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Winkel, Thomas Dyrmann; Wahlen, Stefan; Jensen, Thessa

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All abstracts are listed in alphabetical order by presenter surname.

Selling only Sustainable Seafood: Attitudes toward Public Regulations and Retailer Policies

Frode Alfnes

Norwegian University of Life Sciences, Aas, Norway

Objectives

There has been a rapid increase in availability of sustainability-labeled seafood in the world market, and most retailers in develop countries are now selling a large variety of sustainability labeled seafood products. However, there has be raised doubt of the "ability of the overall policy field of marine and aquaculture certification to deliver effective governance solutions for the challenge of sustainable marine ecosystems" (Kalfagianni and Pattberg, 2013).

Large retailers such as Walmart (2015), Tesco (2014), Carrefour (2014) and IKEA (2015) have taken the sustainability labeling a step further and are now including sustainable sourcing of seafood in their corporate social responsibility programs. So far, none of them have taken the final step and said that they would exclusively sell sustainably sourced seafood.

In this paper, we investigate consumer attitudes toward public regulations and retailer policies of selling only sustainability-labeled seafood in seven European countries.

Method

The data collection was conducted as a web-survey in the first weeks of February 2016. We include 500 respondents from each of the seven countries: Norway, Germany, England, France, Spain, Italy and Poland. Using a split sample design, we asked half the respondents in each country if they support or oppose new regulations requiring stores to sell only sustainable-labeled seafood, under the assumption that this will reduce the variety and increase the price of seafood. The second half was asked if they still would buy their seafood at their currently preferred seafood store if the store implemented a new store policy of selling only sustainable-labeled seafood, with the same consequences as the regulations.

Both questions used a price list with six price intervals from zero to 30+ percent. The highest price increase they accept is used in an interval regression investigating the effect of treatment, country, and demographics on the willingness to pay.

Results

There are relatively large differences between countries. In Norway and Germany, 89 percent of the participants would continue buying at their current store if the new store policy resulted in a price increase of 1 to 5 percent, while in Spain and France the numbers are only 76 and 74 percent, respectively. In Norway and Germany 82 and 83 percent of the participants would support new regulations at a price increase of 1 to 5 percent, while in Poland, Spain and France only 63, 65 and 66 percent supported the same regulation. A majority of those negative to the store policy or the regulation at a zero price increase, gives the reason to be that a large variety in seafood is more important for them than sustainability. The most common response to being positive at a zero price increase, but not at any other price increases is that they cannot afford to pay more for their seafood. For the regulation, "I disagree with having to pay more for something that should be guaranteed by those selling the seafood" is almost as common as the cannot-afford reason.

With the integral regression model, we estimate mean willingness to pay for each treatments, countries and demographic groups. On average, the respondents in the seven European countries were willing to pay eight percent more before changing stores. The most positive respondents were found in Norway and Germany with 3.37 and 1.67 percent points higher willingness to pay than the mean for all seven countries. The least positive were Spain, France and the UK with WTP 2.18, 2.11 and 1.81 percent points below the mean of the seven countries. The respondents were on average willing to support a new regulation increasing the price up to 6.88 percent. Norway, Germany and Italy are willing to support the regulation at price increases 4.27, 2.52 and 2.04 percent point higher than the average of the seven countries, while Spain France and Poland were willing to support the regulations at prices increases 2.61, 3.03, and 2.79 percent points lower than the average.

Conclusions

New regulations or large food retailers' commitment to sourcing only sustainable seafood would promote collaborative efforts that would bring together farmers, processors, importers, governments, NGOs and manufacturers to develop sustainable fisheries and aquaculture production. The majority support new regulations and are will not change stores at low price increases. However, a significant minority say they

would change seafood store if the prices increased and variation decreased as a result of a new store policy. It is therefore most economically feasible for retailers to either wait for new regulations or follow a graduate process of working with suppliers and other stakeholders to increase the supply of sustainable seafood without significant increases in the prices.

Consuming producer: blurring the boundary between producer and consumer

Lotta Alhonnoro, Pirjo Laaksonen
University of Vaasa, Vaasa, Finland

Objectives

This research takes under scrutiny domestic practices and working practices, traditionally separated conceptually into consumption and production, exploring the limitations of the binaries between the two concepts. Whereas prosumption has until now mainly been discovered from the perspective of producing consumer (Eden 2015, Watson and Shove 2008, Campbell 2005) or co-work of consumers and producers through the concepts of co-creation (Prahalad and Ramaswamy 2004, Cova and Dalli 2009) and service-dominant logic (Vargo and Lusch 2004, Grönroos 2011), this research is interested in the role of consumption in production (Ritzer 2013). Further, by analyzing both working and domestic practices related to food waste, the research highlights the mystified and partly unnecessary divide between production and consumption. It proposes presenting consumption as carried out only by the traditional consumer as too narrow a view while offering new ways to enrich understanding on consumption and production.

Method

Thinking in binary terms tends to distort our conceptions of the world (Ritzer 2013), preventing us from seeing beyond of what is conventionally thought of as distinct processes of production and consumption (D'Antone and Spencer 2014). Utilizing the concept of prosumption enables us to understand, sort and analyze the boundary of consumption and production. By moving beyond the prevalent consumer-production dualism, the research builds on Ritzers (2013) and D'Antone and Spencer's (2013) work in providing empirical evidence on the consuming producer.

The empirical part of the study looks at waste related practices in households and in a hypermarket context. Waste provides an excellent context for the research, being situated between scholarly boundaries of production and consumption (Evans et al. 2012), and categorized as part of divestment practices and consumption.

The research utilizes secondary data from two separate practice based studies: an ethnographic study carried out by the researcher in a bread and bakery section of a hypermarket, and on the article "Beyond the Throwaway Society: Ordinary Domestic Practice and a Sociological Approach to Household Food Waste", an ethnographic study in households in Manchester reported by Evans in 2013. Comparing the waste practices and the related doings, meanings, and material in the two different settings reveals the consumption in production and production in consumption, enabling to highlight the unnecessary distinctions between the two concepts (Ritzer 1981, 2013).

Results

The analysis reveals the three inaccurate boundaries of value creation and value destruction, routinized and improvised practices, and rational and irrational practices, which build distinction between production and consumption practices.

Value creation/value destruction

Whereas production has by name presented productivity exemplified by Porter's value chain, where each phase in production builds the value of the end product, consumption has been seen as conspicuous and wasteful (Veblen, 1899/1994). However, looking at how food waste arises in a hypermarket reveals also value destruction: wasting of food, before the product is brought and eaten. While a company's aim is to produce value for its customers, individual employees in the company are not strictly producers, but also consumers, prosumers of gadgets, information and waste for example. On the other hand, all of the households in Evans (2013) study sought in different ways to manage the residual value of surplus food, saving it until the last moment.

Rational/emotional practices

Ritzer (2013) calls for re-examination of the concepts developed for a society thought to be dominated by production such as rationalization. The analytical separation of production and consumption has led to

conceptualizing production as rational, knowledge based, while consumption has been depicted as irrational and based on emotions. Looking at waste related practices in a hypermarket illuminates the irrationality of throwing away food while it is still perfectly edible.

Routinized/improvised practices (control)

Practice theory holds the idea of life constructed from mundane, daily routines. The practices of food provisioning carried out by households resemble production in their fixed form: cooking food may not be a task of improvising, shopping for groceries can be organized on relatively fixed intervals, and the purchase can be based on buying the same products each time (Evans 2012). On the other hand, though management led, there is also space for improvising in a hypermarket.

Conclusions

The conceptual divide to production and consumption has led to a limited understanding on consumption and production. While Ritzer (1981) has suggested prosumption as a means for integrated sociological paradigm, consumption in production has remained without investigation. This research is a step towards this direction, demystifies the role of production as value adding, rational and routinized, bringing out the resemblances in the roles of consumer and consuming producer. Rather than separate, consumption and production are interwoven, consumption being a mundane part of production. The study highlights the need for consumer research on consuming producers to understand better presumption from the view of consuming producers. This could yield new perspectives for management, seeking to understand and manage how workers carry out their work, and reflection for research concentrating on consumers as we traditionally understand them.

From Norwegian production to Japanese consumption; quality cues as elements for market orientation in the mackerel value chain (work in progress)

*Themistoklis Altintzoglou, Bjørg Nøstvold, Geir Sogn-Grundvåg, Izumi Sone, Gøril Voldnes
Nofima-Norwegian Institute for Food, Fisheries and Aquaculture Research, Tromsø, Norway*

Objectives

This study is part of a larger ongoing project, which focuses on value chain efficiency to provide consumers with seafood products of high quality. Consumers are rarely considered an integral part of the value chain. Thus, they are often excluded from studies about interactions among value chain actors regarding quality perception and communication often take place. This study is focused on Norwegian mackerel in one of the key markets; Japan.

The main objective of this study was to reveal how quality of Norwegian mackerel is perceived and communicated by consumers in Japan. Additionally, this study aimed to reveal and explain potential discrepancies in quality perception between consumers and value chain actors.

Method

This study was based on a survey completed by a representative sample of Japanese consumers (n=500). The survey started with open questions to capture unexpected consumer reports of quality cues for this particular product category and market.

The deterministic part of the survey was designed based on available data on seafood exports to and market insights from Japan. Furthermore, input from interviews with Norwegian producers and skippers was used to reveal potential discrepancies between the two extremities of this value chain. Relevant literature on the well-studied topic of consumer perception and demands for food quality was taken into account to ensure validity and guarantee significant contribution to the body of existing applied and theoretical knowledge.

The survey included questions about various relevant food products to reveal potential competition as well as relative position of Norwegian mackerel in the choices of Japanese consumers and their households. While examining the whole range of choices, particular focus was placed on variables relevant to consumers' purchases of various mackerel products available in the Japanese market, as well as packaging appearance and information. Variables related to convenience orientation at various levels and tradeoffs between appearance and convenience, as well as information about consumers perception and knowledge about the country of origin of the raw material and various stages through the value chain was collected.

Results

The expected results will reveal consumer perception and demands that will be useful when approaching various actors in the value chain regarding their market orientation further on in the project. It is expected that the results will facilitate the differentiation of discrepancies that may influence consumer satisfaction from discrepancies that are less important and are absorbed through the length of the value chain via its various communication exchanges.

Furthermore, it is expected that the results will include cultural particularities related to quality perception of and demand for Norwegian mackerel products. The latter will expand our understanding of consumer's choices and the influence of quality of diverse products in the complex food choice decision making process. Finally, the results will reveal consumers' perception of the influence of various stages of the value chain on the final product quality, regarding intrinsic and extrinsic product quality cues.

Conclusions

A strategic market orientation can make a value chain more efficient and increase potential value of the final products. Increased match between available products and consumer demands help increase the success of products in the market. The main conclusion expected from this study is that it will produce information that will be useful for obtaining market orientation in the whole value chain.

The conclusions will also clarify how optimal quality for the satisfaction of consumer demands can be used as discussion points with value chain actors. This discussion will lead to elements of value chain adaptation of practices that influence quality which is perceived in the market. Finally, conclusions about a potential harmonization of quality communication throughout the value chain will be presented and will be open for further business to business research in future studies.

Consumers Food-Waste across five European countries: Determinants and Food (Waste)-related Lifestyle

Jessica Aschemann-Witzel¹, Ilona de Hooge², Harald Rohm³, Simone Mueller-Loose³, Anne Normann⁴, Valerie L. Almlí⁵, Marije Oostindjer⁶

¹MAPP Centre, Aarhus University, Denmark, ²Wageningen University, The Netherlands, ³Technische Universität Dresden, Institute of Food Technology and Bioprocess Engineering, Germany, ⁴SP Technical Research Institute of Sweden - Food and Bioscience, Göteborg, Sweden, ⁵Nofima AS, Ås, Norway, ⁶Norwegian University of Life Sciences, Norway, Ås, Norway

Objectives

Food waste in households and at the consumer level has been increasingly discussed in the past years. The waste or loss of around a third of the world's food throughout the supply chain is considered an unethical misuse of resources by most consumers. Nevertheless, despite consumers' attitudes and intentions to avoid such misuse, consumers' daily habits and life challenges are the major source of food waste in the European Union. Research suggests that consumers' dealing with products that have minor flaws (e.g., bent cucumbers, spotted apples) and with products close to the due date is one source of food waste (so-called suboptimal foods). Yet, it is unclear when and why consumers consume, buy, or waste such suboptimal foods. The current research addresses this issue and provides, with a cross-national experiment, insights into the influences of demographics, personality-aspects, and food(waste)-related lifestyle segments on suboptimal food choices and food waste behaviours.

Method

4250 respondents from a representative online panel in five countries (Denmark, Norway, Sweden, Germany, Netherlands) received an online survey. To assess lifestyle, respondents answered an adjusted food (waste)-related lifestyle (within 5 aspects: purchasing motives, quality aspects, consumption situations, ways of shopping and cooking methods, see e.g. Brunso, Scholderer, & Grunert, 2004; adaptation based on Aschemann-Witzel et al., 2015). It contained 61 statements (ranging from 1, completely disagree, to 7, completely agree). Respondents also answered items to measure value orientations (De Groot & Steg, 2008), commitment to environmental sustainability (Alcock, 2012), perceived consumer effectiveness (Lord & Putrevu, 1998), knowledge of food waste, perceived importance of tackling the issue of food waste, a self-report of own food waste behaviour, and demographics.

Next, respondents saw two images, one of a suboptimal product and one of an optimal product, and were asked to indicate which one they would choose to eat (in the home condition) or to buy (given an identical price, in the store condition). Respondents also indicated how probable it was that the suboptimal product would be discarded in the garbage (home condition) or for which lowest acceptable discount they would purchase the suboptimal product (store condition). They then saw once again the suboptimal product and indicated on a list of product descriptions all descriptions that applied. Respondents repeated this process for six suboptimal products (spotted apple, bent cucumber, milk or yoghurt after due date, indented carton of juice, and broken biscuits) (in random order).

Results

Exploratory factor analysis, hierarchical cluster analysis with random samples, and finally K-Means cluster analysis together identified twelve food (waste)-related lifestyle dimensions as well as five consumer segments. Cluster 1 tended to answer rather favourably across the dimensions, and cluster 2 tended to answer in the opposite directions. Clusters 3-5 ranged in-between. Cluster 1 of the *'socialisers and ethical food-involved'* frequently eat out or received guests for meals. They rated the importance of credence attributes of food highly, and enjoyed cooking. Cluster 2 of the *'un-involved'* are opposite to Cluster 1, and least adhered to normative food and food waste statements. Cluster 4 appeared similar to cluster 1 but eat out much less, and was very good in planning. They were called *'well-planning, price- and home-oriented food-involved'*. Cluster 5 was moderately involved, but specifically uninterested in price (*'price-dismissive moderately food-involved'*). Cluster 3, finally, was similar to cluster 2, and appeared very oriented towards price and taste as aspects of food (*'un-involved, price-oriented traditional'*). These clusters differed in food waste related behaviours.

Moreover, results demonstrated that choices of suboptimal products and their subsequent disposal behaviours (in home condition) or preferences for discounts on the suboptimal products (in the store condition) depended on the setting, the type of product, personality aspects, demographics, and food related aspects. Overall, respondents more often chose suboptimal products when they were at home compared to in stores. Different aspects of respondents' personality (altruistic vs. egoistic value orientations, commitment to environmental sustainability vs. perceived consumer effectiveness) and of their food-related aspects (own household food waste vs. food waste importance) influenced respondents' choices for suboptimal products at home and in stores. Moreover, for all products attractiveness of the product and the safety of consuming the product (except for cucumber) played a role in the decision to choose the suboptimal product.

Conclusions

In conclusion, consumers' food waste of suboptimal products depend on multiple aspects. It is possible to identify lifestyle consumer segments across countries which differ in their food-related attitudes and behaviours as well as aspects related to food wastage. Moreover, it appears that the role of demographics, personality, and food related aspects in the decision to buy, consume, or waste suboptimal products differ across decision settings (homes vs. stores). These results provide new and essential insights into waste research in particular, and into consumer decision making on suboptimal products in general. On a practical side, the findings allow for suggestions of targeted policies across lifestyle clusters, for separately food waste campaigns across settings, and for recommendations to both consumers and retailers.

Farm Animal Welfare on the Plate – Consumers searching information and channels to gain and ignore knowledge on meat production

Jaakko Autio, Minna Autio, Tiina Kauppinen, Satu Raussi
University of Helsinki, Helsinki, Finland

Objectives

The consumption of meat has been problematized in various ways in recent decades and especially last years. For example, insect-eating and eating pulses have been seen as a substitute for meat eating, which is loaded with ethical, political, nutritional or well-being aspects. Thus, wellbeing of animal welfare has been discussed in media and academic literature: what kind of animal exploitation is justifiable in food production, what is a morally acceptable level of farm animal welfare and what is a good life for an animal itself. Consumer sense-making of animal welfare has gained attention (e.g. Evans & Miele 2012). However, the questions of how consumers search information, what kind of knowledge they appreciate and through which media channels they obtain knowledge has gained little attention. In this paper, we study how they define their relationship with meat production and what are the ways they want information and knowledge on animal welfare.

