

AperTO - Archivio Istituzionale Open Access dell'Università di Torino

**Checkmate to the competition in the metaverse:Nfts as innovative tools to win brand engagement through phygital luxury brand experiences**

**This is the author's manuscript**

*Original Citation:*

*Availability:*

This version is available <http://hdl.handle.net/2318/1894131> since 2023-02-26T14:42:46Z

*Terms of use:*

Open Access

Anyone can freely access the full text of works made available as "Open Access". Works made available under a Creative Commons license can be used according to the terms and conditions of said license. Use of all other works requires consent of the right holder (author or publisher) if not exempted from copyright protection by the applicable law.

(Article begins on next page)



# ANZMAC 2022

RECONNECT & REIMAGINE

---

5 - 7 December 2022

Conference Proceedings



THE UNIVERSITY OF  
**WESTERN  
AUSTRALIA**

**BUSINESS  
EVENTS  
PERTH**



**Curtin University**



---

# ANZMAC 2022 Sponsors

## Platinum Sponsor

---



University of  
South Australia

Ehrenberg-Bass  
Institute for Marketing Science



## Silver Sponsor

---



UNIVERSITY  
of  
OTAGO  
*Te Whare Wānanga o Ōtāgo*  
NEW ZEALAND



UNSW  
SYDNEY



MONASH  
University

MONASH  
BUSINESS  
SCHOOL

## Bronze Sponsor

---



## Paper Track Sponsor

---







anzmac  
AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY



# ANZMAC 2022

**RECONNECT & REIMAGINE**

**5 - 7 December 2022**  
**Conference Proceedings**

## Publication Details

### ANZMAC Conference 2022

Editors: Paul Harrigan and Greg Brush

Copyright © 2022 All rights reserved. Apart from any use permitted under the Copyright Act 1968 no part may be reproduced, stored in a retrieval system or transmitted by any means or process whatsoever without the prior written permission of the publisher.

The views and opinions expressed are those of the authors.

ISSN: 1447-3275

## Acknowledgment

The University of Western Australia and Curtin University acknowledge the Whadjuk people of the Nyungar Nation, as the Traditional Custodians of the land in and around Perth, where ANZMAC 2022 was held.

