceived empathy and anthropomorphism of algorithm-based persuasion trigger users to follow the suggestions or advice provided. Based on user review data, this research develops a new theoretical framework linking the key constructs of perceived empathy, anthropomorphism, and emotional closeness. The findings also provide practitioners with valuable implications for designing ABPs to enhance customer experience and well-being.

Workshop: The Technological Revolution and Consumer Well-Being

Competitive Short Paper

As new technologies such as machine learning and artificial intelligence (AI) evolve, interactions with consumers increasingly rely on algorithms. Shopping suggestions from Alexa, exercise reminders from apple watch, such algorithm-based persuasions (ABP) seem to be everywhere. In addition to improving marketing efficacy, ABPs are widely used to improve users' well-being. For example, TikTok reminds users to take a break when they spend too much time on it. However, how users respond to ABP and the effectiveness of these ABP agents is still unclear. This research thus explores the user experience of ABP in an attempt to understand how it works, with a focus on user perceived empathy (Liu-Thompkins, Okazaki, & Li, 2022) and anthropomorphism (Epley, Waytz, &

Cacioppo, 2007). We collected 1256 pieces of online reviews of TikTok's ABP from TikTok itself and other social media platforms, including Weibo. Thematic analysis was used to process the data.

Our findings reveal that effective ABPs are those that show empathy. First, empathic ABP conveys congruence with the affective and cognitive states of users (Teeny, Siev, Briñol, & Petty, 2021). When empathy is shown in ABP, users feel that the ABP agent understands and supports them and cognitively perceive that the motivation of the ABP is congruent with the persuasion. Users are, therefore, more likely to trust and appreciate the empathic ABP agent when they think the ABP agent is putting itself in their shoes (Liu-Thompkins et al., 2022).

Second, empathy can trigger users to anthropomorphize the ABP agent and feel emotionally close to it, and consequently are more likely to accept its advice (Blut, Wang, Wünderlich, & Brock, 2021; Choi, Mattila, & Bolton, 2021). Empathy is considered as a unique human quality. Such quality act as a cue to activate the elicited agent knowledge about human and therefore, evoke a higher level of anthropomorphism (Epley et al., 2007). Anthropomorphism enables users to perceive ABP agent as warm, friendly and allows users to emotionally relate to it (Choi et al., 2021; Esmaeilzadeh & Vaezi, 2022). Increased emotional closeness capture more trust perception which means users perceive the ABP agent as a credible source of information, which leads to higher persuasiveness (Korchmaros & Kenny, 2001; Toure-Tillery & McGill, 2015). Our findings further suggest that the effect may vary depending on the degree of anthropomorphism of the ABP agent. Specifically, excessive anthropomorphic traits could provoke the Uncanny Valley effect (Kim, Schmitt, & Thalmann, 2019; Mori, 1970), thereby undermining the effectiveness of empathy on persuasion.

This new theoretical framework developed in this study advances our knowledge of the emerging field of ABP. The findings also provide practitioners with valuable implications for designing ABPs to enhance customer experience and well-being. When designing ABPs, demonstrating empathy can enhance the user's affective experience. Incorporating appropriate anthropomorphic features, such as simulating the communicative tone of a friend, will further help bridge the missing emotional element in algorithm-based interactions.

242 – O

A Dual-Process Model of Metaverse Advertising Effects

Yao Yao

University of Manchester, United Kingdom

244 – O

Power Dynamics and Social Bonding in Exporter-Importer Relationships:The Moderating Role of Emotion Regulation

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245 - W

Impacting Service Access

Liliane Abboud

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Workshop: Actioning Marketplace Access

246 - O

How do online communities transform the well-being of women in a developing country?

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Summary Statement

This study explores how online consumption communities impact women's well-being in a developing and conservative country like Egypt. It draws on the literature on consumption communities, gender within consumer research and well-being, under the umbrella of transformative consumer research. The research employs a netnographic approach as well as in-depth interviews.

Competitive Short Paper

This study explores how online consumption communities impact women's well-being in a developing and conservative country like Egypt. It draws on the literature on consumption communities, gender within consumer research and well-being, under the umbrella of transformative consumer research. The research employs a netnographic approach as well as in-depth interviews.

With the rise of social media in developing countries, online communities have seen a considerable growth and have become intertwined into the lives of many people. Earlier studies theorized communities as forums where consumers educate one another about their attitudes and ideologies (Kozinets and Handelman, 1998), sites where consumers are empowered by information exchange (Kozinets, 1999). However, consumer research is still at a nascent level in studying the transformative potential of online communities (Kozinets et al., 2012). Recent studies have demonstrated consumer platforms as dynamic sites that present fertile ground for consumer researchers to investigate their impact on consumer empowerment and disempowerment (Kozinets et al. 2021). This study has the potential to extend Kozinets et al.'s (2021) recent work by shedding light on the ability of platforms to empower or disempower consumers.

By focusing on the transformational potential of online communities of women in a developing country, this study directly addresses TCR (Transformative Consumer Research) which strives to improve consumer well-being (Ozanne et al., 2015). This research draws on the concept of relational well-being and thus views well-being as comprised of material, relational and subjective dimensions (White, 2017) and reduces the need for binary divisions such as those set between objective versus subjective measures. Furthermore, the unit of analysis is not the individual alone, but the collective (White and Blackmore, 2015). Therefore, relational well-being offers an appropriate lens to study online consumption communities as they are often bound/defined by relationality/relational structures.

The study adopts a gender lens which will contribute novel insights to the TCR perspective. TCR has often overlooked gender as a primary attribute that contributes globally to marginalization (Steinfield, 2019). This is a gap we will address in the research.

The study employs a netnographic approach to three online communities of women focusing on natural hair-care (234,000 members), motherhood (41,800 members), and fashion (17,300 members). Data has been collected using a combination of investigative, interactive, and immersive data operations (Kozinets, 2020). Netnographic observation of the online communities was undertaken and is currently ongoing. In the interactive phase, 28 in-depth interviews were conducted with community members to gain a deeper understanding of the community's impact.

The study has the potential to contribute to consumer research by demonstrating how online communities transform the well-being of women in a developing country. It can offer insights into the transformative/empowering potential of communities as well as other research that relates to the negative influences therein, such as those related to commercial and communal tensions (Kozinets, 2010). Additionally, applying the emerging concept of relational well-being will enable a deeper and more holistic understanding of well-being notions that are socially and culturally constructed in a developing and conservative society.

247 – O

Revisiting the "golden age" through the production and consumption of authentic record artwork

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Summary Statement

This paper explores the collective construction of a "golden age" via the production and consumption of record artwork. Semi-structured interviews were conducted with 14 long-term members of a UK indie pop music scene, supported by two years of immersion in the field. Findings reveal that authenticity is represented via a visual aesthetic mode which is consistent with the shared values of the music scene, emphasizes the mediation between producer and consumer, and opposes the "inauthentic".

Competitive Short Paper

The transformation from analogue to digital music has been labelled a "revolution", despite the blurred boundaries between the two eras, and the hybrid ways consumers engage with both analogue and digital music (Chivers Yochim & Biddinger, 2008; Bennett & Rogers, 2016). Authenticity is a salient theme in studies of vinyl records (Goulding & Derbaix, 2019), which, in a digital age, offer consumers renewed value derived from their materiality (Magaudda, 2011) and access to a "truer", nostalgic past (Whitehouse, 2022).

While a record's uniqueness, "scratch and crackle noises" (Bennett & Rogers, 2016) and imperfections (Hayes, 2006) are regarded as markers of authenticity, the visual dimensions of vinyl are largely considered secondary. Yet, since the popularisation of the Long Play (LP) vinyl record in 1948, album artwork brought a new form of visual expression (Elborough, 2008, p. 6). Beyond its role in marketing music, artwork can represent past cultures (Borgerson & Schroeder, 2017), reflect or augment the music (Arvidson, 2007), reveal the history or personality of the musicians (Jones & Sorger, 1999), and provide a memorable point of origin (Frith, 1996, p. 112).

Subcultures (Leigh et al., 2006; Beverland & Farrelly, 2010; Hartmann & Ostberg, 2013) and music scenes (Frith, 1996; Moore, 2002; Peterson, 2005) are well suited to study the multi-layered nature of authenticity. The underpinning empirical research took place within a local UK indie pop music scene, where "clusters of producers, musicians, and fans realize their common musical taste, collectively distinguishing themselves from others by using music and cultural signs" (Peterson & Bennett, 2004, p. 8). Precisely, we aim to uncover the meanings consumers associate with record artwork and address the underexplored visual dimensions of authenticity in a context where the roles of producers and consumers interweave.

Theoretically, we review extant literature on authenticity in creative and cultural production and consumption. We then turn to the intersection of nostalgia and authenticity, emphasizing the role of the past in the construction of a perceived golden age. Elucidating types of authenticity and its relation to nostalgia enables us to build a framework to explore collective judgements of authenticity via record artwork.

Findings reveal a visual mode characterized by a lo-fi, cut-and-paste style of artwork associated with the genuine constraints of the production of music in the past. When this aesthetic mode was replicated in a contemporary, digital context, it was deemed inauthentic, and commercial influence was also regarded as a sign of "selling out". Further, we propose that authenticity is established by the emphasis on, rather than the absence of (Fine, 2003), the mediation between the artist and the consumer, in line with the heavily mediated sound of indie pop (Dolan, 2010). Finally, given that the record artwork produced in this scene was usually co-produced by label owners and the artists to communicate and artistically augment the music, we show how the authenticity of expression (Dutton, 2003) in creative and cultural production, and the authenticity of material culture (Gannon & Prothero, 2023) can interweave.

248 – O

A CONSUMER PERSPECTIVE ON MINDFUL CONSUMPTION

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Summary Statement

This research paper presents the findings of a qualitative study that explores the consumer experience of mindful consumption during the COVID 19 lockdowns in New Zealand using Social Cognitive Theory. In doing so it extends understanding of mindful consumption and its conceptualisation and proposes a model relating antecedent conditions to a continuum of mindful thoughts and behaviours. In conclusion, ways marketers can enhance mindful consumption amongst consumers are suggested.

Competitive Short Paper

Mindful consumption according to Sheth et al. (2011), refers to a reduction in consumption which is driven and reinforced by a mindset of caring for nature, the self, and community (p. 30). Mindful consumption is of paramount importance to academics and researchers alike as it can positively impact overconsumption and its' negative impacts for both people (e.g., Lee & Ahn, 2016) and the planet (e.g. Sharma et al., 2018). While some consumption is necessary for basic human needs, such as food and shelter, as a result of social and cultural norms much exceeds our requirements (Arnould and Thompson, 2005). Despite the importance of mindful consumption, theoretical models to date have been limited to conceptualisations based on a mindful mindset and active choice alone (e.g. Sheth et al 2011) or adoption of complete lifestyles (e.g. Huneke, 2005; Bekin et al., 2005). The context of the COVID-19 lockdowns in New Zealand provided a unique opportunity to explore mindful consumption from a consumer perspective. This study extends the theory of mindful consumption drawing on Social-Cognitive Theory (SCT) to explore the consumer experience of mindful consumption, including how it is facilitated, and how restrictions on consumption impact participation in it.

An interpretive qualitative approach was undertaken, guided by critical realism. Twenty participants aged between 20 and 64, who lived in New Zealand throughout the COVID-19 lockdowns, participated in semi structured, in-depth interviews regarding their consumption experiences. Participants were recruited via a convenience sample using multiple starting points then proceeded via the 'snowball' method (Milroy, 1987). Interviews lasted between 1.5 and 2 hours and participants received a gift voucher as a thanks for participation. Transcribed interviews were coded in NVivo.

The findings showed mindful consumption is comprised of caring thoughts at the individual, local, and global level, and these were expressed through behavioural temperance of buying less, buying better, or not buying. These relationships extended existing theory, proposing a continuum of caring thoughts and temperance of consumption. Mindful consumption was found to be facilitated by internal and external factors of perceived time, perceived benefits, cost, variety and performance, and social norms. Finally, participation in mindful consumption was impacted by pre-existing levels of mindful thoughts and behaviours, perceived self-efficacy, and attention and awareness given to the experience which were activated facilitators that occurred during COVID-19 lockdowns. These restrictions on consumption were found to be effective in facilitating mindful consumption for consumers who did not already demonstrate temperance in their consumption behaviour. Whilst the study did not find notable changes for participants that already tempered their consumption, slight increases in mindful thoughts were noted. Finally a new model that details the consumer experience of mindful consumption is proposed that provides guidance for researchers, social marketers and policy makers interested in facilitating consumption reduction.

These findings are useful to governments and social marketers who seek to encourage individuals be mindful and reduce their consumption and are particularly important given the ongoing strain on the environment and the Earth's ability to keep up with overconsumption.

250 – O

Can Consumers Change a Performativity? Power Relations in a Performative Marketplace Assemblage.

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Summary Statement

The present study unpacks how consumers challenge the performative childbirth market by contesting the C-section -a performativity that becomes the norm. We investigated how consumers mobilise the resources of the marketplace assemblage to challenge a performativity norm and discuss the effects of this challenge on the marketplace assemblage, using netnographic data and life story interviews. We found a four steps process that consumers use to change elements of the assemblage, using market and non-market discourses.

Competitive Short Paper

Performativity can be understood as an assemblage of actors, materials, techniques, and statements working to create, maintain, reinforce and normalise expressions of social concepts (Scaraboto, 2015). The elements of the performative assemblage organise to adjust to one another, guaranteeing the permanence of performative rules in case of uncertainty (Callon, 2007).

In Brazil, the childbirth marketplace is a unique performative market that normalises births by C-section, reaching a peak of 70% in 2019 (ANS, 2022), while the World Health Organization (WHO, 2015) states that the ideal proportion is between 10% and 15%. Rates in Brazil are so high that WHO has demanded action from the Brazilian government (ANS, 2022). The humanised childbirth movement has emerged in Brazil in this scenario of normalized C-section, anchored on the discourse of the consumer's choice (Felix, 2016).

The present study unpacks how consumers challenge the performative childbirth market by contesting the C-section -a performativity that becomes the norm. We extend findings by Scaraboto (2015), Roscoe (2015), and Thomas, Price, & Schau (2012), who studied how consumers have used tactics to maintain a performative marketplace assemblage by investigating how consumers mobilise the resources of the marketplace assemblage to challenge a performativity norm and discuss the effects of this challenge on the marketplace assemblage.

Using netnographic data (Kozinets, 2010) from two Facebook groups on humanised childbirth (861 single-spaced pages over two years) combined with eight life story interviews (Atkinson, 2007) with women in those groups, we carried out a discursive analysis of the text and visual data (Rose, 2016) to uncover the process consumers use to change elements of the assemblage (i.e., technical systems, materials, statements, and actors) and to understand the market and non-market discourse consumers use to challenge the performative assemblage (Scaraboto, 2015).

We find that this process occurs in four steps: (1) consumers feel a connection with affective discourses, statements and materials from the social world that contrast with the markets' current performative assemblage and mobilise new technical systems and materials from the marketplace to validate these new statements and materials. To add robustness to their claim, activists combine the affective discourse (Badje & Rojas-Gaviria, 2021) from the social world (non-market) with selected pieces "borrowed" from scientific discourses, creating empathy inside these groups in an attempt to disempower providers of status quo materials and technical systems; (2) As consumers start to bring new technical systems and materials to the marketplace assemblage. The new actors are selected according to a discourse of affective dynamics (Badje & Rojas-Gaviria, 2021) and as these new market actors become more widespread, activists' discourses become less combative and more affective; (3) consumers empower these new market actors and seek scientific validation of the new technical systems and materials; (4) Despite consumers effectively creating new consumption options, new forms of oppression emerge. In sum, we find that the modifications that consumers promote can increase market complexity and extension, creating new opportunities for the actors, nevertheless, this process comes paired with new forms of oppression that reinforce the original performative marketplace assemblage.

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Livestream Shopping: A Comparative Study of Platform-Based Affordances as Drivers of Experiential Shopping

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Summary Statement

Despite the rising popularity of livestream commerce, it seems the western world is struggling to catch up with the revolution. This paper focuses on systematic analysis across platforms, countries, sellers, and product categories from an affordance lens. We compare five multi-country platforms offering livestreaming commerce across diverse product categories and identify technical platformic affordances, social and personalisation-based affordances and gamification-based affordances, arguing that success in livestream platforms relies on personalisation and gamification-based affordances.

Competitive Short Paper

While livestream commerce rises as one of the most promising areas of future growth (STATISTA, 2021), western countries, mainly European countries, seem to be miles behind pioneers such as China and other Asia Pacific countries where livestreaming has been exponentially growing (Skinner, 2020). Regardless of its market size in Europe, livestreaming has become a buzz in the literature and the industry. Research investigating livestream commerce remains in its infancy (Ceci, 2022), but the vast geographical and platformic differences result in a complex research scene. Existing studies are primarily single-platform based and tend to examine livestreaming features as a driver for trust in social commerce platforms (Wongkitrungrueng & Assarut, 2018), for social commerce recommendations (Liao et al., 2021) or as a new form of social commerce (Guo et al., 2021).

Given this growing interest in livestream commerce and the narrow focus of existing research on single platforms or single geographical regions, this research aims to use the Affordance lens to examine platform-based affordances (Sjöblom et al., 2019, Deng et al., 2022, Church & Thambusamy, 2022, Su et al., 2020) and its possible influence on shopping experiences.

We select five multi-country platforms offering livestreaming commerce across diverse product categories to investigate their technical and experiential differences. The comparative analysis of affordances across multi-country platforms is currently unexplored. A systematic analysis across platforms, countries, sellers, and product categories from an affordance lens would support a comprehensive understanding of consumer experience theory in increasingly technological environments.

The platforms studied are illustrated in the selected livestream video examples below. These are selected to represent most EU and US countries as opposed to the vast literature on China and Asia Pacific countries. Namely, we select the following platforms with hyperlinked examples:

* TheJump-live based in Spain, for Internet services[1], men's clothes[2], food[3]

* Twitch Pog Picks based in the USA, for Technology[4]

* Facebook Live in Spain for Fashion[5]

* Instagram Live in Spain for Sports fashion[6]

* Shopshops, global shopping from Spain and the UK for Fashion[7] and luxury accessories[8]

The results of our comparative analysis focus on three types of affordances, as detailed below:

Technical platformic affordancesinclude product list pop-ups, offers and giveaway pop-ups, privacy configuration, and other technical features, including views count, buy buttons, extended web browsing view along the livestream and so on.

Social and personalisation affordances include group and private messaging, live chats, share live, emoticons inbuilt chat, virtual gifting, and ask-the-seller options.

Gamification-based affordances include elements of play or integration of games in livestream commerce, including quizzes, giveaway contests, discounts based on user performance in a quiz or a game, and opinion-based surveys linked with prizes.

Livestreaming can revolutionise online shopping experiences by adopting an unprecedented level of personalisation and highly interactive gaming and entertainment. Therefore, the personalisation-based affordances and the gamification affordances that livestreamers should embrace rather than the traditional showing of products akin to QVC-type selling channels.

[1] Video 1

[2] Video 2

[3] Video 3

[4] Video 4

[5] Video 5

[6] Video 6

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ONLINE STORE POSITIONING STRATEGIES AND MARKETING PERFORMANCE OF LARGE-SCALE SUPERMARKETS IN NIGERIA .

Greg chigemecha Nwankwo, Andy Fred Wali

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Summary Statement

findings showed that methods of online sales have a significant relationship with marketing performance (sales growth and market growth) of large-scalesupermarket. The study also found a significant relationship between online sales platform and marketing performance (sales growth and market). Based on these findings, we conclude that online store positioning strategies is significant predictor of marketing performance of large-scale supermarket in Nigeria and recommended for large scale supermarket to fully migrate to online Store Positioning strategies.

Competitive Short Paper

ONLINE STORE POSITIONING STRATEGIES AND MARKETING PERFORMANCE OF LARGE-SCALE SUPERMARKETS IN NIGERIA

The study examines online store positioning strategies and Marketing Performance of Large-Scale Supermarkets in Nigeria. The outbreak of covid-19 had negative impact on physical operations of large-scale supermarkets thus prompting operators' migration to online platform, like store positioning strategies in other to adhere to the non-pharmaceutical preventive measures of the pandemic on one hand and reach out to online service buyers on the other for the purpose of improving marketing performance. Specifically, the aim of this study was to determine the relationship between dimensions of Online store positioning strategies (method of online sales, online sales platform and means of Online store positioning) and measures of Marketing performance (sales growth and market growth) of large-scale supermarket in Nigeria. The study adopted correlational research method within the quantitative research design. The industry population of this study consisted of all forty-three (43) registered large scale supermarket in Nigeriaand other units of population were employees and customers of these supermarkets. The unit of analysis consisted of 43 branch managers and 430 customers of these large scale supermarket in Nigeria. A well-structured questionnaire was used as the main instrument for data collect and data collected were statistically analyzed and the seven hypotheses were tested using Pearson Product Moment Correlation Coefficient (r) and the moderated regression analyses. The bivariate and multivariate analyses were performed using the Statistical Package foe Social Science (SPSS) version 23.0. The findings showed that methods of online sales have a significant relationship with marketing performance (sales growth and market growth) of large-scalesupermarket. The study also found a significant relationship between online sales platform and marketing performance (sales growth and market). Based on these findings, we conclude that online store positioning strategies is significant predictor of marketing performance of large-scale supermarket in Nigeria and recommended for large scale supermarket to fully migrate to online store positioning strategies as it presents potentials for increased marketing performance and business competitiveness.

Keywords: Online Store Positioning Strategies, Marketing Performance and Large-Scale Supermarkets

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Financial Well-being is a Triad of Security, Freedom and Pleasure. Findings From a Phenomenological Study

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Workshop: Vive La Révolution – Calling for Revolutionary Solutions to Consumer Financial Insecurity

254 – O

Corporate Digital Responsibility (CDR) is The New Artificial Intelligence (AI) Ethical Compass

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Summary Statement

CDR practices portray the nature of the relationship between technology interaction, and society and the environment that may influence consumers, communities and businesses. Therefore, this study examines how social and organizational contexts of the firm can influence the culture of CDR that may result in enhanced brand equity and increased consumer trust as CDR outcomes. This study will conceptualize the aforementioned relationship by synthesizing the moral significance of technology and value-sensitive design as theoretical foundation.

Competitive Short Paper

In this era, no one can deny the role of artificial intelligence (AI) in our lives as consumers, organizations, and societies. The daily life events become easier because of the wide array of AI benefits. Although AI proved its successfulness, effectiveness and efficiency, still the ethical dilemmas are the unfavorable outcome to consumers and organizations that cannot be changed. If it is a well-established preface that human behaviors should be ruled by norms, values and ethics, accordingly, any technology that can assist or replace human decision-making process should follow the same premises. This clarifies that the dilemma between technology and data privacy is not just an obstacle, it is an important aspect that should be articulated in the new humanized technologies. Accordingly, the urge of ensuring the presence of the ethical side in new technology development is arise (Du and Xie, 2021; Lobschat et al., 2021). There is no clear opinion that identify that the code of ethics or technology norms that should be deployed, is it algorithmic or human task?, is it the role of the organization as entity, or the duty of the technology developers? (Jones, 2022; Lobschat et al., 2021; Weber-Lewerenz, 2022).

In the light of this paradox, the concept of corporate digital responsibility (CDR) was introduced. CDR is defined as "the set of shared values and norms guiding an organization's operations with respect to the creation and operation of digital technology and data" (Lobschat et al., 2021; 876). Several scholars argued the relationship between corporate social responsibility (CSR) and CDR. It was claimed that CDR is a part or subset of CSR model. It was agreed that both concepts support aim at enhancing the relationship between the firm and society, by widening the scope of the acquired benefits and narrowing the unfavorable outcomes (Jones, 2022; Mihale-Wilson et al., 2022; Mueller, 2022).

CDR is a preliminary concept that is not outlined or defined clearly from academic nor practical sides. Still, many questions are not answered yet. To elaborate, there is no standardized conceptualization of the nature, antecedents and/or drivers, and the outcomes from CDR. In other words, there is no clear understanding of how individuals accept and interact with CDR in terms of perceptions, feelings, and behaviors in the light of data privacy challenges. In the light of AI practices that require personal data sharing, still the characteristics of CDR are not clearly determined as responsible AI activities. In addition, there is no clear framework that can portray the antecedents and outcomes of CDR from consumers and businesses perspectives (Du and Xie, 2021; Lobschat et al., 2021). Accordingly, the study at hand examines how social and organizational contexts of a firm can influence the culture of CDR that may result in enhanced brand equity and increased consumer trust as CDR outcomes. In this vein, this study deploys the moral significance of technology (Verbeek, 2014) and value-sensitive design (Van Der Hoven and Manders-Huits, 2020), to examine the relationship at hand.

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Ethno-racial Representations in Non-colonized Territories: the Case of Roma Consumers in Romania

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Summary Statement

This study provides new insights into the patterns of marginalization of minority consumer groups in non-colonized territories. We use critical discourse analyses of market and media representations to understand the construction of consumer identity and subjectivity in the case of the Roma ethno-racial group in Romania.

Competitive Short Paper

Consumer research demonstrates how visual media and marketing representations can disempower and marginalize some social groupings and reinforce existing oppressive categorizations and power relations (Saren, Parsons and Goulding, 2019; Olivetti, 2016). Whilst much of this work is situated within Western geographies and Western-centric knowledge hierarchies (Jafari, 2022; Galalae et al., 2022), recent studies explore how marketing practices reinforce institutionalized representations of colonized people as exotic and disempowered others (Carrington et al., 2019). Less is known about how the vestiges of colonialism live on through representations of minority groups in spaces not involved in colonial conflicts directly. Without having been invaded and turned into colonies, non-colonized territories, such as several countries in Eastern Europe, were nevertheless pushed by historical circumstances to succumb to the cultural power of the West, voluntarily absorbing values and categories of colonial Europe (Kiossev, 1995; 2011). This has often included the erasure of non-white minority groups from visual representations, such as art, starting with the 19th century (Iancu, 2019). Reports also show that people in Eastern Europe are less accepting of minority groups than in other parts of Europe (Pew Research Center, 2019). Yet, we know little about how minority groups in non-colonized territories are represented in marketing communications and in media and how these representations impact their opportunities in the marketplace. We explore this gap through the case of the Roma ethno-racial group in Romania.

To provide context, Roma are an ethno-racial population encompassing diverse groups originating in the Indian subcontinent. Ever since they arrived in Europe (14th century), they have been subject of direct and institutional discrimination (Ciaian and Kancs, 2018; Bancroft, 2019). Romania is the only European country where Roma were enslaved for over 500 years, until 1856 (Council of Europe, 2016). Roma marginalization persisted across the following socialist and capitalist politico-economic systems, their 'invizibilization' arguably intensifying under neoliberalism (Cretan, Covaci and Jucu, 2021). While recent consumer studies discuss marketplace discrimination of Roma consumers in Western countries (Veresiu, 2022; 2020), we know little about their situation in Romania, the country with the largest Roma population in Europe (Council of Europe, 2012).

Our study problematizes the construction of Roma consumer identity and subjectivity via marketing communications (commercial advertising and social marketing) and via visual mass-media (mainstream reality TV shows). Methodologically, we conduct a critical discourse analysis of selected video data produced by non-Roma - two video advertisements of mainstream brands and five episodes from a mainstream reality TV show, and two social marketing video campaigns initiated by Roma NGOs. To understand the broader ideological, socio-political, and historical discourses surrounding Roma and their relationship with non-Roma, we reviewed multiple background sources.

Our findings illuminate that the marketing and media discourses in Romania use liquid racist humour to construct Roma consumers as culpable for their oppression and exclusion in society, while the Roma-initiated social marketing discourse frames Roma consumers as responsible for their own redemption. Our study contributes new insights into the patterns of marginalization of minority consumers in non-colonized territories through visual media and marketing representations.

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Leveraging The Metaverse In Luxury Marketing To Overcome The Generational Gap And The Internet Dilemma.

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Summary Statement

This research explores how luxury brands can leverage the use of the metaverse in their marketing efforts to overcome the challenges imposed by the generational gap and the internet dilemma. Semi-structured interviews were conducted with C-level executives of relevant luxury brands to gather their insights, personal motivations and approaches. Initial findings showcase numerous 'best practices' to overcome said challenges. These 'best practices' equip marketers with the tools necessary to create compelling and immersive marketing campaigns.

Workshop: Blockchain in Marketing: Cryptos, NFTs, Metaverse and the New Marketing Revolution

Competitive Short Paper

This research explores how luxury brands can leverage the metaverse to overcome the challenges posed by the generational gap and the internet dilemma in their marketing strategies. Research around the metaverse and marketing of luxury companies has recently gained attention due to the increasingly technologically-savvy consumer base (Bushell, 2022). Due to its ability to create innovative and interactive environments (Kozinets, 2022), this technology has become an essential part of brand's marketing strategies as it allows consumers to interact with them in new, fun and interactive ways (Doss & Robinson, 2013). However, there is a notable lack of literature and understanding on how luxury brands can leverage the use of the metaverse to overcome the challenges posed by this new technology.

Brands with younger audiences are building equity due to their perceived cool factor, ensuring the likelihood of future profitability (Kartajaya et al., 2021). On the other hand, older consumers may feel excluded and not aligned with the marketing efforts of brands they previously loved (Haddon & Mante-Meier, 2016; Strutton, Pelton and Ferrell, 1997). Targeting older generations is critical for the luxury market, considering they are a significant economic force and are likely to drive spending for the next ten years, according to VISA Business (Best, 2018). Known as the generational gap challenge (Kartajaya et al., 2021), brands have to balance between two goals, maximise value creation for the present or build their equity for the future.

A main characteristic of the luxury industry is exclusivity (Bian and Forsythe., 2012; Fionda & Moore, 2009), which contrasts with the metaverse's potential to broaden brand accessibility and visibility. These contrasting attitudes are explained through the Internet Dilemma (Baker et al., 2018), between maintaining exclusivity and increasing brand awareness. How they will navigate this challenge with the increased exposure venturing into the marketing revolution would bring them remains to be determined.

Semi-structured interviews took place with 6 C-Level executives of relevant luxury brands, where respondents discussed their brands' motivations for adopting the metaverse in their marketing practices. Participants were chosen specifically for their 'key-decision maker' status in each brand, offering a unique and valuable insight on the topic. Initial results showcased numerous 'best practices' such as creating a sense of exclusivity within the metaverse (for example NFTs granting access to VIP events or exclusive content) and blending traditional marketing tactics, like print or outdoor advertisements, with metaverse marketing to reach a wider range of consumers. These 'best practices' will equip marketers with the tools necessary to create compelling and immersive marketing campaigns, while also effectively navigating the challenges posed by the generational gap and internet dilemma.

259 – O

Service Robotics: Applying Human Learning Theories to Better Understand Acceptance

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Summary Statement

With the ever changing face of social robots that has seemingly become a revolutionary part of the 21st century, understanding how individuals learn to new forms of technology alongside their acceptancce, has become an increasing phenomenon. This paper looks at social robotics with a focus upon individuals' learning abilities through employing cognitive and affective measures. The adoption of the UTAUT2 model alongside extended constructs will be outlined accordingly.

Competitive Short Paper

The rapid expansion of AI technologies has led service robotics to become an increasingly adopted tool to increase efficiency within diverse customer facing contexts, for example airports and retail environments (Wirtz et al, 2021), medical care (Asgharian et al, 2022; NHS 2020). There has been increasing interest in their role as personal assistants, and in these roles, ongoing research has sought to address the technical and human factors that act as a challenge to further widespread adoption. Recent literature focuses upon social intelligence of robots (Barchard et al., 2020), decision making capabilities (Hagendorff, 2016) and rapport through the dichotomy of traditional frontline employee's vs robotic service encounters (McLeay et al., 2020). Currently, the focus remains not solely on technological parameters, but the affective and cognitive aspects derived from consumer's interactions with new technologies (Mariani et al., 2022). An area that remains understudied is how different learning styles affect these interactions. This research contributes to the need to know more about the internal and external factors that affects the way consumers learn and adopt service robotics. This research extended the UTAUT2 model (Venkatesh et al., 2012) by considering motivations, technology readiness, perceived risk and intention of acceptance. This research purposed a focus on understanding the learning abilities of an individual through employing cognitive and affective learning measures, as well as the relationships between learning and acceptance of a new technology.

This study incorporated six constructs adopted from the second generation of the UTAUT2 model (Venkatesh et al., 2012). All the measurement scales were adapted from existing literature. It employed a quantitative questionnaire from two rounds of data collection with 602 valid answers, analysed using Smart PLS 3.0. The sample comprised respondents who predominantly worked in the creative sector (16.5%) and education (12%). 58.1% were male and 41.9% female. Most of respondents had no experience of adopting a service robot or individuals around them using a service robot. Performance expectancy showed a partial mediation on the paths of hedonic motivation, utilitarian motivation, technology readiness, social influence, and perceived risk towards intention of acceptance. Effort expectancy mediated positive relationship between hedonic motivation and intention of acceptance. The result also revealed that both cognitive learning ability and affective learning ability mediate the effect of intention of acceptance on behavioural intention. By adding the hedonic motivation to the UTAUT 2model, this research found that the pleasure derived from using a technology should be highlighted in the development of technology innovation and in the communication to the consumer.

