

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.

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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.

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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.