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

---

# ANZMAC Executive Committee

**Linda Robinson**

President, RMIT University

**Paul Harrigan**

Vice President, The University of Western Australia

**Andrew Murphy**

Treasurer, Massey University

**Denni Arli**

Secretary, The University of Tasmania

**Frank Alpert**

Member of Strategy sub-committee, The University of Queensland

**Jungkeun Kim**

Chair of Research sub-committee, Auckland University of Technology

**Aron O’Cass**

Member of Research sub-committee, La Trobe University

**Billy Sung**

Member of Strategy sub-committee, Curtin University

**Toni Eagar**

Chair of Education sub-committee, Australian National University

**Phyra Sok**

Member of Research sub-committee, Monash University

**Maree Thyne**

Chair of Awards sub-committee, The University of Otago

---

# Conference Committee

## Conference Committee

Paul Harrigan, Conference Chair, University of Western Australia

Greg Brush, Conference Chair, University of Western Australia

Sanjit Roy, Scientific Committee Chair, University of Western Australia

Fang Liu, Scientific Committee Chair, University of Western Australia

Saadia Shabnam, Special Session Chair, Curtin University

## Doctoral Colloquium Committee

Ian Phau, Doctoral Colloquium Chair, Curtin University

Isaac Cheah, Doctoral Colloquium team, Curtin University

Sean Lee, Doctoral Colloquium team, Curtin University

Anwar Sadat Shimul, Doctoral Colloquium team, Curtin University



# Track Chairs

## **Advertising and Marketing Communications**

Charles Taylor  
Michael Lee

Isaac Cheah

## **Business to Business, Distribution and Sales Management**

Dr Russel Kingshott

Daniel Schepis

## **Consumer Behaviour**

Supported by Deakin University

Dr Felix Septianto

Lisa McNeill

Andrea Vocino

## **Consumer Culture Theory**

Supported by RMIT  
University

Ekant Veer

Marian Makkar

Mark Buschgens

## **Digital Marketing and Social Media**

Supported by RMIT University

Fazlul Rabbanee

Jason Pallant

Torgeir Aleti

## **Entrepreneurship & Innovation**

### **GAMMA Symposium**

Thierry Volery

Sussie Morrish

Ian Phau

Tony Garrett

## **International and Cross-Cultural Marketing**

Fandy Tjiptono

Denni Arli

## **Luxury Marketing**

Anwar Sadat Shimul

Sean Lee

## **Marketing Analytics, Methods and Modelling**

Shahriar Akter

Jungkeun Kim

## **Marketing Education**

Vinh Lu

Park Thaichon

## **Marketing Strategy, Branding and Brand Management**

Riza Casidy

Yelena Tsarenko

## **Services, Retailing and Customer Experience**

Laszlo Sajtos

Shasha Wang

## **Social Marketing, Macromarketing and Public Policy**

Supported by The University of Canterbury

David Webb

Ann-Marie Kennedy

## **Travel and Tourism Marketing**

Chris Chen

Jun Wen

## **Values, Motivations and Marketing**

Julie Lee

Joanne Sneddon

# Best Paper in Track

## **Business to Business, Distribution and Sales Management**

### **Consumer Behaviour**

Supported by Deakin University

### **Consumer Culture Theory**

Supported by RMIT University

### **Digital Marketing and Social Media**

Supported by RMIT University

### **GAMMA Symposium**

### **Marketing Analytics, Methods and Modelling**

### **Marketing Education**

### **Marketing Strategy, Branding and Brand Management**

### **Services, Retailing and Customer Experience**

### **Social Marketing, Macromarketing and Public Policy**

Supported by The University of Canterbury

### **Travel and Tourism Marketing**

### **Values, Motivations and Marketing**

## **Business-to-Business Customer Experience: A Systematic Literature Review**

Riarna Hellyer, Rory Mulcahy, Jacqueline Blake, Vikki Schaffer

## **Feelings of Personal Relative Deprivation Inhibit Sustainable Consumption**

Crystal Oanh Nguyen, Liem Viet Ngo, Tania Bucic, Harmen Oppewal

## **“Out With The Old, In With The New”: The Gentrification Of Sneaker Culture**

Ai Ming Chow, Ires van Hout, Paolo Franco, Rohan Venkatraman

## **The Dark Side Of Social Media: Misinformation, Partisanship, and Polarization**

Jason Weismueller, Richard L. Gruner, Paul Harrigan, Kristof Coussement, Shasha Wang

## **Consumer Experience Of Luxury Brand In Metaverse**

QI Jiang, Miyea Kim, Eunju Ko, Kyung Hoon Kim

## **Basket Choice Model Using Deepwalk Neural Network**

Xuliang Li, Steven Lu, Jake An

## **“We Have To Fight The System Just To Stay Here”: Connection And Accessibility For Neurodivergent Students In Marketing Education**