This research specifically looked at service robotics with a focus on learning abilities. The contribution of the study has been to extend learning theories from the educational domain to technology adoption. The results suggested learning styles are multidimensional and add a useful dimension to understanding the processes of adoption of service robotics. Both the cognitive (knowledge) and affective (feeling) learning (Krathwohl et al., 1973; Jones, 2010) abilities are important for the consumer to adopt a technology.

Data would be presented at the conference.

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Whose Opinion Matters? Community Stakeholders' Perceptions of Legitimacy and Engagement in Branding Northamptonshire

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Summary Statement

This paper views place branding as a stakeholder-led strategy for creating a distinctive identity and narrative for places to gain recognition and competitive advantage. Residents and voluntary organisations are integral stakeholders and co-producers of a place; however, they are often relegated to consumers of the place brand. This paper explores how community stakeholders perceive their engagement in place branding, which ultimately implicates issues of legitimacy and inclusiveness of socioeconomic and cultural policies.

Competitive Short Paper

Place branding is the practice of developing brands for geographical units, such as cities, regions, and nations, to trigger positive associations and distinguish a territory or destination from others (Anholt, 2010; Kavaratzis, 2004). In rural, regional contexts, place branding can mobilise territorial identity and its stakeholders to stimulate endogenous development (Donner et al., 2017; Horlings, 2012; Vuorinen and Vos, 2013). To achieve this goal, scholars argue that place branding practice should move beyond one-way communications directed at consumers and strive towards involving them as stakeholders in the process (Henninger, 2016; Martin and Capelli, 2017).

Traditionally, residents are considered a consumer of place branding initiatives. While the benefits of engaging local communities are recognised for identity development and their ambassadorial behaviour (Rehmet and Dinnie, 2013; Braun et al., 2013), their role and participation tend to be marginalised (Moscardo, 2011). Eshuis and Edwards (2013) caution that such practices may lead to a brand devoid of local character and may be perceived as a waste of the taxpayers' money, hampering the legitimacy of place branding. Similarly, Voluntary and Community Sector (VCS) organisations and groups are locally engaged in promoting heritage, nature conservation, arts and culture and public service delivery, but they are rarely given a seat around the table in governance networks (Bichler, 2021; Cerda-Bertomeu and Sarabia-Sanchez, 2016).

Theories and empirical evidence challenging this passive role are primarily found in community tourism and urban studies, particularly at the neighbourhood and city level (Sofield et al., 2017; Coletti and Rabbiosi, 2020; Klijn et al., 2012). Given the institutional barriers to community participation and legitimacy concerns about the current mode of governance, dominated by public and private sector stakeholders (Martin and Capelli, 2017; Insch and Stuart, 2015), further inquiry into residents' and VCS' perceived roles and expectations and institutional and social governance structures that enable participation and support of civil society is needed (Bichler, 2021). The current paper explores these community stakeholders' perceptions about engagement and legitimacy of place branding in a resource-constrained, peripheral region.

The case of Northamptonshire represents a county-region in England characterised by stark income inequalities, urban and rural deprivation, limited public finances and a strong presence of VCS and community groups in civic activities. This qualitative study combines insights from semi-structured interviews and focus groups with various institutional and community stakeholders. Our investigation reveals a gap in public and private sector's 'discursive legitimacy' to speak on behalf of issues concerning local communities in the place branding process (Purdy, 2012). Beyond their role as volunteers (Shipley and Kovacs, 2008), VCS and community leaders perceive themselves as "changemakers" and co-creators of place through representation, advocacy and activism roles in placemaking and civil society groups. Due to their organisational identity, VCS were more confident in using their discursive legitimacy to participate in governance networks, compared to the community leaders. These findings implicate the inclusiveness of place branding representations and processes. The investigation of stakeholders' role in resource-constrained conditions is significant since it challenges assumptions in the deep structure about how problems should be addressed.

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Does Innovativeness Matter In The Relationship Between Lobbying And Customer Satisfaction?

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Summary Statement

The author extends the literature about the dark side of lobbying in marketing and finds a positive impact of lobbying on customer satisfaction when partially mediated by firm innovativeness, but a negative direct relationship directly between lobbying and customer satisfaction. The core contribution of this research is that it finds that the relationship between lobbying and customer satisfaction is not always negative as previous research has suggested, and moreover, lobbying can foster innovativeness.

Competitive Short Paper

Some authors state that lobbying has a dark side as some evidence indicates that firms that lobby lose focus of the customer, and hence, it is detrimental to customer satisfaction (Vadakkepatt, Arora, Martin, & Paharia, 2021). I infer that the loss of customer focus includes a loss on customer focused processes that create value such as innovativeness. Generally innovativeness contributes positively towards customer satisfaction (Luo & Bhattacharya, 2006). However, many of the top spenders on lobbying such as Amazon, Alphabet and Pfizer ("Top Spenders • OpenSecrets," n.d.) also are some of the most innovative firms with high degrees of customer satisfaction ("World's Most Admired Companies | Fortune," n.d.). On the one hand if previous evidence is to be believed then firms that lobby lose customer focus and erode customer satisfaction, however, on the other hand some of top spenders on lobbying are also the most innovative firms with a high degree of customer satisfaction. Hence, it is pertinent to inquire that does firm innovativeness really matter in the relationship between lobbying and customer satisfaction?

Using regulatory capture theory (Stigler, 1971) and resource dependency theory (Pfeffer & Salancik, 2003) I explain how lobbying in the context of innovativeness and customer satisfaction works. First, resource dependency theory explains that firms are dependant upon others firms and regulatory bodies for resources (Pfeffer & Salancik, 2003). As lobbying is one of the most popular forms of political activity (Drutman, 2015), it provides firms with valuable access to policy makers which in turn can lead to favorable outcomes such as subsidies or a positive regulatory environment for firm innovations (Ozer & Markóczy, 2010). Second, regulatory capture theory explains that firms can influence regulators through activites such as lobbying (Stigler, 1971). Vadakkepatt et al (2021) add to regulatory capture theory by investigating the relationship between lobbying and customer satisfaction. However, a theme that has not been addressed is how innovativeness mediates the relationship between lobbying and customer satisfaction. This is an important oversight as innovativeness determines the long-term survivability of a firm (Cefis & Marsili, 2006). Indeed, innovative firms have stronger returns and strong intangible market-based assets that are the result of above average levels of customer satisfaction. Therefore, I investigate whether innovativeness matters in the relationship between lobbying and customer satisfaction which is a hitherto unexamined mediated relationship. My main contribution is that I find a positive impact of lobbying on customer satisfaction that is partially mediated by firm innovativeness, but a negative direct relationship directly between lobbying and customer satisfaction. Furthermore, I find that a customer focused moderator (corporate social responsibility) reduces the direct negative affect of lobbying on customer satisfaction. Managerially this research is relevant as it informs managers that lobbying can produce positive customer satisfaction results if the lobbying is aligned with customer value creation activities such as innovativeness. Furthermore, if a firm does not follow an innovativeness strategy, they can counter the potential negative effect of lobbying on customer satisfaction by engaging in corporate social responsibility.

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Beyond consumption: "Fixing" the sustainability revolution through repair

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Summary Statement

This study interrogates the social and economic structures shaping repair behaviour and the meanings and identities that emerge from repair activism. It shows that repair narratives can challenge dominant cultural narratives, but it is not always the case. The complexities and ambiguities of repair and its role in shaping a more sustainable future are considered, providing insights into the potential of repair activism to inspire change and challenge power structures and unsustainable consumption patterns.

Competitive Short Paper

During the last few decades, there has been a growing interest in sustainable consumption within marketing and consumer research (Davies et al. 2020). But despite the unquestionable popularity of sustainability related topics within the field, not much has been achieved in terms of transforming the broader marketing narrative, which remains heavily centred around the pursuit of economic growth and consumption (Lloveras et al. 2022). Critics have stated the lack of politically oriented critique (Prothero and McDonagh, 2021), and problematised the hegemonic role of "consumption" as a dominant metaphor (Graeber, 2011), suggesting that alternative metaphors may contribute to more radical ways of thinking.

We choose to focus on repair as a potentially fruitful metaphor to draw attention to the politics of sustainability. Repair notions have received scant attention among consumer researchers, of course with exceptions. Previous work has focused on how repair practices are central to specific consumption communities from DIY consumers (e.g. Watson and Shove, 2008) to mountain bike aficionados (e.g. Godfrey et al, 2022). Other authors have adopted a more managerially oriented approach in connection with circular economy notions (Terzioğlu, 2021). However, the political dimension of repair remains largely underexplored and undertheorised.

In this study we examine the ways in which repairing objects and systems may illuminate future pathways for a more radical transformation of society-technology relations. To do this, we undertook a qualitative study with repair activists, involving 20 semi-structured interviews supported with a document analysis, which we subsequently analysed thematically (Braun and Clark, 2012). Following this, we interpreted these themes in relation to the context of contexts (Askegaard, 2011), exploring the social and economic structures that shape repair behaviours and decisions, as well as the different meanings and identities which emerge as repair activists engage with the above.

Our findings show that while repair narratives can create space for reflecting and radically critiquing our relationship with technology, this is not always the case. In this regard, repair as a political act is not a given outcome and requires a deeper understanding of the cultural and institutional factors that enable or constrain its potential to challenge dominant narratives and practices of consumption. Our study sheds light on the complexities and ambiguities of repair and contributes to a more nuanced understanding of the role repair can play in shaping a more sustainable, degrowth-minded future (Lloveras et al. 2022). By exploring the different perspectives and motivations of those who engage in repair activism, our analysis provides insights into the potential of repair to inspire change and to challenge existing power structures and unsustainable consumption patterns.

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Consumer Definitions of Fast Fashion: Production vs. Consumption Ontologies Reflected in an Online Forum

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Summary Statement

The aim of this study is to understand consumers' definition of fast fashion, as well as their approaches to resisting it. Our findings indicate that, while some consumers focus on the fashion industry itself as the main driver of their definition of fast fashion, others define it by emphasizing consumption patterns.

Workshop: Let's Get This Party Sustainable Fashion Revolution Started (Again)!

Competitive Short Paper

Through faster production technologies (Centobelli et al., 2022) and advanced logistic systems (Barnes & Lea-Greenwood, 2006), the fashion industry has grown significantly since the 1990s (Bhardwaj & Fairhurst, 2010). However, the rise of fast fashion has not been without controversy.

In recent years, an increasing number of consumers have expressed their growing concern with fast fashion's detrimental effect on the environment, workers' well-being, and even society at large (Turker & Altuntas, 2014).

This project relies on netnography (Kozinets, 2002) to qualitatively analyze 259 comments posted in response to a discussion thread on the subredditr/femalefashionadvice that reads as follows: “What is fast fashion? Can it realistically be avoided?”

Key insights from collected comments indicate that dynamic debates on the topic of fast fashion ultimately center around semantics. These conversations strive to define the phenomenon of fast-fashion consumption. Discourse analysis of these comments reveals the presence of two rather polarized definition frameworks.

One framework can be described as production-oriented; reflected, for example, in this verbatim comment:

“These companies are considered fast fashion for reasons other than just the clothes being thrown away for the next season -- the garments are produced unnaturally quickly to boost profit, which necessitates bad practices in all parts of the process. Designs are stolen from artists, bad materials are sourced unethically, working conditions in the factory are abhorrent. To me, these are the things that make all high street shops "fast" fashion and I try to avoid them, not because of the way I will treat the clothes afterwards, but because I don't want to give my money to these corps.”

The other framework favors a consumption-oriented approach; appearing, for instance, in the following verbatim comment:

“To me that's not really fast fashion. Fast fashion is when you buy the latest trend and it has to be replaced in less than 6 months. Or you buy it and just throw it away instead of letting it circle around. If you can donate your clothes even if you don't go to the thrift stores you're still giving them a new lease on life. For me it's more about reduction than anything else. "

Our content analysis also reveals the difference in the types of appeal-framing (Lee & Aaker, 2004) that consumers deploy. While some of the calls to action are essentially promotion-focused (e.g., encouragement of thrifting as an alternative to buying new apparel), other appeals to defiance are rather prevention-focused (e.g. resisting impulsive fashion purchases).

By adopting an ontological lens, this project applies a qualitative approach to understanding resistance to fast fashion. Through analyzing dynamic consumer discussions, this study reveals how personal definitions of fast fashion are brought into effect through sharing of potential solutions that consumers deem pragmatic.

264 – O

Resident Attitudes Toward Cruise Tourism in New Zealand

Maree Thyne, Kirsten Robertson, Jessica Pung

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Summary Statement

This paper explores residents’ perceptions of the impacts of cruise tourism in New Zealand. A large-scale survey was distributed to residents in New Zealand ports of call. The data will demonstrate how residents differ in their attitudes towards cruise tourism and the extent to which residents’ attitudes towards cruise tourism impacts are correlated with support for cruise tourism

development. Recommendations will be provided around a collaborative reintroduction of cruise tourism into New Zealand.

Competitive Short Paper

Prior to March 2020, the global cruise industry saw rapid growth over the preceding 20 years. In New Zealand (NZ), the number of cruise visitors grew at around 13% per annum; almost twice the average global rate. Approximately 350,000 cruise passengers visited NZ in the 2018-2019 season (Yeoman & Akehurst, 2018) with the Tourism 2025 National Framework acknowledging that if the cruise industry were a country of residence, it would have ranked 3rd (behind China and Australia) as a source of international visitors to NZ (tia.org.nz, 2019).

Statistics NZ (2018) calculated cruise ship expenditure (2017/18 season) to be $474 million (up 18% from the previous season); with the majority of this expenditure being spent onshore by passengers and crew. The benefits of cruise tourism to destinations go far beyond the short-term economic value; inclusion in cruise itineraries allows port destinations to showcase their tourist attractions to cruise passengers, potentially leading to intention to return and/or recommending the destination to others (Parola et al., 2014; Sanz-Blas et al., 2019). Despite the size, benefits and economic value of this industry, cruise-specific research remains underrepresented in the academic literature (Whyte, 2017), particularly with respect to examining the impact that the cruise industry has on host communities.

As an industry, cruise tourism has been argued to be characterised by a power imbalance between host (port of call) communities (including residents) and global cruise lines (James et al., 2020), with contributing factors including cruise lines' increasing control over onshore excursions and port of call choice, and high ownership concentration retaining most generated revenues at the disadvantage of local tourism businesses and communities (Lopes & Dredge, 2018). Potential disquiet of local residents toward the general tourism industry has been explored under the umbrella of sustainable tourism over the past four decades, with various recommendations provided on alleviating the social impacts of tourism (Deery et al., 2012; Sharpley, 2014; Thyne et al., 2018). However, the perceptions of the host community towards the cruise tourism sector have not been explored in detail and there is a call to assess the benefits and impacts of cruise tourism from a resident perspective, to evaluate the community support for cruise tourism campaigns in the destination (Del Chiappa & Abbate, 2016).

This paper will present research which has explored residents' perceptions of the impacts of cruise tourism in New Zealand. A large-scale survey was distributed to residents in NZ ports of call destinations at the end of 2022. The survey included adapted scales investigating residents' perspectives of cruise tourism development, and their attitude towards cruise tourists (Del Chiappa & Abbate, 2016; Joo et al., 2018). Analysis is in progress and this presentation will address how residents differ in their attitudes towards cruise tourism and the extent to which residents' attitudes towards cruise tourism impacts are correlated with support for cruise tourism development. The research findings will be used to provide recommendations for a collaborative reintroduction of cruise tourism into New Zealand; considering the opinions, needs and perspectives of this important stakeholder group.

265 - W

Livestream Shopping: Is Europe Catching up with the Technological Revolution?

Michele Girotto[1], Fatema Kawaf[2]

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Summary Statement

Research investigating livestream commerce remains in its infancy, but the vast geographical and platformic differences result in a complex research scene. This study analyses 10 platforms of live streaming videos across Asia, the EU, and the US, and discusses the differences of livestreaming in relation to gamification, personalization and interactivity. This comparative research examines the role of European live streamers in catching up with the live commerce revolution.

Workshop: Live Streaming, the New Digital Sphere for Co-creation and Co-consumption – Opportunities and Challenges

Competitive Short Paper

While livestream commerce rises as one of the most promising areas of future growth (STATISTA, 2021), western countries, mainly European countries, seem to be miles behind pioneers such as China and other Asia Pacific countries where livestreaming has been exponentially growing (Skinner, 2020). Regardless of its market size in Europe, livestreaming has become a buzz in the literature and the industry. Research investigating livestream commerce remains in its infancy (Ceci, 2022), but the vast geographical and platformic differences result in a complex research scene. Existing studies are primarily single-platform based and tend to examine livestreaming features as a driver for trust in social commerce platforms (Wongkitrungrueng & Assarut, 2020), for social commerce recommendations (Liao et al., 2021) or as a new form of social commerce (Guo et al., 2021).

Live streaming has markedly extended traditional e-commerce through its highly social interaction features. Statistics trends of live streaming globally (Ceci, 2022) indicate its popularity in specific sectors such as the entertainment industry, which encompassed around 8.2 billion hours of content watched during 2021, or the events sector with its broadcast live concerts opportunities, where over 40% of performers report going live once a month or more as of March 2021. Nonetheless, it is in the e-commerce sector that the industry reports major developments (Ceci, 2022).

Indeed, customers in the Asia Pacific region continue to show a higher interest in livestream commerce than the rest of the world, with 17% of APAC respondents indicating an appetite for shopping via influencer streams and video calls with sales assistants as compared to 14% in the United States and only 5% in Europe (STATISTA, 2021). However, the European appetite for livestreaming is changing with the younger populations, as nearly nine out of ten European consumers aged 18 to 34 express interest in live streaming on e-commerce platforms, social media livestreaming, product content posted by social media influencers, and interactive gaming features (STATISTA, 2021). Skinner (2020) suggests that livestream commerce in Europe is well behind China but that European consumers will adopt it quickly as soon as the sellers and retailers pick up on it.

A closer look into such studies reveals that research in live streaming is very recent, and has dealt with different topics ranging from understanding viewer's behavioural intentions in live streaming (Chen & Lin, 2018, Hou et al., 2019, Kang et al., 2021), consumers motivation for live streaming shopping (Ma, 2021), to understanding customer engagement mediators such as focusing on trust

(Wongkitrungrueng & Assarut, 2020, Chandrruangphen et al., 2022) or other influential factors linked with technology affordances (Sun et al., 2020).

This study analyses 10 platforms of live streaming videos across Asia, the EU, and the US, and discusses the differences of livestreaming in gamification of content, direct personalisation of experiences, and high interactivity features superseding any other forms of commerce. The comparative research discuss the role of European live-streamers in catching up with the live commerce revolution, which implies moving away from traditional viewing of products similar to QVC TV channels.

265 - W

Livestream Shopping: Is Europe Catching up with the Technological Revolution?

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United States and only 5% in Europe (STATISTA, 2021). However, the European appetite for livestreaming is changing with the younger populations, as nearly nine out of ten European consumers aged 18 to 34 express interest in live streaming on e-commerce platforms, social media livestreaming, product content posted by social media influencers, and interactive gaming features (STATISTA, 2021). Skinner (2020) suggests that livestream commerce in Europe is well behind China but that European consumers will adopt it quickly as soon as the sellers and retailers pick up on it.

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266 – O

Luxury Meets Sustainability: Uncovering The Future Of The Hospitality Industry

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Summary Statement

Luxury and sustainability can be highly compatible in hospitality if luxury hotel managers align strategy, implementation, and marketing of sustainability measures. However, there are compatibility obstacles like negative consumer perceptions pre-stay. To overcome these, compatibility success factors such as an obligatory connection to the hotel location as authenticity catalyst, the focus on the employees to provide a customised service experience, as well as an individual use of a so-called "sustainability measure continuum", have been identified.

Competitive Short Paper

Although some luxury hotels are increasingly committed to sustainability measures, these only represent a small part of the industry. While the compatibility of sustainability and luxury has been demonstrated in special hotel case studies (e.g., Moscardo, 2017; Pereira et al., 2021), scholars are still debating whether luxury and sustainability can be combined, and the majority argue pessimistically. This relates particularly to feared non-acceptance on the customer side (Line and Hanks, 2015; Peng and Chen, 2019) and to quality and facility compromises (Dekhili et al., 2019; Kang et al., 2012). However, this was concluded based on hypothetical scenarios. The hotel perspective and the actual implementation side are mostly unconsidered. Hence, the following research question is examined: How can compatibility between luxury hotels and sustainable business practices be achieved?

We conducted a multi-case investigation of 16 luxury hotels in Europe through in-depth interviews. For the analysis, an inductive approach was chosen, proven particularly useful in exploratory research (Makri and Neely, 2021).

Our results are threefold: First, we define a “sustainable luxury hotel”. A luxury hotel is characterised by a tailored experience, customised service and a connection to the location as major authenticity component. Sustainability in this context is understood as a corporate strategy component, which has a natural connection to the location (“what is local is more sustainable”) and to social sustainability because of the important role of hotels’ employees. Second, we find obstacles and facilitators for compatibility between luxury and sustainability. The obstacles refer mainly to consumer pre-stay perceptions, related to the wide cultural diversity of guests which leads to a different understanding of luxury and sustainability. The compatibility facilitators include the addressed location connection which constitutes the authenticity character for the surveyed hotels, and a focus on the hotels’ staff, who is responsible for the service of the hospitality setting. Finally, we unveil additional compatibility success factors related to the guests’ awareness and engagement with hotels’ sustainability initiatives. A continuum is described in this regard, ranging from sustainability measures that should be “hidden” from guests (e.g., use of non-chemical cleaning products), up to providing guest-inclusive initiatives (e.g., tree planting activities), through the provision of educational content (e.g., sustainability certificates) and a general choice-offering of these measures (e.g., guests can decide if they want changes of bed linen).

For this, luxury hotel managers need to align strategy, implementation, and marketing of sustainability measures. To achieve an improved experience and acceptance by guests, managers should apply the success factors while customising sustainability communication to their guests. Further, capable employees are needed to “sell” sustainability measures as parts of the unique hotel experience. A focus on employee retention is therefore crucial. Lastly, managers should use sustainable practices to build a unique-selling-position (USP).

Altogether, we conclude that compatibility can quite easily be achieved with existing resources, enriched with the success factors described above. Ultimately, it is a matter of deciding on a continuum between hidden and guest-involving sustainability measures, which measures should be classified how in order to define a hotel’s USP.

267 – W

The Existential Threats to the Charity Sector

Joe Saxton

Heyheyjoe.info, United Kingdom

Summary Statement

This presentation will look at the big threats to the charity sector coming from a breadth of areas including ageing population, growth of digital, the impact of regulation, competition from government and the state, political hostility and indifference, and the disintermediation of 'doing good'

Workshop: Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World

Competitive Short Paper

The existential threats to the charity sector

Introduction

This is an outline for a session at the Academy of Marketing conference in July 2023. It looks at the different threats to the charity sector, and the session will argue that overall these combined forces are likely to diminish the impact and efficacy of the charity sector over the next few decades. Some of the areas are only outlined in headline terms, at this stage of proposal, but I hope it gives a flavour of what the session will discuss. These threats divide into 3 main areas:

Threats because the world is changing

Digital is supreme

In most of life digital is now the default, not the exception. However, in charities there are very few digital insurgents and there is little evidence that digital fundraising is as successful as real world fundraising. How will charities cope as society is increasingly made up of digital natives. The growth of AI will only compound this trend.

The ageing workforce

As society ages, people need to wait longer for their pension. This reduces the number of people able to volunteer. Equally important as people live longer the demands for support and social care will only increase the demand on social welfare charities – possibly at the expense of other types of cause.

Threats because 'doing good' is changing

Doing good is not a charity monopoly

If nothing else charities tend to think they have a monopoly on 'doing good'. However increasingly people and companies can do good without going anywhere near a charity. Individuals can go Vegan and use renewables. Companies can create meat-free technology, put up wind-farms, or reduce their carbon footprint. Charities are in risk of being disintermediated from the very area they think is their raison d'etre.

Companies and government have the scale that charities don't

Charities are caught in a cleft stick. Their campaigning work to influence policy is disliked by elements of the political right, but they don't have the scale to really make a difference in terms of income or people. In contrast one venture capitalist really boasted in Harvard Business Review that they could put 50,000 people onto any problem they choose to tackle. Will charities survive in the face of serious effort by the state or corporate world.

Threats because of how charities are seen

Charities are disliked by much of the British right

There has been an ongoing campaign in recent years by elements of the political right to condemn some of the actions of charities. RNLI rescuing migrants in the Channel, the National Trust talking about its history of slavery in its properties, Overseas development charities talking about anti-racism. This has created a climate in which the value of charities is easier to dismiss or diminish. So the lobbying act and the restrictions on government contracts in terms of lobbying are the by-products of this political hostility. They all contribute to reduce the status and role of charities.

269 – O

Understanding Women's Football Motivations and COBRAs: Preliminary German Findings

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Summary Statement

In the context of professional women's football (soccer), we advance a model of fan motivations driving COBRAs (consumers' online-related brand activities), that drive fan-loyalty outcomes (commitment and behavioural loyalty) in turn. Using PLS-SEM analysis of German Frauen-Bundesliga fans, findings support the importance of fan motivations as a significant antecedent of COBRAs, which drive brand-loyalty outcomes in turn. However, there was some variation across the COBRA types in their effects on commitment and behavioural loyalty.

Competitive Short Paper

1. Introduction.

There is growing global interest in women's professional sport. Women's football (soccer) is still an emerging market globally, with a corresponding need for improved theoretical understanding of fans of women's football (Hallman et al., 2018). Social media engagement is an important area of research in sports (Byon & Phua, 2021). Grasping customer engagement behaviour can deepen our understanding of fan engagement and can be an indispensable tool for sports marketers (Manoli, 2018). To address these needs, we advance a model of women's football fan motivations driving COBRAs (consumers' online-related brand activities), which in turn drive fan-loyalty outcomes of commitment and behavioural loyalty (BL). We report the preliminary results of a study of German women's football fans of the Frauen-Bundesliga.

2. Literature.

Motivation refers to an activated state within a person that drives, urges, wishes or desires the individual toward goal-directed behaviours (Wang et al., 2011). We use seven sport-consumption motivation dimensions appropriate for the Frauen-Bundesliga context: team interest, socialising, aesthetics, sport knowledge, football interest, vicarious achievement and excitement. COBRAs: consuming is participating without actively contributing to or creating content, contributing denotes both user-to-content and user-to-user interactions about brands and creating is actively producing and publishing brand-related content that others consume and contribute to. Customer engagement towards brand media has been found to provide enhanced brand-loyalty explanatory power (Simon & Tossan, 2018). Fan loyalty should include both behavioural and attitudinal components (Maderer & Holtbrügge, 2018; Yun et al., 2021). Our attitudinal component of loyalty represents the strength of psychological commitment to the team (Kunkel et al., 2013), whilst behavioural loyalty reflects repeat patronage over time (Kim et al., 2021; Stevens & Rosenberger, 2012).

3. Methodology.

Data comes from a larger study. Measures include: motivations (Wang et al., 2011) modelled as a reflective-formative hierarchical construct (HOC), consuming, contributing and creating COBRAs (Simon & Tossan, 2018), commitment and BL (Achen, 2016). Age and gender were controls. An online survey in Germany returned 122 usable Frauen-Bundesliga fan responses, who were typically 31-40 years old, roughly gender equal (female = 43%), owned 1-2 team merchandise items and attended three home games in the previous season.

4. Analysis & results.

PLS-SEM analysis featured SmartPLS v3 (Ringle et al., 2015), 5,000 bootstraps. Motivations HOC used a repeated-indicator approach (Becker, Klein & Wetzels, 2012). Constructs satisfied composite reliability (> .70), AVE (> .50), collinearity (VIF) and Fornell-Larcker and HTMT discriminant-validity criteria. Motivations HOC had a significant, positive influence on all three COBRAs ($p < .001$). The COBRAs had varying effects on commitment and BL, with consuming positively, significantly influencing both ($p < .001$), contributing positively influencing commitment ($p < .01$) and BL ($p < .10$), whilst creating had no significant influence on either loyalty outcome ($p > .10$).

5. Conclusion and next steps.

The findings support motivation's importance as a driver of COBRAs for German women's football fans. Equally, COBRAs were found to influence commitment and BL, although there were variations. At the time of submission, further analysis work and conceptual/discussion development is in progress.

270 - O

Who am I now? Female consumers' reflections on their self-identity impacted by the pandemic

Elaine L Ritch, Linda Shearer, Martha P Bytof

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Summary Statement

This paper explores reflections on self and identity as experienced through the pandemic experience and subsequent social restrictions, to understand how this impacted on self-perception, consumption practice and the lived experience, Findings suggest that life stage impacted on coping mechanisms during the social lockdown, where those with less commitments were more immersed in the experience and those with busy lifeworlds coped with the immediacy of tasks. Retrospectively, the experience has impacted ideologies and expectations.

Competitive Short Paper

Despite Veblen (1899/2005) proposing his theory of Conspicuous Consumption over a century ago, the use of commodities in constructing self, identity and status continues to be evident within current consumer culture. Yet, the trajectory of branding and signalling self and status was somewhat disrupted by the global COVID-19 pandemic. During the social restrictions imposed by governments to contain the virus, consumers and citizens adapted their lifeworlds away from the physical environment to become more introspective. Emerging from the pandemic experience, there has been little examination of how this has impacted on self, in terms of identity and commodity consumption. There were some shifts in societal expectations and practices during social restrictions, reflecting on how society views conformity and differentiation, as emulated through the sometimes-controversial rules of wearing a face mask in public to prevent the spread of the virus (Neville et al., 2021). While some may have relished the opportunity to suspend their social activities, including grooming rituals, for others this may have unsettled the foundations of their existential self, leaving them without a sense of purpose (Matias et al., 2020).

While the pandemic experience cannot be referred to as a revolution, it was transformational in shaping new ideologies, expectations and practices in work and leisure (Lewis et al., 2022). Emerging from the turmoil of the global pandemic, we examine how the experience has reaffirmed notions of self, identity and status, to identify if any radical change occurred during this period of introspection and reflexivity. Social isolation had various impacts on individuals, from viewing this as an opportunity to embrace new lifestyles, whereas others were exposed to poor mental health or an increase in workload due to their type of profession (Fujiwara et al., 2020). This disruption in lifestyles and societal expectations presents questions of whether those changes challenged notions of self-identity or offered new perspectives for self-growth.

This exploratory research is framed within social identity theory to determine if isolation affected peer-driven behaviour or non-conforming conduct (Badaoui et al., 2018) and how this shaped self, identity and status. Therefore, the research is situated within a social constructionist paradigm (Berger and Luckman, 1966). As the pandemic restrictions in the UK subsided in the middle of 2021 (Sim, 2021), ten semi-structured interviews were carried out in the summer of 2022 with female consumers living in Glasgow. Applying interpretative phenomenological analysis (Smith et al., 2009), initial findings indicate a distinction between the experiences of the young to the more matured generation due to their different lifestyles. While the younger participants deemed themselves in a life-stage of development and self-discovery, the older participants were consumed with managing work and family. We found that younger people perceived the lockdown as a time of self-questioning and re-positioning style and ego, as well as reporting a decrease in their mental health. In contrast, the older participants were tasked with combining home, work and emotional labour, offering little time for retrospection. We also identified influences of a post-materialism culture that valued people and experiences over commodities

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Revolutionising the economy through marketing for humanity

Elaine Ritch

Glasgow Caledonian University, United Kingdom

Summary Statement

This conceptual paper examines the current dominant social paradigm of discount culture through the lens of the fashion industry. Positioning the climate crisis, pandemic and cost-of-living crisis as interconnected, current solutions seem to react to issues independently, exacerbating the other facets of the triple crises, Emerging from the pandemic into a cost-of-living crisis and civl unrest, the paper examines how marketing 5.0 can challenge neoliberal markets and support consumers to engage with new environmental paradigms.

Competitive Short Paper

Civil unrest is evident on a global platform (Mason and Stewart, 2022): there is a cost-of-living crisis, the climate emergency, and although the worst of the COVID-19 pandemic may be decreasing, there are still fears of a relapse. To move forward, governments seek to stimulate prosperity for all through economic growth (Bauman, 2004), without considering what has caused civil unrest and revising economic systems accordingly. For example, growth does not solve the climate crisis, especially when scarce resources and excavated and made into inexpensive commodities and discarded to landfill (Fletcher and Tham, 2019). Similarly, the cost-of-living crisis has made consumers more price discerning, and after a decade of austerity measures in the UK, public services are suffering from under investment and there has been a rise in discount retailers on UK high streets. Collectively, there has been underinvestment in addressing inequality. Unrest emerges as inequalities grow, socially and economically, and through the polarisation of opinion of how best to solve the three crises noted above. Despite long-term concern for the climate emergency, prioritisation was on managing the pandemic, and now focuses on the cost-of-living. There appears to be little appetite for tacking all three simultaneously. Yet, all three are connected: there are claims that COVID-19 was a consequence of abusing ecosystems (Westen, 2020), and the cost-of-living has encouraged price consciousness, rather than supply chain considerations, and often this results in the exploitation of the environment and workers. Discount culture exacerbates inequalities and does not acknowledge the wider impact of economic systems (Shell, 2009). Tacking this requires bold and strategic thinking, rather than short term solutions.