Method

We are using qualitative methods to study consumer sense-making of animal welfare. The research data consists of three data sets: 5 focus group workshops (n=23), social media questionnaire (n≈1550) and structured in-shop interviews (n=92). Workshops based on discussion with university students, a social sector work community, a group of hunters, home economics teachers and a group of vegans and semi-vegetarians.

To extend the workshop data, we distributed an online survey through Facebook networks, reaching over 1500 respondents. We included two 'open-ended' questions into survey: (i) *What would be the most preferable media for further information on farm animal welfare*", and (ii) *What kind of information should an animal welfare label in meat, milk and egg packages be given for a consumer*". Third set of data consists of structured in-shop interviews (n=92).

Methodologically we use interpretive content analysis. Our analysis focus on consumers' meaning-making of meat production and conceptualizations of various aspects concerning animal welfare and their relationship with information on farm animal welfare.

Results

The results indicate that when consumer sees meat as product (distinguishing meat from animal) the meaning of animal welfare seems to rather irrelevant or inconsistent. Further, consumers value species-specific nutrition and animal living condition, which they associate with animal welfare. When consumers position farm animals as living, valuable and individual agents, it improves consumers' understanding of the origin of meat. Thus, it seems that product information system may have an effect on food choices, trust and transparency of meat production (e.g. Jokinen et al. 2012), but only for those consumers who recognize the connection between meat products, animals, and farming practices.

Consumers also associate their own healthiness with the animal welfare, especially with the use of antibiotics in animal medication increasing the risk of multi-resistant bacteria, and stress levels caused by living conditions, transportation and slaughtering. Even if consumers seem to value animal welfare, they admit that they are alienated from living animals. The meat sold in retail service desks, packages or as processed food does not link with a living animal, as one consumer defined that broiler is not comparable with any living creature, thus representing kind of "plastic chicken" or cultured meat. Without labelling (Heerwagen & al. 2015) or other impartial information to manifest the origin, a chunk of beef in a retail service desk does not represent any more the "beloved", healthy farm cow but intensively produced meat.

Transparency, impartiality and effortlessness are emphasized in consumers' interpretations of information on farm animal welfare. Consumers mostly trust official, mostly regional supervision and authorities. Also domestic and especially local production (also Schröder & McEachern 2004; Autio et al. 2013) as a

guarantee for better animal welfare has been considered to surpass overseas production. The responsibility and opportunities of retail companies and supermarkets in promoting animal welfare has been seen more trustworthy than measures taken by meat producers, except local and small scale producers.

Conclusions

Consumers face a flow of information about animal welfare and meat eating through many opposing channels. However, most consumers are looking for transparent and impartial information in order to make sensible and justifiable decisions and choices. Our data shows that some consumers are not even willing to receive information about animal welfare either because they already consider themselves conscious and informed, or the fear of facing realism about mistreated animals might force them to abandon meat eating. Consumers are also giving recommendations for practitioners to use opinion “leaders”, such as famous chefs or retail companies, to promote animal welfare in practice.

Impact of the perceived match of health effects of carrier-ingredient combinations on consumer acceptance of functional foods

Ágnes Bacsó, Ágoston Temesi, Zoltán Lakner

Department of Food Economics, Szent István University, Budapest, Hungary

Objectives

Recently, several theoretical models have been set up on the main influencing factors of the consumer acceptance of different carrier-ingredient combinations in functional food products, such as the perception of healthiness of the carrier, expected taste of the ingredient, familiarity with carrier-ingredient combinations or the naturalness of the ingredient in the carrier. We investigate the importance of the perceived health effect of food matrices and functional ingredients by consumers and how their match impacts the perceived fit.

Method

Based on the analysis of the Central-European food product portfolio in retail trade and in-depth interviews with consumers from point of view of mainstream dietetic guidelines we have created different product-ingredient combinations. Five food carriers, representing different food product categories, such as orange juice, muesli bars, yoghurt, dark chocolate and rye bread have been applied as matrices for model products. These carriers have been enriched by 11 different functional ingredients (e.g. linseed, vitamin D, probiotics). In this way, 28 model-products have been generated (4-7 carrier-ingredient combination for each matrix). Some model-products exist on the Hungarian market, some are not available. The functional ingredients have been chosen on the principal, that their concentration was low or marginal in the carrier food. A sample of Hungarian consumers ($n = 1016$) participated in an online survey. The respondents had to mark the attributed health effect(s) of every carrier and ingredient independently from their combinations. We compared the perceived fit of each combination with the matching health effect of the carrier and the applied ingredient. Besides the matching relation of the health effect, the perception of healthiness of the carrier, expected taste, and familiarity with carrier-ingredient combinations were also evaluated by respondents. The impact of different influencing factors, were determined by binary logistic regression analysis. To eliminate the multicollinearity of independent variables, we have applied the backward condition approach. For triangulation, in some cases the results were checked by the Quest automatic classification heuristic algorithm.

Results

We have observed that matching health effect (the presupposed health effect of food carrier is the same as that of the ingredient) in most cases does influence the perceived fit development in a significant way. Based on our data, the matching health effect has an impact in yoghurt, rye bread and muesli bars but it is also an important factor in orange juice. The highest influence has been found with yoghurt, in which case three combinations out of four proved a significant carrier-ingredient effect. At rye bread five combinations out of seven model-products have shown significant carrier-matrix matching effect. In case of muesli bar matching effect has had the same value on perceived consumer acceptance, as the familiarity with product-ingredient combination. Our results support the findings of previous studies, highlighting the exceptionally important effect of taste of the enriched food. The results show that influencing factors and its impact on consumers' acceptance are different in each food categories.

Conclusions

We have investigated and shown that the matching health effect of carriers and functional ingredients in a wide range of products plays a considerable role in the development of perceived carrier-ingredient fit. This is a novel component in the model of acceptance of functional products, which should be taken into consideration in the process of product-concept development. The level of its impact on the perceived fit is different by product categories, rendering the establishment of a universal model more difficult than previously anticipated, at the same time leaving the room to analyse the influence of different covariates on consumer acceptance of functional products. We also confirmed - in-line with previous studies - that expected taste is a critically important feature in consumer perception.

Are claims about chicken welfare misleading? – A study of consumer information processing, perceptions and buying intentions for broiler products

Tino Bech-Larsen

The Mapp Centre, AU, Aarhus, Denmark

Objectives

In recent years consumer concern for the welfare of farm animals has increasingly been translated into promotion and consumption of animal welfare products. The claims used in such promotions, may be misleading, however. Consumer misguidance may take many forms, of which the most typical are: a) intra-attribute deception, i.e. the perception that the claimed characteristic is better and/or more unique than is actually the case, and b) inter-attribute deception, i.e. when the claim is used as a cue for the performance of technically unrelated product attributes.

The objective of the study to be presented at the Nordic Conference on Consumer Research is to explore whether and how consumers buying intentions and perceptions (intra- and interattribute) of chicken products are affected by actual and qualified claims about animal welfare.

Method

The study is implemented as a conjoint analysis involving consumer ratings (on buying intention and perceived: wholesomeness, taste and animal friendliness) of chicken products (whole and breast fillet) with different price levels and 8 qualified and 8 non-qualified animal welfare claims. The non-qualified claims are actual claims employed in Denmark, and the qualifications are inspired by the publications of the Danish animal welfare association (www.dyrenesbeskyttelse.dk/Kyllingeguide).

The employed fractional factorial design enable the estimation of main effects for the price, claim and category factors, as well as of the interaction effect between the two latter factors.

To mitigate design transparency, the study is implemented by a paired sample web-based survey (n=1500), where the respondents in sample 1 are only exposed to qualified claims, while the sample is exposed only to non-qualified claims. The respondents are asked to rate each card on four criteria: perception of wholesomeness, taste, animal welfare and buying intention.

For each sample, half of the respondents gets limited (5 seconds) exposure to each card, whereas the other half gets full exposure as long as they are performing the rating tasks.

After this, the respondents is asked to rate an enlarged set of qualified and non-qualified set of broiler welfare claims on the same four criteria, i.e.,: buying intention and perception of wholesomeness, taste and animal friendliness.

Finally information on the respondent's buying habits, general trust in product information, animal welfare attitudes as well as demographical characteristics is acquired.

Results

In a larger Danish food discounter (Netto) did the sales of a free range chicken (priced at 100-150% more than conventional alternatives) grow 67 per cent from the beginning to the end of 2015; thus accounting for close to one third of the chain's total sales of whole chickens.

Such examples obviously inspire other producers to introduce welfare products, and currently the multitude of welfare claims on broilers distributed in Danish Supermarkets resemble the cacophonous sound of chicken farm. Apparently, however, most of the welfare claims employed, are either unclear, e.g. "20% more space" (meaning: 16 instead of 20 chicks / m²) or ambivalent, e.g. "Seasoned with drizzle and windy weather" (meaning: daily access to open air). Given the multitude and complexity of animal welfare issues involved in broiler production, this state of affairs is not surprising, but it raises the question of whether consumers are being misguided. According to animal welfare organizations the risk of misguidance and deception is

enlarged, if the plan (Ministry for environment and food of Denmark, 2015) to introduce a new three level (with incremental improvements) welfare labelling is implemented.

Conclusions

The survey will be implemented in February 2016, and the results will be presented at the Nordic Conference on Consumer Research.

Among other issues, the following questions are explored:

- Can claim qualification mitigate intra- and inter-attribute deception?
- Are such effects more prominent, when the ability and motivation to elaborate on product information is higher?
- Does the utility of animal welfare claims (qualified and non-qualified) depend on processing level (whole chicken vs breast fillet).

Apart from the ethical aspects of consumer deception, the discussion will also relate to the possibilities for sustaining the demand for welfare products, if and when consumers become more knowledgeable about the processes and standards involved in the production of broiler meat.

Segmenting consumers according to experiential preferences based on personality type vs. personality traits - a latent class analysis

Jeanne Bentzen

Aalborg University, Aalborg, Denmark

Objectives

Differences in consumers' preferences for experiences have been suggested to be based on personality among other things. Personality in consumer research has primarily been operationalized as personality traits using the Five Factor theory. An old, re-emerged discussion in psychology is pointing at personality type rather than single personality traits to better understand behavior. Personality type represents "typical configurations of the dispositional attributes that define individuals" (Donnellan and Robins, 2010: 1). Type accounts for the necessity of understanding not only a person's defining trait but also how this interacts with other traits providing a person centered rather than an attribute centered understanding. This allows for a classification of people rather than a classification of attributes of people. In the context of segmentation the objective is classifying people rather than attributes of people, therefore the line of thinking is found intriguing and will be explored further in a consumer experience setting.

Method

Latent class analysis is the method of choice for this analysis. Psychology scholars point at this as a suitable method, although rarely applied in psychology, stressing the need for more sophisticated methods (Meehl, 1992).

Personality data on consumers were collected using the traditional Five Factor framework. 48 questions were asked. The data were collected in association with a choice experiment among experiential alternations as well as data on anticipated emotions associated with the choice options and prior experience.

The personality data were first constructed into five scales reflecting the five trait scales using factor analysis. The scales were tested for reliability using Cronbach's Alpha. All exceed the required values.

The five personality trait scales were investigated for frequency distribution. They all show the characteristics of a mixture of normal distributions. This indicates the possibility of latent classes. Further analyses were performed in Latent Gold. A latent cluster analysis was conducted on the five trait scales individually for 1-5 classes. The best model was selected based on the BIC(LL) and the AIC(LL) criteria, which follows from Vermunt and Magidson (2005). For each scale the global maximum likelihood is identified in 2 or 3 class models.

The five clustered trait scales were then combined into one scale representing the personality type following the same procedure. The overall personality type will be used in a latent class choice model (including an alternative specific constant, anticipated emotions and prior experience) for consumers as a covariate.

Results

The results of the personality type scales shows that the best model is a 3-class model representing three personality types. The result of three types is consistent with findings in psychology where most researchers also identify three types: Resilients, overcontrolled and undercontrolled (Donnellan and Robin, 2010). A closer look at the three types show only a partially consistent result with the characteristics mostly associated with types. This is not an unknown phenomenon and is often ascribed to sampling. The present study was conducted on university

Choice models were estimated for 1-5 classes using the same choice alternatives, and the same attributes in the model. The models vary on the covariate, which are either personality type or one of the five personality traits.

BIC(LL)	Npar	LL	P-value Personality		
Personality_type					
2-class		4260,2356	43	-2001,3013	0,0058
3-class		4001,8744	66	-1803,2188	0,033
4-class		3833,7269	89	-1650,2433	0,012
5-class		3812,9202	112	-1570,9381	0,048
Personality_trait_extroversion					
2-class		4075,1148	42	-1912,7586	0,044
3-class		3824,0990	64	-1721,8799	0,14
4-class		3653,9241	86	-1571,4217	0,035
5-class		3623,0133	108	-1490,5955	0,071
Personality_trait_agreeableness					
2-class		4057,0839	42	-1903,7432	0,0029
3-class		3807,3063	64	-1713,4836	0,0088
4-class		3632,9870	86	-1560,9531	0,0049
5-class		3606,9902	108	1482,5839	0,026
6-class		3566,3497	130	-1396,8929	0,0098

P<.05 for all models. For personality traits: conscientiousness, emotional stability and openness p> .05 for all as covariates. These have therefore not been considered further

Models show that segmentation can be done based on both personality type and personality traits. Not all segmented models based on extroversion have a significant covariate. We also have to keep in mind what the differences in segmentation means in terms of person centered vs. attribute centered.

Conclusions

The present research show how consumers can be segmented based on personality - respectively personality type and personality traits. It is argued that personality type provides a more behaviorally holistic foundation for segmentation and thus a more successful personality scheme for classifying people rather than attributes of people. A method for conducting personality type based segmentation is developed using latent class analysis. The method is applied in a consumer experiential context and results show that personality type indeed is a significant predictor of class membership. The results also shows that segmentation can be conducted based on personality traits. However, only two of the five traits are significant, and these two are not consistent in how many segments provide an optimal solution. Furthermore, we have to keep in mind that the type based segmentation provides a more suitable foundation for segmentation in terms of what is actually being segmented based on.

Barriers faced by disabled consumers in everyday life

Anita Borch, Ingrid Kjørstad, Dag Slette-meås
Consumption Research Norway (SIFO), Oslo, Norway

Objectives

In this paper, we map the barriers disabled consumers face at different arenas in everyday life-at home while using Information and communications technologies (ICTs), in shops and cultural events, and while using transport back and forth. The aim is to bring forward new knowledge about how to build universally designed market places, that is, market places that can be accessed and used by all people, including people with disabilities.

Method

The analysis is based on interviews with representatives from four non-governmental organisations (NGOs): (1) Norges blindforbund (NBF), (2) Norges handikapforbund (NHF), (3) Norsk forbund for utviklingshemmede (NFU) and (4) Hørselshemmedes landsforbund (HLF). These organisations cover different types of handicaps: blind and visually impaired people, physically handicapped, cognitively disabled, and people with hearing disabilities. We have also followed four persons with different types of disabilities while they were purchasing products (a ticket, a cloth, a pharmacy product and a bread) on the Internet and at a shopping center, and while they were going to theater together.

Results

The study shows that different groups of disabled experience many barriers as consumers. Most barriers arise in situations in which the disabled have to get new information, goods and services. For example, transport is especially problematic when the handicapped use new transport vehicles or travel to new places or by discontinuations in the transport system. Cultural events are especially problematic because they often are used only once. If the disabled miss one feature of a program, the whole meaning of the program might get lost. When handicapped miss features of a political debate, it might represent a democratic problem.

Conclusions

Some barriers are experienced by different groups of handicapped people, others are experienced only by one group. For example, blind and visually impaired people find visual information most problematic; physically handicapped find the architecture of buildings and rooms and the information about these problematic; the cognitive disabled may find complicated information and products most problematic; and people with hearing disabilities find oral information without visual alternatives most problematic. All these barriers have to be overcome to create universally functioning market places.

Introducing solids: weaning practice and convenience baby food in commercial culture

Maria Fuentes, [Helene Brembeck](#)

Center for Consumer Science, CFK, University of Gothenburg, Gothenburg, Sweden

Objectives

Weaning is, in Sweden, inevitably interwoven with convenience food. Mothers are invited to follow a scientifically grounded step-by-step-approach from 4 months and onwards: offer foods of increasing levels of complexity in flavor and texture in combination with the use of suitable techniques and tools. Baby food companies are eager to assist with porridges, gruels, purees and solids, and authorities claim that, in many instances, processed food is superior to homemade ones. The aim of this paper is to examine the understandings and performance of weaning in relation to convenience food and how advice from authorities as well as from baby food companies generates convenience baby food as convenient. Using weaning practice as a context for exploring convenience food the paper make visible how convenience is a moldable concept and how the use of convenience food products is seen as expressions of care and comfort.