Luke Butcher, Stevie Lane

## **Self-Customisation And Frontline Customisation: Optimising Personalisation Experiences**

Isabella Maggioni, Daniela Corsaro, Alessandro Inversini, Manuela De Carlo

## **When Service Is Disrupted, Community Is Key: A Membership-Based Study**

Jessica Pallant, Jason Pallant, Adam Karg, Carleigh Yeomans

## **Zero-Alcohol And Aisle Placement**

Ann-Marie Kennedy, Girish Prayag, Andrew Vonasch, Johnpaul Smith

## **Business Data Privacy Practices In Contact Tracing: A Double-Edged Sword**

Khai Tran Trieu, Joseph Chen, Raymond Xia, Donia Waseem, Balkrushna Potdar

## **Is Consumer Social Media Engagement Developed By Visual Aesthetics And/Or Information Quality?**

Sony Kusumasondjaja

## **Ecotourism, Motivations And Impacts On Consumers’ Identity**

Rayane Bouzidi, Markus Wohlfeil, Amy Takhar

## **Family Values: Socialising Children As Competent Consumers**

Robert Aitken, Leah Watkins

## REVIEWERS

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

Shehzala	Bentham, Catherine
Rajnigandha	Bian, Xuemei
Aarikka-Stenroos, Leena	Blijlevens, Janneke
Aboelenien, Aya	Bose, Sunny
Acuti, Diletta	Bothma, Mia
Adams, Kathleen	Bowles, Angela
Adi Ekaputra, Irwan	Brady, Erica
Agarwal, Diksha	Brennan, Stacey
Aitken, Robert	Brodie, Rod
Akella, Laxminarayana Yashaswy	Bruce, Bronwyn
AlAdem, Samar	Bui, Liem
Aleti, Torgeir	Bundwini, Nqobile
Alford, Philip	Burgess, Jacqueline
Ali, Shabana	Butcher, Luke
Alimamy, Saifeddin	Camilleri, Adrian Ryan
Alkhamisi, Lujain	Campbell, Colin
Alshamrani, Areej	Carlson, Jamie
Alversia, Yeshika	Carminati, Anne
An, Jake	Carrington, Michal
Anesbury, Zachary	Casey, Julia
Appau, Samuelson	Casidy, Riza
Arli, Denni	Chad, Paul
Arora, Swapan Deep	Chan, Kaye
Ashik, Farhan	Chandrasapth, Koblarp
Asokan-Ajitha, Aswathy	Chang, Hannah
Baker, Jonathan	Chapman, Cassandra
Bakri, Marlina	Cheah, Isaac
Bandara, Priyantha	Chen, Jialie
Bandyopadhyay, Argho	Chen, Joseph
Barker, Alicia	Chen, Ning (Chris)
Baumann, Chris	Chen, Shu-Ching
Becker, Larissa	Cheng, Yimin
Belik, Ivan	Chikweche, Tendai
Belli, Alex	Chong, Terrence
Bellman, Steve	Chow, Ai Ming



## REVIEWERS (CONT. )

Chowdhury, Rafi  
Chung, Henry  
Clarke, Ilona  
Conduit, Jodie  
Coşkun, Ayşen  
Coussement, Kristof  
Cruz, Angela Gracia B.  
D'Alessandro, Steven  
Dalziel, Riane  
Das, Kallol  
Datta, Biplab  
Davey, Janet  
Demsar, Vlad  
DeVilliers, Rouxelle  
Dhal, Alisha  
Diaz Ruiz, Carlos  
Dietrich, Timo  
Dixon, Lucas  
Dodds, Sarah  
Dolan, Rebecca  
Dong, Yanyan  
DSouza, Maria Jane  
Dunstone, Louise  
Duong, Chien (Patrick)  
Düppre, Sebastian  
Durl, James  
Eagar, Toni  
ElDegwy, Ahmed  
Elsharnoubt, Tamer  
Ennis, Sean  
Errmann, Amy  
Fakhimi, Arezoo  
Farrelly, Francis  
Faulkner, Margaret  
Feetham, Stanley  
Fehrer, Julia  
Fernandez, Karen  
Ferraro, Carla  
Fiestas, Jorge  
Figueiredo, Bernardo  
Finsterwalder, Joerg  
Fitzgerald, Sandy  
Flaig, Alexander  
Fleischman, David  
Fletcher, Phoebe  
Fraccastoro, Sara  
Franco, Pao  
Frank, Björn  
Fujita, Momoko  
Fuschillo, Gregorio  
Gachassin, Emilie  
Gain, Alexandria  
Gohary, Ali  
Golf-Papez, Maja  
Gonzalez, Claudia  
Gordon, Ross  
Goyal, Vikas  
Grasso, Antonio  
Gray, Harriet  
Grewal-Sidhu, Penny  
Gruner, Richard  
Gunness, Aneeshta  
Gurrieri, Lauren  
Hach Soeur, David  
Hamilton, Luzaan  
Hani, Umme  
Harala, Linnea  
Harrigan, Paul  
Harris, Katelyn  
Hartley, Nicole  
Hartman, Anna  
Hassan, Rumman  
Hellyer, Riarna  
Hem, Leif  
Ho, Phu Hai  
Hossain, Afnan