When big change is needed, it is time for a revolution!

Arguably, given that marketing is blamed for encouraging behaviours that led to the three crises described above, marketing can also be part of the solution. This conceptual paper examines the three crises through the lens of the fashion industry, as representation of environmental neglect, worker exploitation, low-pricing, and over-consumption, all underpinned by misplaced discount value that is the focus of marketing activities. For example, fashion marketing appeals to self-identity, social-identify and consumer centric values, rather than material, skill or supply-chain as adding value. This is evident in fast-fashion retailers spending excessively on social media fashion influencers as a marketing tool while squeezing factories to reduce production costs (Ritch, 2023). Frequent consumption is encouraged by marketing tactics that stimulate impulsive consumption, such as flash sales and interest-free credit, and this fuels the embers of the triple crises. This paper will examine how marketing can disrupt the dominant social paradigm of discount culture to create new values that align with Kotler et al.'s (2021) Marketing 5.0: 'Technology for humanity', which recognises interactive discourse between consumers and brands that influence wider society. The paper will conclude with ways in which marketing can encourage new economic and environmental paradigm that supports consumers to use their consumption practice as a political tool to indicate preferences for societal structures and equality.

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Challenging entrenched consumption practices around food waste through actor engagement: A netnographic study

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Workshop: Eat, Drink and Rise Up! Revolutionary Approaches to Food and Eating

274 – O

Brand Banter as a response to the playful mischief of consumers online

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Summary Statement

The participatory culture of social media has enabled brands to engage with consumers. While consumers respond with brand advocacy and anti-brand activism, they also mischievously play with the brands online. The brands either evade or retaliate against the playful nature of the consumers, which leads to more mischief from the consumers. Through the lens of Callois' Sociology of play and cultural power model, we propose brand banter as a response to this consumer mischief.

Competitive Short Paper

Social media has changed the way brands and consumers interact with each other. The participatory culture of social media has enabled consumers to create, publish and distribute their own content. Brands, to engage with their consumers, invite them to participate in user-generated campaigns (UGC) to increase brand value (Schau et al., 2009) and also expect it to positively influence brand communities (Muntinga et al., 2011).

However, this enables consumers to damage the brands online, and researchers have theorised that this behaviour is a way of activism against the brands (Klein et al., 2004). While both brand advocacy and anti-brand activism are legitimate explanations for the phenomenon, we found instances of mischievous play by consumers and hijacking of various User-generated campaigns on social media. In a recently published paper (Troung et al., 2022), we theorised that the mischief is a playful resistance against marketing through the lens of Callois' sociology of Play (1961) and the cultural power model proposed by Denegri-Knott et al. (2006).

While there is considerable enquiry into managing online consumer activism (Chen 2022), brand responses to consumer mischief have either been evasive or retaliatory that were, in turn, mocked and trolled by the consumers. The distributed yet spontaneously coordinated mischief from consumers has become unmanageable for the brands. Consumers' playful act is challenging to recognise nor reconcile due to their fluid and elusive nature. The question beckons whether this playful resistance can be managed from a brand's perspective. Brands have no choice but to get familiar with these acts, join in with these players in new perspectives, and possibly attain a semblance of engagement.

We propose that the brands engage in banter with the consumers, and it can create a playful relationship between brands and users. The brands can intentionally embrace and co-create the emerging playful culture shaped by an amusing conversation. We illustrate these through various examples from brands like O2, Netflix and Ryanair. Through Callois' sociology of play, we argue that brands have to recalibrate as playful jesters in online conversations.

Online banter is not new for brands as they have used bantering to market their products. Cross-brand-bantering has increased footfalls for the brands on either side, and researchers have identified that humorous exchange online is a form of comparative advertising (Bhave et al., 2022). While the consumers engage during this banter, it stays as an exchange between brands. Brands can leverage humour to engage with consumers and create a space for the consumers to play with them. Humour can be a way to humanise brands. We are also recalibrating the meaning of online banter, as banter is usually associated with aggressive humour and teasing (Brooks et al., 2020). We are proposing a revolutionary alternative idea to the traditional online engagement models as the forms of consumer engagement have changed.

275 – O

Not looking at front- of – pack labels: A hard habit to break.

Sheena Leek, Isabelle Szmigin

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Summary Statement

This paper examines the factors which disrupt the consumer habit of not looking at front-of-pack labels and encourage their use.

Competitive Short Paper

Front-of-pack (FoP) labels are designed with the intention of helping consumers make food choices which constitute a healthy diet. In the UK standardised voluntary FoP labels were introduced in 2013 and they are found on the front of over two thirds of products. It seems however consumers use is mixed, with many not looking at them (Moreiria et al., 2019). One reason for this is that food shopping is a habit; consumers consistently repeat the same patterns of behaviour over time (Lally & Gardner, 2013). They tend to visit the same store, and buy the same brands on different shopping occasions (e.g. Hoyer, 1984; Wood & Neal, 2009). An advantage of habitual behaviour is that it frees consumers' minds for non-routine issues (Jager 2003). However, the disadvantage is that consumers are not looking for new information that could be beneficial to them. In order to disrupt a negative habit Jager (2003) suggested promoting an alternative, changing the situation or changing the outcome. The aim of this research was to examine people's habitual behaviours in relation to looking at FoP labels when shopping and specifically identify when and why they look or do not look at labels, and what factors could cause their habits to be modified and how these might be beneficially utilised.

Fifty participants responsible for the household food shopping were recruited through convenience and snowball sampling. Semi-structured interviews were used to discuss a range of issues including, the participants' shopping behaviour and their understanding and use of FoP labels, and further information would be spontaneously provided on factors influencing their shopping behaviour. The interviews lasted from 40 -90 minutes; they were audio recorded, transcribed and examined using thematic analysis (Braun and Clarke, 2006). Whilst the sample was predominantly female (74%), the ages were reasonably evenly spread across the age groups.

Some participants had positive habits in that they would look at the FoP labels of certain types of products i.e. treats such as chocolate, wine, biscuits, crisps, and processed foods such as ready meals, sauces, cereals, yoghurts. FoP labels were used to prevent or alleviate negative outcomes. FoP labels were examined when the participant or family members wanted to lose weight. Aging and anticipating the development of hereditary conditions encouraged observation of FoP labels. When a health issue e.g. diabetes required dietary change FoP labels were used. Situational factors i.e. special occasions such as weddings and holidays and the need to improve one's physical appearance encouraged the use of FoP labels prior to an event. However, during or after the event, FoP label use tended to be abandoned. External disruptive factors such as the need to use a different store, or the need to purchase a different brand stimulated the use of FoP labels. Government, manufacturers and retailers could identify strategies to encourage people with varying motivations to make FoP label use a habit. It is also possible that marketing (government or brand) which links to some of these identified issues might encourage more use of FoPs.

276 – O

The Silent Revolution of Homo Mensors : Self – Quantification as an act of habitual resistance against neoliberal numbers

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277 – O

Contextual Ambidexterity and Innovation in the Australian Public Healthcare Services Sector: The Role of Leadership and HRM

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Summary Statement

The present research contributes to the body of knowledge in organisational ambidexterity and adds to the current understanding of how it translates into innovative behaviour of employees in a public service working environment. Innovation is considered one of the most critical success factors in challenging knowledge-intensive service environments. Employees at all levels of the organisation can positively contribute to sustainable organisational success by challenging the outdated and unproductive organisational processes and procedures.

Competitive Short Paper

Scholars suggest that, for organisations to be sustainably successful over time, they must be ambidextrous (e.g., O'Reilly & Tushman, 2013; Stefanovic et al., 2014). Ambidextrous organisations are those that can maintain a perfect balance between exploitation and exploration (Simsek et al., 2009). However, achieving organisational ambidexterity is challenging, as there are substantial differences between processes and practices that are geared towards attaining efficiency and focusing on those innovations. To better understand what human resources practices could drive contextual organisational ambidexterity, and the role of transformational leadership in fostering innovation capability and employee innovative behaviour in the Australian public healthcare services sector, 15 interviews were conducted with healthcare professionals, including doctors, nurses and allied health staff in a regional tertiary hospital in Australia.

The importance of managerial leadership style in developing ambidexterity at the individual level is stressed in the literature (Chang et al., 2011). Exploring and implementing different human resources practices is also important for organisations, but the literature particularly stresses the significance of using bundles of HR practices, such as autonomy, knowledge and rewards, that work together to achieve desired behaviours and goals. HIWS are primarily focused on empowering employees and encouraging them to engage in organisational decision-making processes, particularly those that can directly affect their role. Most interviewees believed that the more senior staff, particularly in the medical stream, had much more autonomy in performing their job and were given more opportunities to initiate and implement novel ideas. In addition, healthcare employees thought that senior medical staff in their organisation were more willing to take the risk of engaging in innovative activities without suffering too much if the innovations failed. The innovation literature suggests that organisations should keep their workforce actively engaged to provide innovative initiatives by giving appropriate training tailored to their specific needs. Based on what the interviewees said, while the sector endeavours to provide training opportunities despite the budgetary and time constraints, bureaucratic, inefficient and unfair processes make it difficult for most employees to benefit from such opportunities and improve their knowledge and skills.

An important part of HIWS is to ensure that employees are properly rewarded for their involvement in organisational decision-making processes. The rewards mechanisms established by an organisation, if implemented successfully, can encourage employees to align their motivations with long-term organisational goals, such as innovation capabilities. As financial incentives are illegal in the Australian public healthcare services sector, the healthcare organisation should develop some incentives for employees, depending on their role and professional and personal development goals. For most interviewees, except for the love of their job and improved patient outcomes, the organisational rewards they found satisfying and encouraging were recognition, praise and promotion.

Most interviewees stated that their leadership is empowering and encouraging at the department level and geared towards improving processes and services for better patient outcomes. However, the immediate leadership within their department was often overshadowed by the organisational leadership, resulting in poorly designed and implemented processes and procedures and, hence, discouraging staff from innovating.

278 – O

The Ugly Side of Self(ie) Enhancement: Surveillance and the Dys-Appearing Body

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Summary Statement

In attention economy's such as Instagram, enhancing selfies has become a normalized practice (Marwick, 2015). Existing research suggests that self-editing instigates heightened surveillance (Elias and Gill, 2018). The ways in which surveillance manifest from an embodied perspective remains unclear. Using netnography, we build upon conceptualizations of the body as porous (Tiidenberg and Gomez-Cruz, 2015) and employ Leder's (1990) phenomenological theory of the 'dys-appearing body', to better understand how self-surveillance manifests in corporeal experience.

Competitive Short Paper

Driven by technocultural trends such as the #selfie (Kedzior and Allen, 2016), virtual representations of the body now circulate in their billions as we are "disembodied and re-embodied as avatars, photos and videos" (Belk, 2013: 481). In the digital age, the body has become porous (Leder, 1990; Grosz, 1994). We extend into, and are mediated by, our virtual selves (Lupton, 2014; Tiidenberg and Gomez Cruz, 2015; Roux and Belk, 2019) which have the potential to impact how we feel about our fleshy bodies (Lonergan et al., 2019). Guided by an entrepreneurial ethic (Ashman et al., 2018) to capitalise on the porous body in expanding ways, many social media users engage in practices to enhance selfies.

Enhancing selfies has become a normalized practice in digital attention economy's such as Instagram. A proliferating market of self-editing applications (apps) allow users to alter, reshape and aestheticize their appearance in selfies posted on social media (Rodner et al., 2021; Marwick, 2015; Rettberg, 2014). Powered by the latest developments in 3D facial modelling, augmented reality and artificial intelligence, apps of these nature are being created and downloaded at an extraordinary rate (Elias and Gill, 2018). Existing research has explored how self-editing increases the desire to seek surgical enhancements (Rodner et al., 2021), relates to pathological behaviours such as neuroticism and narcissism (Yang et al., 2021), and impacts consumers of face-scanning payments which contain 'beauty filters' (Peng, 2020). Cultural feminist scholars, Elias and Gill (2018: 65) observe that self-editing technologies intensify mechanisms of self-surveillance which have "a proliferating range of lenses". Although they hint that such lenses may be an "injurious force" (Elias and Gill, 2018: 65), the nature of these lenses is not clearly understood. Further, although a contemporary 'surveillant imaginary' (Andrejevic, 2015) encourages us to monitor ourselves and others (Gill, 2019), it is not clear how self-surveillance manifests from an embodied perspective. To address this lacuna, we seek to understand how practices of self-editing impact corporeal experiences. To better understand this, we engage Drew Leder's (1990) phenomenological theory of the 'dys-appearing body', which describes the way in which the body, instigated by specific conditions, appears into direct awareness as something that is problematic or dysfunctional.

To collect data, we employed a netnographic approach (Kozinets, 2019) which encompassed observations from social media sites such as Instagram, YouTube and Reddit, as well as 18 interviews with 'selfie-editors'. Our findings provide insight into how practices of self-editing instigate different bodily modes of self-surveillance which cause the body to 'dys-appear' in new ways (Leder, 1990). We conceptualize three interconnected and interrelated self-surveillant lenses: the algorithmic gaze, the ethical gaze and the filtered gaze. The algorithmic gaze is instigated by unobtainable techno-mediated aesthetics (Tolentino, 2019); the ethical gaze is instigated by technophobic understandings of digital self-enhancement (Giesler, 2012); the filtered gaze is instigated by viewing ourselves in new ways via a 'pedagogy of defect' (Bordo, 1999). Our findings demonstrate the social and ethical implications of immersive technologies which pose potential threats to consumer wellbeing.

279- O

Impact of live streaming and impulsive buying behaviour on Gen Z and their peer pressure

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Summary Statement

Video streaming is becoming increasingly more popular among brands and consumers all around the world. The acceptance and appetite for it have grown rapidly over the past two years due to the COVID-19. Although a few studies have recently started to explore online consumers' impulsive buying behaviours in live shopping almost no researchers explore Gen Z's impulsive buying behaviours, the impact of peer pressure, and the fear of missing out on their buying behaviour.

Competitive Short Paper

Video streaming is becoming increasingly more popular among brands and consumers all around the world. The acceptance and appetite for it have grown rapidly over the past two years due to the COVID-19 pandemic. Live streaming in countries like China, South Korea and Japan became the first advertising strategy to promote brands and products in the e-commerce world. In August 2019, China alone had 433 million live-streaming viewers (CNNIC, 2019). Change in clientele and the increasing demand for e-commerce made brands change their conventional marketing strategies to live streaming and live shopping. Sun et al., (2019) argued that live streaming in e-commerce provides an opportunity for brands to create an interactive shopping experience for customers. This innovative marketing approach provides a customer-centred approach and focuses on a social and hedonic environment (Busalim, 2016).

Xu et al. (2020) stated that cognitive assimilation has a direct influence on impulsive consumption, therefore the brands and practitioners by focusing more on creating attractive content and enhancing the social functions that meet the viewer's needs can increase impulsive and hedonic consumption, as well as social sharing behaviour. The improvement of technology and live streaming and shopping provide an advantage of a convenient shopping environment but also cause impulsive buying behaviour in customers, especially Gen Z. Direct sales through live streaming platforms made up 16% of global online shoppers' purchases, in Asia the number is higher at 30%, with key markets showing its strong performance: China at 27%, Malaysia 31%, India 32%, and Thailand 51% (Peng et al., 2021). Due to convenient functions, a comfortable online shopping environment and live streamers' attractive communication skills, more online consumers will possibly experience impulsive buying during live streaming (Chan et al., 2017). As such, it provides a real-time interaction process between the brand and customers, during this process live streamers tend to provide specific guidance for online consumers, which influences their attitudes towards the product and leads them to needless purchases (Sun et al., 2020).

Although a few studies have recently started to explore online consumers' impulsive buying behaviours in live shopping (Ming et al., 2021; Zuo and Xiao, 2021; Paraman et al., 2022; Lin et al., 2022; Ho et al., 2022; Li et al., 2022; Zhang et al., 2022; Li et al., 2022) almost no researchers explore Gen Z's impulsive buying behaviours, the impact of peer pressure, and the fear of missing out on their buying behaviour. Therefore, this paper aims to explore the impact of live streamers' influence on impulsive buying of Gen Z and the influence of peer pressure and the fear of missing out with regard to TPB (Theory of Planned Behaviour).

Research Method

This research aims to answer the following research question: what factors have impact on needless purchasing behaviour of Gen Z? A qualitative approach is employed through semi-structure interviews conducted among 40 participants, who follow brands live streaming and purchase products through this channel. Template analysis is used to interpret data and build a theoretical framework capturing needless purchasing behaviour.

280 – O

Who Are You Reading? Exploring the Purchase Motivations of Books by Young Americans Through Their Parasocial Relationships with BookTok Influencers

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Summary Statement

Utilizing the high-engagement and younger audience of TikTok, the online reading community "BookTok" has thrived, with #BookTok amassing billions of views, largely of influencer content. To explore the parasocial relationships these viewers have with their beloved BookTok influences, a case study will be conducted of five American participants aged 18-25 which incorporates weekly video diaries and follow-up interviews. These findings will explore this unique viewer/influencer relationship and subsequent viewer's purchase intentions.

Competitive Short Paper

Exploring the motivations and usage habits of young American BookTok viewers aged 18-25.

Introduction and Context:

TikTok is one of the newest and most successful social media platforms, rising to unprecedented popularity in early 2020 and continuing to grow post-pandemic (Forbes, 2020). Utilizing the high engagement and younger audience of TikTok, the online reading community of "BookTok" has thrived, using the #BookTok to make videos pertaining to those who love reading instantly recognizable (Merga, 2021). The hashtag has amassed over 49 billion views as of 2022, with videos including reviews, recommendations, trends, and commentary (Dezuanni et al., 2022). With creators amassing large following counts quickly, the most popular content posted to the hashtag is undeniably recommendations, usually separated by themes and genres, creating the to be read (TBR) concept which drives both the purchasing and consumption of books (Dezuanni et al., 2022). TBR lists are constructed in large part to influencers constant pushing of books that are "must reads", creating a trend-based approach to book consumption unseen on social media owing to the unique aspects of TikTok (Reddan, 2022; Merga, 2021).

While current studies recognize BookTok's power, they do not critically examine its influencers and their use of digital tools to develop a close audience relationship. This research will examine BookTok, both its creators as thought leaders and its viewers as valuable and complex consumers.

Aim:

The aim of this research is to investigate the effect of influencers in the BookTok community on viewer engagement and consumption behavior.

Proposed Theories:

Aw et al. (2022) expand the theory of parasocial relationship and posit that the combination of certain content attributes (attractiveness, expertise, prestige) and different interaction strategies (interactivity and self-disclosure) creates and strengthens the parasocial relationship which influences the endorsement outcome of purchase intent. However, De Wit et al., (2020) argue that influencer personalities were more likely to motivate audiences than the actual content they were producing, proving the power of influencers and parasocial relationships. As BookTok influencers are providing information on new releases, reviews, and gossip within the community, all factors motivating audiences to engage and engage with the social community, it deems appropriate to adopt parasocial relationship theory as a conceptual framework for this research.

Collection Method:

A case study will be conducted of five American participants aged 18-25, to explore the purchase motivations and relationship between them as viewers and the BookTok creators they follow. These participants are knowledgeable of BookTok and report frequently seeing BookTok content on their For You Page, but do not personally upload content.

Each respondent will submit two video diaries a week over one month. Participants will respond to prompts and reflect on the BookTok content viewed. After two weeks and to conclude, a follow up video interview will be conducted to expand upon their experiences and provoke more insight into the research objectives including the factors influencing them to purchase books and their sentiments towards BookTok influencers.

281 – W

Research in action: Developing a B2B marketing strategy for a Scottish SME

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Summary Statement

This paper is developed based on a current Management Knowledge Transfer Partnership (mKTP) between the University of the West of Scotland (UWS) and a Scottish B2B SME in lift maintenance service which aims to carry out an audit of the current marketing strategy, identify areas for improvement, and provide solutions to grow the businesses in the marketplace.

Workshop: Actioning Marketplace Access

Competitive Short Paper

Given the economic importance of the Business-to-Business (B2B) sector, both scholars and practitioners have been keen to understand B2B marketing strategies (Ferreira et al., 2022). According to the World Bank (n.d.), small and medium-sized enterprises (SMEs) contribute to 90% of world businesses and over 50% of world employment. With the current complexity of the environment including the implications of Brexit and the ongoing global pandemic, B2B SMEs with financial constraints, and limited resources, knowledge, and skills, have been facing challenges in the market. The marketing practices in B2B companies are different from those in B2C, with B2B having a greater focus on sales and relationship building (Setkute & Dibb, 2022). In SMEs, marketing practices also have their own characteristics. Company owners have more power; companies have fewer formal structures, limited resources, and are more short-term goal oriented (Centeno & Hart, 2012; Gilmore et al., 2001). Therefore, SMEs tend to adopt informal, sporadic, reactive, unstructured marketing, focusing on short-term objectives rather than long-term strategic planning (Reijonen, 2010). Adopting an appropriate marketing strategy can support business performance and growth, help companies maintain a competitive advantage, and contribute to business success (Shaw, 2012).

The UK lift service industry has become highly competitive with the existence of several lift maintenance service providers. Different service providers follow different marketing strategies to attract customers. The case company, a B2B SME, has acknowledged the importance of marketing strategy. It has teamed with the University of the West of Scotland (UWS) and successfully secured a Knowledge Transfer Partnership (KTP) funded by Innovate UK helping businesses to innovate and grow (UKRI, n.d.). The authors of the paper are involved in this project.

Several studies have been carried out on B2B marketing strategies (Ferreira et al., 2022; Pedersen et al., 2020; Prior & Keränen, 2020), but there is still a gap in the understanding of marketing strategies pertaining to the lift service industry, especially B2B SMEs. The study aims to carry out an audit of the current marketing strategy, identify areas for improvement, and provide bespoke solutions to grow the businesses in the marketplace.

A single case study and participatory approach (action research) were adopted. One researcher works at the company. Data collection was qualitative in nature and based on an internal audit, an external analysis, a TOWS analysis, a product portfolio review via documentation analysis, reflective journals, field notes, observation, semi-structured interviews with managers, individual staff, and clients.

The initial findings showed that a tailored integrated marketing communications plan needs to be adopted to increase brand awareness, brand image and brand recognition. The company's overall digital presence can be improved, especially its social media platforms. A CRM system is urgently needed to improve the operational efficiency and manage the customer data. An up-to-date marketing strategy can help the company to maintain a competitive advantage in the lift market.

282 - W

Public burden during the energy crisis? Discursive representations of vulnerable consumers in UK written media

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Summary Statement

Access to the marketplace for vulnerable consumers is always a matter of concern in highly marketized societies. The UK government's intervention in supporting these groups in the current energy crisis has

been highly criticized. Therefore understanding how the beneficiaries of the scheme are represented in the media discourses is beneficial since media contributes to constructing meanings in the consumer culture and consumer perception of government interventions is paramount for its success.

Workshop: Actioning Marketplace Access

Competitive Short Paper

The aim of this paper is to explore media representations of various vulnerable consumer groups risking access to the energy market during the current energy crisis.

Along with the rising cost of living, generated by the COVID-19 pandemic and the war in Ukraine, consumers are facing a significant increase in their energy bills. In the UK alone, families are expected to spend 10% of their family income, which is double the amount of 2022, just on gas and electricity during the current winter (Vrana et al., 2023). Governments have called this a social emergency (Thomson, 2022).

In such a crisis, vulnerable groups who have limited access and power in the marketplace (Baker et al., 2005) are mostly at risk. This is evident with elderly consumers, subsistence consumers who live in poverty, and disabled consumers that are choosing between “eating and heating” (Butler, 2023, p.1). To combat this, the UK government launched Energy Bills Support Scheme EBSS in October 2022 (UK Government, 2023).

However, this scheme has been highly condemned, and public media discourses have produced conflicting discourses about the government's intervention in paying for private services. Some press articles argue that the scheme is unsustainable - paying the energy bills with public money is a burden to public finances and private goods should be paid privately; while others call for a “social tariff” for those in real need, and a structural change in the energy market (e.g., bringing the energy sector back to public control). In the highly marketised UK context, this is a controversial decision that goes against the principles of market mechanisms (Harvey, 2005). According to Polanyi’s theory of disembeddedness (Polanyi 1944, 2001), this state intervention could uncover a failure of the market in the energy sector, and it might reveal a counter-movement of society’s intention to re-embed the market into its social institutions (Polanyi, 1944; 2001).

In this context, understanding how the beneficiaries of the scheme are represented in the media discourses will be beneficial since media contributes to constructing meanings in the consumer culture (McCracken,1986). If the market meanings are skewed towards paying private goods privately, there is a risk of excluding the most vulnerable groups from the market. Further, consumer perception of government interventions is paramount for its success. Yet, this is an unknown.

We will use a Critical Discourse Analysis to analyse discourses from two leading UK newspapers, having contrasting views. Search criteria with keywords will be followed using Nexis to search articles published from January 2022 to January 2023. A Textually Oriented Discourse Analysis will be conducted (Fairclough, 1992, 2003).

We expect to extend the Theory of Disembeddedness (Polanyi, 1944, 2001) to explain the benefits for the government in supporting vulnerable consumers in a privatised sector. Furthermore, this paper will broaden the understanding of the impact of media discourses in representing the identities of vulnerable consumer groups. Findings will also be useful for policymakers and civil society to comprehend and better communicate public involvement in privatised sectors such as energy.

283 – O

Generation-X: Revolutionising Fashion & Society

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Summary Statement

Generation-X have been at the fore of many cultural revolutions and are challenging perceptions of aging. This cohort are accomplished, have spending power, careers and have no intentions of slowing down. However, the fashion industry, and society in general overlook this demographic. Generation-X women have rebelled against social constraints and revolutionised societal norms. Consequently, this research explores facets of Generation-X women to understand how the fashion industry can connect with this cohort through marketing.

Competitive Short Paper

As Generation-X moves into their 50th decade, this cohort have been at the fore of many cultural revolutions and are now challenging perceptions of aging. This is a cohort who are accomplished, have knowledge, spending power, careers and have no intentions of slowing down any time soon. However, the fashion industry, and society in general, appears to overlook this powerful demographic and their potential for continuing to make cultural waves. Fashion marketers appear to favour Generation-Y and Z consumers (Rahman & Yu 2019), illustrating 'Ageism', which is an antithesis to how Generation-X perceive themselves (Shoenthal, 2021; Freedman, 2015). Generation-X women have rebelled against social constraints and have revolutionised cultural and societal norms, creating acceptance for minority groups and promoting interconnectedness. Consequently, this research explores facets of Generation-X women to better understand how the fashion industry can better connect with this cohort through marketing.

The data collection method employed for this study was the Zaltman Metaphor Elicitation Technique (ZMET). ZMET focuses on consumers visual and sensory responses and employs qualitative methods to elicit metaphors, mental models and constructs that encourage consumers thinking and behaviour (Zaltman & Coulter, 1995). The sample consisted of 15 Generation-X women with an interest in fashion. Prior to the interview participants were required to selected 8-10 images that represented their thoughts and feelings about fashion and identity creation. All interviews were transcribed for analysis, which involved coding of transcripts, development of thematic categories and application of conceptual metaphors to categories. The qualitative data analysis tool NVivo was used to organise and code data.

Preliminary findings suggest that Generation-X helped to revolutionise the concept of cultural diversity, creating acceptance for minority groups, such as LGBTQIA+ community and subcultures such as punk, grunge, hip hop which challenged dominant social structures and paved the way for the emergence of consumer tribes, which has had a profound impact on consumer behaviour (Jones, 2014). This research found that subcultures followed by Generation-X could be considered as a rebellious act that challenges conformity. The rebellious approach to societal change undertaken by Generation-X has paved the way for younger generations to forge pathways by having their voice heard and challenging societal constructs. Whilst Generation-Z (the latest Generation of young activists) communicate, mobilise and rally support in a way that sets them apart from the generations before them, their passion for activism can be traced back to the rebellious activism shown by Generation-X women. (Carnegie, 2022)

Further findings suggest that Generation-X do not favour mainstream fashion brands, they were at the forefront of the movement towards accessible and affordable consumption of fashion (Papahriston et al, 2017). Generation-X can be considered as having a fashion independent fashion identity, this demographic reject social trends and have adopted an individualist style (McNeil, 2018). As individualists, this demographic favour independent fashion retailers and enjoy browsing market stalls and second-hand stores, they view fashion consumption as an experience. This increased accessibility of fashion depicts a cohort who are rebelling against conformity and expressing their individualism through fashion.

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Investigating professional interpersonal communication styles and their impact on service authenticity, organisational trust and brand experiences in online business education context

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Summary Statement

This is one of the few studies in a services context that examines consumer behavior for digital products and services high in credence properties such as online business education (online MBA). In particular, this study pioneered to investigate the impact of professional communications styles of service providers (student advisers) on perception of service authenticity and perceived organizational trust, that influence positive brand experience for prospective students and strengthen their intention to undertake online business courses.

Competitive Short Paper

Purpose: The service provided by employees is argued to play an important role in consumers' evaluations of service performance (Vasconcelos et al., 2015), effect customer satisfaction (Grace & O'Cass, 2004) and future consumption behavior (Chou, Leo, & Chen, 2021) increasing profits for the service organization (Pugh, 2001). However, there is a knowledge gap in the extant literature whether professional interpersonal communication styles (i.e, affiliative and dominant) (Roongruansee, Patterson, & Ngo, 2021) of service providers impact on perceptions of service authenticity (Kim, 2021). and contribute to the perceived trust in organization, enhancing brand experiences, and satisfaction (Singh & Jasial, 2020). An affiliative communication style builds positive communicator–listener relationships (i.e., friendly, warm, concerned, encouraging, open, and socially-oriented), whereas dominant communication style involves behaviours that develop and retain control of a speaker during interactions (i.e., direction- and guidance-giving, concise, hurried, lack of listening, contentious) (Webster & Sundaram, 2009). This study pioneered to shed some light on the outlined relationships in a rarely addressed professional services context that is high in credence properties such as online business education services (student advisers) for a digital product (MBA).

Design: The study draws on cross-sectional data collected from prospective students seeking online MBA degree. Overall, 148 individuals answered the online survey (Qualtrics). Latent structural equation modelling (SEM) analysis was conducted in Mplus version 7 testing conceptual model.

Findings: This study reveals that an affiliative communication style is positively and significantly associated with perceived service authenticity ($\beta_{std} = 0.672$, $p = 0.000$), and perceived trust in online education provider ($\beta_{std} = 0.562$, $p = 0.000$), whereas dominant communications style impact to be negative and non-significant on these respective constructs ($\beta_{std} = -0.043$ $p = 0.537$; $\beta_{std} = -0.049$ $p = 0.572$). Prospective students' perceptions of service authenticity ($\beta_{std} = 0.578$, $p = 0.000$) and perceived trust in organisation ($\beta_{std} = 0.423$, $p = 0.000$) positively and significantly influenced brand experiences. Empirical model confirms that brand experiences significantly and positively impact on prospective student satisfaction ($\beta_{std} = 0.874$, $p = 0.000$), which in turn significantly influence intention to undertake courses from online learning platforms (βstd = 0.804, p = 0.000). Overall, 41 % of variance was explained by perceived service authenticity; 69.3 % by brand experience, 33.4 % by perceived trust in organisation, 76.4 % by student satisfaction, and 64. 6 % by intention to undertake online MBA courses.

Research limitations and implications: To generalise the findings, further studies might be conducted in other professional services high in credence (i.e, health care, financial service etc.). The findings have important managerial implications for the appropriate use of communication style to enhance perceptions of service authenticity and trust in organisation and engage prospective students with educational professional services propelling them through pre-purchase stage of their online journey via enhanced brand experiences and satisfaction. Furthermore, the online educational provider needs to foster a specific type of professional interpersonal communication style such as an affiliative communication style, since dominant communication style reduced perception of service authenticity and diminished perceived organisational trust, creating a critical barrier in interpersonal communications and disengaging customers.

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When Routine Becomes Pandemic Ritual: Family Dinner Disrupted And Reformed

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Summary Statement

Using data from Families in Australia and the UK, We map the processes by which routines surrounding this most ‘ordinary’ of events, the family dinner, become ritualised to preserve the ‘extra-ordinary’ continuity in practice while simultaneously accommodating extreme changes in family life. We highlight how mundane aspects of food consumption in ‘normal’ everyday daily life are imbued with greater symbolic and ritualised meaning during the pandemic when other routines has been upturned or distorted.