Method

The study was conducted at a 'baby café' at a local health clinic in the small town of Falköping in western Sweden. The fieldwork included observations every second Thursday during the autumn of 2014, formal interviews with 19 parents and small-talk with staff and parents during feeding time, etc. We also asked our participants if they would agree to answer additional questions by e-mail that we would send in packages until the child reached one year of age. Observations, interviews and e-mailed 'stories' have been combined with close reading of written advice about weaning directed at mothers. Basically following the principle of grounded theory we have compared differences and similarities across the data, searched for themes and connections and came up with 'hypotheses' that we to some extent were able to 'test' due to the continuous contact with the women.

Results

The 'staged approach' was at the core of the guidelines at the baby clinic. After breastfeeding for at least six months of infant life the introduction of solid food was to follow a step by step approach: first, offer complementary foods, then increasing levels of complexity in flavour and texture. Porridge, which is a Swedish staple and a main product of Swedish baby food producer Semper, has a special position in the baby's diet already at this stage as a source of iron, and here processed porridges (powders) are considered to be superior to homemade ones because they are fortified with extra vitamins and minerals. All the women in our study agreed that weaning was not a natural process that happened by itself. Instead it was a process of learning the skills of weaning for mothers and the competences to be weaned for babies, and special foods were needed. They were convinced that the baby needed training to accept new flavours and train lip and palate movements to manage other textures. They were assured that this was a sequential process, and persuaded that the baby more or less had to pass through all the stages in the exact order and that this was their job to teach it. There also seems to be total agreement between the two basic sources of information, authorities and the commercial sector, about weaning being a staged process and its requirements. The baby food manufacturers' products are divided into the same age categories and types of foods that authorities recommend, with soft purees from 4-5 months followed by the gradual introduction of more solid foods during the baby's first year. Differences between authorities' and commercial guidelines are small. It is no wonder that some mothers in our study used the supermarket and the foods on display there as a 'learning arena' and inspiration for what to buy or cook themselves.

Conclusions

This 'modern' staged approach to weaning can be regarded as 'dominant' in Sweden: it is enacted at many levels at once, being reproduced through the daily paths and lives of individuals and through the parallel reproduction of institutions. This scientific staged approach and its emphasis on vitamins, minerals, stages and exact portion sizes is a main reason why convenience baby food becomes convenient, rather than old fashioned ways where baby was provided food from the grownups table and nursing was upheld longer. For many, convenience food is a great help in the endeavour to adhere to the guidelines and the use of convenience food products is seen as expressions of care and comfort. Clear and consistent advice from

authorities and baby food producers proved helpful in the process towards unpacking, objecting, subverting and eventually adjusting advice to fit to everyday lives.

Eye tracking, consumer experience of processing fluency and preference in the wild

Nina Chrobot, Andrzej Falkowski

SWPS University of Social Sciences and Humanities, Warsaw, Poland

Objectives

The internet provides access to an unparalleled wealth of information, potentially turning consumers into powerful decision makers who can choose from a large set of alternatives. E-commerce websites offer the same product and yet differ from each other along many dimensions known to affect ease of processing (i.e. processing fluency). As a result, changes in information processing affect product liking and consumer preferences. To date, fluency has been mostly measured by self-reports which are rather poor indicators of cognitive processes. Therefore, in the current project we propose eye tracking as a plausible objective measure of fluency. In two studies, we tried to answer the questions: i) how does processing fluency affect consumer judgment and preferences?, ii) can one use eye tracking to arrive at an objective measure of fluency for websites in the wild?, iii) can eye tracking inform about changes in information processing resulted from changes in processing fluency?

Method

For the purpose of the studies we created a mockup website where we manipulated fonts (easy vs. difficult-to-read) to alter the levels of processing fluency. Participants were introduced to an e-commerce website and asked to learn about the product while we recorded their eye movements. Later, we asked them questions about ease of information processing, their attitude towards the product, product liking, product price estimation, and their willingness to pay for that product (hence their preference). Additionally, in Study 2, we controlled for the need for cognition - the motivation to engage in cognitively demanding activities, as a possible moderator.

Results

Fluency manipulation resulted in lower experienced fluency when product information was difficult-to-read and greater experienced fluency when easy-to-read. Consequently, also changes in the preference towards the product. Consistent with predictions, participants liked the same product more when the description was easy-to-read, estimated product price higher, and reported higher willingness to pay. The latter effects were mediated by the impact of print font on experienced ease and liking (Study1 and Study2). People low in need for cognition were found to be particularly affected by fluency manipulation (Study2).

Analyses of eye movements revealed visual indicators pointing out the actual cognitive load behind disfluency experience. The increase in mean fixation duration and reduction in mean saccadic amplitude that we observed in the difficult-to-read condition suggest increase of cognitive effort required to encode information. This sheds more light on the unfolding of fluency experience as also potential differences in applied information processing strategies.

Conclusions

We examined the role of processing fluency manipulated by easy and difficult-to-read fonts on consumer preferences. In addition, we searched for visual correlates that can serve as an objective measure of processing fluency. We showed that the same, content wise, information about the product which differs in a simple way, can influence consumer experience through the cognitive processes related to information processing, and in turn affect consumer judgment. Even though self-reported fluency was found to be a better predictor of consumer preference than eye movements themselves, the use of eye tracking provided a great insight into the undergoing cognitive processes during information processing that suggests i) a cognitive load and/or ii) distraction in the difficult-to-read condition.

Financial literacy in Latvia

Aija Eglite

Latvia University of Agriculture, Jelgava, Latvia

Objectives

Latvia was one of the countries most affected by the global financial and economic crisis, which considerably influenced the behaviour of consumers and their financial literacy. In Latvia the Financial and Capital Market Commission took the initiative to develop and introduce the Financial Literacy Strategy for the Latvian Population 2014-2020.

To control and supervise the implementation of the strategy, a working group developed indicators for monitoring, the complex index of which includes both consumer behaviour measures and macroeconomic situation statistical data. The research aim is to identify changes in consumer behaviour in the field of financial literacy in Latvia.

The research aim is to identify changes in consumer behaviour in the field of financial literacy in Latvia. The specific research tasks are as follows: to describe the research methodology and to identify consumer behaviour changes in the aspect of financial behaviour.

Method

Financial literacy is a set of knowledge and skills that allows the population to understand and successfully manage their finances and to make prudent decisions on their choice and use of financial services, ensuring their private financial stability and sustainability. A complex index that represents a numerical reflection of macroeconomic indicator analyses and of results of face-to-face interviews of consumers in their place of residence was designed to measure it. The financial literacy index represents a score acquired by a special methodology that covers seven financial areas (planning, savings, awareness and e-security, financial services, loans, pensions and mathematical problems) based on an annual survey of individuals regarding their financial literacy. Its total score indicates the level of financial literacy of Latvian residents in a particular year.

The first survey of individuals on financial literacy was conducted in the third quarter of 2014 using a questionnaire form developed by the Organisation for Economic Cooperation and Development (OECD), which allowed comparing the level of financial literacy between Latvia and the OECD countries. The survey questioned 1009 respondents aged from 18 to 79. The second survey of Latvian individuals on financial literacy and the calculation of the index were carried out in the second quarter of 2015. There were surveyed 1019 individuals aged 18-79. The survey involved face-to-face interviews in the respondents' places of residence in the Latvian and Russian languages.

Results

The use of basic financial services by Latvia's population was high – 91% residents had a bank account, 89% used a payment card and 65% were online banking customers. Services that involve additional costs today but provide gains sooner or later were used by Latvia's people less frequently – 41% used risk insurance, 14% had invested in private pension funds and only 4% used life insurance with savings.

Making savings in various ways. After analysing the data, one can find that the tradition of making savings is still unpopular among the population of Latvia. For example, in 2015 almost half (48%) of the population had no savings or they had not enough income to make savings. However, part of the public made savings in some way. Of the population, 31% kept savings in cash, 25% had deposits on their bank account, while 7% had deposited in a savings account.

The ability to cover expenses in case income is lost. According to the survey, 36% residents, in case they lose their key income source, could live without borrowing for a week or even a shorter time, 33% could do that for at least a month, while 19% – for at least 3 months. In comparison with 2014, the sustainability of households has slightly increased this year.

Loans. In 2015, 26% residents have a loan to be currently paid back. For 72% of them, the payback of their loan made limit their spending. Compared with 2014, the share of loan takers for whom the loan burden was very substantial increased. The proportion of loan borrowers who had missed loan repayments also increased (from 17% to 24%). The proportion of loan borrowers with restructured loans has not considerably changed since 2014 – this year 18% borrowers have such a loan.

Conclusions

Latvian consumers can solve mathematical problems very well and calculate everything they need concerning their daily financial matters; yet, they still have problems with long-term financial planning and making savings for a distant future.

The increase in financial literacy in the period 2014-2015 was observed for the areas of private financial planning or household budgeting, e-security and awareness as well as making savings. The largest index increase was observed for the area “awareness and e-security”, as the oldest demographic group – pensioners – almost doubled their level of financial literacy.

Nevertheless, the trends in some areas are not so good – long-term financial planning has to be promoted, particularly in the periods when there is economic stability in the country and the overall standard of living rises in Latvia.

Food and eating on a tight budget: Norwegian parents' ways of managing a tight food budget

Anine Kleiv Frykholm^{1,2}

¹University of Oslo, Oslo, Norway, ²Consumption Research (SIFO), Oslo, Norway

Objectives

Though often highlighted as an example of social and economic equality, Norway has in recent years seen income inequalities increasing. Hunger and undernourishment are not prevalent in Norwegian poverty, and food is thus often not considered a poverty-related problem. In investigating Norwegian food poverty, I will make use of a sociological perspective, and put emphasis on socially and culturally acceptable foods and ways of eating.

The food budget is amongst the most flexible components of households' regular expenses. Most Norwegian households are capable of reducing the size of the food budget without this leading to a lack of food. However, for low-income households using the food budget as a buffer for other expenses may have challenging effects. This study investigates how low-income families in Norway manage food and eating on tight food budgets, and how it affects their everyday lives and social self-understanding.

Method

This study is part of the research project *Families and Food in Hard Times*, investigating how young people and their families handle food and eating in Norway, Portugal and the United Kingdom, and how they cope in difficult economic times.

The data from this on-going study comprises ten in-depth household interviews of parents of children aged 11-15, conducted in autumn 2015. The interviewees were recruited through a survey distributed at schools located in both urban and rural areas in Norway with relatively high levels of low-income households. Respondents who reported to having a tight food budget were invited to participate in in-depth interviews taking place in their own homes. The interviews included questions about cooking, shopping for food, how to organize everyday family life, and division of labour in the home. The informants were also asked to fill out detailed questionnaires concerning household income, expenses, and coping strategies regarding food and eating.

Families interviewed were of various ethnic backgrounds, including Norwegian, Asian, African and South American. They also had various employment statuses, such as part-time work, unemployment, and receiving disability benefits.

Results

The preliminary results suggests that parents whose low income influences food and eating in the family, make use of several coping strategies to acquire acceptable foods in socially acceptable ways. These strategies include extensive planning, travelling longer distances to find cheaper outlets, hunting for bargains, buying cheaper foods, and avoiding social events. Common to all of these coping strategies is that they are time and/or energy consuming. For some, the work involved in these strategies takes up so much time or energy that it might even affect activities that would be beneficial in getting them out of their poor financial situation, such as acquiring an education or applying for jobs.

Preliminary analysis suggests that on the one hand, the extra labour involved in managing the family's food and eating contained elements of shame for having to resort to certain solutions, make use of particular coping strategies, or having to settle for poorer or less, be it specific foods or restaurant visits. However, the effort put into coping with and mastering the challenges to feeding the family on tight budget was also connected to positive feelings of pride and accomplishment. This suggests that more so than material aspects is it the social and cultural aspects that causes food-related problems and concerns in low-income households.

Conclusions

Food is both a physical and a symbolic resource that might influence social belonging, in addition to functioning as an important identity marker. While economic constraints in Norway may have less impact on fulfilments of basic physical needs, this study finds that poverty or low-income may make it difficult to comply with social and cultural standards, for example concerning what foods are acceptable and not, and thus contribute to feelings of shame and pride.

In modern Norway, the social benefits to families are gradually being built down, exemplified by both the lack of price adjustment to the Child benefit scheme and recent cuts in the disability benefits. Meanwhile, income inequalities have continued to increase. Politicians and policy makers need to address food-related problems associated with poverty and increasing income inequalities in order to develop policies to try to reduce the impact of poverty on food and eating in families.

Green Marketing Goes Online: Devices, socio-material scripts, and the making of the green prosumer

Christian Fuentes^{1,2}

¹Lund University, Lund, Sweden, ²University of Gothenburg, Gothenburg, Sweden

Objectives

Introduction and objectives

The development and dispersion of new online communication technologies is often argued to offer great possibilities for the promotion of sustainable products and the communication of sustainability information (Graham and Haarstad 2011, Press and Arnould 2014, Lee et al. 2013). How are then these new technological tools employed in the marketing of green products? How do they shape the way green products are marketed?

These questions have received relatively scant attention in green marketing research. While there are now a number of case studies of more “traditional” green marketing there are few studies of how green marketing is carried out online.

The aim of this paper is to contribute to critical green marketing literature by examining, illustrating, and conceptualizing the role that online communication technologies play in *enabling* and *shaping* green marketing practices.

Method

Socio-material approach and digital ethnography

To be able to account for the role that technology plays in green marketing this paper takes a material-semiotic approach to the analysis of green marketing. Drawing on the literature on market devices (du Gay 2004, Callon et al. 2007, Cochoy 2008), the online communication tools used to market green products (e.g., websites, social media, blogs) will be conceptualized as marketing devices – material *and* discursive arrangements organized to intervene in markets by encouraging and enabling consumers to become green consumers in different ways. These online communication platforms, I will argue, have built-in consumer scripts (Akrich 2000)– plans of actions for consumers are encouraged carry out – and also offer consumers the material-semiotic resources needed to carry out these actions.

Empirically, the phenomenon of online green marketing is here explored through a digital ethnography of three small-to-medium sized green companies: Seasons – an ecological foods e-tailor – Nudie Jeans – a manufacturer and retailer of ecological jeans – and Norrgavel – a furniture and home decoration company with a strong green profile.

Results

Making green prosumers: Green scripts online

The analysis shows that these green corporations use digital devices in their marketing to encourage and enable five different types of consumer actions:

- Get to know our green company
- Get to know our green products!
- Learn to consumer our green products!
- Become a green customer!
- Market our green products!

First new digital technologies allow these corporations to craft a compelling narrative of transparency, marketing themselves, their staff and their products as “green”. Here consumers are urged to get to know the green company, to read about them, their philosophy, the practical work they do regarding sustainability but also to read corporate blogs, watch videos or, in some cases, use interactive tools to visualize the environmental impact of their products.

Second these corporations also use digital technology to actively “green” their products; framing them as green by for example arguing that it has been produced using environmentally sound methods, or that it is made by recycled or natural material. Here consumers are invited to search information and read up on products, ask questions on social media or directly to customer service, or use the interactive tools.

Third, using these new ICT's, corporation also design their marketing to teach consumers how to perform sustainable consumption. Consumers are thus encouraged and enabled to learn, not just about products and the company but about how to consumer in sustainable ways.

Fourth, the companies analysed also used their online marketing to more forcefully connect with consumers. After all, marketing is not just about promoting, informing, and educating, it is also about translating consumers to paying customers. The online marketing devices of these companies were accordingly configured to encourage and enable visitors to become green customers by, creating profiles, or subscribing to newsletters/notifications and, of course, purchasing green products. The aim was to translate visitors to customers.

Finally, the green scripts of these online marketing devices were also used to enlist consumers as marketers. Consumers were encouraged and enabled through various functions to “blog about our products” “share” news and campaigns, “write a review” and many other marketing activities.

Conclusions

Preliminary conclusions

The analysis suggests that green marketing online is different from traditional green marketing in that it presupposes and aims at enacting a green prosumer. While these tendencies can sometimes be seen in off-line marketing as well they are here reinforced by the technological platforms. The green prosumers that these corporations design their marketing to produce is both a *self-marketer* – one that markets to oneself - and a *co-marketer* – enlisted in marketing work by these corporations.

An Evolutionary Psychological Perspective on Sport Consumption - Does Life History Theory Explain Demographic Differences in Sport Behavior among Young Adults?