## REVIEWERS (CONT. )

Hu, Fangli  
Hung, Yuchen  
Hussain, Shahid  
Inversini, Alessandro  
Isbanner, Sebastian  
Islam, Mohammad Majedul  
Japutra, Arnold  
Jebarajakirthy, Charles  
Jiang, Chengzi  
Jiang, Yangyang  
John, Surej  
Jones, Rosalind  
Joubert, Alison  
Justice Flores, Phil  
Kachouie, Reza  
Kaczorowska, Karolina  
Karg, Adam  
Karl, Akbari  
Karpen, Ingo  
Kempen, Elizabeth  
Kemper, Joya  
Kemppainen, Joonas  
Kemppainen, Tiina  
Kennedy, Ann-Marie  
Keranen, Joonas  
Khalil, Mary  
Khan, Alia  
Khan, Ghazala  
Khan, Saira  
Khan, Sardana  
Kieu, Tai Anh  
Kim, Jungkeun  
Kingshott, Russel  
Kitin, Justin  
Klement, Brooke  
Klonaridis, Rita  
Kopanidis, Foula

Kozak, Metin  
Kozinets, Rob  
Krisjanous, Jayne  
Krüger, Tinka  
Kumar, Ashish  
Kushwah, Mihir Kumar  
Kushwaha, Ankur  
Kumumasondjaja, Sony  
Kwong, Kenneth  
Lamarche, Rachel  
Lau, Joyce  
Laukkanen, Tommi  
Lawley, Meredith  
Le, Khanh  
Lee, Hea Sun  
Lee, Michael  
Lee, Sean  
Lele, Bharati  
Li, Loic  
Lie, David  
Lim, Wesley  
Lo, Valencia  
Lu, Vinh  
Luan, Siqiao  
Lues, Heleneze  
Luu, Nguyen  
Ma, Junzhao  
Maggioni, Isabella  
Mallach, Marcel  
Mao, Wen  
Masemola, Sibongile  
Massi, Marta  
Mathies, Christine  
Mathmann, Frank  
Mazzarol, Tim  
Mazzoli, Valentina  
McNeill, Lisa  
McQueen, Rachel

## REVIEWERS (CONT. )

Migdadi, Yazan  
Miller, Rohan  
Mishra, Abhishek  
Mishra, Aditya  
Mishra, Tarunima  
Mohammad Sharif, Abdullah  
Moraes, Marcela  
Morrish, Sussie  
Mostaghel, Rana  
Mukherjee, Srabanti  
Mulcahy, Rory  
Munnukka, Juha  
Muthaffar, Aisha  
Nai, Israel  
Nasa, Jayant  
Neumann, Nico  
Ng, Mark  
Nguyen, Anh  
Nguyen, Cathy  
Nguyen, Chi  
Nguyen, Long  
Nguyen, Mai  
Noor, Nurhafizh  
Northey, Gavin  
O'Brien, Ingrid  
O'Cass, Aron  
O'Rourke, Anne-Maree  
O'Shannassy, Timothy  
Ocampo, Ivan  
Oghazi, Pejvak  
Oh, Yuri  
Orazi, Davide  
Ozanne, Lucie  
Ozgen Genc, Tugce  
Pai, Satish  
Pallant, Jason  
Pallant, Jessica  
PalSingh, Guninder  
Pandey, Devansh  
Pargue, Béatrice  
Parker, Lukas  
Pattinson, Hugh  
Peari, Sagi  
Pham, Cuong  
Phau, Ian  
Phipps, Marcus  
Pichugin, Dmytro  
Piehler, Rico  
Pillay, Pragasen  
Piven, Inna  
Polonsky, Michael  
Pontes, Nicolas  
Pontes, Vivian  
Popkowski Leszczyc, Peter  
Potdar, Balkrushna  
Powell, Ashleigh  
Prentice, Catherine  
Primanti, Haryani  
Prior, Daniel  
Pupovac, Ljubomir  
Purchase, Sharon  
Putra, Pragea  
Putranta, Parnawa  
Qesja, Bora  
Qi, Shanshan  
Quach, Sara  
Quynh, Hoa  
Rahman, Syed  
Raman, Saravanan  
Rayne, Daniel  
Reid, Mike  
Reinikainen, Hanna  
Ritch, Elaine  
Robertson, Nichola  
Romaniuk, Jennifer  
Rotman, Jeff