Competitive Short Paper

When Routine becomes Pandemic Ritual: Family Dinner Disrupted and Reformed

Consumer culture research often focuses on festive or celebratory ritual meal settings such as Christmas, Thanksgiving, birthdays and weddings (Belk et. al. 1989, Miller 1993, Otnes 2007, Otnes and McGrath 1994, Pleck 2000, Rook 1985, Wallendorf and Arnould 1991) over the everyday routine of family meal routine. Rituals, routines and shifts in processes around everyday consumption practices of family life, like eating dinner, remain less explored (Cappellini and Parsons 2012, Cappellini et. al. 2016, Epp and Price 2012, 2018, Marshall 2005, 2018, Mosio et al. 2004, Tinson and Nuttall 2022, Wilk 2010). Eisenstadt (1982:169) offers a psychological reasons or need for ritual, including “situations in which the routine of a given role of the individual or group is endangered or disrupted”

Given the frequency and consistency of family dinner in everyday life this seems a good site to examine routines and rituals (Cappellini et. al. 2016, Gronow and Warde 2001, Mosio et al. 2004,Tinson and Nuttall 2022). The distinction between these is not always clear and there appears to be considerable overlap. Common themes centres on the episodic sequence of events in a recognised and fixed sequence. Tetreault and Kline (1990) argue that rituals help accomplish status transition and social maintenance ‘instantaneously’ through enactment in a socially prescribed manner while routines, involve different degrees of conscious processing depending on the individual/situation and are subject to shifts. Moreover, routines are often seen as …individual, less meaningful and tend not to prompt behavioural responses from others' (Tinson and Nuttall 2022). Not all routines involve rituals and social rituals do not necessarily become routine or habitual (Rook 1985: 252). The purpose of this paper is to look at these differences in the private context of the midweek family dinner both before and during the pandemic lockdown. We begin by revisiting Rook's (1985) definition of ritual and consider the role of eating routines using findings from a qualitative study with British and Australian families before and during the pandemic. We highlight the importance of routine food practices and their transformation into key daily rituals that help families manage time and space boundaries during extreme disruption.

This paper highlights the blurred distinction between private family routines and domestic rituals and the contribution of these 'taken-for-granted practices that form the rhythm of everyday life' (Phipps and Ozanne 2017: 361). We build on understanding better the complex interrelated nature of food consumption practices that determine how the continuity of routines of the contemporary dinner 'table' are held, transformed and maintained through severe disjuncture. We then map the processes by which routines surrounding this most 'ordinary' of events, the family dinner, become ritualised to preserve the 'extra-ordinary' continuity in practice while simultaneously accommodating extreme changes in family life. Finally, we highlight how mundane aspects of food consumption in 'normal' everyday daily life are imbued with greater symbolic and ritualised meaning during the pandemic when other routines has been upturned or distorted

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Parkrun and Value Co-creation: An Application of Service Dominant Logic to the Study of Parkrun as a Value Co-creation Ecosystem

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Summary Statement

This research will apply the narrative of Service Dominant Logic (SDL) and examine parkrun as a service ecosystem to identify the different types of value that are co-created. The foundation for this research is a case study currently provided to MBA students and findings from the research will aid the development of this case study to further improve the teaching of SDL and value co-creation.

Competitive Short Paper

In keeping with the conference theme of revolution this study focuses on what Hindley (2022) describes as a running revolution – parkrun. Since its foundation in 2004 parkrun has grown to become something of a global phenomenon. From its early days in Bushy Park, London, where a small group of friends met for an informal run, parkrun now has 1,788 parkrun and 381 Junior parkrun events taking place worldwide. parkrun is a free, weekly, timed, community event, supported by volunteers, in which everyone is welcome to walk, jog, or run a 5km course (parkrun, 2023). At the time of writing, the most recent parkrun activity involved 283,724 parkrunners and 36,312 volunteers (Line, 2023).

Another revolutionary concept that emerged in 2004 was that of Service Dominant Logic (SDL) (Vargo & Lusch, 2004) which offered a paradigmatic shift in the marketing discipline (Brodie, Löbler, & Fehrer, 2019), drawing together traditional transactional and relationship perspectives of marketing to provide a new way of looking at both the business world and our social environment and the ways in which they interact (Brodie, Saren, & Pels, 2011). Since its inception SDL has become one of the most widely cited marketing theories with approximately 30,000 views and downloads and over 6,500 citations (Journal of Marketing, 2023). The main premise of SDL is that service, rather than goods, is the main basis for exchange and in SDL this process is represented by a fairly simple narrative supported by a few key concepts and five axioms (Lusch & Vargo, 2019). Central to this narrative is the idea that all value is co-created between multiple actors and that such co-creation takes place within service ecosystems (Akaka & Chandler, 2019).

Improvements in health and wellbeing are a key benefit associated with parkrun and GPs are even encouraged to 'socially prescribe' parkrun as part of the 'parkrun Practice' initiative (Fleming, Bryce, Parsons, Wellington, & Dale, 2020). Recent studies have estimated that parkrun generates in the region of £150m in annual wellbeing impact within the UK (parkrun, 2021). Participation in parkrun provides people with a sense of achievement (Morris & Scott, 2019) and can play a significant role in identity construction (Warhurst & Black, 2022). There are a number of other studies highlighting the benefits of parkrun but none of these has considered parkrun through the lens of SDL or value co-creation.

This research will apply the narrative of SDL and examine parkrun as a service ecosystem to identify the different types of value that are co-created, not only for parkrunners but for all actors involved in the parkrun initiative, for example corporate sponsors and other institutions with links to parkrun such as the NHS. The foundation for this research is a case study currently provided to MBA students and findings from the research will aid the development of this case study to further improve the teaching of SDL and value co-creation.

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Humanoid Service Robots in Hotels & Customer Acceptance: Moderating Efects of Service Voluntariness & Culture

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Summary Statement

The purpose of this research is to provide insights into the determinants of consumer acceptance of humanoid service robots (HSR) in hospitality establishments. A research model integrating TAM3 constructs and human aspects of robots, measured by the Godspeed questionnaire series (GQS) is proposed, and tested across Japan and the US.

Competitive Short Paper

The adoption of AI and human-robot interaction (HRI) in hospitality and tourism organizations represents a source of competitiveness and reputation (Seo & Lee, 2021). The robots, with human-like characteristics and known as humanoid service robots (HSR), are endowed with great intelligence and capabilities like facial and vocal recognition, analytical capacity, social skills, multilingual proficiency and strong autonomy, fluid movements, displacement, detection of obstacles and the ability to avoid them (Seyitoğlu & Ivanov, 2021). To understand how HSRs can improve HRI and facilitate their acceptance, much academic research has been conducted recently (e.g., Tussyadiah, Zack, & Wang, 2020). Previous relevant studies have focused on robot designs and the challenges of commercialization and adoption (Pinillos et al., 2016), human-robot interaction breakdowns (Fan et al., 2016), value co-creation (Solakis et al., 2022); and customer experiences (Choi et al., 2021). However, consumers may take multiple pathways to conclude their adoption decision for such advanced technologies (Woodside & Sood, 2017). Additionally, the non-human aspect of service robots may hamper their adoption or preference by consumers (Fernandes & Oliveira, 2021). Considering the high investments associated with developing and executing the implementation of service robots in the hospitality industry, a thorough investigation of the relationships between HSR's technology-driven and human-oriented factors and their influence on customers' adoption process can help understand the future of this technology in the hospitality industry. To address the research gap, this study builds on the improved technology acceptance model (TAM3; Venkatesh & Bala, 2008) and the Godspeed questionnaire (Bartneck et al., 2009a) to propose an integrated model that determines the factors affecting the acceptance of HSR in a hotel, while focusing on the effect of the robot's appearance and its strong resemblance to humans. Our study investigates the influence of factors on HRI, and in turn, explores the psychological perspectives related to consumers' attitudes and acceptance towards new robotic technology. The variables used in the model have been operationalized through scales taken from the literature and measured on a five-point Likert scale ranging from [1] = Strongly disagree to [5] = Strongly agree. A random sampling technique was used and the potential participants were approached by e-mail invitation to seek their participation. In total, 411 respondents (284 for the Japan property) submitted their responses and a final sample size of 395 (207 for the Japan property) was obtained. The results confirm that perceived usefulness (PU), driven by subjective norms and output quality, and perceived ease of use (PEOU), driven by perceived enjoyment and absence of anxiety, are the immediate direct determinants of users' behavioural intentions to use HSR. Moreover, the results show that users prefer anthropomorphism, perceived intelligence, and safety of an HSR before adopting it. The results are found to be enhanced for Japanese people and the hotel where the service is non-voluntary.

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Market-making in Web3

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Summary Statement

NFTs have given rise to a new form of entrepreneurship in the virtual world with massive opportunities and affordances (Chandra, 2022). The purpose of this on-going study is to understand how new Web3 businesses form new digital business models, create new markets, how value is created and how Web3 entrepreneurs collaborate in a digital community with new sets of institutions and norms.

Workshop: Blockchain in Marketing: Cryptos, NFTs, Metaverse and the New Marketing Revolution

Competitive Short Paper

Blockchain technology offers a decentralised, public database that allows information to be securely recorded on a network of computers rather than verified and controlled by centralized entities (Murray, Kim & Combs, 2022), and is having an increasingly profound impact on the business landscape (Peres, et al., 2022). The so-called Web 3 is built on block chain and its backbone consists of cryptocurrencies, decentralized autonomous organisations (DAOs), metaverses and non-fungible tokens (NFTs). Chohan & Paschen (2022) argue that NFTs are likely to become mainstream and revolutionize how digital content is created, commoditized, exchanged, stored, and authenticated. Initially started as an art/game experiment, NFTs have given rise to a new form of entrepreneurship in the virtual world with massive opportunities and affordances (Chandra, 2022). Digital communities are central to these entrepreneurial ventures, with a key element of culture of sharing, a shared language and anonymity (ibid).

So far, very little literature has focused on Web3 from a marketing perspective, and the proposed article will address these new developments. The study takes a practise-based approach to markets and marketing (e. g. Callon, 1998; Araujo, 2007; Araujo, Kjellberg & Spencer, 2008; Mason, Kjellberg Hagberg, 2015) meaning that marketing is seen as a practise deeply rooted in specific market contexts in terms of institutional forms and routines at the same time as it is a source of variation and novelty relying on imagination and entrepreneurship (Araujo, 2007). Kjellberg and Helgesson (2007) suggest three inter-linked practises constituting markets: exchange practises involved in individual transactions; normalising practises, formulation and reformulation of rules and norms concerning market behaviour; and representational practises depicting the structure and workings of specific markets. A specific focus in this study are market practises performed on digital platforms, thus involving technology as non-human actors (cf. Latour, 2012) influencing the practises.

The empirical starting-point is a Web3 start-up, InPeak (www.inpeak.xyz), set up as a learning platform and support to Web3 start-ups, a business set up with a business model involving NFTs. The study involves longitudinal auto-ethnographic studies on this Web3 platform. The purpose of this on-going study is to understand how new Web3 businesses form new digital business models, and create new markets, how value is created and how Web3 entrepreneurs collaborate in a digital community with new sets of institutions and norms. It is highly relevant to focus this kind of new digital entrepreneurial action, in particular since it is still a relatively new phenomenon.

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Understanding Firms' Internationalization Through Chinese Digital Ecosystems And Guanxi Networks

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Summary Statement

This paper focuses on the Chinese digital market with the aim to understand how context-specific characteristics – such as Guanxi - of Chinese digital platforms and ecosystems affect opportunities for firms entering this market. Through a multiple-case study analysis of Italian food & wine industry and its internationalization activity in China, the Chinese digital ecosystem is analyzed and a multiple-stakeholder view of the interactions within Chinese digital ecosystems is provided, reaching relevant contributions to international marketing literature.

Competitive Short Paper

Digital ecosystems are defined as "socio-technical environment of individuals, organizations and digital technologies with collaborative and competitive relationships to co-create value through shared digital platforms" (Senyo et al., 2019). While the global connectivity of digital ecosystems presents numerous opportunities for marketers to connect with customers and suppliers, from an international marketing perspective those platforms and the ecosystems built around them also present specificities that need to be considered.

In this paper, we focus on the Chinese digital market with the aim to understand how context-specific characteristics of Chinese digital platforms and ecosystems affect opportunities for firms entering this market.

The Chinese digital market is dominated by local companies where massive business value is created (Guo et al., 2022). The local scenario is strongly affected by the country's cultural characteristics (Hu, 2020), which include Guanxi, seen as a strategic response to the unpredictability of government action and control. Under these conditions, firms undertaking international activities would find it more rational to exploit Guanxi-related social networks and to extend them across borders for economic action (Zhou et al., 2007).

Previous literature has examined the possibility to create a Guanxi network through the social media engagement of users (Shao and Pan, 2019), as social interaction and the feeling of a common goal are fostered. Digital platforms are a promising marketing tool for firms and have great potential to deliver branded content and engage with Chinese-speaking consumers (Guo et al., 2022).

This paper is based on a multiple-case study design, with 20 semi-structured interviews that took place between July 2020 and April 2022. The focus is on Italian food & wine industry and its internationalization activity in China, while different stakeholders of the digital ecosystem have been interviewed.

Findings of this study highlight and confirm that, during Covid-19 pandemic, wine exporting firms have strongly relied on digital platforms to maintain and strengthen their international presence in China. The online channel is key to foster the relationship with consumers and social media facilitates sales. To support Italian wine firms, governmental entities launched some initiatives with Chinese digital platforms. In this digital context, an important role is played by influencers who reflect the local culture based on Guanxi and act as a sales channel. Thus it is imperative for international companies to adapt to the characteristics of the local digital platforms, which help to build trust in the Chinese market.

The paper offers the following key contributions to the international marketing literature. First, by offering a multiple-stakeholder view of the interactions within Chinese digital ecosystems, we highlight how culture-specific aspects of digital platforms shape actions within those platforms and the available pathways for firms to use digital platforms and ecosystems for their internationalization. Second, we provide novel insights on the role of Guanxi in a digital ecosystem, and the way Guanxi relationships manifest in digital platforms by enhancing trust among actors in the digital ecosystem. Our results have implications for international customer engagement and promotion strategies on digital ecosystems.

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Exploring Teenagers’ Use of TikTok: An Emerging Multi-Faceted Method

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Summary Statement

During the 2022 summer GCSE and A-Level exams, teenagers turned to TikTok to create, watch and share short videos. We put forward an innovative multi-faceted data collection method to explore teenagers’ shared consumption experiences on TikTok during this period. Drawing on the projective and enabling techniques of thought bubbles and sentence completion, storyboarding and semi-structured questions, in the context of dyadic and triadic interviews we gain powerful insight into teenagers’ usage of TikTok during exams.

Workshop: Alternative Methodologies to Exploring and Understanding Consumer Research

Competitive Short Paper

Teenagers are coming of age in a hyper visual social reality (Zuev & Bratchford, 2021). Social media allows teenagers to connect and engage with others on an unprecedented scale (Miller et al., 2016). TikTok, is a particularly popular social media application amongst 13-17 year olds (Vogels et al., 2022), with a somewhat negative perception of adversely impacting teenagers’ well-being (Travers, 2022). There is scarce knowledge of how teenagers' use TikTok in exam periods, particularly the shared and collaborative consumption experience observed on TikTok during exams (Botsman & Rogers, 2011; Evitts, 2022). The aim of our research was to explore how teenagers use TikTok during this period.

Participants aged 15-18 were recruited who had used TikTok during the GCSE and A-Level exam period, using snowball sampling (Sadler et al., 2010). In a pilot study, the researchers, following Morgan et al.'s (2002) guidance for adolescent focus groups, recruited five participants. After two focus groups, the researchers reflected that five were too many participants to explore the topic in depth. This led to the researchers taking a multi-participant, dyadic and triadic approach to interviews, involving two-three participants and the moderator(s) (Kuhn, 2022; Morgan, 2016).

Traditional research methods are often not as effective where participants are young (Nakarada-Kordic et al., 2017). Previous research has also acknowledged the need to use active methods with adolescent participants (Banister & Booth, 2005). Projective techniques and visual methods were therefore employed to access participants' conscious and unconscious thoughts and feelings (Boddy, 2005; Rabin, 1986). Two projective and enabling techniques were therefore used during the multi-participant interviews: thought bubbles and sentence completion to encourage participants to reflect on how they used TikTok before, during and after their exams. Thought bubbles allowed participants to delve deeper into how they used TikTok, with the sentence completion exercise then facilitating participants to project their inner and, at times, sensitive thoughts and feelings (Weiner & Greene, 2008). The method of storyboarding was then used. Storyboarding builds on film and television production techniques typically employed to communicate social, temporal and spatial aspects of an idea to others (Martin & Hanington, 2012). Scarce research, particularly in consumer research, has utilised storyboarding as a data collection method (Lupton & Leahy, 2019). Participants were asked to collaboratively create a three to six scene storyboard to illustrate how a typical student used TikTok in the exam period, before talking through the storyboard with the researcher(s) asked probing questions. Storyboarding facilitated participants to conceptualise and reflect on how TikTok was used by themselves and their peers during the exam period. These methods were set amidst semi-structured questions that focused on the role of TikTok during participants' exams.

Kerrigan and Hart (2016) call for researchers to develop innovative research methods capable of dealing with the complexities of contemporary consumer life. Our methodology, through employing multi-faceted data collection methods combined with dyad/triad interviews achieves this. We put forward a creative and effective process for exploring how teenagers engage with TikTok, with the method collecting rich multimodal (verbal, visual and written) data.

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Ill-Logical: From Value Co-Destruction in Public Service Systems To Revolutionary Solutions

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Summary Statement

This paper investigates how competing logics (institutional and family), as reflected by family experiences, lead to value co-destruction and impact consumer wellbeing within the context of public health systems. Based on a qualitative study, we characterize and contrast the "institutional logics" underpinning health, social care and educational institutions with "individual/family logics" of families, the latter being aimed at

prioritizing and supporting the specific complex care and developmental needs of children with Autism Spectrum Disorder.

Workshop: Towards a Better Understanding of Value Co-Destruction in the Post-COVID Era

Competitive Short Paper

Value destruction was originally identified as a phenomenon related to consumers' negative co-creation experiences of the interaction between firms and consumers, but it is likewise relevant to service systems in general (Plé and Chumpitaz Cáceres, 2010). While scholars attribute resource misintegration or practice misalignment as causes of co-destruction (Echeverri and Skålen, 2021), they are silent regarding how incompatible institutional and consumer logics impede value co-creation. Institutional logics consist of "the socially constructed, historical patterns of material practices, assumptions, beliefs, and rules by which individuals produce and reproduce their material subsistence, organise time and space, and provide meaning to their social reality" (Thornton & Ocasio, 1999, p. 804). Although institutional logics may be difficult to observe, they frame and are performed through actors' (both institutional and individual) practices (Brantell and Baraldi, 2020). To date, scholars have primarily focused on institutional logics from an organisational perspective, neglecting how competing logics may negatively impact consumer practices and experiences and lead to value co-destruction.

Within the context of public health systems, the purpose of this paper is to investigate how competing logics (institutional and individual /family), as reflected by family experiences, lead to value co-destruction and impact consumer wellbeing. Based on a qualitative study of 15 Irish and Finnish parents of children with ASD (autism spectrum disorder), we characterize and contrast the "institutional logics" underpinning health, social care and educational institutions supporting these children with "individual/family logics", aimed at prioritizing and supporting the specific complex care and developmental needs of the child.

Our finding reveal that incompatible logics lead to value destruction for the families in our study, primarily service inaccessibility and inappropriate supports. While individual/family logic strives for balanced family life and child well-being, competing institutional logics were characterized by efficiency and role demarcation, which resulted in value co-destruction. These include: fragmented service systems, which hindered the identification and integration of appropriate resources, disconnected service systems necessitating disruptive transitions from one system to another, mismatch between services and resources offered and those needed; service availability sanctioned with certain exclusionary criteria as well as monetary and time constraints due to highly priced or temporarily available services.

We contribute to service research by highlighting how incompatible or conflicting logics can embed systemic value co-destruction in the public service system. We highlight that a focus on either resource misintegration or practice misalignment alone (both individual micro-foundations of value co-creation) cannot negate value co-destruction if incompatible institutional and consumer logics (represented in our study by individual/family logics) are not addressed. We further argue that market re-shaping and the use of public and patient involvement logics in service system (re)design offer potential multi-stakeholder approaches to address endogenous value co-destruction in public service systems. We conclude with implications for service managers and suggestions for future research. We argue that cases of embedded, system-wide value co-destruction created through competing institutional and consumer logics can only be resolved through revolutionary approaches.

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Desiring Marketplace Access (?)

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Summary Statement

Diversity, Equity, Inclusion, and Accessibility (DEIA) are increasingly important values for consumers and many other market actors. Unfortunately, existing research suggests that markets are often exclusionary and inaccessible places. Extant studies assume that consumers *desire* markets that are more diverse, equitable, inclusive, and accessible. However, our multi-sited ethnography finds that many DEIA-friendly marketplaces are, in fact, undesirable (e.g. bland, inconvenient, or lacking symbolic resonance). We also identify consumer practices seeking to make such places more desirable.

Workshop: Actioning Marketplace Access

Competitive Short Paper

The Diversity, Equity, and Inclusion (DEI) agenda is increasingly important for consumers and other market actors (Arsel, Crockett, and Scott, 2022). Unfortunately, the market has been shown to be an exclusionary place, most evidently in retail environments and other market spaces (Castilhos, 2019; Higgins, 2020; Regany and Emontspool, 2015; Saatcioglu and Corus, 2016; Saatcioglu and Ozanne, 2013). There is a need for service providers and other actors to consider accessibility when designing and managing their spaces (Husemann, Zeyen, and Higgins, 2022). Fortunately, a light has also been shone on the agency of consumers, who can seek to resolve and redress marketplace inequities and exclusions with their own choices and creations (Martin and Schouten, 2014; Scaraboto and Fischer, 2013).

The extant literature assumes that consumers and other actors desire market societies that are more diverse, equitable, inclusive, and accessible (DEIA). Theoretically, the rich research stream on consumer desire has not explicitly addressed the development and deployment of DEIA values, instead focusing on the desire of commodities, technological capacities, and the like (Belk, Ger, and Askegaard, 2003; Belk, Weijo, and Kozinets, 2021; Kozinets, Patterson, and Ashman, 2017). This focus is understandable, given the physical and perceptual dominance of services and 'stuff' in everyday life, but as the DEIA agenda becomes more prevalent and pressing (Arsel, Crockett, and Scott, 2022; Husemann, Zeyen, and Higgins, 2022), this lacuna looms ever larger in the literature. Some studies acknowledge the presence of ethically-charged desires, such as Muñiz and O'Guinn's (2001) discussion of moral responsibility or Giesler and Veresiu's (2014) analysis of consumer responsibilization, but theorisations of these phenomena as consumer desires remain undeveloped.

Our project sits where these various areas of marketing knowledge could intersect, seeking to understand how and why marketplace DEIA comes to be desired (or not), and how DEIA offerings can be made more desirable. Our empirical data are drawn from a yearlong, multi-sited ethnography of three LGBTQ+ consumption communities. The original research question was broad – how and why do these groups choose particular market places? However, a recurring theme in the data was the prevalence and prominence of DEIA values when selecting spaces. It became clear that key decision-makers spent a great deal of time researching, choosing, and working with market spaces to make their events as accessible as possible. However, they also lamented that their communities remained largely middle-classed, able-bodied, white, and cis male-dominated.

Talking to lay members, it became clear that the communities were celebrated as welcoming of diversity. However, the places chosen to facilitate events were not considered desirable. This undesirability ranged from instrumental issues (e.g. “bland food” or “slow service”) to more symbolic sensibilities (e.g. “the atmosphere is not quite right”), but also a desire to exercise agency (i.e. “those events are fine, but just not for me”). Places accessible to all were often desirable to none, more of a compromise than a true synthesis (Ahuvia, 2005). We identify four practices seeking to stoke consumer desire for these accessible solutions: imagining, compartmentalising, pragmatising, and experimenting.

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‘Essere Sempre Con Noi’: Reimagining Masculinity Through Fan Death Ritual Consumption

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Summary Statement

The study seeks to further our understanding of death ritual consumption practices as they are enacted within football fandom culture. Specifically, the study demonstrates death rituals are used to reimagine masculine identities which in a football fandom context would have been typically associated with antisocial behaviour and dark side consumption practices. Conversely, the research showed that football fans instead use death rituals to re-establish masculine values as being caring, conscientious, and societally-aware.

Competitive Short Paper

The current study seeks to further our understanding of death ritual consumption practices as they are enacted as social performances within football fandom culture. Specifically, the study found how death rituals are used to reimagine masculine identities which in a football fandom context would have been typically associated with antisocial behaviour and hyper-hegemonic masculinity. Conversely, research showed that football fans instead use death rituals to re-establish masculine values as being caring, conscientious, and societally-aware. The author specifically sought to analyse fan commemoration of individual fan deaths by the fan community itself.

Death is a universal phenomenon, yet it evokes a variety of responses: the dead are buried, burned, sometimes with animal sacrifice; they may be dismembered, eaten, or embalmed (Bonsu and DeBerry-Spence 2008). Thus, death induces a variety of cultural responses. Indeed, in understanding the role of death ritual consumption within a cultural context, it is crucial to analyse the symbolic elements of the social processes at play (Bonsu and DeBerry-Spence 2008). Society has largely dissociated itself from dying and death, in many instances designating the ritualistic elements of death to professionals; doctors, nurses, and funeral directors (O’Gorman 1998). Thus, O’Gorman (1998) states that many contemporary death rituals are truncated, socially prescribed, and lack the impassioned elements necessary for grief resolution, and celebration of human life. Conversely, as depicted by Huberman (2013), contemporary contexts have allowed for the analysis of death rituals as a social performance, enhancing understanding in terms of how death ritual consumption results in the production and articulation of multiple forms of value – a counterpoint to the negative outlook of death as a phenomenon which has been stripped of its humanity.

Football fans adopt numerous cultural codes and symbols, generated through social performances which are ritualistically embodied within fan culture (Armstrong and Young 1999). It is through said actions that fans construct identity at the communal (King 1997, Armstrong and Young 1999, Fillis and Mackey 2014, Collinson 2009), and individual level (Derbaix and Decrop 2011). The author adopted an ethnographic approach for the current study, incorporating netnographic and visual elements. The current study contributes to literature through three key findings. Firstly, fan communities enhance collective consciousness through partaking in death ritual consumption. Specifically, fans engage in social performance as a means of remembering, and re-membering the deceased into fan culture folklore, thereby establishing collective memory. Secondly, the author demonstrates how fan identity development can occur post-mortem, through transitioning a fan to iconic status within the community. Thirdly, the author agrees with the prior conceptualization as set out by (Huberman 2013), whereby deceased consumers are now being celebrated for their passion and play, and not religious affiliation. Finally, the study situates male football fans as being centre to a 'caring economy' where masculinity is redefined through the enactment of the ritualistic behaviour typically associated with football fandom.

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MKTP: Opportunities To Integrate Theoretical Knowledge And Practitioner Skills In Business And Marketing Education

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Summary Statement

An academic team from the University of the West of Scotland (UWS) explain how the team bridge the gap between theory and practice, using government funded management knowledge transfer projects (mKTPs) to develop meaningful interactions between students and industry. The team aim to use case studies, across all Business and Marketing programme levels, to assist students in learning and understanding theoretical knowledge whilst developing professional skills.

Workshop: Revolutionising Marketing Education

Competitive Short Paper

'Good teachers are intellectually curious about pedagogy' (Leach & Moon, 2008, p1) as such a group of academics at the University of the West of Scotland (UWS) teaching on BA Business and Marketing (BA BUMA), were keen to explore and further develop innovative course teaching and learning by integrating theoretical knowledge with the development of practitioner skills across all UG students.

It is difficult to agree on a definition of pedagogy (Collins et al, 2001; Leach and Moon, 1999; Waring and Evans, 2015). The academic team agreed that pedagogy is derived from, 'theory, beliefs, and dialogues' alongside regular interactions between both the teachers and the students (Leach and Moon, 2008, p.6). The team also believe that theory and practice should not be viewed as separate components of learning but should be integrated (Waring and Evans, 2015). Students often find it difficult to recognise how to apply the theory they have learnt in a practical setting (Gabriel, 2023), however, exposing students to 'real life' situations where the student can learn in the context of a real person helps bridge the gap between theory and practice (Kolb and Lewis, 1986; Kreber, 201; Gabriel, 2023). Further to this, the team wanted to engage students with real companies and practitioners in lectures and weekly workshops, in some scenarios modules and assessments were designed around 'real time' case studies which would develop students' ability to react to the marketplace and advance students' technical skills and higher-level meta-skills, via experiential learning (Gibbs, 1988; Kolb,1984).

Each level of study had access to industry via Management Knowledge Transfer Partnerships (mKTPs) as this type of engagement typically gives academics more access to relevant scenarios in context. mKTPs are UK government initiatives, that assist companies to grow through innovation (UKRI, 2023). The UWS BA BUMA programme currently has more academics active on mKTPs than any other BA BUMA programme in the UK, benefits of which mean the team keep their practitioner skills up to date and, in the classroom, integrate theory with practice. To capitalise on mKTP opportunities and benefit from effective learning, the team ensure, as Biggs, Tang, and Kennedy (2022) suggest, there are clear learning outcomes for students and teachers, students are motivated by the cases and desire to achieve the outcomes, students have support to feel 'safe' whilst working on the activities and the students have opportunities to work together and as individuals.

The industries students engage with vary e.g., environmental and waste management services, lift maintenance services, reconciliation software's, social media, and clothing solutions. At level 7 and 8 the programme typically introduces industry through guest speakers, introduction of topics and group activities in workshops. At level 9 and 10 the level of involvement is increased to include weekly interactions with the chosen company, which involves more detail in activity design including weekly interactions with the company and developing meaningful assessments. The team aim to use case studies to challenge passive learners and push them towards being an active learner (Biggs, Tang, and Kennedy, 2022).

300 – O

Failing to give the gift of improvement: When and why givers under-give self-improvement gifts

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Summary Statement

I examine the psychology involved in gifting self-improvement products—products designed to help individuals improve a specific skill or an aspect of themselves. Across three studies, I demonstrate that consumers give self-improvement products less often than recipients would like because givers overestimate the degree to which self-improvement gifts convey criticism. I demonstrate that this preference asymmetry is diminished when the gift suggests improvement in a non-fundamental (vs. fundamental) identity domain.

Competitive Short Paper

Consumers widely purchase self-improvement products—products designed to help individuals improve a specific skill or an aspect of themselves—for personal use (Uță, 2019). However, a Pilot Study that measured consumers' willingness to give such products as gifts (1 = Not at all, 7 = Very much) revealed that individuals rarely give such products as gifts ($M = 2.93$, $SD = 1.75$). Although givers avoid giving self-improvement gifts, recipients may have different preferences. Across three studies, I demonstrate that consumers give self-improvement products less often than recipients like (H1) because givers overestimate the degree to which self-improvement gifts convey criticism (H2). I demonstrate that this preference asymmetry is diminished when the gift suggests improvement in a non-fundamental identity domain—identity domains that are not highly essential to human identity (H3).

Study 1 was conducted to test H1 (Role: giver vs. recipient). 200 Mturk panelists were asked to read a vignette in which they performed as either gift-recipients or gift-givers. Givers were told to imagine buying a gift for a friend's birthday, while recipients imagined that a friend was buying a gift for their birthday. Participants were then asked to select which of two tea tins they wanted to give to (Giver condition) or receive from (Recipient condition) their friend. Participants chose between two teas: a self-improvement ("Get Smart") and a non-improvement ("Moroccan Mint") tea.

Supporting H1 givers were less likely than recipients to choose the self-improvement product as a gift (Giver: 34.4% vs. Recipient: 54.8%; $\chi 2$ (1, N = 189) = 8.01, p = .005, ϕ =.21).

Study 2 was conducted to test H1 and H2 and had a similar design as Study 1, except for two differences: 1) participants were asked to choose between a self-improvement book ("Develop Your Logical Reasoning Skills") and a novel ("Holding Up the Universe"), and 2) after making their gift-choice participants were asked to indicate the extent to which they thought each of the two books would be interpreted as criticism by the recipient in two questions. To form a criticism measure, I subtracted the criticism ratings of the self-improvement book from the novel.

Confirming H1, givers were less likely than recipients to give the self-improvement gift (Giver: 14.4% vs. Recipient: 33.0%; $\chi 2$ (1, N = 181) = 8.57, p = .003, ϕ = .22). Confirming H2, I found significant mediation (Hayes, 2017) of criticism (95% CI= [-2.22, -.72]).

Study 3 was conducted to test H3. The study followed a similar design as Study 2, except that I also manipulated the extent to which the area of improvement suggested by the book was fundamental (vs. non-fundamental) to human identity. Participants in the Fundamental gift condition chose between the same two books used in Study 2. Participants in the Non-Fundamental gift condition chose between the same non-improvement book ("Holding Up the Universe") and a cookbook ("Once Upon a Chef Cookbook") as the self-improvement book.