Miia Grénman, Samuel Piha

Turku School of Economics at University of Turku, Turku, Finland

Objectives

Evolutionary psychology is an emerging paradigm in psychology-informed disciplines, such as sport psychology (e.g. Balish et al. 2013) and consumer behavior (e.g. Saad 2013). At the intersection of these two disciplines, there is a growing research field of sport consumption, which has rarely been explored by applying evolutionary psychology. In this paper, we propose an evolutionary psychological perspective on understanding sport behavior. More precisely, we apply the Life History Theory (LHT) in exploring the differences in sport frequency and motivation. According to LHT, opposite sexes and people at different reproductive stages are more likely to fall into different motivational states and behaviors. These assumptions have also been verified by previous studies (e.g. Michaelidou & Moraes 2014). As sport represents a growing consumer industry with its various sites, media, products, and meanings, understanding the evolutionary roots of this behavior is also of great importance for both the academia and the industry.

Method

In this study, we predict that differences in sport behavior, i.e. frequency and motivation, among demographic groupings reflect the principles of LHT. Accordingly, we hypothesize that (H1) *Sex affect sport motivation*; (H2) *Age affect sport behavior*; (H3) *Relationship status affect sport behavior*; (H4) *Number of children affect sport behavior*.

The data (n=4403) is derived from the 'University Student Health Survey 2012' collected in Finland in 2012. The survey was broad investigating students' health and health-related behavior. The data were analyzed in different steps. First, principle component analysis (PCA) was conducted to reveal the higher order sport motives, and second, the hypotheses were tested using Independent-Samples T-tests.

Dependent variables included sport frequency and sport motivation. The former was based on a single question '*How often do you engage in sport?*' (six-step Likert scale: 0=not at all, 5=every day). The latter was based on the six summed variables (Cronbach's Alpha: 0.70-0.89) that were constructed from 37 variables measuring various sport motives (five-step Likert scale: 1=totally insignificant, 5=very important). These higher order motives were named according to their content: Affiliation and play, Challenge and strength, Revitalization and enjoyment, Status and trendiness, Health and appearance, and Competition. A total of four independent variables were used in the analysis: sex, age ('under 25 years' and '25-34 years'), relationship status ('single' and 'paired'), and number of children ('none' and 'one or more').

Results

As hypothesized (H1), sex affected sport motivation. For example, *Competition* ($t[4316]=18.495, p<.000$) was more meaningful for men ($M_{men}=2.5, SD=1.1$) than for women ($M_{women}=1.9, SD=1.0$). By contrast, *Health/appearance* ($M_{men}=3.7, SD=0.8; M_{women}=4.0, SD=0.7; t[4317]=-17.260, p<.000$) and *Revitalization/enjoyment* ($M_{men}=3.7, SD=0.7; M_{women}=4.0, SD=0.6; t[4317]=-13.163, p<.000$) appealed more to women than men. Thus, H1 is supported.

Age (H2) had a negative, co-directional, and significant ($p<.000$) effect on sport frequency and motivation, apart from the motive of *Revitalization/enjoyment*. In other words, the older students (25-34 years) exercise less frequently and are less motivated than the younger ones (18-24 years). H2 is, therefore, supported.

Relationship status (H3), in turn, had no effect on sport frequency and only a minor effect on motivation. Paired were a bit less motivated by *Competition* ($M_{paired}=2.1, SD=1.1; M_{single}=2.2, SD=1.1; t[4289]=4.097, p<.000$) and a bit more motivated by *Revitalization/enjoyment* ($M_{paired}=3.9, SD=0.7; M_{single}=3.8, SD=0.6; t[4290]=-3.429, p=.001$) than the single ones. Thus, there is only a weak and partial support for H3.

Finally, students with and without children (H4) differed in many sense regarding sport behavior. Sport frequency seemed to be a bit lower for students with children ($M_{children}=2.5, SD=1.3; M_{nochildren}=2.6, SD=1.3$;

$t[4045]=2.399, p=.016$), and they also seemed to be less motivated by *Competition* ($M_{\text{children}}=1.9, SD=1.1; M_{\text{nochildren}}=2.1, SD=1.1; t[4002]=3.572, p<.000$), *Status/trendiness* ($M_{\text{children}}=1.8, SD=0.8; M_{\text{nochildren}}=1.9, SD=0.8; t[4000]=2.327, p=.020$), and *Affiliation/play* ($M_{\text{children}}=3.0, SD=0.8; M_{\text{nochildren}}=3.2, SD=0.8; t[4003]=2.162, p=.031$). Thus, *H4* was supported, albeit with small margins.

Conclusions

According to the initial results, sex and age seemed to be the most appropriate predictors in sport frequency and motivation, as *H1* and *H2* gained more support than *H3* and *H4*. However, more advanced statistical analyses (e.g. MANCOVA) are needed to further investigate the actual explanatory power of LHT in relation to sport behavior.

In sum, the purpose of this paper was to deductively test whether the evolutionary psychological Life History Theory can be used to explain sport behavior among different demographic groupings. To our knowledge, the current paper is the first to bring evolutionary explanations with a large survey data into the research of sport behavior. Thus, this paper does not only offer a literature extension for applied evolutionary psychology, but also benefits the field of consumer research by bringing new insights and opening up new avenues of research.

Searching for 'Superdad'. An explorative study of fathers' roles and participation in family food consumption

Alice Grønhøj¹, Malene Gram²

¹Aarhus University, Aarhus, Denmark, ²Aalborg University, Aalborg, Denmark

Objectives

Male participation in shopping, cooking and feeding the children has received very little research attention, including in the newer research on families and 'healthy' food consumption and in research on children's socialization with respect to 'healthy' food consumption. But are fathers as passive and uninterested in the practical work linked to family and food provisioning as reflected in the lack of research into their involvement in consumer practices related to family life? Simultaneously, the 'Superdad' phenomenon appears in an array of advertisements. But apart from in popular culture and advertisement: Does the 'Superdad' exist – whatever that term would cover? The aim of this paper is to explore the under-researched role of the father in food shopping, and other types of practices related to the contemporary family food consumption particularly in relation to the inclusion of children in family food practices.

Method

The study draws on the sparse, existing literature on the role of the father in family food practices, and connects this literature with ideas of food consumption, food socialization and children as part of the father's extended self (Belk, 1988).

Qualitative data was derived from eleven in-depth interviews with families from which illustrative cases of very active fathers are used. The sample consists of middle- to high-income families from two cities in Denmark. Parents and children participated in the interviews, and various, engaging techniques (vignettes, simulation games, video clips) were used as input. Data was analyzed by means of thematic, interpretive approaches.

Results

We find fathering roles that differ from the way men are most often described in studies on family consumption, if they are included at all. The cases show that some of these fathers seem to enjoy themselves immensely with their children during food shopping, that they help share the responsibility, or take on the main responsibility in everyday life (upbringing, shopping, cooking). The findings point to the fact that a broader understanding of the position of fathers in the family is needed, and that these positions are not always very different from the positions of mothers. Even if the very active fathers explored in this study are perhaps not 'Superdads', they do take on very active, caring positions.

Conclusions

The findings point to the fact that a broader understanding of the position of fathers in the family is needed, and that these positions are not always very different from the positions of mothers. Even if the very active fathers explored in this study are perhaps not 'Superdads', they do take on very active, caring positions. While the mother is perhaps most often still the 'family manager', it is important to throw light on the positions of the father. As with all social positions that may be socially desirable in certain social contexts, 'Superdad' father roles, or less grandiose variations of this role, may reflect 'front stage performance' (Goffman, 1959). Still, this may well be indicative of shifting gender roles in family food consumption and of the food socialization of children.

Meal box-schemes: A challenge for the category of convenience food?

Bente Halkier

Roskilde University, Roskilde, Denmark

Objectives

The purpose of this paper is to contribute to the conceptual reframing of convenience food consumption by way of discussing the phenomenon of meal box-schemes in relation to the category of convenience food. The discussion is based on an empirical comparative analysis of the construction of food provisioning, cooking and eating on 8 European websites for meal box-schemes.

Method

The theoretical perspective behind the empirical analysis and the discussions in the paper is a practice theoretical perspective on food provisioning, cooking and eating (Warde, 2016). The perspective works as a kind of background perspective on everyday life as well as specifically understanding media-texts (such as the meal box-scheme websites) as symbolic resources (Keller & Halkier, 2014) for consumers to draw upon and negotiate with in their everyday practising of shopping, cooking, eating and wasting.

The discussion about meal box-schemes in relation to convenience food are illustrated by examples from an empirical analysis of constructions of convenient food provisioning, cooking and eating on 8 websites for meal box-schemes in 4 European countries. A meal box-scheme is an arrangement whereby consumers buy a subscription to a service, which consist in getting a box with measured ingredients and recipe for a fixed number of meals delivered to their doorstep. The analysis covers the websites of one organic and one non-organic meal box-scheme in each of the countries of Denmark, Germany, Sweden and UK. The analysis is based on qualitative coding (Silverman, 2006) and framing analysis (Borah, 2011).

Results

Convenience food supply and consumption has grown and diversified culturally (Jackson & Viehoff, 2015), but is rift with ambivalent normative connotations in everyday life (e.g. Närvänen et al, 2013; Szabo, 2011) and surrounded by definitional difficulties in research (Scholliers, 2015). Thus, I am exploring three issues in a possible reframing of convenience food.

First, I discuss what I call an *issue of conveniencisation* whereby convenience food perhaps becomes a sub-category of convenient food provisioning. Across countries and types of schemes, the main framing consists in helping consumers to get a more convenient everyday life with food by e.g. saving time and providing flexibility. Thus, meal box-schemes can be seen as an example on convenient food, but quite different from traditional definitions of convenience food e.g. ready-to eat meals (Costa et al, 2001) regarding the degree and types of conveniencisation.

Second, I discuss an *issue of moralisation* of convenience food which needs to be avoided in research categories but is continuously re-fuelled by consumers themselves (Meah & Watson, 2013), by other societal actors (Brembeck & Fuentes, forthcoming) and by media representations of food. The analysis of the meal box-schemes websites show that across country and box-scheme differences, this potential moralisation is addressed as something to be relieved by this food provisioning type. Consumers are constructed as food practitioners in need of not having to worry about normative issues such as nutrition, satiety, health, food waste and climate.

Third, I discuss an issue of cooking skills in relation to convenient food provisioning. The diversification of food provisioning types may call for a greater variety in the dimensions included in the conceptual understandings of cooking skills (Short, 2006). The analysis of the websites of the meal box-schemes suggest that e.g. managing digital media could be part of cooking skills.

Conclusions

Convenience food is a category in need of reframing. Convenience food forms a growing proportion of food provisioning, and is at the same time difficult to define and an ambivalent cultural category. Convenience food is valued for making everyday lives easier (Jabs & Devine, 2006). At the same time, convenience food is

connected with improper cooking, bad quality of goods, and less healthy and less sustainable eating, which results in normative legitimations of convenience food use (Bugge & Almås, 2006). The comparative analysis of the construction of food provision, cooking and eating at 8 European websites for meal box schemes suggest that at least three issues should be discussed: Conveniencisation, moralisation and cooking skills. In relation to all three issues, it seems as if the meal box-scheme discourses provide a convenient way for consumers to avoid convenience.

From personal shoppers to self-service styling tools - how fashion apps re-shape marketing and consumption practices

Lena Hansson

Centre for Consumer Science, University of Gothenburg, Göteborg, Sweden

Objectives

Drawing on concept of market devices (Callon et al., 2007; Cochoy, 2008), i.e., material and discursive assemblages that is part of the shaping and construction of markets, the paper aims to explore and describe how fashion apps as new kinds of digital market devices re-configure both consumption and marketing practices.

The emergence of Internet and new technology has transformed consumers' way of doing things, making their everyday lives increasingly digital in nature. The entrance of smartphones and the more recent developments of mobile technology in forms of software applications, i.e., apps, have further made technology more portable and in some ways more personal (Goggin, 2011). The mobile revolution and the growth of social media have resulted in more content driven marketing and consumption based on social networking.

Method

The app market has grown extensively since 2008 (Goggin, 2011; visionmobile, 2015) and consumers are increasingly using apps (for entertainment, news updates, travel, communicate and socialize, keeping track of health and performance, banking services, browsing, and shopping etc), to go about their everyday life. For consumers, apps are easily accessed through their smart phones and convenient to use where ever and when never they want. For commercial actors this change has made it possible to interact and communicate with consumers even closer than before.

This paper presents work in progress and methodologically builds on an ethnographic study based on digital object ethnography, that is, close reading and observations of a number of fashion apps, a content analysis of derived social media posts along with unstructured interviews with app owners.

Results

The analysis shows that the studied fashion apps are closely interlinked to retail brands and social media networks. It will also show how these new digital market devices in the intersection of the mobile and Internet shape new forms of interaction between social media networks and retail brands by interlinking social media platforms with retail platforms in new collaborative ways. How this works will be illustrated by the case of the apps *Rêve* and *It's My Styl*.

Rêve is conceptualized as a *personal shopper*, helping consumers to discover, share and buy fashion products while *It's My Styl* is conceptualized as a *self-service tool* for consumers to build virtual wardrobes and create personal styles in close interaction with friends and followers. Their conceptualizations and how they are constructed re-configure in different ways how marketing is performed and how consumers use them and consume fashion. This will be discussed further in this paper.

Conclusions

Adhering to the studies of market devices this paper contributes to knowledge in the context of fashion consumption in mobile digital settings.

Goal-derived categories and convenience: Influences on meal consideration set formation

Asbjorn Rortveit², Curtis Haugtvedt¹, Svein Ottar Olsen³

¹*Ohio State University, Columbus, OH, USA,* ²*Norwegian Seafood Council, Tromsø, Norway,* ³*University of Tromsø, Tromsø, Norway*

Objectives

To better understand the influence of salient goals and product packaging or retail display on the kinds of things that consumers consider as viable options for home meal preparation. The overall purpose of our study is to demonstrate how category presentation can

moderate the relationship between a convenience goal and consideration set formation. As such, our research explores the idea that if alternatives are organized along a dimension that is consistent with the main salient goal (e.g., convenience), consumers will tend to develop consideration sets that are more appropriate to the given situational constraint. A better understanding of how people categorize food when convenience is a salient factor has important practical implications for how marketers or food producers develop and position their products in advertising and in stores.

Method

Two laboratory experiments (150 participants each) were conducted to understand the influence of a salient goal and the manner in which food items were presented on the nature of the consideration sets formed for a home prepared meal. Experimental manipulations emphasized convenience (Study 1) and personal energy saving (Study 2).

Results

The results show that the urge to save time or effort causes consumers to develop consideration sets that are smaller, more stable, and less varying. Moreover, when the urge to save time was made salient to the participants, goal-derived category presentation moderates the relationship between the urge to save time and consideration set formation such that when the food alternatives were organized by time to prepare, the consideration sets became even smaller, more stable, and less varying. Implications for product and retail labeling are discussed.

Conclusions

The results highlight the importance of identifying salient attributes that are frequently used to form goal-derived categories. If marketers can identify cut-off values of salient attributes for a particular segment, they will be able to position products in accordance with these factors and thus enhance the possibility of being considered. In addition, one of the most important contributions of this research, however, is how category organization strengthens the effects of convenience (time pressure) on the consideration set dimensions. The results show that when the first study exposed participants to time pressure and organized alternatives by preparation time, they were able to develop the most appropriate consideration sets, with regard to size, stability, and variety

Meal boxes: A new kind of convenience food?

Frej Daniel Hertz

Roskilde University, Roskilde, Denmark

Objectives

This paper reports on some of the initial findings from a Danish research project dealing with what is possibly a new kind of convenience food: meal box schemes. The project is part of FOCAS (Food, Convenience and Sustainability) which is EU-funded by the ERA-Net SUSFOOD program (2014-17).

The aim of this paper is to report on some of the results on how families understand and use meal box schemes in their everyday life with a specific focus on the concept of convenience food. Are the meal boxes a new kind of convenience food?

Method

Two Danish providers of meal boxes are used in the study: "The Seasons" and "Fairly Easy". The concept of these meal boxes is to ease different aspects of dinner preparation by delivering all ingredients for a dish in measured quantities to consumers' doorsteps. All meals in meal boxes are accompanied with a recipe. The main difference between the two meal box schemes is that "The Seasons" is organic, and "Fairly Easy" is mostly non-organic.

The empirical data consists of participant observations from twelve visits to families consisting of a mother and a father with children aged six to seventeen. In addition, twelve individual interviews have been conducted with the main responsible for cooking. Furthermore four focus groups with of the parents and some their friends have been conducted.

The study draws on a practice theoretical approach. This means that the unit of analysis is the families' everyday practices - specifically those practices that have something to do with dinner. The concept of *doability* (Halkier, 2010) will be applied as well as the concepts of *understandings, procedures and engagement* (Warde, 2005). These concepts will be put to use in the following.