## REVIEWERS (CONT. )

Roy, Sanjit  
Sadat Shimul, Anwar  
Sagheer, Sadaf  
Sajtos, Laszlo  
Salam, Abdul  
Saluja, Geetanjali  
Sandhu, Manjit, Singh  
Sands, Sean  
Sansome, Kate  
Sassenberg, Anne-Marie  
Scaraboto, Daiane  
Schepis, Daniel  
Schmidtke, David  
Schnack, Alexander  
Schultz, Carsten  
Schwaiger, Manfred  
Seenivasan, Satheesh  
Septianto, Felix  
Shamayleh, Ghalia  
Shankar, Amit  
Shankar, Avi  
Sharma, Piyush  
Shi, Zhengyu  
Sijoria, Charu  
Singh, Gaganpreet  
Singh, Gurmeet  
Singh, Kamalpreet  
Singh, Sonika  
Siriwardana, Sajith  
Smith, Aimee  
Sneddon, Joanne  
Sok, Phyra  
Soltani, Mona  
Souvertjis, Anne  
Stern, Philip  
Stocchi, Lara  
Sung, Billy  
Sutherland, Karen  
Takhar, Amy  
Talvite-Lamberg, Karoliina  
Tamaddoni, Ali  
Tan, Teck, Ming  
Tanouri, Afshin  
Tarabashkina, Liudmila  
Taylor, Alex  
Taylor, Charles  
Teah, Kevin  
Tetteh-Afi, Christian  
Thaichon, Park  
tHart, Brian  
Thyroff, Anastasia  
Tian, Karen  
Tien, Minh, Dinh  
Tjiptono, Fandy  
Tombs, Alastair  
Tran, Khai Trieu  
Trinh, Giang  
Triolo, Federico  
Tsang, Alex S.L.  
Tsao, Hsiu-Yuan  
Tuguinay, Jovanie  
Tunkevichus, Eduard  
Tuzovic, Sven  
Vaibhav Shekhar, Vaibhav Shekhar  
van Deventer, Marko  
van Esch, Patrick  
van Schalkwyk, Johannes-Hugo  
van Schalkwyk, Pieter  
Vatavwala, Sanket  
Veer, Ekant  
Vejnovic, Ena  
Venkatraman, Rohan  
Veresiu, Ela  
Victory, Kirsten  
Volcon, Stephanie  
Volery, Thierry

## REVIEWERS (CONT. )

Voola, Ranjit  
Voyer, Benjamin  
Waehning, Nadine  
Wahid Khan, Abdul  
Waller, David  
Walther, Luciana  
Wan, Echo Wen  
Wangmo, Gaki  
Waseem, Donia  
Watanabe, Midori  
Watkins, Leah  
Webb, David  
Weber, Virginia Wen, Jun  
White, Samantha Wilden, Ralf  
Wilk, Violetta  
Wilkie, Dean  
Williams, Janine  
Williams, John  
Willmott, Taylor  
Wilson, Juliette  
Winzar, Hume  
Wohlfeil, Markus  
Wong, Amy  
Wong, Nancy  
Wong, Sabrina  
Xue, Kaiwen  
Yang, Shaohua  
Yannopoulou, Natalia  
Ye, Sheng  
Ye Yang, Nicole  
Yin, Han  
Ying, Roy Fai  
Yousef, Murooj  
Yu, Ava  
Yu, Dandan  
Yu, Hongyang  
Yu, Joanne  
Yuk, Hyeyeon (Christine)

Yusuf, Adnan  
Zarezadeh, Zara  
Zhang, Hui  
Zhang, Xiaoyu  
Zhang, Xiya  
Zhang, Yunen  
Zheng, Danni  
Zhou, Bin  
Zou, Zhao

# CONTENTS

Advertising and Marketing Communications	16
Business to Business, Distribution and Sales Management	50
Consumer Behaviour	94
Consumer Culture Theory	198
Digital Marketing and Social Media	233
Entrepreneurship and Innovation	297
GAMMA Symposium	322
International and Cross-Cultural Marketing	358
Luxury Marketing	367
Marketing Analytics, Methods and Modelling	388
Marketing Education	405
Marketing Strategy, Branding and Brand Management	445
Services, Retailing and Customer Experience	501
Social Marketing, Macromarketing and Public Policy	589
Travel and Tourism Marketing	676
Values, Motivations and Marketing	714



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

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

## **Abstract:**

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

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