Confirming H3, PROCESS analysis (Hayes, 2017) indicated a significant index of moderated mediation (95% CI= [-1.28, -.28]).

302 - W

Integrating the sustainable development goals (SDGs) into the Higher Education marketing curriculum.

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Summary Statement

The United Nations' Sustainable Development Goals (SDGs) must be incorporated in the curriculum of Higher Education Institutions, responding to guidelines from global leaders, governments, as well as demands from students and employers. Marketing educators should be incorporating sustainable marketing strategies within their teaching, but the transition is not happening fast enough. This project's impact is to contribute to the knowledge and practice needed by marketing academics for embedding SDGs within their curriculum.

Workshop: Revolutionising Marketing Education

Competitive Short Paper

Higher Education Institutions in the UK should incorporate sustainability approaches in education to prepare students for sustainable businesses and contribute to the United Nations' Sustainable Development Goals (SDGs) (UNESCO, 2022), responding to the calls from the UK government to increase the engagement of Higher Education Institutions in the UK with the SDGs (Department of Education, 2022). In this context, marketing educators should teach sustainable marketing strategies to prepare students for sustainable careers. Conversely, marketing departments are slower than others in retrofitting their CVs to these topics (Rosenbloom, 2022; Brocato et al, 2022).

Incorporating sustainability into the marketing curriculum is of paramount importance for universities, not only to align with the UN's sustainable development strategy, but also to help students develop the awareness and skills needed to substantially contribute to the SDGs. The purpose of this research is to therefore explore what marketing lecturers in the UK can do to embed the SDGs within their teaching in an effective and coherent manner, in order to transition to an SDGs-informed pedagogy.

SDGs-informed pedagogy means that educators aim to integrate these goals into their teaching and learning by making them relevant to the course content and fostering an understanding of how these goals can be achieved (UNESCO, 2022). By doing this, the impact of this project is to contribute to the knowledge and practice needed by marketing academics for embedding SDGs in the marketing curriculum (Voola et al., 2022). further address other 5 macro-areas of concern that need to be considered when embedding the SDGs in the curriculum: 1) framework models for embedding sustainability in higher education; 2) curriculum development tools; 3) pedagogic approaches to embed SDGs; 4) sub-branches of marketing relevant to the SDGs; 5) barriers/enablers of the process. This research particularly adds to the literature on education for sustainable development by adapting existing frameworks (e.g. Wersun et al., 2021; Painter-Moreland et al., 2016) to the context of UK marketing departments.

303 – W

Social marketing for social enterprises: a case study of reducing food waste.

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Summary Statement

Social marketing aims to change the way people buy and consume products in a more conscious and sustainable way, as well as bring cross-sector stakeholders together to achieve transformational outcomes. Our contribution focuses on analysing how a social marketing campaign can be used by commercial and nonprofit organisations working in partnership to enable transformative changes needed to tackle wicked issues, such as reducing surplus food waste across the supply chain.

Workshop: Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World

Competitive Short Paper

Social marketing goes beyond traditional marketing methods by utilizing behavioral theories such as the theory of nudge. This approach aims to improve decisions related to health, wealth, and happiness, by encouraging positive behaviours that benefit society and the planet (Thaler & Sunstein, 2015). The method is based on the idea that it is better to encourage good behaviour, rather than telling people what not to do. Examples of this include promoting recycling by emphasizing the negative consequences of not recycling or using clear signs to show people the correct behaviour for social distancing (Lee & Kotler, 2019; 2022)

The changes and shocks that we see in modern society require us to think and act differently as marketers. There are particularly opportunities here for charities and nonprofit organisations to utilise these social marketing techniques in achieving the transformative behavioural changes needed to tackle the big issues they address. These concepts can be used, for example to generate behavioural change in contexts beyond the traditional realm of health, therefore lending themselves very well to the sustainable development agenda. It can aim to change the way people buy and consume products in a more conscious and sustainable way, considering the impact on the environment, as advocated by the sustainable development goals (UNDESA, 2015). These social marketing techniques can be used for consumers, but also for all stakeholders involved in the process of generating social change. Stakeholder involvement is used to identify priority groups and relationships, and to co-create the social marketing program with the actors (McHugh et al., 2018).

We offer a case study of a cross-sector partnership, including nonprofit businesses, governments, and civil society organizations, using social marketing aimed at promoting sustainable consumption and production that reduces food waste. The campaign was led by Waste and Resources Action Programme (WRAP), a UK-wide organization that aims to reduce food waste nationally (WRAP, 2022). Reducing food losses/ waste is essential in a world where the number of people affected by hunger has been slowly on the rise since 2014, and tons of edible food are wasted every day (Butler, 2022). Food waste is a complex issue that involves many stakeholders, including farms, food processing and packaging companies, restaurants, and supermarkets. A report from the United Nations states that 70% of all food produced and available to consumers is wasted (UN, 2021).

Building on their track record of successful campaigns aimed at the general public for reducing food waste, the WRAPcampaign aimed to create awareness among various businesses and players involved in the food supply chain, in order for them to collectively advocate changes to the rules limiting the redistribution of their unwanted own-label foods to other charities (WRAP, 2022). This is an example of how a well-organised social marketing campaign can be used by commercial and nonprofit organisations working in partnership to enable transformative changes needed to tackle wicked issues. Our analysis will draw out the lessons to be learned from this campaign.

304 – O

TikTok Advertising Influence on Third Level Students Social Media Usage Behaviour

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Summary Statement

This paper investigates third-level students social media usage of TikTok. Drawing from the Technology Acceptance Model (TAM) (Davis et al., 1989).The proposed conceptual model includes the constructs: perceived ease of use, critical mass, capabilities, perceived playfulness, trustworthiness of application, trustworthiness of social media influencers, intention to use, advertising attitude and actual use.Of these constructs, two were rejected (capabilities and trustworthiness of social media influencers). Finally, advertisements on TikTok did not interfere with students usage.

Competitive Short Paper

TikTok has transformed the way we interact online; it aligns with the global shift towards short form video content. The trajectory of TikTok's growth was evident in 2021, as the social sharing platform surpassed Google as the most popular website (Forbes, 2021). Holding such global dominance has presented an opportunity for brands to include TikTok in their digital marketing strategy and seamlessly create ads that fit comfortably in users' home feed. As TikTok's popularity soars, wider audience cohorts can be reached lending itself as an appealing platform for creative advertising (Maheshwari, 2021).

The Global Digital Report 2022 reveals the total number of social media users in the world has increased from 4.63 to 4.74 billion, with users spending 2.5 hours each day on social media (Hootsuite, 2022). Students are motivated to use social media for a variety of reasons, such as entertainment, information, shopping (Alhabash & Ma, 2017), and communicating with peers (Mastrodicasa & Metellus, 2013). Social media usage has become a part of students' daily activities. Researchers and scholars are examining the effects of social media technologies, and their impact on different aspects of students' lives (Manca, 2020).

This research investigates the social media platform TikTok amongst third-level students from the Technology University of the Shannon, Ireland. Theorising and understanding user attitude and usage behaviour of TikTok is fundamental in understanding the deployment of emerging social media technologies. The study examines the drivers of social media usage behaviour through the lens of the Technology Acceptance Model (TAM) (Davis et al., 1989), and elicits insights on whether advertising affects user behaviour.

This research employs a quantitative approach in which a random sample of 300 third-level students completed an online questionnaire. The data were analysed using partial least squares structural equations modelling (PLS-SEM) software Smart-PLS. The proposed conceptual model includes the constructs: perceived ease of use, critical mass, capabilities, perceived playfulness, trustworthiness of application, trustworthiness of social media influencers, intention to use, advertising attitude and actual use. Of these constructs, two were rejected (i.e., capabilities and trustworthiness of social media influencers) because they were insignificant.

The key finding indicates advertisements on TikTok did not interfere with the students' use of the application. The students also trust the security of TikTok as an application with the storing of information they have shared on their profile. However, trust is limited when it comes to social media influencers (SMI) they follow. The findings reveal students are using TikTok as a way to relax and to relieve stress. Unsurprisingly, the majority of the students found the application interfered with their studies, which is support by (Kolhar et al., 2021). As this paper focuses on student usage, research on the lack of trust with social media influencers could be explored further as well as the students purchase intention with TikTok. It would be worthwhile to review the model from a gender, age, student discipline perspective.

306 – W

Generational cohort effects in relation to consumption practices of convenience foods: An exploration of Baby Boomers, Generation X and Millennials

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Summary Statement

This paper provides an exploration of generational cohort effects and their impacts on elements of practices (meanings, materials or competencies) in the context of convenience foods, focussing on Baby Boomers, Millennials and Generation X.

Workshop: Eat, Drink and Rise Up! Revolutionary Approaches to Food and Eating

Competitive Short Paper

This research explores how generational cohort effects can alter elements of practices in the context of convenience foods, the fastest growing sector of the food market (Daniels and Glorieux, 2015, p. 54). The rising use of convenience foods could be attributed to Millennials, those born between 1981 and 1996, and the changing socioeconomic and technological landscape compared with the previous two cohorts, Generation X, born between 1965 and 1980 and Baby Boomers, born between 1946 and 1964 (Dimock, 2019). The aim of the research is to investigate where cohort effects, such as coming of age at the same time as social media, are more powerful in terms of altering elements of practice, compared to life stage, such as entering adulthood or period effects, such as a global pandemic.

Three pillars of literature are drawn on for this study including consumer behaviour, generational cohort theories and convenience food research. Within consumer behaviour, practice theory is adopted and encompasses three elements; meaning, materials and competencies, that are always evolving to form a practice. Some practices are also linked through elements, such as eating and working (Shove, Pantzar and Watson, 2012, p. 14). Secondly, generational cohort theory is introduced, with two schools of thought. One theory looks at a repetitive cycle of cohorts that relies on prophetic storytelling (Winograd and Hais, 2011, p. 12). The second generational theory relies on the three components of age, period and cohort to understand each generational cohort irrespective of previous cohorts (Duffy, 2021, p. 8). Lastly, the context of convenience food is explored, with an ambiguous definition and a breadth of variety due to the nature of its vagueness (Jackson et al, 2018, p. 40).

In order to meet the objectives of this research, a constructivist approach, which allows meaning to be added within the phenomena, rather than the meaning waiting to be found, will be used (Boeije, 2010, p. 6). Data will be gathered using a qualitative methodology, specifically, singular and dyadic semi-structured interviews to obtain information from participants within the three cohorts mentioned above.

Preliminary analysis will be presented, demonstrating clear signs of an altered meaning element surrounding convenience foods. This new element of meaning is apparent in three practices: parenting, where children are treated as children for longer; working, where Millennials need guidance and praise; and eating practices, where they rely on older cohorts to provide for them. These three practices share a new meaning element which sees an extension of childhood coupled with an evolving relationship between parent and child. Following this evolution of meaning, competencies have devolved, skills that were present in previous cohorts, such as knowing how to cook from scratch as a necessity have reduced and in turn, Millennials rely on convenience foods to a greater extent.

The research is entering stage two of analysis with a focus finding food practices that are most affected by cohort factors.

307 – W

The role of heritage in sense of place

Maria Lichrou, Lisa O'Malley

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Summary Statement

Confronted with a sense of placelessness experienced as a result of modernity and globalisation, placemakers turn to heritage to strengthen sense of place. We examine the tensions inherent in this process by bringing together the concepts of progressive nostalgia and sense of place. We aim to contribute to the ongoing exchanges between marketing and geography and inform a sense of place that is open to diverse place experiences and future possibilities.

Workshop: Revolutionary Placemaking, Moving Beyond Traditional Frontiers

Competitive Short Paper

We critically examine the ways in which heritage consumption contributes to the experience of sense of place and the inherent challenges for inclusive placemaking; placemaking that is open and sensitive to diverse experiences and interpretations of place (Lichrou et al. 2008, 2014; Giovanardi et al. 2018; Kavaratzis et al. 2017). Marketing has developed an interest in sense of place (Brocato et al. 2015; Lecompte et al. 2017) and the ways in which people relate to places in emotional, experiential, and symbolic ways.

Definitions of place incorporate three core elements: location, locale and sense of place. Location refers to the geographical position of a place, its coordinates on a map; locale refers to its physical characteristics, such as the visible and tangible aspects of its landscape (Cresswell 2009); sense of place is a more elusive and ambiguous concept which broadly refers to how people relate to places through lived experience (Agnew 2011). A sense of place is thus experienced with all senses over time in close connection to a particular place (Tuan 1975); it requires an engagement with place, rooted in everyday life. Not only do we feel that we belong to a place but also perceive certain places as part of our extended selves (Belk 1988); my town, my city, my neighbourhood.

Sense of place is bound up to sense of identity, the past, and heritage (Malpas 2008). For example, Campello et al. (2014) demonstrate how ancestry, landscape, and community determined sense of place for Chatham Islanders, New Zealand. Narratives of the past help us to situate ourselves in the world and can be compelling in reinforcing a community's belongingness and well-being. At the same time, they can also be regressive and exclusionary. Powerful groups summon certain memories or aspects of the past and silence others to gloss over undesirable events or to exclude certain groups from laying claim to a place (Said 2000). Insisting on ingored histories and re-interpreting narratives of the past help us "see ourselves more clearly, more honestly" (Zinn 1998: 17).

The challenge for placemaking is to mobilise nostalgia for the past through heritage in ways that contribute to a constructive relationship between past and future. Instead of regressing into a sterile, reactionary and melancholic retreat from the present, progressive nostalgia denotes a desire not to return to an idealised past but to recognise aspects of the past as sources of renewal and fulfillment in the future (Pickering and Keightley 2006). Similarly, a global sense of place (Massey 1994) challenges notions of past authenticities and is open to multiple place experiences.

Confronted with a sense of placelessness experienced as a result of modernity and globalisation, placemakers turn to heritage to strengthen sense of place. We examine the tensions inherent in this process by bringing together the concepts of progressive nostalgia and sense of place. We aim to contribute to the ongoing exchanges between marketing and geography and to inform a sense of place that is open to diverse place experiences and future possibilities.

308 – W

Decolonising Marketing Theory and Practice - going beyond the sustainability and inclusivity debates.

Dr Hasan Gilani

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Summary Statement

The workshop aims to challenge the current Western-centric bias in teaching and researching in the broad area of Marketing theory and its related sub-topics. The main rationale of the workshop would be to insert a change in which marketing and consumer behaviour have been taught and researched in higher

education institutes. The proposed workshop would explore the different avenues to decolonize Marketing theory, practice and literature.

Workshop: Revolutionising Marketing Education

Competitive Short Paper

The proposed workshop would challenge and explore the different avenues to decolonize Marketing theory and practice. The focus of the discussions would be to go beyond the basics of adding authors of non-white ethnicity or adding some examples from the non-Western countries. Decolonising the curriculum is not just about adding literature and case studies from non-Western countries, but it is about challenging the roots of colonisation which is capitalism and inequality. Decolonisation should have starting points at inclusivity and equality as prime focus, and then move towards recognition and exploration of contexts and paradigms. The main aim of the book would be to look at the epistemological and ontological shifts of paradigm in the marketing subject area.

The real challenge in developing a decolonial research agenda lies in creating an intellectual space that can enable a fruitful exchange of ideas and perhaps collaboration between mainstream and heterodox approaches to research (Eckhardt, 2021). Rebranding conventional management theories to address so-called 'grand challenges' like climate change, poverty, sustainability and inequality is not the answer. And neither is creating a new interest group or division in the academic institutions, conferences, and education academics, on decolonial management studies because these become self-serving spaces where scholars preach to the converted.

With the recent advents of post pandemic regional conflicts, wars, movement of immigrants across the world, and the on-going issues of unemployment, poor educational outcomes, and the mainstream education being only limited to the developed Western world, there is a dire need to understand multiculturalism, not only in the context of teaching and disseminating knowledge, but also diversity in learning experiences of the learners. World's top business schools and top academic journals belong to the white dominated Western world, where every theory, every research ontology is viewed with a white privileged lens by the white dominant academics who decide what is a good level of research and what isn't. The proposed book would attempt to challenge this dominance and incorporate views from the non-Western world on the subject area.

The focus of discussions would be on decolonising the marketing discipline and to take the debate beyond the usual sub-topics of inclusivity and diversity. The focus should be on new paradigms and knowledge emerging from the non-Western societies. With the majority of top business schools located in the Western world, the knowledge and theories emerging would be West focused covering issues relating to the Western world. This workshop would expand the canvas and represent issues, knowledge, theories and context emerging from the non-Western academia. There is a need to focus on how Marketing Research, methodologies and scales should be decolonised and made more inclusive.

309 - W

Virtual Reality, Real Impact: Understanding the Perception of Virtual Influencers in the Metaverse

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Summary Statement

We are witnessing a steep shift in consumer habits and increased gravitation towards consumption in immersive digital environments. Given its recent emergence, research on Virtual Influencers (VIs) in the Metaverse is scant and limited studies address concerns regarding VIs credibility given its brand-controlled nature in the metaverse. Underpinned by Source Credibility Theory, this study examines the perception of VIs in the Metaverse by evaluating their influence on brand attitudes and purchase intensions in Gen Z.

Workshop: Blockchain in Marketing: Cryptos, NFTs, Metaverse and the New Marketing Revolution

Competitive Short Paper

Notably, we are witnessing fundamental changes in consumer habits and increased gravitation towards consumption within the digital realm (Barrera and Shah, 2023). Consumers preference for online channels and firms increasingly investing in digital environments have contributed to the emergence of a hyper-connected digital universe termed the 'Metaverse'. Hollenson et al. (2022 p.2) define the metaverse as 'a series of interconnected virtual worlds where users can leverage virtual and augmented reality, navigating these spaces using personal avatars who interact with each other'. Furthermore, growing customer resistance to traditional advertising accelerated digitalization of media landscapes, led to brands increasingly utilize online influencer marketing (Lou et al., 2019). Contemporary practices in the field of influencer marketing, is to pursue distinctive ideas to attract potential customers, giving rise to the novel concept of 'anthropomorphic humanoids' or 'Virtual Influencers' (VIs) in these immersive digital environments (Thomas and Fowler, 2021).

An emerging trend in the burgeoning Fashion industry valued at $650 billion globally (Statista, 2022) is the prominent adoption of VI's which is estimated to be $35 billion market by 2025 (Garbin, 2020). Luxury brands such as Dior and Gucci to fast fashion brands like Forever 21 (Silberstein, 2022; McDowell, 2022) are already engaging with consumers in the metaverse (Barrera and Shah), especially post the pandemic which hindered in-person fashion shows. Currently, VIs mostly exist on Instagram with Gen Z being their key audience (Baklanov, 2020; Moustakas et al., 2020).

Due to its recent emergence, research on VIs in the Metaverse is scant and limited studies address concerns regarding VI's credibility given its brand-controlled nature in the metaverse (Sands et al., 2022; Arsenyan and Mirowska, 2021). Extant studies on Influencer credibility are extensively examined using the three dimensions attractiveness, trustworthiness, and expertise of the Source Credibility Theory (SCT) (Wiedmann and Mettenhiem, 2020) however application of SCT in the context of VIs is scarce. Therefore, underpinned by SCT, the main aim of this study is to examine how VIs in metaverse influence brand attitudes and purchase intensions in Gen Z.

Using an essential screening criteria 12 participants are interviewed using photo-elicited semi-structured interviews. Thematic analysis is employed to analyze data, resulting in identification of 5 emergent themes namely reality vs. phantasm, Infotaining content, spill-over reciprocity, idiosyncratic preferences and variations of VI's and VI's in future. Research findings suggest Gen Z ascribe greater credibility to humanoid VI's and perceive brands as innovative and futuristic. However, we found consumers feel disparate to unrealistic body standards of VI's which negatively influences purchase intensions. Finally, the study offers practical recommendations for brands exploring opportunities in metaverse including creation of human like VIs with diverse body and skin types and using these in conjunction with human influencers for marketing activities. Further suggestions are offered on dealing with VIs triggering body dissatisfaction and negative body image in consumers, noted to be of significant relevance for marketing in metaverse.

310 – W

Measures of Revolution on the Local High Street

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Summary Statement

The future of the town centre is widely studied, but we can build on current understandings of high street vitality by considering three further measures: vacancies, churn, and evolving business composition, in longitudinal data, across location types. We show vacancy or closure rates alone to be insufficient measures of location health. A high closure rate was found to be completely offset by new openings in most locations, thus a stable vacancy rate often masks volatility.

Workshop: Revolutionary Placemaking, Moving Beyond Traditional Frontiers

Competitive Short Paper

Purpose: The future of the town centre is widely studied (Enoch et al., 2021; Parker et al., 2017), often with attention focussed on retail closures and vacancy rates (Dolega & Lord, 2020; Hughes & Jackson, 2015), measures that affect footfall (Zhang et al, 2019). But the problem of vitality is wider in scope and more nuanced than those indicators alone. Local government place-marketing policies support business (VanHoose et al, 2020) not just in town centres, but also on smaller high streets; and many retail businesses open each year, replacing those that are lost. Therefore, a fuller interpretation of vitality is only possible by considering at least three measures: vacancies, churn, and evolving business composition, in longitudinal data, across location types. With some exceptions this approach has been limited to single high streets (e.g.,Findlay & Sparks, 2012) or to locations beyond the UK (Meltzer and Caperis,2016) and results are limited by a lack of benchmarks.

If high street businesses require support, it is important to understand the context more clearly. We therefore extend the approach to a comparative retail audit of nine locations across one London borough over eighteen months. For each location we investigated: (1) the change in business vacancy rate (2) the underlying churn rate and ratio (i.e., the number of business openings and closings and the difference between them), and (3) the evolution in the retail business mix.

Method: Observations were collected from 1225 retail premises in nine defined and different location types in one London Borough in June 2021, and in January 2023, a period of macro-economic turbulence. Occupancy, business identity, ownership (multiple or independent) and business type data were collected for each.

Findings: Vacancy or closure rates alone proved insufficient measures of location health. A high closure rate was found to be completely offset by new openings in most locations, thus a stable vacancy rate often masks great volatility. Neither measure accounts for evolving location characteristics: while opening and closing businesses were roughly in balance, comparison retail is declining and convenience and service businesses increasing. Using a combination of measures and a comparative approach across several locations provides a fuller picture, begins to establish norms and offers insight which in some cases could amount to a “red flag”. For example, where high levels of churn are not in equilibrium, or where the character of a smaller high street is rapidly concentrating because a few premises change business type. The dashboard is also able to differentiate high street performance regardless of location size and centrality.

Originality: Our study extends existing work from data that is easily collected or obtained and that can be maintained longitudinally over years. Findings highlight locations that would benefit from place-marketing support or other interventions. It is however still limited in scale and further work is required with larger datasets to test the reliability of the findings, and to establish correlations with wider variables such as catchment density and socio-economic status that could build into robust theory.

312 – W

Consumer Evaluation of Electric Vehicles: The Role of Product Valuation and Preference Formation

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Summary Statement

Using empirical data from an in-depth 3-year qualitative study of electric vehicle (EV) drivers and new car buyers, this research explores how functional and symbolic sources of economic value, emerging through processes of valuation and evaluation, shape consumers' preference for EVs.

Workshop: Transformative Transport Service Research

Competitive Short Paper

Markets for electric vehicles (EV) have failed to materialize in most countries despite the advantages they offer over internal combustion engine vehicles (ICE). As the end-user choice is a critical determinant of the growth and resilience of EV markets (McCollum et al., 2017), one of the challenges facing societal stakeholders is the uncertainty around demand and the current low rates of EV uptake. As the purchase price and total cost of ownership for EVs remain higher for EVs than for ICE vehicles (Breetz & Salon, 2018), interventions are often targeted at subsidizing EVs to make them cost-competitive (Hardman, 2019). However, financial incentives not only raise questions of long-term economic sustainability but also have the potential to be inefficient (Langbroek et al., 2016) or fail to address unequal access to EVs in disadvantaged communities (Canepa et al., 2019). Moreover, not all countries or regions have the financial and socio-technical resources to support policies that prove successful in lead markets.

Prior research on EV drivers reveals that price discounts influence purchase decisions via perceived value, suggesting that non-financial strategies for creating value are viable options (Hardman et al., 2017). For this to occur, there is a need to better articulate consumer perceptions and identify how EVs provide value for consumers. To that end, this research draws on a sociological understanding of valuation and evaluation (Lamont, 2012; Muniesa, 2011) to analyze how consumers construct value in EV markets, which in turn influences their preference for EVs.

The data comes from a series of interviews, focus groups, and workshops conducted with EV drivers and new car buyers in the United States over a 3-year period. I explore consumer evaluation of EVs from a pragmatist perspective of value as a process of valuation and find that the value of electric vehicles comes from how consumers believe their physical state, their social position, and their imaginative world will change as a result of purchasing and using the vehicle. I identify seven vehicle attributes that consumers connected to both symbolic and functional value in the form of expected physical, positional, and imaginative performances of EVs. I argue that the environmental and technological qualities of EVs positively influence consumer preference for EVs through a process of identification, assessment, and worth attribution.

Based on actual behavior, I develop a conceptual model of consumer preference formation as a process of valuation that connects the qualification of a product with the physical, positional, and symbolic dimensions of value as expected performance. This theoretical framework for consumer preference formation through valuation encompasses the symbolic and instrumental benefits of functional EV attributes. By applying this model to the early EV market in the U.S., I demonstrate its relevance for understanding consumer preference formation and offer actionable insights on sustainable transportation to societal stakeholders. I identify shared valuations of EVs not only among EV consumers but also among ICE vehicle drivers, offering insight into the commonalities between the first adopters of EVs and potential early mainstream buyers.

313 – O

The Digital Panopticon: An Asymmetrical Balance of Power

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Summary Statement

This conceptual paper discusses the exploitative nature of disciplinary power, the digital panopticon and targeted advertising for commercial gain. Disciplinary power is captured through mass surveillance, big data and algorithms to control user behaviour. A critical approach to understanding this phenomenon can reveal new pathways for scholarly research to emerge within the marketing discipline given the asymmetrical balance of power between the omnipotent presence of mass surveillance/targeted advertising versus human agency/normative beliefs.

Competitive Short Paper

Disciplinary Power

The purpose of this conceptual paper is to critically discuss the exploitative nature of disciplinary power and electronic surveillance for commercial gain with implications for future research. Foucault (1975) argues that “power itself creates new knowledge and information and it is this knowledge that constantly induces the effects of power” (p.52). As such, O’Neil (2017) stipulates that within modern-day society, an asymmetrical situation unfolds between large corporations such as Facebook, Google, Apple, IBM, and Microsoft and online consumers in terms of surveillance and targeted advertising for commercial gain. In this scenario, Foucault’s notion of power emphasises structure over human agency where the social subject is a passive participant (Haugaard, 2022). Indeed, Brownlie et al., (1988) describes consumers as objects albeit rational thinkers. Conversely, Marsden (2001) argues consumers are self-disciplinary subjects equipped with the necessary skills to purchase and consume commodities. Therefore, are consumers merely passive objects and technologically bound actors within the surveillance system itself through voluntary participation and compliance (Coulter, 2019) or active participants who understand and manipulate the very surveillance techniques that invade our autonomy, freedom, and privacy? (Sambell, 2012). Either way, there is a distinct lack of academic attention within the marketing discipline.

Panopticon

Foucault (1975) argues that panopticism is a form of disciplinary power and surveillance based on the circular prison designed by the 17th century philosopher Jeremy Bentham. Each person is visible from the central watchtower to regulate behaviour. McMullan (2015) argues that the Panopticon can be used as a metaphor to critically evaluate the social significance of online surveillance within consumer cultures in the form of the e-Panopticon. No better do we see this power through surveillance on electronic platforms. Disciplinary power is captured through mass surveillance, big data collection and algorithms to use historical information to make predictions about the future (O'Neil, 2017). This digital footprint uses devices such as Alexis, smart phones, audio, internet tracking, spyware, cookies, facial recognition, geo-location, and cameras where information is recorded, logged and analysed for commercial gain (Schyff et al., 2020).

Commercial Gain

Disciplinary power, surveillance and digital technologies are separating capitalist societies into two categories: the watcher and the watched (Zuboff, 2019). She argues that nearly every product or service that begins with the word "smart" or "personalised", every internet-enabled device, every "digital assistant", is simply a supply-chain interface for the unobstructed flow of behavioural data on its way to predicting our futures in a surveillance economy (Naughton, 2019). Ultimately, this leads to the control of user behaviour (Schyff et al., 2020). With the advent of digital natives such as Millennials, Gen Z and Gen Alpha (Buckingham & Willet, 2006), the more users on social media the more surveillance and targeted advertising becomes normative behaviour within consumer cultures (Ruckenstein & Granroth, 2019).

Implications

A critical approach to understanding this phenomenon can reveal new pathways for scholarly research to emerge within the marketing discipline given the asymmetrical balance of power between the omnipotent presence of mass surveillance/targeted advertising versus human agency/normative beliefs

316 - W

Accessing sustainable alternatives: the case of reusable nappies

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Summary Statement

The research will examine how new families adopt and integrate sustainable routines in their everyday life using the case of reusable nappies. The objectives are to understand how parents use re-usable nappies for their babies; to explore the factors hindering reusable nappies to become part of everyday parenting routines in London households; to find solutions that inform policymakers and councils on how to tackle the structural limitations in integrating reusable nappies in households.

Workshop: Actioning Marketplace Access

Competitive Short Paper

Disposable nappies are one of the biggest contributors to domestic waste in the UK and therefore one of the greatest challenges to tackle on a pathway to net zero. Every year, disposable single-use nappies generate 2-3% of household waste in the UK (Wrap, 2015), and costs Londoners an average of £20 million/year (Real Nappies for London, 2021). Although there is increasing awareness of the environmental cost of disposable nappies, we know little about the experiences and challenges of young families that attempt to use reusable nappies.

From a theoretical perspective, there has also been scarce understandings of how sustainable consumption routines are created and maintained by young families. Existing literature on sustainable consumption tends to focus on consumer responsibility, attitudes, motivations, and prominently on the individual eco-consumer (Brough et al, 2016; Luchs et al, 2015). Studies that look at sustainable behaviour in families similarly focus on the decision-making process (Grønhøj & Ölander, 2007), family motivations for sustainable behaviours (Barreto et al, 2014), or children influence on sustainable behaviour (Hosany et al, 2022). However, there is a growing body of research that discusses how we need to shift attention from individual motivations to analysing daily behavioural routines, as routines can create long-lasting lifestyle changes (Verplanken and Whitmarsh, 2021).

The research aims to explore how new parents in London adopt reusable nappies and integrate them into their everyday parenting routines, and the challenges associated with this. Hence, we ask two leading research questions: 1) How are reusable nappies adopted and integrated into parenting routines in London? 2) What are the barriers and challenges in adopting reusable nappies in everyday life for London families?

Methodology

To answer the research questions, we will use a multi-method research design which integrates ethnography, in-depth interviews and virtual ethnography with new parents. London is chosen as the research site as many councils participate in incentivising reusable nappies in the city, and focusing on one metropolitan area allows for the sampling of families from different backgrounds exposed to similar structural constraints, such as policy, council initiatives, and space limitations. For the first phase of the project, 8 parents will be purposively recruited. They will be approached through the Real Nappies for London network. The criteria for selecting participants are: 1) they use reusable nappies for their baby(ies), and 2) they are attempting to integrate reusable nappies into their everyday routine life. Ethical approval will be sought prior to data collection.

Ethnography involving participant observations will probe the lived experiences of parents attempting to integrate reusable nappies for their baby in their parenting routines. We plan to look at routine throughout the consumption cycle from purchase, appropriation, appreciation to disposal (Marshall et al, 2016) to gain a deeper understanding of the phenomena. These data will then be supplemented with a virtual ethnography of nappy-specific threads on sites visited by parents such as Mumsnet and Reddit as well as social media sites such as Instagram and Facebook to observe the discussions around the topic.

317 – O

Exploring the Distilled Realms: A Study on Whiskey and the Travellers' Motivations

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Summary Statement

The study explores the impact of cultural alcoholic beverages, specifically whiskey, on travel motivations. Results from a quantitative research method indicate that both core cultural products and core whiskey products significantly influence the intention to participate in whiskey tourism. The findings suggest that

promoting a destination's reputation as a producer of high-quality cultural alcoholic beverages can enhance its appeal as a tourist destination, and whiskey as a cultural product can motivate tourism.

Competitive Short Paper

This paper investigates the impact of cultural alcoholic beverages, particularly whiskey, on motivations for travel. The focus of this study is to examine the relationship between whiskey as a cultural product and the intention of individuals to participate in whiskey tourism. The significance of wine tourism has been acknowledged by several researchers, who have observed that wine tourists are inclined to be influenced by a destination's cultural assets and incorporate elements of that culture into their itineraries, thereby enhancing their overall experience (Park et al., 2019). Previous studies in the domain of cultural beverage tourism have primarily focused on investigating the characteristics and motivations of wine tourists (Bruwer et al., 2018; Gu et al., 2021; Lee et al., 2017). However, relatively little research has been conducted on the relationship between whiskey and travel motivations (Stoffelen & Vanneste, 2016). In this sense, this study aims to determine the extent to which whiskey influences travel motivations and whether it motivates tourism. The study also seeks to determine the role of cultural products in general and their impact on the overall appeal of a destination as a tourist destination.