Results

Meal boxes as convenience food

The concept of convenience food has proven to be difficult to define and limit within a scholarly framework (Jackson & Viehoff, 2015).

Brunner et al. defines convenience food very broadly as products that "*...help consumers minimize time as well as physical and mental effort required for food preparation, consumption, and cleanup...*" (Brunner, van der Horst, & Siegrist, 2010). Other scholars have divided convenience food into different subcategories like ready-to-heat and ready-to-eat depending on the tasks required to consume the food. A broad definition of convenience food gives room for all kinds of food items thereby exceeding the category of traditional fast food, frozen pizzas and TV-dinners. Cut out pieces of fruit, juice, bottles of water or even an apple seem to apply to the broad definition of convenience food. However, these examples also illustrate some of the difficulties in limiting the concept of convenience food. But what about meal boxes - can they be understood as a new kind of convenience food?

The preliminary analyses show that the meal boxes from "The Seasons" and "Fairly Easy" can be understood as a new form of convenience food; A hybrid which contains elements from conventional understandings of both convenience food and the notion of cooking from scratch. The parents in the study stress that cooking from scratch has been made significantly easier to accomplish. Similarly, the meal box schemes reduce the parents need to do grocery shopping as well as reducing work spend on managing unused groceries.

Conclusions

Meal boxes: a tool with many features

My initial coding suggests that the food boxes from "The Seasons" and "Fairly Easy" help solve some of the issues that parents have in relation to dinner. Coming up with new ideas for dinner was a very time consuming task and sometimes stressful because of different preferences amongst the family members. My findings also suggest that parents use the meal boxes as a way of safeguarding the family against the "dangers" of processed food (Moisio, 2004). Taste, however, seemed to be the most important criteria for the parents. Homemade food simply tasted better than processed food and ready meals in the parents' view.

Mediatized Shopping – how smart phones enable and hinder shopping practices and experiences in grocery stores

Ulrika Holmberg, Benjamin Hartmann

School of Business, Economics and Law at University of Gothenburg, Gothenburg, Sweden

Objectives

The ongoing digitalization of retailing has many faces as increasingly the physical and digital arenas become more integrated to support each other. Thus, the future of retailing will neither be entirely digital, nor entirely analogue. This study explores how consumers use and experience digital technology (smart phone apps) when shopping in grocery stores to offer theorization of the interrelation of consumer practices, digitalization, and related consumption experiences.

Thus, we study the material and cultural aspects of smartphones in grocery shopping practices and their experiential outcomes at the intersection of digital/analogue domains. As part of a larger research project, this paper emphasizes specifically i) how consumers use smartphones when buying food in grocery stores; and ii), how the use of smartphones shapes consumers' experiences and routines of shopping.

Method

In order to investigate the material and cultural aspects of smartphones in grocery shopping practices, our methodology is grounded in a multi-sited ethnographic study of everyday grocery shopping in Sweden. This is a suitable context, because unlike most European countries, Sweden has a relatively low diffusion of online retailing in the grocery sector: a mere 1% compared to European 10% of the total budget for groceries. The ethnographic method is particularly suited to studies of every-day practices (Halkier & Jensen, 2011; Korkman, 2006) as it focuses on both—what is said and done—and a holistic analysis of context and culture (Arnould & Wallendorf, 1994; Moisander & Valtonen, 2006). With data collection ongoing, our empirical material so far consists of a combination of 18 shorter consumer narratives, 26 questionnaires, 4 diaries and 6 interviews. Next, observations (shop-alongs) will be included.

In the interviews, six “digital natives” share insights and experiences about how and in what ways they use mobile digital technology when shopping groceries. The interviewed consumers are 23-30 years old, two men and four women. The short narratives, questionnaires and diaries elucidate how consumers use smartphones, tablets and computers before, during and after the store visit. The consumers participating here are mostly digital natives. The age span is wider, 21-56 years old, and the share of men is 40%.

Based on moving back-and-forth between sorting, coding, probing of the data, and collecting new material, we discuss our results alongside the practice-theoretical axis of objects-doings-meaning (Arsel & Bean, 2013).

Results

The first results show that retailers' role in consumers' use of digital technology when shopping groceries is limited. Few consumers in our study use retailer apps or homepages frequently. There seems to be two main explanations; using smartphones in grocery stores is unpractical and the contents of apps are not meaningful in the shopping context.

Looking closer at the objects involved, we note that even heavy smartphone users tend to put away the phone when entering the grocery store. Making room for a cart or basket in the consumer cluster, and still have a hand free for picking the goods, limit the possible affordance of the smartphone when shopping (cf. Cochoy, 2008).

The meanings of smartphones in the in-store context deal with practicality and entertainment. Checking the shopping list, deals-of-the-week, and bank account are typical practical functions. Consumers who don't appreciate grocery shopping use the phone as company; e.g. playing music, talking to friends, and looking for social-media updates. The chance to escape is the point here; sharing experiences from the grocery store is rare.

Recipes sites are quite popular among the consumers, but they come in handy before and after shopping – when planning what to buy and when cooking. Only occasionally consumers look up recipes in-store. Google is first hand choice to find recipes. Neither the retailer apps nor the retailer homepages are starting points in the quest for the good meal.

The most direct use of retailer-produced content is related to discounts and deals-of-the-week. A close reading of retailers' apps and homepages shows that they speak to the rational side of grocery shopping more than the experiential–offering services for finding stores, shopping lists, discounts, bonus, customer service, and recipes. Thus, the shaping of consumer experiences is limited.

Conclusions

As presented, retailers are more or less absent in the digitalized part of grocery-shopping practices. A closer look at how consumers use and experience digital technology when shopping in grocery stores show that there are some important obstacles. First, the amount of materials and objects already involved in grocery shopping (e.g. baskets/carts, bags, the store, the goods) conquers in-store smartphone usage. Second, retail apps and homepages falls short when it comes to invigorating consumers' shopping experiences compared to the embodied ways of using smartphones to make everyday life more pleasant (e.g. listening to music and using social media).

Media-ating practices: tracing the development of (un)sustainable consumption through media

Tullia Jack

Lund University, Lund, Sweden

Objectives

Are conventions accelerating and converging at a global level? Are we coming to expect the same energy-intensive conditions all over the world? How do these changes happen and how can change be studied?

Method

As a first step in approaching these questions I collected representations of cleanliness in popular media from Melbourne (Australia), Mysore (India) and Malmö (Sweden) over the last three decades. I scanned three widely read women's magazines from each country; four issues each from 1985, 1990, 1995, 2000, 2005 and 2015, a total of 144 magazines, which provided thousands of pages of cleanliness editorial and advertising. While magazine content may show an idealised moment from various cleanliness practices, and have particular agendas, the creators themselves are immersed in their cultural context and therefore must at least echo social normality.

Results

The magazines show a general acceleration in the quantity of cleanliness related content; they also show an increasing emphasis on beautiful and glamorous people. That cleanliness representations have changed more or less in sync across the countries is interesting in and of itself. Refracting this data through time-use and domestic energy and water consumption further allows a consideration of the possible effects between media and changing conventions. Australia and Sweden are two very different countries in terms of cultural expectations, infrastructures and resource availability, but even so representations of cleanliness are alarmingly similar.

Conclusions

Their similarities and occasional differences suggest that one element in the global acceleration and convergence of cleanliness practices is media.

The temporalities of convenience food consumption

Peter Jackson², Valerie Viehoff¹, Angela Meah²

¹University of Bonn, Bonn, Germany, ²University of Sheffield, Sheffield, UK

Objectives

Convenience food has been described as a response to the intransigent problems of scheduling in a de-routinized society (Warde 1999), offering 'meal solutions' for time-pressed consumers. This paper extends these ideas concerning the relationship between (various kinds of) convenience food and different temporalities including change over time (particularly since the 1950s); generational change (e.g. between parents and children); shifts within the life-course (e.g. going to university, cohabitation, having children, separation/divorce, bereavement, ill-health); shorter time horizons (such as treats and rewards, and 'stocking up' in anticipation of future needs); and memories of other times or places. The paper is informed by a 'theories of practice' approach and draws on ethnographic research from the UK and Germany.

Method

This paper is part of an ERA-Net project on Food, Convenience and Sustainability (FOCAS), funded through the SUSFOOD programme (<http://www.sheffield.ac.uk/focas>). It involves comparative research on the consumption of convenience food in the UK and Germany, with parallel case studies of processed baby-food in Sweden, food-box delivery schemes in Denmark and workplace canteen food in Germany. The first stage of the research, a systematic review of convenience food consumption, was reported at NCCR 2015 (now published as Jackson & Viehoff 2016). Here, we report the preliminary results of our ethnographic research with 12-15 households in the UK and a similar number in Germany. Our ethnographic research involves in-depths interviews, kitchen visits, observation of food preparation, accompanied shopping trips, email/text exchanges and a variety of visual methods (including photography, videoed observation and video diaries).

Participants were drawn from a wide range of different backgrounds, varying in terms of age and ethnicity, income and education levels, household composition and housing situations, including those on welfare support, accessing food banks, as well as dual-income professional couples, single parents, students and pensioners.

The paper will present our preliminary findings and thematic analysis of the data.

Results

Our preliminary results support previous arguments about the definitional confusion surrounding the term 'convenience food' which covers a continuum of food practices from the use of raw ingredients 'cooked from scratch' to complete ready-meals (cf. Scholliers 2015). Observed everyday practices include frequent mixing of 'fresh' and 'convenience' foods - often used without conscious reflection - in combination rather than treated as separate categories. Participants also often apologized for using convenience food and other culinary 'short-cuts', confirming the moralization of convenience food (also noted by Warde 1999).

The consumption of different kinds of convenience food revealed noticeable shifts over the life-course with student participants frequently contrasting their current food-related practices with the social organisation of time when they previously lived in their parental home, while recent retirees noted the different food-related temporalities of their previous 'working life' and their new 'work-free life'. Other life-course changes such as cohabitation or starting a family also involved changes in food-related routines and convenience food consumption. These results support other recent findings about variations in convenience food consumption in the Nordic countries (Kahma et al. 2016).

Our comparative research also suggests that the point at which 'convenience' is sought in the process of food consumption varies between countries as do the perceived advantages of convenience food. For example, similar to Dutch consumers who value convenience in the acquisition and storage of food (Costa et al. 2007: 86), our German participants valued the longevity of tinned or frozen food, allowing them to feel prepared for potential 'emergencies' in the future. As well as storing some convenience foods as 'back-up', our UK study participants also locate convenience at the point of cooking and eating, reflected in their use of chilled

ready-meals or part-prepared meal components intended for immediate consumption or for use within a few days.

Conclusions

Our research confirms Warde's (1999) findings about the centrality of time-saving and time-shifting in the consumption of convenience food. However, our research adds valuable insights about from where and to whom time is being shifted or saved. Our research also suggests that different temporalities arise in the consumption of different types of convenience food, ranging from frozen or tinned foods to ready-meals. These differences are related to the ability or willingness to invest time in shopping and cooking, but are also connected to variations in financial means and their associated temporalities (such as the timing of welfare payments or salaries).

Our future work will examine the moralization of convenience food, developing Warde's (1999) argument that the consumption of convenience food is characteristically 'tinged with moral disapprobation'.

Engaging Consumers in Food Product Development through Virtual Interaction

Lina F. Jacobsen, Marcia Dutra de Barcellos, Liisa Lähteenmäki

MAPP Centre - Research on Value Creation in the Food Sector, Aarhus University, Aarhus, Denmark

Objectives

Successful food innovation depends on the ability to include consumers in the innovation process (van Kleef et al., 2005). Virtual communities (VC) are recognised as a potential source of innovation (Schreier et al., 2012), and motivation for engaging consumers in these communities has been investigated in high tech industries (e.g. Jeppesen and Frederiksen, 2006). However, this type of research is limited in the food industry. The creation of interactive platforms can make communication between consumers and companies more dynamic and beneficial for both.

This study investigates how consumer motivations for interacting in company hosted VCs for designing specific food products are driven by their perceived competences in the food domain and general interest in consumer-company collaboration. A distinction is made between motivation factors related to the belonging to the community and the role of company credibility.

Method

A random sample of respondents (n=1046) representing the Danish population was recruited to complete the online survey. Respondents were first introduced to the concept of a VC hosted by a food company for designing a weight-management product and then asked about perceived competences, motivation factors for engagement, and interest in company-consumer collaboration. Furthermore, they stated their intended virtual interaction behaviour in relation to different stages of the innovation process.

Latent variables were measured with multiple items. Measures of motivation factors were adapted to the food industry. Four items for measuring 'Community belonging' was adapted from the identification scale by (Chiu et al., 2006). 'Company credibility' was based on the merge of 'Trust in the company' and 'Company engagement'. Perceived competences were conceptualised and measured as 'Perceived cooking skills' (Hartmann et al., 2013) and 'Food innovativeness' (Goldsmith and Hofacker, 1991, Huotilainen et al., 2006). Co-operation interest was measured as a single item measuring 'Expected benefits for consumers', 'Expected benefits for companies', and 'Personal relevance'. Five intended interaction activities were measured as single items ('Being a member', 'Share ideas', 'Try out ideas', 'Improve ideas', and 'Evaluate ideas').

Results

The data were analysed by structural equation modelling (SEM) using the software AMOS22. The measurement model was acceptable (CFI = 0.986; NFI = 0.979; RMSEA = 0.041; RSMR = 0.0308).

The structural model showed an acceptable model fit as well (CFI = 0.941; NFI = 0.932; RMSEA = 0.075). The model suggests a positive relationship between both aspects of perceived competence ('Cooking skills' and 'Food innovativeness') as well as 'General collaboration interest' and both 'Community belonging' and 'Company credibility'. Furthermore, 'Food innovativeness' is positively related to 'General collaboration interest'. 'General collaboration interest' relates positively to expected benefits for consumers and companies, as well as the perceived personal relevance of the product of collaboration interest.

'Community belonging' and 'Company credibility' are positively related to all interaction forms. However, the influence of perceived 'Company credibility' on intended interaction is stronger than the influence of 'Community belonging'.

Consumers' motivations to engage in interaction activities in company-hosted VCs depend on their own perceived competences in the area of food making and innovativeness. These general characteristics determine the extent to which consumers are motivated by belonging to the specific food community and by the credibility of the company. The higher their perceived competences, the more they are motivated by both factors. However, the strongest influencer on motivation is consumers' general interest in collaborating with companies. This collaboration interest increases, if consumers believe that their collaboration provides

benefits for consumers and the company. Furthermore, it depends on the personal relevance of the product in focus.

Both belonging to the community and especially the expected credibility of the hosting company are influencing consumers' intended interaction activities with companies in VCs communities aiming at product innovation.

Conclusions

This study shows how motivation for interacting in VCs aiming at designing a specific type of food product is driven by consumers' perceived competences in form of innovativeness and cooking skills, as well as their general interest in collaborating with companies. This general collaboration interest depends on the extent to which consumers believe that companies and consumers will benefit from the collaboration, but also the personal relevance of the product type in focus of the innovation.

The importance of community belonging and credibility of the company in consumers' intended interaction activities emphasise the importance of creating a trustworthy environment both in terms of the community itself and the company as a community host. Both motivation factors will play a role in establishing interaction all the way through the innovation process. However, consumers' perceived importance of them depends on consumers' perceived competences and general collaboration interest.

New forms of collaborative consumption - Empirical evidence for residential and community energy storage systems

Bernhard Kalkbrenner, Jutta Roosen

Chair of Marketing and Consumer Research, TUM School of Management, Technical University of Munich, Munich, Germany

Objectives

Battery storage systems can help to balance the intermittency of renewable energy sources and facilitate the further integration of electricity from renewables. Storing energy in battery systems is expensive, but due to cost reductions, battery storage currently emerges as a new topic on the research agenda. Different types of storage systems can be implemented, such as residential or neighbourhood-based systems. While the former are more common, community systems can offer technological and economic benefits. However, consumers' preferences towards different products service systems and their willingness to invest remain unknown. We address these aspects and focus on the following questions: Do consumers prefer to have their own system or participate in a collaborative system? Is self-sufficiency more important than financial aspects? Are consumers willing to give up control and participate in automated systems to support the grid?