A quantitative research design was employed in this study. A questionnaire was used as the data collection instrument, consisting of validated scales used to measure the variables. The sample for this study consisted of American respondents, and the data analysis was made based on structural equation modeling with Partial Least Squares (SEM-PLS).

The study results indicate that both core cultural and core whiskey products significantly influence the intention to participate in whiskey tourism. This finding suggests that the perception of a destination as a producer of high-quality cultural alcoholic beverages, such as whiskey, can enhance its overall appeal as a tourist destination. In addition, whiskey as a cultural product can serve as a motivator for tourism, attracting individuals interested in experiencing the cultural and historical aspects of whiskey production.

The results of this study contribute to the literature on destination marketing and provide valuable insights for destination managers and marketers in developing and promoting whiskey tourism. This study provides a foundation for further research on the role of cultural products in tourism and the impact of these products on travel motivations.

318 – O

End-Consumer Perceptions of Customer-Entrepreneur Motives and Authenticity

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Summary Statement

Customer-entrepreneurs is a new phenomenon in online retailing, combining the traditional roles of customers and entrepreneurs by using digital platforms to advertise and sell products. This study explores how end-consumers perceive customer-entrepreneurs, and the subsequent impacts on attitudes and behaviours. In addition to breaking new theoretical ground by being the first study to explore this topic from the end-consumers' perspective, the research has significant implications for practitioners, by harnessing this new phenomenon to maximum effect.

Competitive Short Paper

In today's digital economy, a new breed of customers has recently stepped out of their traditional role, and instead of remaining as "passive buyers", these customers now use digital platforms to undertake their own business activities (Park et al., 2021a; Park et al., 2021b). This shift away from customers' pre-defined roles in the business models of digital platform providers (Cusumano et al., 2020; Saadatmand et al., 2019), to become proactive commercial actors, means a new set of proactive entrepreneurs has emerged into the online business landscape (Park et al., 2021a; Park et al., 2021b). These entrepreneurial customers use platform offerings not only to engage in social networking, but also to create and capture value by: (a) advertising products and services; (b) communicating with end-consumers; and/or (c) accepting payments from end-consumers (Park et al., 2021a).

This phenomenon is referred to as customer entrepreneurship, which is defined as "the entrepreneurial activities of actors conventionally categorized as end-consumers or end-users in ecosystems" (Park et al., 2021b, p.1). Since these customer-entrepreneurs adopt the posture of both customers and entrepreneurs (Biraghi et al., 2018), they share the characteristics of both categories, forming a distinctive group.

Researchers have already started paying attention to the customer entrepreneurship phenomenon. Three distinct streams of research can be identified. Firstly, some researchers have viewed customer entrepreneurship through the lens of institutional logic. Secondly, other researchers have explored the topic from the perspective of the customer-entrepreneurs themselves. Finally, some scholars have investigated how platform providers can convert customer entrepreneurship into a revenue stream (Park et al., 2021a).

However, to the best of our knowledge, no prior studies have explored the phenomenon of customer-entrepreneurship from the perspective of the end-consumers. This study, therefore, seeks to fill this gap in knowledge, exploring key questions such as how end-consumers perceive the motives of customer-entrepreneurs, and how these perceptions affect their level of scepticism towards them. Another important facet to be investigated is whether an end-customer's previous experience with the customer-entrepreneur will affect the degree of scepticism, i.e. whether previous experience plays a moderating role in the relationship between perceived motives and consumer scepticism. Moreover, we will explore how end-consumers perceive the authenticity of customer-entrepreneurs, as well as the interplay between perceived motives and perceived authenticity, and between scepticism and perceived authenticity. Finally, our study will shed light on whether end-consumers' scepticism plays a mediating role in the relationship between the perceived motives and perceived authenticity of customer-entrepreneurs, and how this perception of authenticity influences end-consumers' satisfaction and loyalty to those entrepreneurs.

This study will use a quantitative approach to test the relationship between the study variables. We am looking for a sample of at least 600 participants. The participants should be end-consumers who had experience in dealing with customer-entrepreneurs. The data will be collected through a professional research agency in the UK.

The questionnaire has been developed and pre-tested with five marketing academics and another five PhD students, and subsequently modified and finalized.

319 – O

Single-serve Escapes: The Desire to Consume Alone

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Summary Statement

Despite the popularity of consumer collectives, the demand for solitary activities remains a mainstay of consumer culture. The idea that lone consumption might be a preference has largely been overlooked. Using self-recorded diary entries and semi-structured interviews with twenty-nine consumers who report a high preference for solitary experiences, and activities, we invoke a Nietzschean treatment of solitude. Our research raises important questions about how and why consumers choose to spend time alone.

Competitive Short Paper

Although much attention has been given to forms of "marketised belonging" (Wickstrom et al., 2021), and "marketplace cultures" (Arnould and Thompson, 2005; Patsiaouras, 2022), the demand for solitary consumption activities remain mainstays of consumer culture (Murphy et al., 2022). Whether participating in solo-marathon TV binges, single-player video games, personal spa-day treatments, meditation, or reading, many consumers can relate to undertaking independent, individuated modes of consumption. Despite people spending more time alone (Ratner and Hamilton, 2015), the idea that lone consumption might be preferable has largely been overlooked (McCamley and Morland, 2021). Critical theorists have long maligned the cultural atmosphere of meritocratic market capitalism as having a deeply atomising and alienating effect on its subjects, supplanting their collective values with competitive individualism, and resigning them to loneliness (Weber, 1922; Meštrović, 1997). Moreover, the "abundance of uninterrupted time spent in relative solitude" that participation in the rhythms of hyper-competitive market capitalism necessitates has been assumed to be something that consumers would choose to minimise (Murphy et al., 2022: 12). Lest we forget the postmodern, post-positivist avidity that motivated the CCT community's exploration of the socially expressive releases accessed through communities of consumption, and all things tribal (Cova and Cova, 2002; Cova et al., 2007), it is perhaps fair to surmise that a large part of that legacy is the still-ongoing preference for the consumer subject who engages in shared experiences rather than the solitary. Despite evidence suggesting that enduring relationships between consumers function more as an ideological construct in the minds of marketing scholars and practitioners than in empirical reality (Zwick and Bradshaw, 2016) and that consumers' social interactions are often selfishly pragmatic rather than truly communal (Arvidsson and Caliandro, 2016), lone consumers continue to be assumed part of collectives at the expense of exploring their solitary experiences (Dalli, 2021).

Our exploration of solitary forms of consumption are underpinned by the following questions: what are the conditions that motivate consumers to consume alone? And how do consumers perceive and integrate solitude to their life worlds? Using self-recorded diaries and interviews with twenty-nine consumers who report a preference for solitary experiences, we invoke a Nietzschean treatment of solitude to explore what we call the "de-linking value" of goods and services, where solitary consumption experiences are fetishised and sociotropic attachments are suspended. Drawing upon Nietzsche's oeuvre as an explanatory framework, we explore how consumers forge trajectories of 'alone time' over the life course to punctuate the rhythms of everyday life with opportunities for ongoing contemplation.

Our Nietzschean analysis raises questions about how and why consumers choose to spend time alone and contrasts with previous theorisations of escapism that mainly focused on consumer collectives (Cova et al., 2018). Nevertheless, this is not a call for "re-individualising" consumer research. We do not advocate for the pendulum to swing back from the multi-level depths that are afforded to us by considering the "context of context” (Askegaard and Linnet, 2011). Rather, we call for a modest and revisionist interest in the function and value of solitude.

320 – O

Exploring the Drivers of Post-Adoption Behaviors for Blockchain-based Decentralized Applications (dApps)

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Summary Statement

This paper investigates the drivers of post-adoption behaviours for blockchain-based decentralized applications, through a mixed method approach. A quantitative study models the individual evaluation of the monetary value of dApps, as well as the continuance intention for using them. Then, a follow-up qualitative study via in-depth interviews offers insights into the post-adoption of dApps. Overall, this paper contributes to the theoretical body of Industry 4.0 apps, and blockchain technology in particular.

Competitive Short Paper

Blockchain-based decentralized Applications (dApps, hereafter) are a new way of creating safer, transparent, and public apps without using third parties. Serra (2022) reported that around 95,000 users used dApps daily in 2022, and those processed $36.5 million transactions in 24 hours. In 2015, there were only 25 dApps active; in 2022, there were roughly 4,000 dApps. Moreover, it is predicted that by 2027 the global dApp market will be worth almost $369 million (Serra, 2022). Hence, they have recently gained popularity and interest with the development of blockchain systems. Despite gaining momentum and interest, academic scholars ignored dApps in terms of empirical and quantitative studies. The existing literature illustrates that no empirical research explores the continuance usage intention and determinants related to post-adoption behavior. (e.g., Cai et al., 2018; Truong et al., 2021; Yue et al., 2021). In this vein, the current paper examines the factors under the three main themes (acquisition utility, transaction utility, and social utility) that support the continuance usage of dApps users. By drawing upon Mental Accounting Theory (Thaler, 2008), Social Contagion Theory (Shi et al., 2008), and Continuance Intention Theory (Bhattacherjee, 2001), we adopt a mixed-method approach. We first develop the theoretical model using Partial-Least Squares (PLS) Structural Equation Modeling, examining the effect of acquisition utility (perceived anonymity and privacy protection), transaction utility (trust and transaction processing), and social utility (mimetic pressure, normative pressure, and coercive pressure) on the monetary value of dApps and dApps continuance intention. Furthermore, the effect of the monetary value of dApps on continuance intention of using dApps is investigated. The follow up qualitative study adopts a method to interpret the quantitative study results and gain further insights into users’ interaction with dApps. This is the first empirical study focusing on post-adoption behaviors related to dApps. It provides scholars and practioners with theoretical and managerial implications, respectively.

322 – W

Connecting with God through Live streaming

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Summary Statement

The growth of online religion and consumer engagement with donation and church services, especially post-pandemic, has inspired us to look into the role of Religious live streaming in society. This study aims to develop an understanding of how megachurches can respond to the public when entering the general media's public sphere, develop transformable rituals to help congregant-consumers to find, create and grow their spiritual authentic self - including intra and interpersonal authenticity.

Workshop: Live Streaming, the New Digital Sphere for Co-creation and Co-consumption – Opportunities and Challenges

Competitive Short Paper

The process of mediatisation, referred to the growing importance of media in post-modern society (Thompson, 1995), has long acknowledged the media influences on a number of fields, including cultural studies (Bourdieu, 1993), consumption (Jansson, 2002), education (Friesen and Hug, 2009), and religion (Hjarvard, 2012, 2008). The advent of internet technologies has further enabled the birth of various forms of media, among which live-stream has emerged as a popular mode for engaging with consumers (Golan and Martini, 2019). Defined as content delivered-synchronically over the internet, live-streaming has garnered much attention from scholars across the fields, ranging from education (Shephard, 2003), politics (Thorburn, 2014), consumption (Criddle and Murphy, 2022; Li et al., 2021), and religion (i.e Przywara et al., 2021).

We are particularly interested in live-streaming in post- pandemic religious consumption with an aim to contribute to current research some fresh insights into 1/ the role of live-stream in society, 2/ Consumers' motivations behind virtual donating, gifting and subscribing, and 3/potential adjustment of live streaming practices. Religious live-streaming offers an interesting context to see how churches can respond to the public when entering the general media's public sphere through religious media, and showcase their ability to use technology and genres in an appropriate and interesting way (Hjarvard, 2012). Furthermore, we are keen to see how churches can address the challenges of religious live-streaming, including the (co)creation and maintenance of online religious experiences, rituals and traditions when the sacredness of religion has now been placed in the secularised virtual sphere.

In this study, we focus on the case of a megachurch in London, Kingsway International Christian Centre (KICC). Defined itself as a 'church without walls', KICC has successfully performed various ways of digitally engaging with its congregant consumers since its early stage. During and post-pandemic, the church has been further active in particularly daily live-streaming church services, and recently generated £6.09m through Donations and legacies in 2022.

KICC responded to the increasing demand for finding and gaining spiritual authenticity (Moufahim and Lichrou, 2019), and, particularly, spiritual authentic self, which is explained by the transformation of the (ordinary) self into an authentic spiritual self through participating in the pilgrimage. Its religious live-streaming services have enabled consumers to gain access and exposure to the spiritual authenticity process, finding their intra-personal authenticity - which is built "on the personal investment that is tied to one's identity" (Leigh et al., 2006, p. 491) - and inter-personal authenticity (Wang, 1999) which encourages the shared religious narratives that connect experiences of particular places, objects and actors (Kelner, 2001; Leigh et al., 2006). As such, live-stream acts as an extended environment of offline religion that offers new types of interactions and alternative forms of community, which assists the existing offline religious communities (Campbell, 2017; Helland, 2005; Siuda, 2021). Our study also highlights the importance of a shared understanding and practices between congregant consumers and the church leader in co-creating and maintaining the re-mooring traditions and transformable rituals, essential in replicating key components of real-world worship gatherings.

326 – O

You Sell You Using Allez Vous. Network Marketing as a Form of Situated Learning and Flexible Entrepreneurialism.

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Summary Statement

The paper builds upon literature exploring the positive impact of network marketing in supporting female empowerment and economic growth in low and middle income economies. It draws from qualitative research undertaken by the author into the experiences of network marketers in the UK. The paper explores how female gendered narratives of flexibility, purposefulness, personal growth and sociality are drivers for both male and female 'networkers' and provides insights relevant for marketing and business education.

Competitive Short Paper

"The Allez Vous craze hit the town a few years ago. You should have seen us. In two weeks we'd sold everything to the other half of town. And vice versa. It became a bit incestuous. A very small sales pool. Virtually impossible to climb the ladder." Jocelyn Schitt, Schitt's Creek (Levy & Levy, 2015)

A few episodes into their newly impoverished life in Schitt's Creek, David and Moira alight upon network marketing as a means of regaining wealth. The scene presents Network Marketing in a 'knowing' way. The ethics are acknowledged by David and Moira. Then dismissed in favour of the opportunity to exploit the perceived gullibility of the townsfolk. They realise their hoped for 'downline' has entrepreneurially outplayed them and already squeezed out any opportunity available. No one got rich. Some achieved status and reward. New products have been widely shared, learned about, and used. Everyone had a shared experience alongside the mix of part time jobs, side hustles and supporting roles they undertake in their everyday lives in the town.

This paper explores network marketing through the lived experience of male and female respondents whose participation has led to neither losses nor wealth, but has formed part of their personal narrative of growth, self development, career progression or entrepreneurial journeying. The paper draws from qualitative research currently underway with individuals who are part of the Doterra European direct sales network, as part of a wider project exploring individual scale entrepreneurialism.

The research acknowledges critiques of the sector surrounding the risks of vulnerable groups to exploitation (Koehn,2001) through the potential for them to function as de facto pyramid schemes (Vander Nat & Keep, 2002) and to consumers from potential mis-selling of health supplements (Droney, 2016; Cardenas & Fuchs-Tarlovsky, 2018) and the challenges of regulatory control in distributed networks (Groß & Vriens, 2019). I explore how these narratives form part of the decision-making process (Muncy, 2004) of the participants and part of their own informal techniques of communicating and selling.

It builds upon positive accounts of network marketing's role in driving female led development and economic growth in low and middle income economies (Dolan & Scott, 2009; Scott et al 2012; Scott, 2020) and builds on theories of situated learning and practice (Lave & Gomes, 2019; Keating, 2005) and subjectivity formation to explore differences and similarities in gaining entrepreneurial skills and learning in wealthier economies.

The paper contributes to literature aiming to develop new frameworks for entrepreneurialism that don't "judge women entrepreneurs according to masculine values" (Akter et al, 2022, citing Bendl, 2008 cf Hurley, 1999) or see female motivations and models of entrepreneurialism as secondary or subordinate to men' (Ahl, 2006; Calas et al 2009) and instead empowers female led entrepreneurship (Ajjan et al, 2014; McGowan et al, 2012, Langowitz & Minniti, 2007; Bax,2010). The paper explores how female gendered narratives (D'Antonio, 2019) of flexibility, purposefulness, personal growth, domestic care, and sociality are drivers for both male and female 'networkers' and finds insights relevant for marketing and business education.

327 – W

Mhealth and older consumers' well-being

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Workshop: The Technological Revolution and Consumer Well-Being

329 – O

The Impact of Social Media On Social License To Operate In The Horse Racing Industry.

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Summary Statement

An investigation into the impact of the proliferation of social media on social license to operate in the horse racing industry. This research investigation aims to gain an understanding of how the public perceive the horse racing industry as seen through social media platforms and propose how horse racing industry professionals can utilise social media as a positive tool for the promotion of the sport in order to work to retain their social license.

Competitive Short Paper

Equestrian sport is significant to society from spectator enjoyment, benefits to human mental and physical health, and economic impact (Campbell, 2021). The Grand National is "the most watched UK sports programme based on the percentage share of viewership" reaching over 60% of the UK population and over 600 million people globally (Dierango, 2021) with the horse racing industry generating £4.1 billion in expenditure and over £300 million in taxation annually for the Exchequer. The further reach of this is the charitable output, in Yorkshire alone £2 million a year is raised through charity race days, fundraising activities, sponsorship and donations (Wilson and Leather, 2020).

However, while evidently popular at certain times in the sporting calendar, equestrian sport increasingly needs a 'social license to operate' (SLO), meaning it must behave ethically and responsibly if it is to continue to maintain public support (World Horse Welfare, 2014). Whilst the use of horses in sport continues to be accepted by the majority of the public, that social license is increasingly fragile due to changing public perceptions of equestrianism and the balance between partnership and exploitation (Owers, 2017). This issue has been gaining momentum and the future of the equestrian industry depends on how they can respond to these challenges presented by the public (Helninski et al, 2020). For the horse racing industry "this is a very real crisis, the likes of which this sport has never seen before" Paulick (2019).

From initial scoping it was found that a key factor influencing public perception is access and education. Essentially this has become a more critical factor in recent years due to the rise of social media and the instant sharing of video clips, photos and opinion posts about horse sport, which has resulted in the sharing of negative materials in relation to the horse racing industry. "Although the shift of public opinion about horse racing this year felt like a rapid evolution, perhaps it was always bound to happen. As society gets further and further from the rural lifestyle, fewer people have any familiarity with horses or racing" (Voss, 2020). Accordingly, this lack of access means that what many people see of equestrian sport is based heavily on online content and this is a danger to the sport. As established by Heleski et al (2020, p.3) "Disruptive communication technologies have also impacted public perceptions about animal use in sport and have brought to the forefront the importance of recognizing, understanding, and fostering SLO. Shaped by the 'sharing economy', the public has redefined the values of legitimacy, credibility, and trust". There is a recognised need for research in this area (SEIB, year) and as such the aim of this study is to gain a better understanding of the public perceptions of the horse racing industry as viewed through social media and to identify social media strategies for horse racing professionals to show the positive sides of the sport and work to retain their SLO. Data will be gathered through semi-structured interviews with the public.

330 - W

Technology and Sustainability within the Fashion Industry: Design fiction for responsible innovation

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Summary Statement

To evaluate complex implications of technology and sustainability practices in the context of the fashion supply chain, new methodologies are needed to enable all stakeholders to explore such scenarios. Design fiction is a research methodology that creates space for discussion around possible futures allowing co-design and responsible innovation.

Workshop: Let's Get This Party Sustainable Fashion Revolution Started (Again)!

Competitive Short Paper

Fast fashion market in 2022 was estimated on 99.23 billion US dollars and it is predicted to grow to 133 billion by 2026 (Statista, 2023) with the environmental impact associated to the fashion industry that include 2-8% of global greenhouse gas emission (UN, 2021) representing the world's second-largest polluting industry in 2019 (Fung et al., 2021). Most manufacturing practices respect the legal requirement instead of demonstrating a proactive approach to more advanced sustainable practices (Islam, Perry & Gill, 2021). Product development processes in the fashion supply chain are critical to revert the environmental impact and move from traditional linear structures to interconnected and circular sustainable processes that consider economic, environmental and social aspects (Fung et al., 2021). However, consumer-brand interactions also play an essential role in developing consumers' attitudes that are essential in the fashion industry to promote responsible clothing consumption from purchase, and use to disposal of clothes (Gutierrez et al., 2023; Paço et al., 2021). The circular economy (CE) concept has been used to address some of these issues, mainly in the stage of waste instead of integrating CE practices across the fashion industry's supply chain considering local factors, policies and regulations at the same time that including power imbalances and broader sustainability issues related to the United Nation Sustainable Goals (Brydges, 2021; UNGoals, 2015).

Furthermore, technology has enabled the implementation and development of circular models as classified by Huynh (2022) three models. First, the blockchain-based circular supply chain model to improve value based on the traceability of garments and automated sorting performance for recycling. Second, the service-based model aims to prolong the garments' lifecycle, including consumers' opportunities to rent, repair, and sell second-hand. Third, the pull demand-driven model shifts from mass production to real-time demand-driven production, reducing overproduction and waste. In addition to new business models, technology allows brands to reinvent consumers' experience and their role to communicate sustainable practices is vital (Brydges, Henninger & Hanlon, 2022). The convergence of blockchain, non-fungible tokens (NFTs), artificial intelligence, machine learning and immersive technologies are driving consumer behaviour transformations, driving investment from various industries including fashion (Joy, et al. 2022). While social media platforms have generated an environment for enhanced consumer-brand interactions, the metaverse also has the potential to blend digital and physical lives fostering further data collection that will affect not only consumers but have further ethical and legal implications for society (Gutierrez et al., 2023; Dwivedi, et al. 2022).

To evaluate such implications in the context of the fashion supply chain, new methodologies are needed to enable all stakeholders to explore the complexities of such scenarios. Design fiction is a research methodology that creates space for discussion around possible futures allowing co-design and responsible innovation practices (Jacobs et al., 2021; Craig et al., 2023). The fashion industry requires a robust understanding of sustainability and technology, adopting design fiction methodologies represents an innovative approach to increase participatory engagement from stakeholders to ignite the sustainable fashion revolution.

331 – O

Of Hacking, Cheating, BM'ing and Other Demons: Searching for the Roots of E-sportsmanship within the Gaming Community

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Summary Statement

A study on the culture of competitive video gaming, which seeks to explore consumers' perceptions of good conduct or 'e-sportsmanship' in professional esports competitions. Links are intended to be drawn between such perceptions and the culture of the gaming community, which is commonly considered as non-inclusive and hostile. The study will involve semi-structured interviews with consumers of Multiplayer Online Battle Arena (MOBA) games and events, and will employ Consumer Culture Theory.

Competitive Short Paper

Esports, known as "an area of sports activities in which people develop and train mental or physical abilities in the use of information and communication technologies" (Wagner, 2006, p. 439), have seen a significant growth in popularity over the past decade (Deloitte, 2019; GlobeNewswire, 2022), and a subsequent increase in research interest (Reitman et al., 2020; Cranmer et al., 2021). In traditional sports, consumers' perceptions and expectations of 'fair play' and sportsmanship are shaped by widely accepted norms, and safeguarded by legal frameworks, as well as rules enforced by well-established governing bodies. In comparison, esports are less clearly understood and regulated, therefore professional competitions are more prone to unsportsmanlike behaviour (Tseng, 2020; Foley & Lardner, 2022). Due to the ambiguous nature of esports, which often incorporate violence, killing and transgressive behaviour within their game mechanics (Carter & Gibbs, 2013), consumers may view 'bad manners' and even cheating as a normal and permissible part of play. Examples of such practices have been reported repeatedly in elite competitions (Irwin & Naweed, 2020; Naweed et al., 2020), and are pervasive in recreational gaming (De Simone, 2013; Hilvert-Bruce & Neill, 2020; Reid et al., 2022).

Previous studies explored sportsmanship in the context of esports, and identified its manifestations in specific games and genres (Carter & Gibbs, 2013; Irwin & Naweed, 2020; Naweed et al., 2020). The concept of e-sportsmanship emerged (Naweed et al., 2020), following an existing definition of gaming sportsmanship as an "adherence to a body of written conventions and unwritten local norms shared by athletes, officials and spectators in and around the sport" (Moeller et al., 2009, np.). While the gaming culture has frequently been considered as overly masculine, toxic and non-inclusive (Harrison et al.. 2016; Kou, 2020; Beres et al., 2021), there is little emphasis on understanding the links between consumers' exposure to elements of the online gaming culture and their perceptions of e-sportsmanship.

The present study, which is currently at the stage of conceptualisation, aims to explore the ways in which consumers perceive and apply written and implicit rules of conduct when playing games and engaging with the wider gaming community. Further, it will examine their expectations of e-sportsmanship when spectating professional esports events. Semi-structured interviews will be conducted with esports consumers who reside in the UK, and are both recreational participants and spectators of professional Multiplayer Online Battle Arena (MOBA) competitions, involving titles such as the League of Legends, Dota 2 and Arena of Valor. Consumer Culture Theory, previously employed in the gaming literature (Harrison et al., 2016), will be used as a theoretical lens from which to understand and trace the roots of e-sportsmanship within the gaming culture, to assess how deeply ingrained certain beliefs may be, and potentially reveal perspectives which are contradictory to prevalent negative associations and assumptions of a homogeneous community. Shedding light on distinct, potentially dissimilar stories is expected to offer valuable insights regarding the experiences, beliefs and moral reasoning of esports consumers, and contribute to conversations surrounding the development of an overarching regulation for esports.

332 - W

Mirror, Mirror on the wall, who's the "fattest" of them all? Befriending Lily in the mirror – Autoethnography

Hela Zouaoui

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Summary Statement

My story is one of struggle aiming to share, reflect, connect, and promote awareness through personal stories. I display my paradoxical relationship with my body with brutal honesty and reflexivity as I attempt to invite readers to engage with my experience with emotions, head and intellect. My autoethnography allows an investigation on the micro- individual/social levels of the tensions one goes through struggling with the dynamism of loving/hating a (de)stigmatized body.

Workshop: Alternative Methodologies to Exploring and Understanding Consumer Research

Competitive Short Paper

I am life sentenced to being terrified of getting naked. I cannot look at my body. When I get undressed, I rarely look at my flesh. However, I can feel it being released from the tight imprisoning-clothing it was carefully tied in. I feel the strays of the trousers, the traces of the bra digging deep marks in my flesh, stuck between fat and skin layers. I feel the stretch marks with my fingers, they don't hurt but the idea of them does. After all, they are traces of my skin being almost ripped apart because of fat. Maybe that's why when I feel the pain of clothes smothering my sinner body, I feel good. I punish you, "little" body. I am in control. I won't even look at you but you will obey. Do you hear me, rebel layers of skin and rolls of fat; you will stay in place the whole day, until I unleash you at night! Satisfied with pain, and sometimes even feeling pleasured with it. I take a small peak at you, and I see the swallowed redness around you, I feel the heat and the depth of the traces, and my heart breaks. I want to cry. Why do I do this to you? Why do I want my revenge of you? I carefully caress you, slowly, tenderly like a mother's touch, softy like a goodbye kiss, and then I go to sleep, but I prepare similar stack of clothes for tomorrow.

"Lily complex" is introduced by Jones & Shorter-Gooden (2003) as the attempts one goes through to modify, hide, or disguise one's physical appearance approaching a more approved attractiveness model. Lily is the reflection of one's self in the mirror; a reflection often hated, unlike in The Narcissis myth. As subjugated individuals, we constantly reshape our appearances to meet mainstream expectations as a result of internalized messages and embodied attitudes deeming fat to be ugly. I, too, saw Lily reflecting back in my mirror. I still see her. She still lives in my mirror, still depicts my flaws. Today, I can say that I finally befriended Lily. I calmly accept her, forgive her and sometimes appreciate her.

I display my paradoxical relationship with my body with brutal honesty and reflexivity as I attempt to invite readers to engage with my experience with emotions, head and intellect. My autoethnography allows an investigation on the micro- individual/micro-social levels of the tensions one goes through on a daily basis struggling with the dynamism of loving and/or hating a (de)stigmatized body, due to embracing a binary beauty model (Ponterotto, 2016) that rejects fatness and negatively influences body centered experiences for plus sized consumers. Autoethnographies give voice to socially marginal identities. I join this conversation as I expose and analyze my day-to-day struggles and experiences of living with major bodily stigma (fat). By displaying as honest as possible my emotions, I go from (and link) the interpersonal to the social.

333 – O

An Intersectional Lens on Shared Value Creation Process In Agricultural Marketplaces

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Summary Statement

This research aims to understand the shared value creation process in agricultural marketplaces in Turkey by focusing on the everyday life experiences of agricultural marketplace actors. In addition, this research sheds light on understanding the impact of forced displacement on agricultural marketplaces through the lens of an intersectional feminist approach.

Competitive Short Paper

Creating shared value has become crucial for enhancing companies' competitive advantage while improving the social and economic conditions in the society in which they operate (Porter and Kramer, 2011). Following the rising interest on shared value, creating shared value has been recognized as a research topic (Newburry, 2012) and has been discussed in line with reputational value for corporations, cities, and countries (Heslop et al., 2013; Newburry, 2012; Passow et al., 2005). However, the existing literature on shared value has primarily focused on organizational outcomes. It has tended to adopt managerialist and functionalist perspectives to understand how shared value is created by its actors, particularly in companies. This research aims to broaden the scope by providing an interpretive understanding of the shared value creation process by focusing on the agricultural marketplaces in Turkey.

Countries have faced unpredictable global challenges in recent decades, and marketplaces have become increasingly diverse. Turkey has followed an "open door" policy towards refugees from Syria since the March 2011 outbreak of the civil war in Syria. Therefore the country has experienced massive migration flows from Syria and the resulting diversification of marketplaces, including the agricultural marketplaces. This research aims to understand how agricultural market actors - including seasonal temporary agrarian workers, suppliers, primary producers (farmers), wholesalers, retailers (such as groceries, restaurants, and supermarkets), and consumers - create shared value. To fully capture this diversified marketplace through forced migration, this research adopts an intersectional feminist approach that focuses on the intersection of multiple identity dimensions (Collins, 2015) with an aim for a deeper understanding of the shared value creation process.

This study is situated within the interpretive research paradigm and employs ethnography as its research methodology. The ethnographic data of this research includes observations, interviews, audio and visual recordings, and photos in various cities in Turkey, such as Bursa, Kilis, Sakarya, Gaziantep, and Istanbul. The first phase of ethnographic fieldwork is conducted with seasonal and temporary agricultural workers and farmers between June 1st and July 15th, 2022. Data collection is ongoing, with a planned end date of May 2023. The researchers will follow iterative data analysis and interpretation procedures (e.g., Strauss and Corbin, 1990; Spiggle, 1994) to provide a deeper understanding of the shared value creation process.

In conclusion, this research aims to deepen the understanding of the shared value creation process in agricultural marketplaces and sheds light on the effects of forced displacement through an intersectional feminist lens. This research contributes to global sustainable marketing discussions with the potential to create an impact for a more sustainable future.

335 – O

Even Better Than the Real Thing?: Tribute Bands and Authenticity

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Summary Statement

This ethnographic research explores how tribute bands seek to achieve authenticity with their faithful recreations of the original artists' live performances and being experienced by audiences as 'authentic replications', despite having no connections to the original. We found that consumers experience a tribute band's recreation as being authentic when a) they meet consumers' personal expectations of the original, b) members of the original band publicly endorse them, or c) they release their own songs.

Competitive Short Paper

Despite often being dismissed as 'clones' (Gregory, 2012) and receiving scant attention in the academic literature, tribute bands have over the past 30 years become a popular phenomenon within the global live-music business (Meyers, 2015; Neil, 2006). Unlike those cover bands that play the local pub and party circuit with their more or less decent covers of favourite and classic hits, tribute bands specialize instead in performing exclusively the musical back catalogue of one specific artist or band (Bennett, 2006). They thereby invest a lot of time and energy in mastering and faithfully recreating the original artists' vocal and musical artistry, idiosyncratic habits, appearances and energy of their live performances into the finest detail (Gregory, 2012; Homan, 2006). While many tribute bands go to great lengths to re-enact the line-up, appearances and stage shows of the originals in their heydays (Bennet, 2006), others seek to capture the original's musicianship, energy and atmosphere of their live shows (Gregory, 2012; Homan, 2006).

But how can tribute bands as unaffiliated replications be 'authentic representations' of the original, when authenticity is traditionally defined as an inherent property denoting that something is the 'original', 'real' and 'genuine' (Beverland & Farrelly, 2010)? Even when being understood nowadays as a sociological-theoretical construct describing how the real thing, as judged by experts and consumers, 'ought-to-be' (Grayson & Martinec, 2004; Nunes et al., 2021), such subjective judgements are based on indexical cues connected to the original (Hede et al., 2014). This ongoing ethnographic research explores how tribute bands seek to achieve authenticity with their faithful recreations of the original artists' live performances and being judged by audiences and the media as authentic replications, despite having no real affiliations to the originals. The data were collected via participant observation and in-depth interviews with several tribute bands and audiences at their respective shows as written field notes, photos and video-recordings and analysed hermeneutically to identify underlying patterns and deeper meanings.