Method

Most of the literature analyses technical aspects, neglecting the role of consumers. However, findings on community-based energy projects support the development of new storage business models such as shared systems. In order to develop attractive products and to foster the diffusion of storage systems, it is managerially important to analyse different product attributes of storage systems and to investigate consumers' preferences. Due to decreasing governmental financial support, e.g. for photovoltaic systems, new routes for sustainable energy technology are needed. Relevant product attributes found in literature are mainly economic factors, such as future cost savings on the energy bill, and self-sufficiency intentions. Environmental aspects, such as the contribution to the energy transition in Germany, are found to be relevant, but less influential. We investigate customers' preferences and willingness to pay in a discrete choice experiment. In our study, we analyse (1) the location of the storage systems (inside the house vs. in the neighbourhood), (2) the degree of self-sufficiency, (3) investment or leasing costs, (4) modes of ownership, (5) control over the system, and (6) contractual partners. Knowing these factors can help to build new business models and support the diffusion of storage systems. An online survey (N=600) will be conducted in Germany in February 2016. The target population of the study consists of owners of photovoltaic systems (n=300) and consumers, who are interested in purchasing a photovoltaic system and are aware of storage systems (n=300). The analysis will be carried out in mixed logit and a latent class model framework.

Results

In a representative pre-study, we found that over 60 percent of the German population state a positive attitude towards collaborative consumption models in the field of electricity generation, storage and usage. Based on these findings, this survey will be carried out. The results of a choice experiment with German photovoltaic system owners and citizens interested in photovoltaic systems will be presented. Customers are expected to show a preference for shared community-based systems over residential ones. Moreover, we expect that the former are the preferred option, since the systems are not located within the private households, lowering the perceived risks and the complexity of installation. Although consumers are aiming for a high level of self-sufficiency - currently the main motivation to invest in a battery system - they are willing to give up some control over the storage system to a partner, e.g. a utility, to support the grid. While control over the system is important, consumers are willing to relinquish control, if economic incentives are given. We expect that consumers prefer low financial investments, and different modes of ownership - like shared usage. Economic and practical factors incentivize the decision for a shared rather than an individually owned system. Trade-offs between the different aspects analysed are discussed and willingness to pay results for the different attributes are presented.

Conclusions

This study aims to determine which business models support the further diffusion of energy storage technologies. An increasing demand for storage systems, e.g. in Germany, indicates that consumers are willing to invest although prices are high and uncertainties exist. Since residential storage systems might currently not be economically viable, community-based systems and innovative ownership and participation

models can be promising solutions for a changing energy system. In order to reach different customer groups, various types of investment and participation options are needed. Storage systems can generate value for cooperatives as well as utilities and support the trend towards community energy. Complex regulative issues hinder the joint usage of storage systems. Adjustments to the fees and tax regulations could foster the development of new business models and the diffusion of storage systems - a potentially disruptive innovation. On the basis of the results, we provide recommendations for policy-makers and utilities.

Constructing Grandparental Identity in Consumer Narratives

Anne Kastarinen

University of Tampere, Tampere, Finland

Objectives

The objective of this study is to analyse the role of consumption in the construction of grandparental identity through two research questions: 1) What are the meanings of grandparental consumption? 2) How do consumers employ these meanings when constructing their grandparental identity? To better understand the various aspects of identity construction, I draw on social identity theory and social identity management, in particular. That enables me to understand how consumers negotiate their grandparental identity in the marketplace, balancing between role norms, stereotypes, expectations and identity ideals. The study joins the strategic stream of consumer identity research (e.g. Ahuvia 2005, Arnould & Price 2000, Banister et al. 2012, and Reed et al. 2012) and focuses on the different ways in which consumers employ consumption in their identity construction. The study contributes to the discussion through adopting the theoretical perspectives of social identity and investigating the salient but presumably ambivalent grandparental identity.

Method

A narrative inquiry makes it possible to hear the authentic voice of the consumers and trace phenomena such as identity that could not be explained otherwise. Citing Giddens (1991), identity is not to be found in behaviour, nor in the reactions of others, but in the capacity to keep a particular narrative going. In narratives, individuals construct their identities and at the same time they assign identities to others (Riessman 2008). This makes narrative research particularly fruitful in tracing social identity, which combines the consumers' quest for both individuality and community. I will generate the research data of 10-15 oral narratives, collected in phenomenological interviews and elicited with photos and visuals. As a widely unstructured interview, the phenomenological interview requires an active participation of both the informant and the researcher, presenting itself more as a discussion than an interview. When analysing the narratives, my main focus is in a thematic analysis, integrated with an analysis of the structural, interactive and performative elements of the narratives. I approach the research problem through three levels. First, I explore the concrete level of consumption in order to identify the consumption activities and materials of grandparenthood. Second, I focus on the level of meanings in order to find out the 'why' of grandparental consumption. Third, I focus on the identity resonance of consumption meanings and create a synthesis of the role of consumption in constructing an authentic and justified social identity narrative.

Results

A pilot study indicates that contemporary grandparenthood involves a highly important yet multifaceted social identity with a multitude of meanings, agency, and freedom of choice, but also ambivalence and contradictions. Bridging consumption and social identity of grandparents, we can see that most consumption meanings serve individual pursuits and authenticity. There are, however, meanings that encapsulate a more social pursuit.

Conclusions

Consumption plays a significant role in preparing for and enacting grandparenthood, and it offers grandparents tools to construct, strengthen, justify and negotiate their grandparental identity as well as to reject undesired identities and distinguish oneself from anticipated stereotypes. Consumption works both as a fence and as a proof of community. The final research data will be generated in interviews in February 2016.

Exploring consumers' sonic experiences in luxurious servicescape

Minna-Maarit Jaskari, [Hannele Kauppinen-Räsänen](#)
University of Vaasa, Vaasa, Finland

Objectives

Music has attracted a vast number of researchers interested in the atmospherics of the retail setting both off-line and on-line (e.g. Bitner, 1992; Chebat et al., 2001; Hynes & Manson, 2016). Music is found to effect consumers emotionally and cognitively, and thus influencing their behaviour in-store in general and shopping behaviour in particular (e.g. Andersson et al, 2012; North, Sheridan & Areni, 2015). Music is further found as an element contributing to the brand image and meanings attached to the brand; something referred to as sonic branding (e.g. Gustafsson, 2015).

Building on the research gap about the experiences contributed by music (Gustafsson, 2015) and the idea of music congruity (North et al., 2015), this study explores the experiential meaning of music in a luxurious retail environment. It contributes to the research stream highlighting that music deserves to be treated strategically as means to provide a holistic luxury experience in-store.

Method

This study lent itself to a qualitative approach, to explore and gain data that can reveal insights to the luxurious off-line retail setting. In order to explore consumers' sonic experiences, we designed a study employing face-to-face semi-structured interviews and a photo elicitation data collection technique.

Hence, in order to stimulate imaginary processing and elicit discussions about luxury we used collages of photographs illustrating luxury stores, which were shown during the interviews. An interview guide was designed including open-ended questions about the luxury shopping experience and questions triggering insights to the store elements that contribute to experiential expectations. Sound, music or sonic were never explicitly mentioned to the respondents.

The qualitative data is based on 97 interviews with purposefully sampled respondents. Hence, we selected respondents who could provide rich information about the topic and would be comfortable talking about luxury. Therefore, the target respondents perceived to be luxury consumers consuming luxury brands, at least occasionally. The data was collected in the Principality of Monaco, which provides a perfect setting for the study. The interviews lasted 30 minutes on average and were recorded and transcribed.

Results

The essence of music in general and in a luxurious servicescape in particular was affirmed by the fact that nearly 15 % of the respondents (14 out of 97) mentioned something related to music as an element contributing to the luxury in-store experience; yet music was never explicitly asked for.

The main finding was that music indeed was expressed as an element contributing to the experiential expectations of the retail setting and the shopping experience itself. The analysis revealed – above all – aspects related to the antecedents, influences and consequences of music as a means of such experiences. Thereby, music appeared as a quality expression, which was characterised by volume (quiet music), tempo (soft music), subjective interpretations (calm music, good music) and genre (old music). The analysis showed that these quality expressions function as antecedents as they have emotional influences. These expressions evoked pleasure, but - above all - caused an emotional state characterised by the absence of arousal '[...] brings comfort and relaxing atmosphere [...]', '[...] I always feel relaxed, comfortable and safe [...]' and '[...] I feel relaxed because of the music [...]'.

Interestingly, while also the absence of stress was mentioned, some respondents pointed out how they wish to spend more time in such environment. This means that music had behavioural consequences, which here appeared as time spent. Indeed, also earlier research has pointed out how music affects the time spent in the retail context (e.g. Milliman 1982; 1986). Moreover, past research also suggests that time has an impact on shopping expenditure (Jain and Bagdare, 2011, Caldwell and Hibbert 1999, Vida et al. 2007).

While these were expressed in a positive manner, also some negative expressions turned out. These were mostly about the volume of the music (noise, noisy music). Noisy music was perceived as something unpleasant having an avoiding effect '[don't want to continue shopping [...]]'. Negative effects of background music are largely ignored in the previous literature even though Hynes and Manson (2016) take a step towards this by analysing both planned and unplanned sounds of a servicescape.

Conclusions

Based on this study, we were able to detect the how consumers have experiential expectations of the music in a luxurious servicescape. The expectations relate in particular to the volume and tempo of the music, but also subjective interpretations appeared, while also genre was pointed out. Interestingly, these experiential expectations were stressed to have emotional and behavioural influences and consequences, evidencing the experiential meaning of music.

The study contributes by focusing on sonic elements in a luxurious retail environment and shows how music is an inherent element of the servicescape that deserves to be treated - not only as background music - but as a strategic element supporting the luxury brand. While luxury is defined through outstanding quality, material, connoisseurship, creativity, exclusivity, craftsmanship, precision and innovation (e.g. Kapferer, 1997), the question remains, how is congruity between music and the luxury brand achieved?

A three-country study of consumers' luxury trait

Hannele Kauppinen-Räsänen¹, Peter Björk², Alexandra Koivula³, Marie-Nathalie Jauffret-Cervetti⁴
¹University of Vaasa, Vaasa, Finland, ²Hanken School of Economics, Vaasa, Finland, ³Hanken School of Economics, Helsinki, Finland, ⁴International University of Monaco, Monaco, Monaco

Objectives

The awareness of one's self, and personality like the need for uniqueness (NFU) and self-monitoring (SM) are personal triggers for luxury behavior. NFU relates to self-expression (SE), and suggests that consumers with a high NFU have a need for independent identity and distinguishing brands, whereby self-monitoring is linked to self-presentation (SP), where high self-monitors adapt their behavior to the social context (Shavitt, 1989). SE and SP relates to social identity (SI).

This study is based on the idea of brand prominence suggesting a variation in conspicuousness from private to public (Han, Suk, & Chung, 2010). The study contributes by examining the relationship between personal traits (NFU and SM) and social traits (SE and SP) and how such relationships determine the preferred degree of brand prominence (luxury trait), which here unfolds into connoisseurs and fashion behavior. The study also examines the effect of gender and country being uncovered by past research.

Method

A self-administered online questionnaire including a picture sorting task was designed. The focus was young consumers (18-30 year), who although they may live in "economically limited conditions" (Leipämaa-Leskinen et al., 2012) still purchase luxury brands.

The questionnaire in three sections measured demographic characteristics, respondents' interest in loud or quiet conspicuousness, and the level of NFU, self-monitoring (SM), and social identity (SI). A 7-point Likert-style rating scale was used to enable empirical tests (Table 1). The scale items used to measure personal, social and luxury brand traits in this study have been used by other researchers (e.g. Bian and Forsythe, 2012).

Table 1 The hypotheses and the used statistical analyses

No.	Hypotheses	Test used
1a	A high NFU is positively related to self-expression.	Linear regression
1b	Self-monitoring is negatively related to self-expression.	
2a	High self-monitoring is positively related to self-presentation.	
2b	A high NFU is negatively related to self-presentation.	
3a	Self-expression is positively related to preference for low brand prominence.	Logistic regression
3b	Preference for low brand prominence is positively affected by NFU.	
3c	Self-presentation is positively related to preference for high brand prominence.	
3d	Preference for high brand prominence is positively affected by self-monitoring.	
4a	Gender differences exist for preferred degree of brand prominence.	χ^2 test
4b	Gender differences exist for social identity.	t-test
4c	Gender differences exist for social needs.	
5a	Country differences exist for preferred degree of brand prominence	Logistic regression
5b	Country differences exist for social identity.	ANOVA
5c	Country differences exist for social needs	

Results

The sample of 70 Finnish, 42 Italians, 40 French (100 women, 52 men) have an average age of 23 years ($s = 3.09$).

A distinction was not found for connoisseurs and fashion consumers; yet most were connoisseurs. Only one of the tested variables contributed significantly to the predictive ability of the model, whereby NFU, SM, SE, SP, age and gender do not influence the preferred degree of brand prominence; H3a - H3d and H4a are rejected. The nationality (H5a) contributed significantly suggesting differences in brand prominence across country-context. Italians were more frequently categorized as fashion consumers than Finns.

The relationship between NFU and SE is partly supported (H1a). There is a positive relationship between creative counter conformity (NFUCC) and SE, and a negative between avoidance of similarity (NFUAS) and SE. Hereby, consumers engage in status consumption triggered by their NFU in social situations.

A positive correlation was found between SP and two dimensions of NFU (NFUCC and NFUUC (unpopular choice)) suggesting a rejection of H2b. However, in line with that hypothesis (H2b) NFUAS has a significant negative relation to SP. A positively significant relationship was found both between SM and SE (rejecting H1b), as well as SM and SP (supporting H2a). A strongly positive and significant correlation was found between SE and SP ($r = 0.677$, $\text{Sig} = 0.000$). A significant and positive relationship between NFUUC and SM was also found ($r = 0.222$, $\text{Sig} = 0.007$).

The difference in gender was further tested with independent samples t-tests that conjured significant gender differences on the SMscale, SEscale and SPscale. Men scored higher than women on each of the significant variables, making men higher self-monitors and indicating both higher SE attitudes and SP attitudes. This fully supports H4b, and H4c, and the findings by O' Cass (2001).

Finns and French scored lower than Italians on the BP scale, thereby categorized as connoisseur consumers. Other national differences were not found in this study (rejecting H5b and H5c), which imply that Finns, French and Italians have the same level of social needs.

Conclusions

This study aimed to compose a theoretical framework showing the social needs that determine the preferred degree of brand prominence. As no significant differences were found, the personal trait (NFU, SM) and the social trait (SE, SP) were not able to determine the luxury trait (connoisseur, fashion consumer) here treated as brand prominence. Therefore, it is still unknown what influences the choice between loud and quiet brands.

However, the study found gender differences for self-monitoring, self-expression and self-presentation. Also, country effect was found for self-monitoring. Differences in brand prominence were found between Finns and Italians, suggesting that country could serve as a determinant for the preferred degree of brand prominence.

The results could be explained by too different or small sample sizes, whereby additional data is being collected now; the analysis is done by the time of the conference.

Framing normative appeals to encourage sustainable behaviors: the role of psychological reactance and processing fluency

Christos Kavvouris, Athanasios Krystallis, Polymeros Chrysochou
Department of Management, Aarhus University, Denmark

Objectives

Whether a normative message is considered at an independent or interdependent level of the self (see Singelis, 1994) has an impact on its effectiveness (e.g. White & Simpson, 2013). Past research shows that injunctive (emphasis on social approval of a behavior) and descriptive norms (emphasis on how common a behavior is) urge individuals to think about different sets of goals (e.g. Jacobson, Mortensen, & Cialdini, 2011). Normative appeals suggesting (un)desirable behaviors may be perceived as threatening consumers' perceived autonomy resulting in reactance (i.e. consumers' react in order to re-attain the restricted freedom; Brehm, 1966) (White & Simpson, 2013). Based on the premise that no type of appeal is consistently efficient in encouraging sustainable consumer behaviors, in this paper we aim to demonstrate that framing normative pro-environmental appeals (i.e. highlighting the positive (vs. negative) consequences of engaging (vs. not engaging) in a behavior; see Levin, Schneider, & Gaeth, 1998)), can influence sustainable behaviors, and this depends on the self-construal activated, and be moderated by consumers' psychological reactance and level of processing fluency (i.e. the ease of understanding and processing the message; Lee & Aaker, 2004).

Method

To meet our aim we plan to conduct two online studies. In the first study we will explore consumers' intentions to use energy-efficient light bulbs in their households and their conformity with the appeal. A 2 (self-construal: independent vs. interdependent) x 2 (norm: injunctive vs. descriptive) between-subjects design will be used. In the second study, we aim at first to extend our findings to another sustainable behavior in order to increase external validity of the first study's findings, and to explore the influence of framed normative appeals (positively vs. negatively). A 2 (self-construal: independent vs. interdependent) x 2 (norm: injunctive vs. descriptive) x 2 (goal frame: positive vs. negative) between-subjects design will be used. In both studies we will measure processing fluency and psychological reactance.

Results

Results are expected to demonstrate that injunctive (vs. descriptive) norms are incompatible (vs. compatible) with the independent self-construal. Feeding on this, we further expect that consumers display lower (vs. higher) levels of reactance on a positively- (vs. negatively-) framed injunctive norm when the independent level of the self is activated. Perceived processing fluency is expected to act as an underlying mechanism driving the effects of positive vs. negative framing on norms. Lastly, this paper is expected to provide empirical evidence that reactance to an injunctive appeal can be mitigated.

Conclusions

When injunctive norms are combined with the independent level of the self, there is an incompatibility between the goals communicated by the norm and the goals activated by the self-construal. This paper aims to demonstrate that positively vs. negatively framing pro-environmental normative appeals can mitigate this incompatibility, and hence goal framing can be a useful tool for designing efficient pro-environmental communications. We also provide evidence of the interrelation between message framing and normative appeals where empirical results are scarce. Furthermore, we discuss the role of processing fluency and psychological reactance. This paper provides insights for both marketers and public policy makers seeking to improve their communication efforts. Various applications and examples on different kinds of sustainable behaviors will be discussed.

Event as a context for experiences - Meaning-based analysis from the Housing Fair

Outi Uusitalo, Tiina Kemppainen
University of Jyväskylä, Jyväskylä, Finland

Objectives

While consumers increasingly participate in commercial events, such as fairs and festivals, which have a huge economic impact (Christensen 2009) events have received scant coverage in the marketing literature (Crowther 2010). Especially the consumer perspective and experiential aspects have been neglected. Only few studies have examined how visitors actually experience events and how experiences are formed in various event contexts (Holloway, Brown & Shipway 2010; Andersson & Armbrecht 2014). This study investigates how visitors in a specific event - Housing Fair - construct their experiences and what meanings emerge (Blumer 1969; Flint 2006) during the visit. Moreover, we examine experience construction in different age groups: young adults aged 18 to 35 and older adults 50 to 65 years. Experience is here regarded as holistic evaluation entailing functional, emotional and social aspects constructed and co-created by an active consumer (Sherry, 1998; Kozinets & Sherry 2004).

Method

The Housing Fair is organized annually during a four week period in July-August in Finland to showcase the latest trends in construction, housing and interior design. The data was collected in eight focus group interviews during July-August 2015. The interviewees were recruited with journal and web-based advertisements. A total of 68 customers aged 18 to 35 (31 people) and 50 to 65 years (37 people) participated the focus groups after their 2-hour fair visit. The focus groups included 7 to 12 participants and varied in terms of age and gender of participants. The topic guide for the interviews covered the participants' experiences, images and opinions concerning their Housing Fair visit and issues related to living and housing more generally. The interviews were recorded and transcribed for data driven thematic analysis. The analysis was conducted in two phases. First, the transcribed data was coded and major themes were identified. In the second phase the data was organized more specifically under seven main themes including 41 subtitles. The young adults' and older adults' narratives were also separated under each category.

Results

The data-driven analysis revealed five themes that throw light on the research questions. These themes are: 1) plot of the before - at - after narrative, 2) autonomous construction of unique experience, 3) shared experience construction, 4) compound of imagination and real life, and 5) functionality versus aesthetics.

The participants depicted their visit to the event as a process following the before - at - after scheme (see e.g. Berry, Carbone & Haeckel 2002; Azevedo 2010; Åkesson, Edvardsson & Tronvoll 2014). However, the emphasis put on the various stages varies considerably between individuals. Typically, customers start building their own mental images of the fair offering before the visit, evaluating the most meaningful and interesting displays in terms of their current life situations, interests and needs. Meanwhile, plans and expectations concerning the event are created. After the visit the experience is extended (Dong & Siu 2013) by discussions and reflection. The experience is compounded with everyday life by executing ideas found at the fair in participant's own home.

In line with Pettersson and Getz (2009) the experiences constructed were both personal and social. While the Housing Fair provides the context, the visitors autonomously create their own experiences as they exploit the event in their own personal manner based on their life situation and interests. However, as many interviewees reported attending the fair with a spouse or friend, the experiences are also shared and jointly constructed. Feelings and opinions concerning the houses and apartments are shared and discussed with loved ones, sometimes also with strangers. Sharing is one of the core aspects of the experience constructed during the event.

Interviewees' accounts of the visit revealed how imagination and real life interlace in the experience construction. The participants positioned themselves into roles of home owners or dwellers and reflected the spaces through their own life situation, previous experiences, needs and taste. The fair visit stimulated strong opinions and feelings as the houses and apartments were interpreted on a personal level. While the

participants used predominantly functional expressions in the focus groups, also aesthetic and emotional meanings intertwined with the more practical meanings.

Conclusions

Our study provides insights into the various ways how commercial events can become meaningful contexts where consumers actively construct experiences. Consumers' life situations and current interests guide the meaning making and experience construction at the event. Practical and experiential meanings arise as visitors search for inspiration concerning their own living, but also expect to experience flamboyant living arrangements. Social meanings arise from interaction with accompanying family members or friends, as well as other customers and staff members.

Young and older adults have similar ways of constructing their experiences in the Housing Fair context. However, the older adults conveyed more critical thinking towards the fair offerings. They also expressed a wider perspective in their evaluation and sense making processes as they were building their experiences on their own current needs and interests, like the younger adults, but also in terms of the needs and life situations of their children.

Fragrance as communication. Understanding the shopping experience in a perfume boutique from an architectural and multisensorial perspective

Viveka Kjellmer

University of Gothenburg, Gothenburg, Sweden

Objectives

I study fragrance and architecture from an experiential perspective, looking especially at the role of commercial space. More specifically, I adopt a multisensory approach in exploring how the spatial design of a shop can serve to heighten the understanding of fragrance. By analysing niche perfume boutiques – shops selling perfume without the support of visual marketing materials and advertisements – I aim to examine how spatiality and fragrance combine to amplify the sensory experience in a retail environment.

Key issues to consider are timing (how the scent of perfumes develops over time) and selection of medium (how smelling samples are presented). Scent overload refers to becoming “smell blind” after smelling many fragrances. No established descriptive language exists for scent; this lack of vocabulary must be managed. Information overload is another potential problem, as most niche fragrances are accompanied by a long background story that is difficult to convey without lecturing.

Method

In the world of art, architecture and museums, methods exist for grasping important but difficult-to-measure values, such as aesthetic experience, emotional impressions and bodily reactions. Through a comparative study where I chart strategies for conveying scents and their meanings in boutique and museum environments, I can broaden the understanding of fragrance and arrive at new perspectives on how it can be presented and made comprehensible.

Juhani Pallasmaa explores a multi-sensory approach to spatiality and architecture, describing the experience of architecture as an “embodied experience” and noting that scent intensifies the experience of place in interaction with what we see. In my study, I adopt this view.

Jim Drobnick identifies challenges faced by scent-based art in museums, such as the exhibition space primarily being designed for visual experience, and the lack of an adequate language for describing scent. Being invisible, scents require artistic, social and cultural contextualization to be made comprehensible. These challenges, identified for museums, can also serve as critical tools to examine olfactory aspects of the perfume boutique and how scent is communicated in commercial spaces.

This paper presents three case studies of perfume boutiques with different profiles. I work with spatial-descriptive analysis of the store, decor, and window display in a multisensory analysis also focusing on aspects beyond the visual: smell, sound, tactile qualities, atmosphere. I have also interviewed sales personnel and participated in fragrance consultations.

Results

The trendy boutique provides personal service and a deliberately unpretentious ambience. The setting is trendy, and high-quality products are sold. The goal is to build long-term relationships with customers. Eye-catching window dressing and old-fashioned details like handwritten labels are used.

The personal boutique promotes “slow perfumery”. Customers can smell and try out perfumes many times. They are guided by informal personal consultation in a relaxed atmosphere. Perfume creators are portrayed in photographs; the interior is designed as an elegant, home-like environment where customers can relax.

The exclusive boutique focuses on luxury. Formal skills are highlighted; customers can order their own customized scents. Situated in an upscale department store, the luxurious aura of the boutique is accentuated. The waiting room looks like a vintage beauty salon with velvet-covered sofas. The perfumes are displayed in glass cases, as if in a museum. Personal consultations can be booked.

In summary, the time aspect is handled by spraying perfume on customers' skin or giving away samples to let customers smell perfumes over time. Paper scent strips, handkerchiefs and direct application to skin are used as the scented medium. Perfume smells differently on skin than on fabric or paper, so a consultation concludes with favourite fragrances being sprayed directly onto skin. To counter scent-overload, coffee beans are used to neutralize the sense of smell.

The lack of scent vocabulary is handled through simplification; staff can refer to recognizable scent notes like flowers to communicate meaning. They adapt their language to the customer and try to describe fragrances as poetically and descriptively as possible. The risk of information overload is handled by involving the customer in an engaging personal conversation, capturing the customer with the story and linking it to the specific fragrances.

Conclusions

The boutiques implement several strategies to highlight the fragrance experience, but in a rather intuitive and unsystematic manner. The main tool is consultation, to guide the customer and put the fragrance experience into words. Décor and architecture are mainly used to create atmosphere (trendy, home-like, luxurious) to cause the customer to identify with the store and feel comfortable there. The design of the retail space is relatively traditional and is not specifically used to highlight scent.

Analysing the shop experience through the museological challenges shows that language, product presentation and scent dispersion are all dealt with in a conscious way. Contextualization of scents is done through consultation. Contextual information is often lacking in the store. This information can be obtained on the web, before or after the visit. The stores exhibit a narrow product focus; broader social and cultural meanings of fragrances are not highlighted.

Foodie bloggers and the "politico-aesthetics" of a Finnish fine dining restaurant

Sami Koponen

University of Helsinki, Helsinki, Finland

Objectives

A significant amount of Nordic fine dining restaurants have become popular and influential by connecting classical fine dining elements to wider debates on regionality, ethics and sustainability of eating (see Hermansen 2012). They demonstrate the idea of "politico-aesthetic" (Sassatelli & Davolio 2010) eating in an extreme setting. The best known example of this kind of approach is the Danish Noma, but several other restaurants and chefs have followed.

As a consequence, a new interesting context of consumption (Sassatelli 2007) to negotiate the matters of sustainable eating has emerged. This particular context inside a key institution of consumption (Sassatelli 2007, 169), restaurant, facilitates the creation of sustainable personal identities and lifestyles (on the concept of lifestyle movement see Haenfler et al. 2012). This study explores how foodie bloggers describe the emergence of a "Nordic cuisine" in the Finnish restaurant scene.

Method

The empirical part of the study consists of 10 blog texts related to the restaurant Chef & Sommelier, written between 2011 and 2015. Chef & Sommelier is a Helsinki-based Michelin starred restaurant that combines innovative preparation techniques with foraging. According to the restaurant, it is "focused on organic produce" and uses "natural and fair trade ingredients." (chefetsommelier.fi) It is an example of new form of Finnish fine dining restaurant that have gained significant attention and received awards.

The analysis utilizes Labov's structural model (1972) as a starting point in order to gain understanding of the narrative ways foodies deploy in creating understanding about the restaurant. Taking the limits of Labovian model (emphasis on events) into account (Patterson 2008), other analytical tools suitable for analysing narrative stories were used too in order to understand the meaning of the whole story (Riessman 2008). Theoretical pre-understanding concerning the individual nature of lifestyle movements (Haenfler et al. 2012) and blog texts of foodies (e.g. Watson 2013) led to paying special attention to how bloggers' stories intertwine with the one of the restaurant's. Therefore the study can also be seen as a picture of a postmodern consumer who uses brands as "building blocks in the formation of personal biographies and identity narratives (Bjerrisgaard et al. 2012)."

Results

Preliminary results suggest that consumers take a highly personal approach when telling about a past visit to Chef & Sommelier. They unite emotionally with the story of restaurant, thus suggesting that Chef & Sommelier has an important role in maintaining and creating shared identities and local lifestyles, at least in the context of foodieism.

However, the ways with which foodies seek this connection vary considerably. Some foodies do this through intellectual (see Warde & Martens 2000), some through a fan-like approach. In most cases it is the staff-diner interaction that eventually frames the whole story. As for evaluating the experience and the restaurant, success in interaction often outweighs other criteria such as the flavours of individual dishes. The restaurant is positioned as a close friend with whom it is always nice to "chat". Interestingly, many physical elements (the small size of the restaurant, a window that opens up to the street to allow conversations with chef, open communication style in Facebook etc.) act as helpers (Greimas 1980) in stories to further enable the interaction and to stress the importance of it.

Overt political content is mostly lacking in the texts and so are, with few exceptions, explicit connections to other restaurants of the same movement. This does not come as a surprise if the phenomenon is understood from individual perspectives of lifestyle movement and blogs: the point of a this kind of a movement seems to be in seeking social change through individual life change (Haenfler et al. 2012). Seen this way, it seems reasonable to understand the engagement with Chef & Sommelier philosophy as an important part of an individual identity project, just as Tresidder (2015) suggested in the case of Noma.

Conclusions

Wahlen and Laamanen (2015) suggest to bridge the relevant literatures of social movement theories and consumer studies. This study exemplifies a context where the outcomes of that call might turn out to be useful. It hopefully provides a fruitful starting point for further critical analyses on how the Nordic cuisine movement adjusts to local contexts: which other on-going local cultural identity projects it may intertwine with and what might be the consequences of this.

Further studies could also address, for example, how consumers use these kind of restaurants in orienting the daily food practices and choices. The evolving role of the chef as a cultural entrepreneur (Haenfler et al. 2012, see also Syse 2015) is another, potentially valuable topic for further studies.

"I haven't thought it because I haven't talked about it" -Improving financial literacy in social interaction

Marilla Kortessalmi

Laurea University of Applied Science, Vantaa, Finland

Objectives

When high turbulence in global economy, the households face the first hit. Two of their main financial elements; employment rate and changes in housing prices, are rather volatile. One can't count on steady income and increasing housing price are no more. This has created a great interest to improve the financial literacy. People should do better financial decisions, they should be better financially informed and more focused in financial behavior. But how can we improve financial literacy?

Financial literacy has many meanings. At the purest it can be a synonym to financial knowledge. Financial skills or abilities are seen as a part of it. Goal-oriented financial behavior extends the meaning. It aims to financial well-being (Taft et al. 2013). Ability to combine skills and knowledge could mean financial literacy (Delgadillo 2014), or the outcome of financial education (Huston 2010). In this paper the financial literacy is seen as focused financial behavior, active agency, where financial knowledge reflects to decision-making process (see CFPB 2015).

Method

This paper discusses the question 'how social interaction can improve financial literacy'. The research is based on a project where high-school business administration students and addict hospital customers talked about finance, money and consuming. During the project they interacted in various ways. Some customers where distant and telephoning were a natural choice for communications. Customers living nearby enabled face-to-face interaction. In spring 2015 three teams, each with two students and one customer, communicated 3 to 6 weeks. One customer stopped the project before the group discussion. On fall 2015 run one team, two students with one customer. The collected data included group discussions recorded during and at the end of project. The recordings were transcribed, analyzed and coded with N-Vivo.

Results

In this research the social interaction reinforced customers' financial literacy. Social interaction helped the customers to 1. Create targets and to achieve them, 2. To reflect their financial knowledge and bring new ideas and viewpoints, 3. Customers experienced their financial agency enforced during the project. The customers' situations varied a lot, as well as the level of freedom of choices. The addressed financial information was unique and based on the customers' needs. Also the targets were personal and varied from relatively small pursuits (checking out the grocery store bill) to a bigger plans (starting an own enterprise). Despite these differences, in all cases all three aspects; goal-orientation, knowledge and encouraged agency, were present. Many researches show that socialization to the consumer that takes place in families. Nevertheless, it is an ongoing process. After the childhood and the support of parents re-forms and support of peers and friends help individuals in adjusting the financial behavior and reflecting the financial decisions. (Glaeser & Scheinkman 2000; Lusardi & Mitchell 2006).

But can this socialization take place outside family/ peer / colleague connections? In the research projects the students were didn't know the customers, they were not peers, friends nor colleagues. Even though they were capable to help the customers in information search and reflection, they were not personal finance professionals.

During the project customers and students created a social interaction circle. Communication focused to the financial areas of everyday life. It was question, comments, feedback and reflecting different viewpoints. Therefore it reminds of communication the families have. During the project a strong element was the participants' willingness to help and to care of other human being.

According to the research, the relevant elements of financial literacy that can be improved in social interaction are financial knowledge, focused financial behavior and active agency.

Conclusions

We are facing the world where there are fewer one-fits-all solutions and a great need for is unique-to-everyone. With decreasing public resources we have to be able to help in more influential ways. Designing services and forming the financial education and coaching, is ongoing process. According to this research, social interaction, human being communicating with another human being, heightens the financial literacy, knowledge, goals and active agency.

Should services be designed continuously, the project continued on spring 2016 with few adjustments, too.