We found that consumers not only experience the tribute bands recreated performances as authentic representations of the original but even bestow authenticity upon them:

Authenticity through faithful curatorship

Similar to museum curators, tribute bands feel an 'obligation' to preserve the memory of the original, their musicianship and live shows. Hence, once consumers experience the tribute band's live performance as 'truthful' and meeting their knowledge of the original, they recognize them as an 'authentic representation' of the original.

Authenticity through 'contagion' with the original

The step tribute bands are craving for is to receive the public endorsement of the original artists or even share the stage with them. For audience members the message is clear: If the original band give their seal of approval, who are they to question the tribute band's authenticity?

Authenticity through extending the canon

The ultimate step for a tribute band to achieve authenticity is either to extend the original's musical canon by adding new songs as if played by the original, or to step out of the original's shadow and release their own music.

336 – O

Consumer Choices around Corporate Giving: Should Companies Prioritise Aid to the Most Effective Causes?

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Summary Statement

Across 3 studies we find that when given the option, consumers typically prefer companies which distribute aid (i.e., donating smaller amounts to multiple social causes) over those that give entirely to one specific cause. Even when companies maximise their impact by giving priority to the most effective cause, the preference for a distributive approach is still ultimately preferred. This highlights a barrier for the adoption of effective altruism principles in corporate giving practices.

Competitive Short Paper

Imagine that you are deciding where to buy your groceries. There are 2 local supermarkets offering similar products at a similar price, and both support charitable causes; the first gives generously to one cause, while the second splits its donation between several different causes. Where would you choose to shop?

Variety, in this context, is likely to attract more consumers (Seo, Luo and Kaul, 2021). People are heterogeneous in their charitable preferences, and even at an individual level, probably have affinity to more than one cause. From a reputational perspective, distributing aid across multiple causes can signal that a company cares about more than one issue – even if each is given comparatively less support. In fact, Eilert and Robinson (2020) even found that companies which diversify their cause portfolios are typically perceived as having a greater positive impact on society, thus being the preferable option.

However, would this preference still stand if the first company's single choice was also the cause which was proven to have the greatest positive impact? Effective altruism is a movement that, with the use of objective measures, encourages prioritising aid to the social causes which, per dollar, can achieve the most social good (MacAskill, 2019). It is even argued that splitting donations between other less effective causes fails to maximise your potential impact (Snowden, 2019). One problem with this approach, however, is that people are mostly unaware of which causes these are (Caviola et al., 2020), or other factors such as emotional rewards (Null 2011) or consumer preferences drive ineffective options (Berman et al., 2018). Cognitive biases (Baron and Szymanska, 2011) and fairness (Sharps and Schroeder, 2019) also deter people from prioritising aid, even if it is obvious which is most effective (Caviola et al., 2021). With regards to judgements of these choices, distributing impartially might signal that the donor is fairer and more moral. Whereas prioritising aid based on outcome measures may come across as cold, calculated and pragmatic, even if more people are helped overall.

Across a series of studies which were based on shopping scenarios, participants chose between a company which donated to a single charitable cause and a company which split their donation between multiple causes. We found that consumers consistently preferred the company which split their donation. Although minimised, this preference for companies following this distributive approach even holds when the the single cause is also believed by the consumers to be the most effective at saving lives. This suggests that companies that maximise their impact by prioritising support to the most effective charitable cause are not likely to be rewarded by consumers. Whether this is driven by judgments of the company, consumers' own motives around charitable giving, or cognitive biases obscuring evaluations, this highlights a potential barrier for the adoption of effective altruism in corporate giving strategies.

337 – O

Teaching Marketing In Metaverse

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Summary Statement

Although the metaverse development is still in its infancy, its impact on education is deemed positive. Some forward-thinking academic institutions and EdTech organisations are seeking ways of implementing the metaverse in teaching practices. As marketing education often lacks the practical aspect, adopting metaverse for simulations of real-life marketing problems could enhance the problem-based learning scenarios and help to develop students' problem-solving skills.

Competitive Short Paper

In 2021, Mark Zuckerberg officially announced that the company rebranded itself as Meta, hoping to bring the metaverse to life (McKinsey, 2022). Since then, metaverse has become one of the most popular terms. Kye et al. (2021) defined the metaverse as the virtual space that allows people's daily activities and economic life to exist using avatars. Although there is no agreement on the definition of the Metaverse, Ahn, Kim and Kim (2022, p.593) summarised that the conceptualisation focuses on the aspects of "immersion, interoperability, concurrence, continuity, seamlessness and embodiment". The metaverse is an evolution of the Internet that significantly changes how people use technology (McKinsey, 2022). Since the global pandemic forced teaching institutions to adopt technologies, the metaverse could transform the current teaching practices into multi-dimensional and interconnected high-quality experiences for students (Kong, 2022).

Some forward-thinking European academic institutions have dipped their toes into the metaverse to make teaching more interactive and engaging. Students can join the immersive virtual space using their 3D avatars. Neoma Business School in France is experimenting with the metaverse and submerges students in real-life business problems enabling them to apply theory to practice (Murray, 2022). It is believed that the metaverse will have a significant impact on pedagogy. Therefore, academic institutions increasingly take part in the development of teaching in the metaverse. Essca School of Management in France tested the metaverse teaching among its MSc students and asked them to create avatars in the virtual space (Murray, 2022). Students in this virtual place observed each other and identified business opportunities and ideas. Successfully, it proved the metaverse's effectiveness in embedding the social element in teaching practices. The metaverse of marketing teaching can be regarded as the educational application and adoption of the metaverse, where all parties can create digital identities, join teaching spaces virtually, and interact in the virtual environment (Guo and Gao, 2022). These early adopters of the metaverse in education are writing the rules for future education, attracting more investment and interest in the educational landscape. However, the newness and uniqueness of the metaverse put off other educators' attempts to experiment with teaching in the Metaverse (Tlili et al., 2022), although the old days of teaching business-related subjects in the classroom with slides will not be acceptable (Conboye, 2022).

Traditional marketing education focuses on theoretical principles. It is challenging for students to apply the knowledge to practices and develop essential marketing skills required at the workplace (Belei, Noteborn and Ruyter, 2011). Integrating simulation into teaching could help to immerse the students in problem-based learning (PSL) scenarios in the virtual environment. And in the metaverse, students can interact with each other without going to classrooms to create, buy, sell and even build a virtual society (Lee, Woo and Yu, 2022). Therefore, this dynamic virtual teaching environment could potentially address the gap between marketing theory and practice and help to develop students' problem-solving skills. This work-in-progress study intends to conduct a systematic literature review of the Metaverse in marketing education.

338 - O

The role of employer branding on E-recruitment: The case of emerging economy

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Summary Statement

The main focus of this research is the relation between employer branding in terms of “Company image”, “company reputation” and “brand association” as the dependent construct, and the independent construct E-Recruitment in terms of “candidate attraction”, “candidate intention” and “time”. Using the “electronic word of mouth” on LinkedIn as the mediator between the independent and dependent constructs.

Competitive Short Paper

The idea of employer branding derives from the same concept as corporate branding; corporate branding focuses on an external audience wherease employer branding is aimed at both the internal and external audience (Backhaus & Tikoo, 2004). The employer branding is the most powerful tool for attracting; engaging and retaining the right employees that will help leaders grow their organization.

According to Sparrow and Otaye (2015) employer branding can be explained as the process of developing the perception of the brand for the audience and making it that much unique and can be differentiated from the competitors (Dawson, 2013).

Company image is how external target groups perceive the company (Rebecca Boyko 2014). Company image is the perception of what “Individuals believe about potential employers, and job seeker’s memories and associations regarding an organization” (Cable & Turban 2001, 123).

Corporate reputation may play an important role in attracting applicants (Cable and Turban 2003. Brand associations consist of anything that is linked in memory to a brand and that may contain meaning for consumers and/or job seekers (Aaker 1991, 1996).

E-WOM is considered as a prominent form of social influence that affects the consumers’/job seekers’ perceptions of a company/product/service (Bock et al.,2012). E-WOM takes place on different platforms in different forms (Pasternak, Veloutsou, & Morgan-Thomas, 2017). On LinkedIn, in Egypt, E-WOM takes the form of users sharing, commenting or/and liking content as well as adding individuals to their professional network and exchanging messages with them (Roulin & Levashina, 2019). As job seekers mostly have limited and ambiguous information about organizations, they are affected by the opinions of others to influence them in their job choice (van Hoye, 2013).

H1: There is a positive relationship of employer branding in terms of “Company image”, “company reputation” and “brand association” and E-Recruitment “candidate attraction”, “candidate intention” and “time”

H2: There is a positive relation of employer branding dimension in terms of “Company image”, “company reputation” and “brand association” on E-WOM on LinkedIn for job seekers

H3: There is a positive relation of E-WOM on LinkedIn and E-Recruitment “candidate attraction”, “candidate intention” and “time”

Data was collected from convenience sample of job seekers who use LinkedIn to apply for jobs. A total of 385 questionnaires were collected. Regression test was used in SPSS V24.

Cronbach alpha was conducted for all variables and it ranged from 0.79 to 0.87.

For the first hypothesis: Results confirmed the significant relation between the three dimensions of employer branding and the three dimensions of E-Recruitment (P value = 0.000) which less than (0.05) and confirmed by the calculated F= 364.99   0.348

For the second hypothesis: Results confirmed the significant relation between the three dimensions of employer branding and E-WOM on LinkedIn, as (P value = 0.000) which less than (0.05) and confirmed by (F Calculated = 365.25) and the effect is evaluated through the coefficient of determination

For the third hypothesis: Results confirmed the relation as P value = 0.000 which is less than (0.05)

339 – O

The Liminality of Financial Caregiving: Dementia and Power of Attorney

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Summary Statement

As we are living longer, the prevalence of dementia is growing. Dementia impairs the ability of individuals to manage their own financial affairs and means that they require support from family caregivers using Power of Attorney (PoA) to ensure good financial outcomes and protection. This paper draws on qualitative data from 20 individual interviews and by applying Liminality theory identifies stages of financial caregiving and subsequent identity shifts for caregiver and those being cared for.

Competitive Short Paper

Dementia care is a “national crisis” due increasing diagnosis and social care failings (Booth and Duncan 2022). One in three of UK adults will develop dementia and one in nine adults will become caregivers (Alzheimer’s Society 2018). Family or informal caregiving provides vital support by preserving independence, by maintaining living at home in familiar surroundings and by saving the UK economy £132BN per year (Carers Trust 2022). For these reasons there is a need to understand more about the experiences of family carers of individuals living with dementia so that social policy and marketing practice is informed.

This research focuses on family caregivers using financial power of attorney (PoA). Dementia impairs financial management and undermines financial well-being. Individuals living with dementia seek to ensure financial protection by granting PoA authority to named others so that they can act on their behalf. Although, there are more than 6 million registered PoA in the UK (Office of the Public Guardian 2022), there is very limited knowledge of PoA consumption practices. Extant PoA research reports upon the experiences of paid care staff, upon patterns of financial abuse and tensions in arrangements amongst family and friends (Arksey et al. 2008). Research into family based PoA consumption practices is needed to answer questions of how a PoA agreement is enacted, how financial services procedures support or frustrate PoA and whether there are the impacts upon caregiver themselves and the wider care environment.

To address the research gap, qualitative data was gathered from 20 individual semi-structured interviews with family caregivers. Participants were recruited via Join Dementia Research between November 2020 and January 2021. Data collection, analysis, and storage met the University ethics code. Thematic data analysis was informed by Liminality Theory (Turner 1994). Liminality relates to individual movement across boundaries leading to changes in self-identity (Turner 1994, van Gennep et al. 1961). This analysis revealed a transitional journey of shifting financial responsibility when enacting a PoA agreement. Stages are accepting, arranging, recognition, activation, routinisation, recording and future proofing, with pivotal identity shifts in each stage for both caregiver and the individual receiving care. Findings show where financial services practices impact positively and negatively upon PoA consumption. Overall, results indicate that financial caregiving is a rite of passage requiring shifts between passive and active consumption identities.

The research provides unique insight into the everyday PoA lived experience by families. The PoA context extends previous applications of Liminality Theory to dementia, for example when accounting for the family carer rite of passage (Gibbons et al 2014) and dementia grief (Blandin and Pepin 2017). The findings support Dean et al (2020)'s argument that the narrative identities of informal carers are challenged by new roles. The work has several policy and financial services practice implications including a need for greater sector-wide collaboration and standard setting, ongoing digital innovation, timely information provision and soft skills training for front-line professionals. To conclude, this research provides important evidence in an area of social concern and offers a foundation for future studies.

340 - W

Consumer Choices around Corporate Giving: Should Companies Prioritise Aid to the Most Effective Causes?

aaron shine[1], Samuel Johnson[2], Yvetta Simonyan[1]

[1]University of Bath, United Kingdom. [2]University of Waterloo, Canada

Summary Statement

Across 3 studies we find that when given the option, consumers typically prefer companies which distribute aid (i.e., donating smaller amounts to multiple social causes) over those that give entirely to one specific cause. Even when companies maximise their impact by giving priority to the most effective cause, the preference for a distributive approach is still ultimately preferred. This highlights a barrier for the adoption of effective altruism principles in corporate giving practices.

Workshop: Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World

Competitive Short Paper

Imagine that you are deciding where to buy your groceries. There are 2 local supermarkets offering similar products at a similar price, and both support charitable causes; the first gives generously to one cause, while the second splits its donation between several different causes. Where would you choose to shop?

Variety, in this context, is likely to attract more consumers (Seo, Luo and Kaul, 2021). People are heterogeneous in their charitable preferences, and even at an individual level, probably have affinity to more than one cause. From a reputational perspective, distributing aid across multiple causes can signal that a company cares about more than one issue – even if each is given comparatively less support. In fact, Eilert and Robinson (2020) even found that companies which diversify their cause portfolios are typically perceived as having a greater positive impact on society.

However, would this preference still stand if the first company's single choice was also the cause which was proven to have the greatest positive impact? Effective altruism is a movement that, with the use of objective measures, encourages prioritising aid to the social causes which, per dollar, can achieve the most social good (MacAskill, 2019). It is even argued that splitting donations between other less effective causes fails to maximise your potential impact (Snowden, 2019). One problem with this approach, however, is that people are mostly unaware of which causes these are (Caviola et al., 2020), or other factors such as emotional rewards (Null 2011) or consumer preferences drive ineffective options (Berman et al., 2018). Cognitive biases (Baron and Szymanska, 2011) and fairness (Sharps and Schroeder, 2019) also deter people from prioritising aid, even if it is obvious which is most effective (Caviola et al., 2021). With regards to judgements of these choices, distributing impartially might signal that the donor is fairer and more moral. Whereas prioritising aid based on outcome measures may come across as cold, calculated and pragmatic, even if more people are helped overall.

Across a series of studies which were based on shopping scenarios, participants chose between a company which donated to a single charitable cause and a company which split their donation between multiple causes. We found that consumers consistently preferred the company which split their donation. Although minimised, this preference for companies following this distributive approach even holds when the the single cause is also believed by the consumers to be the most effective at saving lives. This suggests that companies that maximise their impact by prioritising support to the most effective charitable cause are not likely to be rewarded by consumers. Whether this is driven by judgments of the company, consumers' own motives around charitable giving, or cognitive biases obscuring evaluations, this highlights a potential barrier for the adoption of effective altruism in corporate giving strategies.

344 - W

Sensemaking beyond words – unearthing elusive knowledge through visual methodologies

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Workshop: Alternative Methodologies to Exploring and Understanding Consumer Research

345 - W

The impact of digital technologies on consumer wellbeing

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Summary Statement

Research on the influence of consumers' use of digital technologies on their wellbeing is scarce, and it is currently unclear if the use of digital technologies such as mobile apps, virtual reality,social media and chatbots have impacts on consumers' wellbeing. This study aims to exam the effects of technology use on consumers' wellbeing by exploring which factors are specifically associated with positive or negative wellbeing, and which factors are common predictors of both aspects.

Workshop: The Technological Revolution and Consumer Well-Being

Competitive Short Paper

Technology has doubled tenfold in the last decade, faster than any decade before. Digital technologies (DT), defined as "electronic tools, systems, devices and resources that generate, store or process data. Well known examples include social media, online games, multimedia and mobile phones" (Victoria State Government 2019), have provided priceless benefits for consumers, introverting with connection and/or communication on their own terms, as face-to-face interaction is not preferred (Scott et al., 2016), however, with the increased technological demand worldwide particularly during the global pandemic, research on the influence of consumers' use of digital technologies on their wellbeing is scarce, as well as it is currently unclear if the use of digital technologies such as mobile apps, virtual reality, augmented reality social media communities, voice assistant and chatbots have positive and/ or negative impacts on consumers' wellbeing, if it does, what are wellbeing related variables associated with both positive and negative wellbeing? Therefore, there is a need to explore the certain predictors which are specific for consumers' positive wellbeing, and which are for their negative wellbeing, and/or which certain factors are common predictors of both aspects.

Previous literature in psychological research revealed that positive wellbeing includes components such as happiness (Kahneman et al., 1999), positive mood (Hills and Argyle, 2001), Hedonic (Diener, 2000) and life satisfaction (Argyle and Crossland, 1987), whereas negative wellbeing includes components such as anxiety (De Beurs et al., 2005), depression (Kashdan and Roberts, 2004) and distractions (McLean et al., 2021). In the phenomenon that consumers nowadays are engaged and surrounded by technologies, this research aims to bring a debate discussion on the effects of technology use on consumers' wellbeing as contemporary issue, to explore all wellbeing related variables in differently associated with both consumer positive and negative wellbeing.

This current research is in the development stage to investigate the impact of digital technologies on consumer wellbeing by using mixed methods with two stages of field research. The first stage is an inductive approach, and the second stage is a deductive approach. In the first stage, interviews are undertaken to gain a better and deeper understanding of consumers perceptions towards using digital technologies affecting their wellbeing, and to identify all associated predictors with both positive and negative wellbeing. In the second stage, a scale development procedure is adopted to analyse these variables via exploratory factor analysis and confirmatory factor analysis. The findings of this research will contribute to the marketing literature on consumer adoption of technology affect their wellbeing. This study will provide a holistic view containing all variables related consumer wellbeing when engaging with brands through technology, by explaining and clarifying the role of each predictor. It also contributes practical implications for brands on how to utilise technology to engage with consumers in improving the interventions for a better wellbeing.

346 – O

Consuming Cultural Heritage Tourism and Authenticity

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Summary Statement

Consumers use tourism to build or rejuvenate their identity (Bond & Falk, 2012). This ongoing ethnographic research explores the impact of cultural heritage tourism (CHT) on the consumer's personal identity construction by drawing on Identity Process Theory (Arnould & Thompson, 2005; Breakwell, 1964). This paper's objective is to understand the consumers' attitude towards CHT by looking at how the tourist consumes and responds to cultural heritage sites through the use of '*practice of purification'* (Canniford & Shankar, 2013).

Competitive Short Paper

Short Paper

Consumers use tourism to build or rejuvenate their identity (Bond & Falk, 2012). The complexity of consumer's self-identity linked to cultural tourism still needs further investigation (Schouten, 2007). This ongoing ethnographic research explores the impact of cultural heritage tourism (CHT) on the consumer's personal identity construction by drawing on Identity Process Theory (Arnould & Thompson, 2005; Breakwell, 1964). This paper's objective is to understand the consumers' attitude towards CHT by looking at how the tourist consumes and responds to cultural heritage sites in Algeria and in the UK.

When it comes to consumer identity, Poria (2006) finds that tourists are keener to visit CH attractions when they are emotionally involved and consider the visited place as a part of their heritage. This ongoing research, therefore, seeks to understand the impacts of cultural heritage tourism on the individual consumer's personal identity construction. Moreover, consumers' perceptions of who they are or want to be determines their tendency to choose CH (Bond & Falk, 2013). Hence, they choose CH to rejuvenate or rebuild a particular aspect of their identity (Klein & Klein, 2000), as CH can enhance and develop a national identity for locals and visitors alike (Palmer, 1999). However, Laxon (1991) contests this view by arguing that when visitors encounter other cultures, they are more likely to maximise their cultural ethnocentrism by categorising one’s own culture as superior, and others’ culture as inferior (Hammond & Axelrod, 2006)—leading to a decrease in 'sensitivity' towards the later. Sensitivity hereby denotes compassion, respect and understanding (Caton, 2012). Examining the connection between consumers’ experiences of a CH’s authenticity with the idea of 'practices of purification' (Canniford & Shankar, 2013) may help to further our understanding of CHT.

CH might lead to a staging of components that represent the heritage's essence (Chhabra et al., 2003), which turns the authenticity of CH into a subject of debate that affects visitor satisfaction (Chhabra et al., 2003). McConnell (1979) suggests that searching for an authentic experience is nothing but a search for the re-creation of an idealised culture. So, hoping to experience the genuine culture heritage, the consumer is inevitably confronted with a simulacrum, an inauthentic representation. Nonetheless, Pocock (1992) suggests that achieving authenticity is only bound to whether the experience meets the consumer's expectations.

Hence, this paper argues that the consumer uses 'practices of purification', where she/he separates the authenticity of the product from the authenticity of the experience itself (the emotions, the learning, the imagination). When consumers engage in this process of purification, they can interpret the experience properly and extract personal meanings from it. This process allows them to decide what is authentic or not (McIntosh et al., 1999). Consumers respond to CH sites through practices of purification for two reasons. Firstly, to protect their motivation (could be nostalgia), values, or the symbolic meaning they have generated towards the site, as an existing expectation before the visit. And, secondly, to allow them developing new meanings that they can incorporate into their own self-identity project.

347 – O

Heritage consumption of the self: An examination of heritage consumption through DNA testing kits

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348 – O

The impact of the Covid-19 pandemic on Intelligent Personal Assistant Usability

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Summary Statement

The theory of diffusion of innovation highlights aspects of innovative consumption. Social isolation led digital and non-digital natives to change behavioral, psychological, and social aspects of their habits and use. We realize quantitative and exploratory research. This research seeks to show the moderation of the dimensions of domain-specific innovativeness (DSI) and innovativeness behavior (IB) in the relationship between usability (SUS) and life satisfaction (LS) in a scenario of social isolation caused by COVID-19.

Competitive Short Paper

1. Introduction

Discussions related to innovative consumption are essential to the field of research on the diffusion of innovation. Specifically, in the area of technological products and/or services, in the last 30 years, many studies have focused on identifying factors that influence the acceptance of technology, emphasizing the Technology Acceptance Model (TAM) (Davis, 1989). Limited research has examined how technological product usage and adoption affect people's satisfaction with their lives (Attas & Sweis, 2010; Brooks, 2017; Chan, 2015; Coyne, 2014; Longstreet & McDaniel, 2017). In times of social isolation that was caused by the pandemic of the Covid-19 virus, companies, and consumers have had to adapt their habits and attitudes (Brough & Martin, 2020).

2. Literature

Usability refers to the ease of use that specific human-machine interfaces demonstrate. It also refers to the dimensioning of ease of use in prototyping and defining the product or service design (Dourado, 2018).

Innovativeness is a valid predictor for adopting new products (Hauser et al., 2006). Research on consumer innovation determines a dimension defined as Domain-Specific Innovativeness (DSI). The domain-specific dimension captures an individual's predisposition toward a product class and reflects their interest in information-seeking and adoption.

Due to the COVID-19 pandemic, a new world social order was established, often based on the need for social isolation with substantial impacts on countless social vectors. Some studies relate the improvement of life satisfaction to technology and its usability (Lotrea et al., 2019; Li et al., 2019). Palacio et al. (2017) highlight the relationship between the role of technology and increased life satisfaction.

3. Methodology

This research highlights innovativeness (DSI and IB) moderation in the relationship between usability and life satisfaction in a social isolation scenario caused by the pandemic due to COVID-19 in Brazil. To answer the research question through the presented hypotheses, we used a questionnaire with problems of the domain-specific innovativeness scales - DSI (Goldsmith & Hofacker, 1991), usability - SUS (Brooke, 1996), life satisfaction - LS (Diener et al., 1985). We use the equation RTA (Relative Time of Acceptance) to measure innovativeness behavior- IB. The questionnaire was made available electronically. The sample was composed of 515 individuals in social isolation. The respondents for the study revealed that school education comprised 45% without a college degree, 28% having a college degree, and 27% having a graduate degree.

4. Analysis & Results

When the innovativeness behavior is low and the domain-specific innovativeness increases, there is no effect on life satisfaction. As the innovativeness behavior increases and for high values of the domain-specific innovativeness, the impact on life satisfaction becomes null. The R^2 of the model was 37%, with a significance level lower than 0.01.

5. Conclusions

In a scenario of social isolation, life satisfaction increases due to intelligent personal assistant usability, and that innovativeness behavior and domain-specific innovativeness moderate this relationship. We can infer that usability added value to the most understandable, friendly, and pleasant user experience. This study's main empirical contribution understands how these users can be more satisfied with life during a global pandemic.

349 – O

Company cost and social benefit: How acts of corporate altruism drive consumer choices.

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Summary Statement

How are corporate social responsibility (CSR) initiatives evaluated by consumers? Drawing theoretical parallels between acts of altruism among individuals and those carried out by companies, this paper explores how evaluations of such companies are formed. Do consumers attribute moral worth predominantly to the costs incurred by companies when judging their actions, or do consumers actually care how effective a company's altruistic act is with regards to positive impact?

Competitive Short Paper

It may seem logical to assume that a prosocial act is judged upon how beneficial it is to its recipient. For example, is a donation to charity that results in 100 lives saved deemed more praiseworthy compared with one that saves 10 lives? According to Johnson (2019) this may not be the case. In fact, among individuals, monetary donations are judged predominantly on the how costly the donation is to the donor, with judgements rarely tracking the effectiveness of the contribution. This may be due to the evaluability bias associated with social benefit (Caviola, Faulmuller, Everett, Savulescu & Kahane 2014). Alternatively, the costliness of an altruistic act may be more implicit of moral character than social benefit due to it being under the actor's control. Given the larger expected control companies would have over their CSR initiatives, it is surprising that little is known about whether consumers actually care how effective a company's donation is to a social cause.

To test this, 5 studies, based predominantly on between-subjects designs, were carried out to explore the effect of company cost and social benefit on consumer judgements and behavioural intentions(participants recruited through M-Turk). Using vignettes describing companies and their CSR initiatives, Study 1 relied on perceptions of cost and benefit, while Study 2 used manipulations. Across both studies, companies with more costly initiatives scored higher on praise, switching intentions and willingness to pay (WTP) more for their products. Similar results were observed for social benefit, although when this factor was manipulated (Study 2) it had a lesser effect. When choosing between 2 companies, consumers prefer buying from those whose donations are more costly (Study 3a) and those that achieve more social benefit (Study 3b), although comparatively, the effect of social benefit was considerably smaller than the effect of cost (company size was manipulated as a second factor in both studies, but bared little impact on results). In a 2(social benefit: low vs high) × 2(company involvement: low vs high) between-subjects design, the social benefit of a company's contribution had a moderate positive effect on consumers behavioural intentions. However, for WTP, social benefit only increased intentions when the company had ownership over the initiative, versus just funding the initiative. Using moderated mediation analysis, perceived generosity explained this difference in effects. Due to the differing levels of control, it is likely that for highly involved companies, greater levels of benefit imply a greater investment of time and effort, and thus are rewarded for their generosity – something which was not implied when simply funding an initiative. This proposes an important boundary condition whereby companies that run initiatives themselves can be rewarded for carrying out effective campaigns.

350 – O

Children's Compulsive Consumption And Parental Responsibilities: Unpacking The Dynamics

Ayantunji Gbadamosi

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Summary Statement

This interpretive study explores the roles of parents in their children's compulsive consumption. Based on data from 32 in-depth interviews, and two Focus-group discussions, it reveals low self-esteem, a dysfunctional family system, and poverty, as key part of causes of the problem and various negative impacts including anxiety, financial debt, frustrations, and family/marital breakdown. The theoretical and managerial implications including a concerted effort to offer the needed support are discussed in the paper

Competitive Short Paper

Introduction, Research Context, & Objective

Consumption is ubiquitous and goal-oriented (Gbadamosi, 2020). However, evidence shows that some consumption patterns are not clearly beneficial to the consumers (Kwak et al., 2004; Efrati and Gloa, 2019) such as the case of compulsive consumption (O'Guinn and Faber, 1989; Backshale et al, 2021). The extant literature shows that it involves engaging in chronic, repetitive purchases that constitute a primary response to negative events or feelings (O'Guinn and Faber, 1989). From a broader perspective, Faber et al (1995) give examples of compulsive consumption as shoplifting, alcoholism, drug addiction, overeating, and compulsive buying. This makes compulsive consumption an enigma in the consumer behaviour discourse. There is a plethora of scholarship efforts on this important topic (Mueller et al., 2011; Savolainen et al., 2020; Gearhardt & Schulte, 2021; Brown et al., 2021). Nevertheless, while much of this extant literature focuses on compulsive consumers themselves, there is a palpable gap in the literature addressing the role of parents in the conundrum. So, the pertinent questions are: How are the parents involved in their children's compulsive consumption habits and what are their possible roles in addressing the problem? This is the objective of this paper.

Research Methodology

Given the objective, the study is rooted in the Interpretivism research paradigm with the use of in-depth interviews and Focus group discussions for the data collection. These are chosen because they tend to offer mutual understanding between the researcher and the researched within the context of the research objectives (Silverman, 2003) and in-depth interview is a versatile data collection mode (Welman, Kruger, and Mitchell, 2005). A total of thirty-two (32) in-depth interviews and two (2) focus group discussions were conducted with respondents in London (UK). The data collection and analysis follow the grounded theory orientation (Glaser and Strauss, 1967).

Summary of Findings/Conclusion

The study is quite revealing concerning the stated objective. As gathered from the parents, it is a harrowing experience seeing their children in various states of compulsive consumption. Be it gambling, overeating, excessive sexuality, drug use, and others; in their recollection of their experiences as parents, they listed various factors as triggers of the compulsion. Very common among these are parental negative influence, dysfunctional family structure, ill health, poverty, and low self-esteem. It is interesting to see how some of the respondents admitted to contributing to the compulsive consumption of their children through their lifestyles such as alcoholism, drug use, materialism, and less devotion to the family. Unfortunately, it has resulted in several undesirable consequences like huge financial debt, frustration, mental breakdown, and anxiety. According to them, solutions to the problem will include clinical support, financial support, and regular advice from the government and other relevant NGOs. In conclusion, the study has extended the current literature by exploring the parental perspective of this conundrum. Apart from the need to have a lifestyle adjustment in the family, it also highlights the possible intervention of various stakeholders including government and NGOs for regular advice and support in various ramifications.

351 – O

What Signal Are You Sending?

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Summary Statement

Understanding the role of language in signaling: how and when it works?

Competitive Short Paper

Prior research reported that "consumers rely on advertising content to directly obtain information about product" (Anand & Shachar, 2011, p. 243). Grounded on signaling theory (Spence, 1973), it has been long established that advertisements work as signals for consumers (Kirmani, 1997). As language is one of the most relevant means humans employ to convey information (Steigenberger & Wilhelm, 2018) and language intensity of messages have an effect on receivers' behaviour (Andersen & Blackburn, 2004), a key question is, what is the role of language intensity in signaling and, how and when it works? This study addresses these questions in the context of anti-counterfeiting communication for counterfeit luxury branded products (CLBP).

To address these research questions two online experiments were conducted. In each experiment 768 consumers from the United Kingdom took part. All multi-item scales were assessed using 7-point Likert format. The scale measurements showed sufficient reliability. To test the hypotheses, a one-way ANOVA was conducted with a Browne-Forsythe's and Welch's Robust Test of Equality of Means, a Linear contrast test, and a planned contrast test using SPSS (version 28). Along with that the hypothesized moderated mediation model was tested using the PROCESS macro v4.2 (Model 15) (Hayes, 2018) using 5,000-bootstrap resampling) with bias-corrected 95% confidence interval. For the model, the measures of overall fit generally meet conventional standards, which suggests that the model fits the data well. An index of moderated mediation was used to test the significance of the moderated mediation (Hayes, 2018). Significant effects were supported by the absence of zero within the confidence intervals.

The findings of this research have four facets. First, this research reveals that high versus low intensity signals affects differently in self-dissociating consumers from counterfeited luxury branded products (CLBP). High intensity signals are found as more effective, compared to low intensity signals, in self-dissociating consumers from CLBP.

Secondly, this research also identifies that consumers' moral belief regarding counterfeit product consumption works as an underlying mechanism for the above-mentioned effect of high versus low intensity signals.

Thirdly, the effect of high versus low intensity signal on consumers' self-dissociation from CLBP varies as a function of consumers' mindset. The research findings show that for both consumers holding either growth or fixed mindset of morality, high-intensity signal leads consumers to self-dissociate themselves more from CLBP compared to low-intensity signals.

Lastly, this study finds out that for consumers holding either fixed or growth mindset of morality, the effect of high-intensity signal, through consumers' moral belief, on consumers' self-dissociation from CLBP is greater than low-intensity signal.

The main contribution of this research findings is it advances signlaing theory and fills up the knowledge gap by identifying language intensity as a quality of signal, the signaling mechanism, and when such signals work better. The outcome of this research can contribute to make effective communication materials when government or non-government organizations are developing anti-counterfeiting messages to reduce demand of CLBP.

352 – O

Identifying the True Revolution in Loyalty Programmes Thinking: B2B Channel Marketing Adoption and Digital Opportunities

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Summary Statement

This study identifies a paradigm shift in loyalty programme thinking and the additional benefits they may provide due to technological advancements, particularly in B2B marketing. Pull strategies like this are typical in consumer markets, but in supply chains, push tactics are usually deployed to promote brands and manage channel relationships. Data transparency and channel power from digital channel loyalty programmes have made them viable for manufacturers. We aim to identify these opportunities in detail.

Competitive Short Paper

The digital revolution is changing how business-to-business (B2B) brands manage customer relationships (Saura et al., 2021). However, a recent impact paper highlights a gap in existing marketing literature, particularly in the context of channel loyalty programmes, on the basis that managerial insights are given insufficient weight and detail, resulting in limited impact (Cox, 2022). Our study bridges this gap by involving channel partners at various supply chain levels and offering clear recommendations to practitioners. Due to the new digital technologies, establishing a loyalty programme is a common emerging response in B2B services used to promote brands against competitors and retain customers (Palmatier et al., 2019). Yet their benefits are not fully understood by B2B manufacturers, who generally use push strategies, which makes loyalty programmes a rare tactic and inhibits their adoption in channel marketing. Implementing a digital channel loyalty programme could provide a novel solution to advance old-fashioned push tactics by preventing rival channel promotions, adding value for intermediaries, improving information flows and giving channel power to leverage channel partnerships.

In response to a recent call for research into the B2B loyalty programmes (Chen et al., 2021), this study identifies how such brands perceive adoption barriers and the opportunities for channel leadership provided by the tool. We chose a representative group of eight senior channel professionals working for national and international brands for semi-structured interviews. The in-depth exploratory discussion was valuable in developing a didactic knowledge exchange between channel marketing theory and practice. From content analysis, similarities and differences in managerial experience were categorised in search of themes across Industrial, Fashion and CPG (consumer-packaged goods) markets and from different channel partner perspectives.

The first preliminary finding indicates that obtaining customer data remains challenging due to the complex relationships between manufacturers and intermediaries. A manufacturer-led loyalty programme, which was previously uncommon, is now more affordable and practical and would address the data issue. Second, it is unlikely that all B2B categories will implement loyalty programmes in supply chains, so widespread adoption is doubtful, especially in CPG and Fashion, where costly pull strategies drive demand. However, the schemes would be effective in industrial goods categories, increasing manufacturers' channel power in various ways. Third, while a loyalty programme will not provide the manufacturer with complete leadership over partners, it will improve its ability to manage performance and relationships.

Ultimately, there is a wide consensus that loyalty programmes do not affect individual purchasing (Sharp & Sharp, 1997; Shugan, 2005). Rather, their true value lies in identifying commercially advantageous patterns in big data that provide competitive information (Raman et al., 2018). Our qualitative research strengthens theory development in this emerging field and represents a paradigm shift in how programme objectives are set. For practitioners, channel loyalty programmes would be most effective in industrial goods categories where firms are eager to adopt them to demonstrate strong channel governance, contractual binding, training, and facilitating value co-creation while also noting potential opportunities in gamification, blockchain and AI technologies (Hwang & Choi, 2020; Utz et al., 2023; Saura et al., 2021).

353 – O

Fashion Sharing: Find Something New from Something Old

Kelly Wang

University of Birmingham, United Kingdom

Summary Statement

Sharing is a ubiquitous but take-for-granted behaviour which is under-researched. This research is to explore consumers' sharing experiences within the context of fashion. In this presentation, the following aspects will be discussed: 1) the characters of fashion sharers, 2) the various values of fashion sharing bringing to sharers and 3) how fashion sharing contributes to sustainability.

Competitive Short Paper

Sharing is ancient and ubiquitous consumer behaviour, which builds various social bonds (Godelier, 2011; Price and Belk, 2016). From this aspect, sharing is an old thing existing in our society for thousands of years. The previous research neglected sharing behaviour due to its take-for-granted character (Belk, 2010). The word ‘sharing’ has re-gained interest from academia because of the popularity of sharing economy. However, when discussing sharing, the sharing economy may not be the only topic of discussion. Against this background, based on the empirical research of the author, this presentation will explore the new beauty of sharing within the context of fashion, which is termed fashion sharing.

The meaning of sharing in this presentation is an umbrella concept and refers to the circulation of consumption resources and fundamental social interactions, which builds the social relationships connecting both individuals and groups, and can be reciprocal, altruistic or hoggish. There are many forms of fashion sharing, including lending/borrowing, renting and co-owning.

The purpose of the research is to explore individuals’ fashion sharing experiences through the lens of identity theory. To reach this purpose, the author adopted a mixed-method approach and collected data based on 191 user-generated content on Instagram and 40 in-depth online interviews with fashion sharers. By using content analysis and thematic analysis, the various patterns of individuals’ fashion sharing practices emerge. Thus, in this presentation, the author will share her findings from the following aspects: 1) the characters of fashion sharers, 2) the various values of fashion sharing bringing to sharers and 3) how fashion sharing contributes to sustainability.

355 - W

It's just not good enough!: The role of impact and outcome assessment in shaping social and environmental change

Sharyn Rundle-Thiele, Julia Carins, Sebastian Isbanner

Griffith University, Australia

Summary Statement

Social inequities, health inequalities and environmental degradation continue despite significant investment suggesting something urgently needs to change. This paper discusses the need to move away from talking, thinking and planning to action or doing. Outcomes and impact and improved understanding of the pathway towards these will be discussed in this presentation using case studies.

Workshop: Future Proof: Big Ideas to Address Big Issues and to Help Nonprofits Thrive in a Turbulent World

Competitive Short Paper

Rates of mental health, chronic disease, social inequality, and environmental degradation are rising despite growing financial and human investment. A culture of talking, thinking and planning permeates practice with ideas such as offsets, government enquiries, royal commissions, policy setting, and more being accepted as actions. Such efforts provide the illusion of action ending in outputs such as reports and plans. Given we know that it is rare, if not impossible, for a plan to fully come to fruition this raises the question, "Are we moving fast enough?".

In project after project, we see individuals considered society's most vulnerable being "helped" by numerous agencies. Frequently, our research shows that agencies aren't meeting individuals' needs. During our involvement in various change efforts, we see a lack of output and low or no assessment of outcomes to measure success, which severely limits progress. Performance reviews need to extend beyond agency performance, ensuring that the structures supporting agency demand are also assessed. People experiencing abuse and violence remain in mortal danger while the 24/7 centres they need, support programs that work for them and more are not realised. This raises the question, are our current practices good enough?

Alternate governance systems are needed to ensure national and global agendas are focussed on factors that will improve humanity's overall quality of life while ensuring our planet is protected to support our very existence. This governance system must ensure that outcomes and impact are measured, and processes and needless activities are minimised, if we are serious about driving systemic change. Moving forward, commonly accepted indicators for private businesses and governments, such as profit and economic growth, cannot be the primary indicator used to measure success. Accountable governments must report on equity, people's health and wellbeing, water and air quality, soil health, habitat restoration, and biodiversity, not solely economic indicators. The Sustainable Development Goals deliver a stated ambition and tangible outcomes that deliver to the SDG's progress must be monitored and evaluated by all actors.

The third sector (e.g. non-profits) are vital in tackling challenges such as mental health, social inequality, inclusivity and more. Current practice is frequently siloed, with many efforts deployed at the micro or individual level. Moreover, few champions of collectivist (selfless) actions are apparent and instead efforts reflect self-interest with competition rather than collaboration evident. Coordinated efforts with a whole-of-system view are needed to respond to the challenges faced if we are to avoid the collapse of our current governance structure. Self-interest is running rampant and unchecked, leaving too many behind. Social unrest is already clearly apparent. Consider, events such as the January 6th 2022 raid on the Capitol

Building in Washington DC or the storming of congress in Brazil on January 8th in 2023. In 2023 we continue to see increasing social divide, growing support of right-wing politics, shifts in geopolitical alliances and more. For some years, it has been obvious that we are currently set up for a big fall.

Academy of Marketing Research Fund

356 – Academy of Marketing Research Award Winner

The dialectic of (menopause) zest: Breaking the mould of organizational irrelevance

Pilar Rojas-Gaviria

University of Birmingham, United Kingdom

Competitive Short Paper

“The most powerful force in the world is a menopausal woman with zest.” Margaret Mead, 1950

In the last decade, menopause has become a “hot” topic not only in general society but also in the academic domain. We have witnessed an increasing incidence of “menopause cafés”, organizational awareness campaigns, conversations within the realms of art and business, exchanges and groups within social media, and academic articles and conferences, notably in organization studies.

Although raising menopause awareness is vital, debate must also address what kinds of awareness are most effective to counter negative perceptions. We thus argue that further education about this phenomenon is needed, since simply raising awareness can also have the unintended effect of further stigmatizing women in the workplace.[1] In North America and Western Europe, menopause is still typically viewed in a negative light, a tendency that has intensified in the past few decades.

To address this gap, our focus is twofold. On the one hand, we draw from feminist writers, such as Margaret Mead, Virginia Woolf and Julia Kristeva, to not only destigmatize menopause — long seen as a disease or a disability in Western societies — but also to start a conversation regarding positive aspects of menopause in the workplace. We propose a social interpretation of menopause that contrasts and challenges a perspective of medical decline and that offers a novel theorization of menopause based on “the dialectic of zest”, following the menopausal “zest” suggested by Margaret Mead.

On the other hand, we problematize recent social and organizational developments by not only addressing the risks of stigmatization for women going through this transition but also offering better ways to approach this phenomenon in the workplace. We believe further debate is necessary to create better menopause policies and campaigns, as well as to design new data collection practices that account for the challenges of women, as well as the potential risks of stigmatization, prejudice and discrimination.

To address this gap, we first highlight how the lived experience of menopause varies greatly depending on cultural and social contexts. We then review recent research on the phenomenon of menopause. We emphasize how the Western cultural discourse of decline contributes to women’s vulnerability in organizations, and consequently, the urgent need to change this trend. Utilizing a feminist literary criticism approach, we interpret women’s testimonies of menopause from The Guardian through a dialogue with three feminist writings of Woolf, Kristeva and Mead, and highlight salient contemporary issues of the energizing experience of menopause. Finally, we discuss our theorization of “the dialectic of zest”, an oscillation between conformity and liberation for women, and invite organizations to extend their social imaginaries beyond medicalized perspectives and coping views.

[1] We employ the term, “women”, following current literature. However, we investigate menopausal issues that are also associated with the experiences of transgender women (Mohamed & Hunter, 2019).

357 - Academy of Marketing Research Award Winner

The People’s Art Exhibition

Claire McCamley

University of Huddersfield, United Kingdom

Competitive Short Paper

The People’s Art Exhibition was a creative research project (Kara, 2015) involving a collaboration (Lassiter, 2005) between academic consumer researchers, citizen-consumers (Johnston, 2008) and artists to curate an art exhibition in celebration of our experiences with nature in Kirklees, with the overall aim of contributing towards developing a sense of place in the region.

The backcasting methodology (Ebert et al. 2009) was implemented, using stakeholder workshops, to develop a sense of placemaking. Participants were asked to work backwards from an overall vision of the region to identify what key aspect of placemaking would be important. ‘Environmental consciousness’ and ‘Arts and Creativity’ emerged as two major aspects for locals in Kirklees in terms of how they see the region and its development. Also identified was a need to encourage improved communications and collaboration, along with better leadership within the region.

Using networks developed through the project including local council and a local Facebook group, we asked people to submit artworks that told a story about personal experiences of being in nature in the local area. We received work from over 15 local artists in the form of paintings, photographs, poetry and sculpture and the exhibition ran in Huddersfield town centre for five consecutive days in May 2022. The exhibition was open to the public free of charge and was visited by over 150 patrons.

Impact Achieved:

* Many of the local artists who contributed to the exhibition expressed a sense of appreciation in participating at the event and at having their work as part of such a project. The project was open to anyone to contribute to and many of our contributions came from non-professional artists, hence the name ‘The People’s Art Exhibition’. In this regard the project has helped to garner a sense of pride, confidence and identity with the local area, albeit at a grassroots level.

* Locals who visited the exhibition were impressed by the initiative and felt it delivered food for thought in terms of how we think about our local area, and in how we can enjoy nature in a more responsible way. In this regard, at a grass roots level, the project provided potential to improve sense of place in the locality as well as provided a community-based initiative in a public space.

* The Art Exhibition was intended to be a celebration of the local Kirklees region, which is well known (reflected in stakeholder workshops) for not only its natural beauty but also its environmental consciousness. This is a key aspect of placemaking in the local area – analysis of stakeholder workshop indicates that a sense of place (i.e. placemaking) can be enhanced through interaction and engagement with our environment through artwork. The exhibition itself is an expression of appreciation of the local area. The exhibition took place over 5 days with over 150 visitors, thereby creating a sense of pride and

celebration in the area. The exhibition demonstrates community-based, peer-lead leadership in terms of creating a sense of place and contributing towards placemaking.

358 - Academy of Marketing Research Award Winner

From family-friendly to life-friendly working: Embedding an ethics of care in SMEs

Emma Banister

University of Manchester, United Kingdom

Competitive Short Paper

We focus on the challenges faced by Small and Medium Sized Enterprises (SME) during the Covid-19 pandemic, particularly in responding to employees' caring responsibilities and wellbeing.

Internal marketing orientation (IMO) urges us to recognise employees as internal customers (Yu et al, 2020) whereby 'jobs' are treated as products (Wieseke et al 2009), with the nature of these jobs informing customer (employee) satisfaction (Rafiq and Ahmed 2000). IMO suggests jobs are designed so that employees (or prospective employees) ascribe value to their work.

SMEs tend to take a more informal approach to a range of issues including training, working time and working conditions (Croucher et al., 2013) which, coupled with their smaller size, can inform greater agility and responsiveness, allowing them to make changes to their business more quickly than larger organisations (Smallbone et al., 2012). The Covid-19 pandemic saw a shift in work practices including widespread use of flexible-working and home-working, given the nationwide enforced 'great home-working experiment'.

We conducted interviews with 18 individuals with HR responsibilities within UK-based SMEs. The sample included both small (10-49 employees) and medium-sized (50-249) SMEs from private, public and third sectors. This was followed by an employer roundtable with a smaller number of organisations.

Much of the post-pandemic debate has centred around where employees should work (home, office, hybrid) (Partridge and Makortoff, 2022), and shifts in employees' perceptions regarding how they regard work and its fit with home lives, a move away from a "work is life" culture (e.g. reports of workers 'quietly quitting', Lord, 2022).

Our data suggests some SMES are well-placed to differentiate themselves from larger employers based on their more caring approach, viewing their workers as individuals, recognising their whole, authentic selves (Friedman, 2022), potentially facilitating 'a sense of oneness with the organisation' (Wieseke et al., 2009). An ethics of care approach complements this sentiment, recognising both formal and informal caring roles, and "an enduring social capacity and practice" (Chatzidakis, 2020, p. 893) with Tronto (1993, p. 103) defining caring as "activity that includes everything we do to maintain, continue and repair our 'world' so that we can live in it as well as possible". This philosophy of caring gels well with the ambitions of some of our contributing SMEs.

It is clear the pandemic, and subsequent changes in norms around flexible (and home) working, have changed employees' expectations. There is now more pressure on employers to recognise their employees as individuals. This involves identifying and appreciating varying needs and commitments and moving beyond specific family-friendly practices towards life-friendly working, a focus on equity rather than equality. From an IMO perspective, the impact of the pandemic (e.g. wider-spread hybrid working, wider employee expectations of flexibility), raises the question of whether SMEs can retain their USP. Is there a potential loss of a family-feel due to increased remote working? For those SMEs who experience operational challenges in delivering certain types of flexible working, will they come under additional pressure to improve their flexible working provision as employee expectations of such offerings increase?

359 – Academy of Marketing Research Award Winner

Does second-hand clothing make us happier than brand-new garments? Does it bring us more meaning? And does it help us to better construct our identity?

Olaya Moldes

Cardiff University, United Kingdom

Competitive Short Paper

The circular economy is considered a viable solution to tackle the current climate emergency as consumer-oriented lifestyles significantly challenge sustainability. Second-hand retail extends the lifetime of products and thus can potentially address the impact of overconsumption and reduce CO2 GHG emissions. Whilst the resale clothing market is booming, buying brand-new remains the societal norm. Recent data shows that more than half of consumers in developed countries have never purchased second-hand clothing (Statista, 2022).

Clothes not only serve functional purposes but are often purchased for self-presentation and social signalling purposes (e.g., Dittmar et al., 1995; Goenka & Thomas, 2020; Veblen, 2005) providing symbolic meanings (e.g., McCracken, 1986; Solomon, 1983) to individuals. Clothing items thus serve to define and communicate one's sense of self (self-expression function) and to improve one's self-concept (self-enhancement function) at both the individual and social levels (Richins, 1994; Vignoles, 2018). In addition, clothing can offer economic value, but also excitement, evoke happiness (hedonic value) and bring meaning to consumers (eudaimonic value). However, no prior work has explored the differences in identity motives, hedonic, eudemonic, and economic value that second-hand and brand-new clothing items provide. Therefore, this research examines the differences in positive emotions, identity motives (which include distinctiveness, belongingness, self-esteem, and social enhancement), personal and societal meaning, and economic value between brand-new and second-hand clothing.

A pilot study (N=250) was conducted via an online subject pool with UK residents who had purchased a second-hand garment within the past 6 months. The results were used to identify relevant identity motives, meanings and emotions linked to second-hand garments. Based on the results, measures were adapted and refined for subsequent studies.

Study 1 comprised a repeated measures design (N = 200) with participants reporting their emotions, identity motives, the meaning attached to the purchase and the economic value of a brand-new and second-hand clothing item. The results revealed that second-hand clothing items provide significantly more positive emotions, personal meaning, societal meaning, and economic value. Nevertheless, brand-new items were rated significantly higher in belongingness and social enhancement. No differences in the identity motives of distinctiveness and self-esteem were found suggesting that both purchases help consumers equally to define their uniqueness and improve their self-confidence. Moreover, materialistic values also influenced the value assigned to the garments. These results suggest that there are differences in the psychological value that consumers associate with their brand-new and their second-hand clothing items.

This research will help second-hand retailers and other organizations fighting against fast fashion trends to design marketing communications and advertisement campaigns that better enhance the value of second-hand consumption in the wider population, and thus, it will help with the expansion of circular economic models and facilitate behavioural change. Follow-up studies will examine to what extent consumers' materialistic and environmental values interact with the values that are attributed to clothing purchases and their influence on subsequent well-being and purchase intentions. Furthermore, interventions to promote circular product choices in a decision-making environment will be tested. Findings will be presented at the conference.

360 – Academy of Marketing Research Award Winner

Anthropomorphic and Verbal Elements in Recycling Communications

Sianne Gordon-Wilson

Queen Mary University of London, United Kingdom

361 – Academy of Marketing Research Award Winner

Religious tourism consumption and management: a study of pilgrimage to multi-faith heritage sites in Morocco

Mona Moufahim

University of Stirling, United Kingdom

Competitive Short Paper

Research on pilgrimages focuses on aspects as diverse as their institutional and geopolitical implications (Holloway and Valins, 2002) to the phenomenon of migration (Hannam et al., 2006), the sociological characteristics of pilgrims, their motivations and experience (Turner and Turner, 1978; Collins-Kreiner and Gatrell, 2006; Fleischer, 2000). The sacred sites of pilgrimages are often important commercial centres featuring vibrant marketplaces, where spiritual goods and services are sold (Scott and Maclaran, 2012). Both the sites and pilgrims' behaviour provide a rich site of inquiry into symbolic, spiritual and material consumption (Pinto, 2007: 110).

Religious tourism is estimated to be a $18-billion global industry, with between 300 and 330 million tourists visiting the world's main religious sites every year (WTO, 2014). Religious heritage sites hold immense potential as a resource that can be transformed and commodified for tourist consumption (Timothy and Boyd 2003). There are however real challenges in developing those sites in a sustainable and socially responsible manner (see Cohen 1998; Shackley 2002; Clarke, 2010; Dawut, 2007; Rotherham, 2007; Shunnaq et al., 2007). Of particular interest are the strategies used (or that should be used) to conserve and promote heritage that has important social, environmental, political and economic implications in Morocco, in particular in relation to identity, memory/heritage, and harmonious relations.

This research seeks to study multi-faith sites and the practices and rituals performed and shared by different religious communities: Morocco is home to a multitude of religious, heritage and cultural sites that are shared between Muslims and Jews. Morocco is a particular case of country-specific religious practices surrounding the cult to saints (called maraboutism) which is shared by both religious communities. The country is also an exceptional lab in their novel initiatives combining socio-economic sustainability, local communities' wellbeing and the preservation of cultural and religious heritage sites, through the landing of fields surrounding Jewish cemeteries (where major rabbis and Jewish saints are buried) to local Muslim farmers.

Seeking to gain a comprehensive multi-layered understanding of the country's sustainable and religious overarching tourism strategies, holy sites management and promotion, and the 'consumption' of those sites by pilgrims and tourists, I have planned a series of ethnographic visits to sites, and in-depth interviews with various key stakeholders: national Tourism office/policymakers, tour operators, tour guides, sites managers, faith/community leaders, and visitors. The rate of progress has been frustratingly slow at times, and the insights gained from fieldwork were limited by the issues met along the way. Despite my cultural affinities with the country, combined with my extensive experience conducting ethnographic fieldwork in various settings, there were a number of significant challenges in conducting research of this nature in Morocco. Administrative red tape, safety concerns, local communication customs (e.g. high culture, the primacy of recommendations and networking). Resourcefulness and resilience have been critical to unlocking access to key informants and sites. The paper provides an overview of key findings from this project alongside a discussion of key recommendations for the preparation for ethnographic fieldwork in unfamiliar settings and developing the researcher's resilience.

362 – Academy of Marketing Research Award Winner

The Marketplace and I: A Videography

Leighanne Higgins

Lancaster University, United Kingdom

Competitive Short Paper

This AMRC funded project sought to develop a videography of the arts-based project, The Marketplace and I: Commercial Experiences of Disability explored through Art (M&I), whilst exhibiting at the internationally acclaimed, and largest world arts festival, the Edinburgh Fringe Festival in August 2022. To contextualise, The M&I is a disability focussed, art-based project. Beginning, in 2019, it sought to advance marketplace accessibility research. Adopting what is termed an affirmative approach to disability, which perceives disability as "a positive, personal and collective identity" (Swain and French 2000, 569), the M&I sought to prioritise disabled person's abilities. The M&I worked actively with disabled persons from across the UK, asking them to develop artworks that represent their commercial experiences. It culminated in the development of 36 artworks exploring retail, hospitality, and tourism, and representing learning (autism), mobility (wheelchair users), and sensory (visual impairment) disabilities. Before the Fringe exhibition in 2022, regional exhibitions had uncovered the M&I exhibition and project to affectively transform unconscious, negative and stigmatising perceptions towards disability. However, a limitation of the M&I was its physicality - you need to physically visit the exhibition to experience it. Videography, however, allows us to delimit this limitation.

The aim was to create a feature length, 20–30-minute video of the Fringe exhibition, which this funded study permitted. However, it was quickly recognised that the project wasn't ending with the Fringe as new avenues and opportunities arose. As such, we have been continuing to capture video and audio data since to help develop and bring to life the entirety of the M&I - from inception, exhibition to outcomes. For example, we are currently filming M&I focussed accessibility workshops with companies and organisations for inclusion in our final videography, which will be launched in Autumn 2023. This will be useful to academic audiences and student bodies as a case on how EDI and engagement focussed research can be undertaken.

Nonetheless, alongside the on-going development of the feature length, academic styled videography, the film-footage to date has been edited into mini videography's. These are short videos which are being utilised as resources to traverse academic focussed videographic narratives, to engage in wider discussions relevant and useful to specific stakeholders (i.e., with companies, disabled groups, charities, etc). Acknowledged for its ability to share everyday consumption realities effectively and more crucially affectively (Belk and Kozinets, 2005; Rokka et al., 2018), videography is an established alternative mode of representation within marketing. The M&I creation and usage of miniature forms of videography spotlights how videography not only offers affective modes and alternative modes of representation of research but can when innovatively (re)utilised become useful engagement tools for impactful and transformative focussed research.

To call on videographers, both past and present, to rethink how our videography's can better engage out with academia, this mini videographic idea, alongside the viewing of some miniature videographic exemplars, will be explored further at the Academy's conference in July.

363 – Academy of Marketing Research Award Winner

Integrating the sustainable development goals into the Higher Education Institutions' marketing curriculum

Barbara Tomasella

University of Derby, United Kingdom

Competitive Short Paper

This research aims to generate a framework with guidelines for embedding the Sustainable development goals (SDGs) in the UK HEIs marketing curriculum. Higher education institutions (HEIs) should incorporate sustainability approaches in education, to prepare students to become future leaders aligned to the United Nations' SDGs (UNESCO, 2022); such aspiration is a way for HEIs to play their part in meeting the grand challenges of our modern times (United Nations, 2015; deRuyter et al., 2022). Teaching students about the simultaneous pursuit of economic, environmental, and social goals should be a priority particularly for marketing instructors (Voola et al., 2022), as marketing is often seen as part of the problem of overconsumption that SDGs address, rather than part of the solution (Rosenbloom, 2022). Moreover, marketing departments are slower than others in business schools, at retrofitting their curriculum to these topics (Rosenbloom, 2022; Brocato et al, 2022).

The first phase of the research comprised an online survey of marketing lecturers in UK HEIs, which resulted in 107 responses. The survey revealed that the SDGs are either not integrated or very little integrated into UK HEIs' marketing modules; the most popular SDGs include responsible production and consumption (Goal 12) and Gender Equality (SDG5), accompanied by the concept of Corporate Social Responsibility. The sustainable marketing theory is the most utilized framework for framing the SDGs within the marketing curriculum, from a knowledge perspective. Other less utilized theories, which emerged from the survey, are, in order of use: the theory of responsible consumption behavior, social marketing, green marketing, ethical consumption, and the circular economy. It also emerged that there are diverse classroom tools to teach sustainability. The most popular are case-based teaching and class debates, followed by guest lectures and interactive tools such as video and social media. These key findings highlighted through the survey led to proposing a framework with 3 core guidelines for integrating SDGs in the marketing curriculum. This framework has been further verified through a Delphi methodology which constituted the second phase of the project. (Note: the Delphi data collection, based on interviews, should be reaching the required consensus phase by the end of the project in July 2023).

The framework proposed can be summarised as follows:

• Engage: the first step is about integrating sustainability knowledge into the existing marketing curriculum is through fostering knowledge accompanied by debate and reflection around the SDGs.

• Expand: The second step is about transforming values and attitudes using transformative and experiential pedagogical tools among students and staff.

• Enact: The first two steps should lead to behavioral change and purposeful action aligned to the SDGs which involve the whole University, in particular the engagement of students through partnership activities with businesses and the community, for example through extra-curricular activities or community engagement actions.

This research adds to the literature on education for sustainable development by adapting existing pedagogical frameworks to marketing education. It particularly emphasizes the importance of a collaborative partnership-led pedagogic approach to embedding the SDGs within a specific discipline (UNESCO, 2022).

364 – Academy of Marketing Research Award Winner

Rubie Chic (Researching upcycling behaviour in England - creating holistic insights into consumption practices)

Songyi Yan, Claudia E Henninger

University of Manchester, United Kingdom

Competitive Short Paper

Rubie Chic aligns with the Environmental Audi Committee's (2019) call to extend garment use and follows in line with the European Commission's (2022) call for actions to engender textile circularity at all stages of a garment's lifecycle. Rubie Chic was set out to gain insights from different stakeholders (e.g., designers, consumers, policymakers) to understand what current opportunities and barriers are towards practising upcycling and to explore how upcycling as a practice and solution to garment life extension could be enhanced.

In order to address this aim, the following research objectives (ROs) were developed:

RO1: To identify current opportunities and barriers to engage in upcycling as a consumption practice. This will be achieved by conducting semi-structured interviews and sandpits with multiple stakeholders.

RO2: To explore feasibility of solutions identified in RO1 by focusing on consumers consumption practices and more specifically upcycling. This will be achieved through a multi-stage 3 month intervention consisting of an initial interview, upcycling workshop, qualitative surveys at the halfway point, and exit interviews.

Within this research presentation the focus is on research objective 1, more specifically it covers one of the barriers identified. Objective one was explore through conducting semi-structured qualitative interviews with 26 upcycling practitioners and sandpits, most of whom had their business for more than 10 years. Data were analysed using Easterby-Smith et al.'s (2018) 7 step-guide to data analysis.

One of the key challenges identified was terminology. Previous research on sustainable fashion, which is linked to upcycling, seeing as the latter is a form of sustainable fashion by keeping materials in the consumption loop for as long as possible, indicated that speaking the same language is vital in order to avoid miscommunication and/or greenwashing (e.g., Henninger et al., 2016; Oates et al., 2022). From the data it became apparent that similarly to sustainability, upcycling was intuitively understood, yet when it came to defining the term and what it meant, it had different meanings to different people. A common initial answer when defining what upcycling means to them was the fact that it was an intuitively understood practice that was often learned from relatives, yet not necessarily labelled as 'upcycling'. Some practitioners outlined that upcycling for them implies using pre-loved materials, whilst others only used 'deadstock'. There are various implications here: 1) upcycled fashion could be stigmatised, as it use pre-loved garments as raw materials, which can still be classified as being for people with a lower income. 2) It is increasingly more difficult to gain access to good quality pre-loved garments, with fast fashion dominating the market, which has been classified as cheap and of low quality. The latter has an impact on collections than can be produced. On the other hand, deadstock upcycled garments are similar to first hand garments, seeing as the material was part of a surplus production and thus avoids any type of stigmatisation.

The presentation will go into further details on why referring to one type of making garments (upcycling) yet using different techniques can have both positive and negative implications.

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Engagement or social glue? An investigation of influential characteristics of virtual influencers in Metaverse

Aman Kumar, Amit Shankar

Indian Institute of Management Visakhapatnam, India

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Contemplative Consumer Activism as a Drive for Social Change: A Transformative Consumer Research Perspective

Betul Cal

University of Strathclyde, United Kingdom

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University of Melbourne, Australia

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Could the market development of unisex fashion promote social change?

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University of Manchester, United Kingdom

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Glenn Mehta

Technological University Dublin, Ireland

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Patient Acceptance of a Primary Care Telemedicine Service: A South African Public Healthcare Sector Study

Grethe Heyns

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The Psychological Effect of Algorithmic Personalization on Consumer Well-Being: The Tale of a Toxic Friendship

Tanita Yonel

Imperial College London, United Kingdom

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Systematic review of crisis management towards sustainability in tourism and hospitality

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University of Leeds, United Kingdom

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INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD, India

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The Hong Kong Polytechnic University (PolyU), Hong Kong

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Coventry University, United Kingdom

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University of Birmingham, United Kingdom

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(Sammie) Duong Nguyen, Andrew Lindridge, Natalia Yannopoulou

Newcastle University, UK

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Marketing: Fusing resilience and power for public value – igniting marketing's social spirit

Cardiff Business School, 1-4 July 2024

The **2024 Academy of Marketing Conference** will be hosted by Cardiff Business School in the Post Graduate Teaching Centre on the Cathays Campus of Cardiff University. The venue is ten minutes' walk from Cardiff city centre, a range of hotels and student accommodation.

Cardiff is the capital city of Wales, located on the Southern coast of Wales, in the historic county of Glamorgan on the Bristol Channel, at the mouth of the river Taff, about 150 miles (240 km) west of London.

The city is easily accessible. Cardiff has an airport and is close to Bristol airport, there are high-speed rail links from London and the M4 motorway passes the north of the city. The University is in the centre of the city.

Cardiff Business School is an AACSB International and AMBA-accredited Business School with a clear mission: to make a positive impact in the communities of Wales and the world through its public value strategy and principles. Cardiff Business School is committed to delivering economic and social improvement through interdisciplinary teaching and research that tackles the grand challenges facing the world today.

The social, economic, and political relevance of Cardiff Business School research and teaching is integral to the public value ethos we have embedded within the school, and we are committed to generating real impact.

This 2024 Academy of Marketing Conference theme of **Marketing: Fusing resilience and power for public value – igniting marketing's social spirit** will showcase this ethos which we invite you to share.

Conference Chair: Professor Carolyn Strong

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