Playing together or against? Co-performance of consumers and service workers

Eliisa Kyllikilähti, Minna Autio
University of Helsinki, Helsinki, Finland

Objectives

Recently, the theories on prosumption and co-creation, for example, have questioned the division of labor between consumers; they have discussed working consumers (e.g. Cova and Dall'Aglio, 2009). Simultaneously, the studies (e.g. Harris, Harris and Baron, 2003) discussing service interaction via theater metaphor seem to emphasize the role of service worker - consumers are often considered as a passive audience. Thus, the interplay between consumers and producers has not yet been discussed in terms of everyday life drama. The study at hand focuses on consumer role in re-negotiated service encounters and unfolds the co-agency of consumers and service workers in service performance. Theoretical framework of the study leans on the dimensions of the theories of performance and dramatism. The key concepts are drama, performance, roles, play and game (Burke, 1969; Goffman, 1959; 1972; Turner, 1974).

Method

The empirical research data consist of written stories about service experiences. Story or narrative is a construction which acts as a cognitive organizer for fragments of experience (Deighton, 1992). Thus, written documents reveal how people make sense of their everyday worlds and create personal order for events (Scott, 2009: 186). The service stories were collected through a writing competition and complemented by a student assignment. Altogether the data set consists of 356 service stories written by both consumers and service employees and describing both positive and negative experiences. Under analysis we have chosen stories which are organized according to narrative structure: they have identifiable beginnings, middles and ends. Since storytelling is a way to make remarkable experiences manageable (Robinson 1981), the stories were describing an unexpected turn of events mainly in the context of face-to-face service interaction - service script breaches. In the analysis, we ask how consumers and service workers make sense of service performances; how they create co-performance with each other and how they play their roles in service performance. The analysis proceeded as a hermeneutical process (Arnold and Fischer, 1994), where narrative approach, dramatism and close reading were used to study culturally shared resources (Burke, 1969; Riessman, 2008; Czarniawska, 2004; Moisander and Valtonen, 2006).

Results

The work is in progress, however, preliminary results of the analysis show that in successful service incidents consumers and service workers act as co-players who strive for a shared goal. They both engage in playful actions of service performance, such as, accepting and initiating service script breaches, bending rules and developing character. Breaches in service script create tension and confusion especially in tightly scripted service environments, such as grocery stores, buses, or fast food restaurants. Thus, it is essential how script breaches are introduced and met. To solve the confusing tension caused by a service script breach the co-players may play with rules or role distances; in either case these playful actions should be accepted by the co-players. In contrast, unpleasant incidents are lacking similar elements of co-performance. Instead, consumers and service workers either engage in rivalry or do not play the same "game" at all; they act as counter-agents. As competing counter-players they do not strive for a shared goal. Rather than solving the tension, the aim of the counter-playing consumers and service workers seem to be to create even more confusion, for example by underlining own power position or ignoring the counter-players.

Conclusions

The study at hand recognizes both consumers and service workers either as co-players or counter-players in service performances. The co-play of consumers and frontline service workers require that both participants engage in reciprocal actions and share the understanding of the goal of the encounter. In co-play they modify their performance and allow changes in power positions. In co-play the original power positions are fading out and they are re-arranged. However, if the participants are too keen on their original position, the re-negotiation of a service performance is constructed in counter-play of opponents.

Effects of visual stimulus characteristics on attention to front-of-pack food product information

Erik Lahm, Jacob Lund Orquin, Martin Petri Bagger, George Tsalis, Klaus G. Grunert
MAPP Centre, Aarhus University, Aarhus, Denmark

Objectives

Recent research has underlined the importance of visual processing in consumer decision-making. Of course, visually neglected information remains neglected in the decision process, and a good deal of food choices are made in situations where choices are made rapidly and based on those elements of on-pack information that are actually attended. It is therefore important to understand those processes that guide the allocation of attention in such situations, and converging evidence suggests that the visual system independently contributes to shaping the decision process by guiding attention to some information rather than other.

This eye tracking study explores the process by which the visual system contributes to shaping attention to decision relevant information, and thereby influence the choice process. We used attention toward the Nordic Keyhole label as a case; the keyhole is a health label that signals to consumers that a product is a healthy alternative within the product category.

Method

We investigated the effects of visual stimulus characteristics on attention and choice in a consumer food choice scenario. We manipulated the surface size, visual salience (i.e. figure-ground contrast), visual clutter (number of information elements), and the position of the keyhole label across three different decision tasks: preferential choice, inferential choice, and preferential choice with a subliminal prime.

Results

Our results indicate that all experimental manipulations were successful to varying degrees in guiding eye movements and choice. Table 1 below illustrates the effect sizes for each of the manipulations on visual selection, i.e. whether a decision maker fixated an information element or not. The largest effect size is obtained by increasing the surface size of information elements, $d = .32$. The smallest effect size is obtained by increasing visual salience, $d = .08$. While the latter effect size seems negligible, it is worth pointing out that converging evidence supports this effect and it may for practical reasons be more convenient for producers to manipulate the salience of information elements rather than devote more space to the same information.

Table 1. Effects of visual manipulation on fixation likelihood (Cohen's d).

Factor	Relative increase in likelihood of fixation	Absolute increase in likelihood of fixation	Effect size (Cohen's d)
Surface size	24.97	61.07	.36
Central position	15.10	33.86	.21
Less clutter	8.27	16.16	.12
Visual salience	5.49	11.04	.08

Conclusions

These results suggest that exogenous visual stimuli guide decision-makers' attention in favor of on-pack food labels relevant for their decision task. These findings have implications in how bottom up process successfully guides decision-makers' attention in the decision process and can be used by policy makers to nudge decision-makers towards better choices, hence helping them navigate through visual environment.

Constructing meanings for sustainable consumption among young consumers in Finland

Sonja Lahtinen

University of Tampere, Tampere, Finland

Objectives

Consumers are increasingly interested in sustainable values when forming their consumption decisions. Many consumers are willing to pay more for an early model Prius, because of the environmental values of the car, and there are consumers who value the same kind of sustainability factors when buying organic groceries (Sustainable Brands 2016). Certainly, as the global population is growing and our lifestyles are based on material consumption and ownership more than before, we need more ecological and ethical ways to satisfy our needs in the contemporary consumer culture. However, in order to foster this behavior among consumers, we must first understand the meanings consumers attach to sustainability. Therefore, this paper aims to recognize and analyze the meanings young consumers attach to sustainable consumption in Finland.

Method

The research is qualitative in nature and adopts the Zaltman Metaphor Elicitation Technique (later ZMET). Most marketing research tools are verbal-centric, although people are better able to convey their thoughts in nonverbal terms. The data generated by the ZMET allows meanings to be expressed both verbally and nonverbally. Metaphors, photo analysis, and narrating are the key concepts in the ZMET. Metaphors serve as the basis for the technique. Pictures are the tools for the technique, and they provide a natural mechanism for participants to communicate. Narrating provides the framework for the entire ZMET process.

Data is generated using a convenience sample of ten respondents in Finland. Both male and female consumers are interviewed and their ages range between 18 and 35. Respondents are asked to collect images that represent their thoughts and feelings about sustainable consumption and to bring these pictures to the interviews. Participant-generated pictures are used instead of researcher-supplied pictures. In ZMET, each picture is a metaphor that expresses important meanings about the subject being studied.

The in-depth interviews follow the eight steps described by Zaltman and Coulter (1995). In all of the steps, participants describe the content of each picture, and the interviewer tries to understand the associated ideas and connections among different constructs. After coding the transcribed interviews, individual mental maps are created to illustrate the meanings identified with each participant. Next, these individual mental maps are combined as an aggregated map that represents the collective mental model across participants.

Results

Based on the literature review, consumers begin to seek those values that not only satisfy their individual or material needs, but also serve their greater selves and collective spirit. This is where the sustainability value also takes place. Recent research suggests that developed societies are now moving from the materialist values, such as egoism towards postmaterialist values, such as belonging and community. There are signs that individual material consumerism is losing its fascination, as consumers become more aware of the ecological and ethical consequences of their current consumption practices. Several phenomena, such as collaborative consumption and dematerialization, and services based on the idea of shared economy, like time banks, illustrate this shift clearly.

A pilot study indicates that there is a deep repertoire of meanings associated with sustainable consumption. The pilot study was conducted with both a male and a female respondent. The central themes were similar between the respondents, but differences appeared in the superficial sub-meanings. After all the interviews are conducted, the aggregated map will reveal the meaning orientations that organize respondents' beliefs and emotions towards sustainable consumption. By analyzing the differences and the similarities between male and female consumers it is also possible to learn about how gender might effect on the meanings attached to sustainable consumption.

Conclusions

Signs of experiential, ecological and ethical meanings can be recognized in this study, and these meanings are something that future consumers are increasingly interested in - and future researchers should be, too.

The final research data will be generated in February 2016.

Consumer Acceptance of new products and services in Circular Economy

Minna Lammi¹, Maria Antikainen²

¹University of Helsinki, Helsinki, Finland, ²VTT, Helsinki, Finland

Objectives

The current linear economy is coming to its end because we are exceeding the globe's environmental capacity in many ways. Therefore there is a need to change the linear "take-make-disposal" model of industry towards Circular economy (CE). The transformation will radically change the dynamics of the whole business world and consumption. The essential ingredient of this paradigm shift is the role of consumers. There is a need to understand consumer preferences, practices and everyday life in order to achieve long lasting effects in the markets. In this paper we will study consumer willingness and acceptance of recycled products and new services based on new business models like leasing, lending, and sharing instead of owning.

Method

This paper is part of research project called Capitalising on Invisible Value - User-driven Business Models. Several companies are participating in the project with a need to test their ideas with consumers before running rapid experiments with new products, services and other innovations. Therefore group interviews for consumers are planned to take place. Also a survey was conducted at the Housing Fair in a newly built area in the city of Vantaa, Finland from July–August 2015 and it generated 240 responses. This paper will be based both on the survey as well as on group interviews that will be organized in 18th February 2016.

In the survey the questions dealt with consumer preferences towards hiring different consumer products, consumers' previous experiences of CE-based business models and consumers' rationalizations of the reasons why they would prefer hiring instead of owning. In the group interview event there will be multiple groups in the same time. Participants will discuss their views about objects and services, reused products, recycling and CE. The discussion will be guided, monitored and recorded by facilitators. We are using group interviews because of a need for information on collective views and the meanings behind them. (About the method e.g. Gill et al. 2008; Threlfall 1999; Frey & Fontana 1991.)

Results

Our aim is to provide novel aspects about new business models in CE as well as consumer acceptance of new CE products and services. Since future CE business models will be radically different compared to previous models, consumers are expected not only to adopt new models but also to change their current habits and practices. The survey findings show that consumers used CE services only marginally. However, respondents who had previously used CE services seemed to be more interested in using them in the future. Previous studies have shown that people accept new practices more easily if they are aligned to old ones (e.g. Mylan 2015, Shove et al. 2012).

In the group situation we will discuss about how the new models can be attractive to consumers. As the group interviews will take place in 18th February 2016 we do not have any data yet. However, we will have preliminary results ready in early spring and thus are able to introduce these results in the conference in May.

Radical innovations and disruptive business models are needed in order to move towards the circular economy model (Boons et al., 2013). There is an evident need to base new business models on an in-depth understanding of consumers. There are excellent examples of disruptive business models based on a sharing economy (SE), such as Uber and Airbnb, which have successfully created and implemented new value offering for consumers.

Conclusions

There are currently many barriers inhibiting consumers to make sustainable choices and adopt CE-based services. In order to offer superior value, services and products have to be easy-to-use, time saving, low-risk and cost-effective. (Antikainen et al. 2015; Lammi et al. 2011; Mylan 2015). To be easily adopted, prior studies have also found out that they also have to match consumer's existing practices and dynamics (Antikainen et al. 2015; Mylan, 2015).

In this paper conclusions about group interviews will consist of consumer views about recycled products, new services as well as new business models in circular economy. Our study will serve both academy and practitioners by providing understanding of consumer views about sustainable products and services as well as understanding about circular economy. Furthermore, we will analyse factors that are most important in adopting sustainable products and services and on the other hand factors that currently inhibit consumers from adopting them.

Substituting confectionery with healthy snacks at checkout - a win-win strategy? A mixed methods study on the development and evaluation of a healthy checkout supermarket intervention

Lise Lawaetz Winkler¹, Ulla Toft¹, Charlotte Glümer¹, Ulla Christensen², Paul Bloch⁴, Bent Egberg Mikkelsen³, Brian Wansink⁰

¹(1) Research Centre for Prevention and Health, Glostrup University Hospital, Glostrup, Denmark, Denmark,

²(2) Section of Social Medicine, Department of Public Health, University of Copenhagen, Copenhagen K, Denmark, Denmark, ³(3) Department of Clinical Medicine, Aalborg University, Copenhagen SV, Denmark, Denmark, ⁴(4) Steno Health Promotion Center, Steno Diabetes Center, Gentofte, Denmark, Denmark, ⁵(5) Marketing in the Department of Applied Economics, Management at Cornell University, Ithaca, NY, USA, Denmark

Objectives

Checkouts and queuing areas are frequently used for an extensive promotion of high-sugar, low-nutrient food items strategically placed to induce impulse purchases. This mixed methods study developed and evaluated a supermarket-based intervention substituting confectionery with healthier snacking items. The study was organized around four interconnected phases: 1) a qualitative pre-intervention study examining customer perceptions of the store in relation to healthy food shopping 2) development and implementation of a healthy checkout intervention 3) exit interviews during the intervention assessing customer perceptions 4) evaluation of sales effect of the intervention on displayed healthy snacking items and total confectionery sales. The study was part of a community-based participatory health promotion project targeting children and their families in community settings including schools, daycares and supermarkets on the Danish island of Bornholm.

Method

The qualitative pre-intervention study included 52 short in-store interviews, 11 semi-structured interviews and three focus group interviews with customers on food shopping practices and perceptions of the store environment. The healthy checkout intervention was developed by store managers and researchers informed by local findings from the qualitative study as well as from intervention literature. Confectionery at one checkout counter in each store was replaced with healthy snacking products (including fruit and fig bars, fresh fruit and snack carrots) for four weeks. The intervention was implemented by supermarket staff. Consumer perceptions of the intervention were assessed by 46 short semi-structured exit interviews carried out in two stores asking customers leaving the healthy checkout questions related to the intervention (awareness, attitudes and perceived effect). Data from the initial consumer study and from exit interviews were organized and analyzed in a thematic analysis using QSR International's NVivo 10 software. Weekly sales data for all products sold in supermarkets from three chains owned by Coop on Bornholm (intervention area) and in Odsherred (control area) in the period from August 19th 2013 to December 1st 2013 were included. For this study we included data on fresh fruit (overall), dried fruit (overall), fruit and fig bars and snack carrots. In the statistical analyses we fitted a longitudinal linear mixed-effects model with the logged sales data regressed on a time dependent intervention variable with categories "Confectionery free checkout", "Control Bornholm", "Control Odsherred". The analysis was performed using proc mixed in SAS.

Results

The pre-intervention data on in-store marketing of confectionery were characterized by two themes. The first theme illustrated concern and annoyance with the way the store used placement and promotion strategies to tempt children and other 'weak' customers leading to possible conflicts and unplanned unhealthy purchases when shopping. In the second theme on responsibility for food choice many customers recognized the influential role and potential responsibility of food retailers, albeit stressing that they perceived food choice to be foremost an individual or parental responsibility. A confectionery-free checkout was seen as a helpful gesture, but not as something that could be expected of stores. The exit interviews showed that the customer awareness of the healthy checkout intervention was modest, while attitudes towards the intervention were positive after being informed about the intervention content and idea. Most respondents believed that the healthy checkout intervention might help other customers make healthier choices, while fewer expected the intervention to influence their own shopping. Significant increases in sales of displayed fig and fruit bars in intervention supermarkets compared to control supermarkets in Odsherred and on Bornholm (P= 0.024 and P= 0.026), sales of snack carrots (P= 0.020 and P=0.001) and overall sales of

fresh fruit when compared to the Bornholm control stores ($P=0.024$) were found. We found no significant intervention effect on overall sales of confectionery and dried fruit. However, the sales effect results are preliminary results that should be interpreted with caution. Further analyses are needed to confirm findings.

Conclusions

To our knowledge this is the first study to evaluate a confectionery-free checkout intervention in a real-life supermarket setting. Taking our preliminary findings of positive sales effects on displayed healthy snacks items and the positive customer intervention feedback into account, our study suggests that introducing healthier checkouts is a win-win strategy that customers will appreciate and food retailers might benefit from. However, from a public health perspective the lack of effect on overall sales of confectionery is unfortunate. That we were unable to detect any effect on confectionery sales might be explained by the modest character of the intervention considering the privileged placing and promotion of confectionery throughout the rest of the store. To evaluate short-term and long-term effects of healthy checkouts and other in-store marketing activities promoting healthy snacks on food sales and customer snacking behavior more research in real-life food retail settings is needed.

Self-Control and Mental Budgeting of Young Debtors in Housing Loan Management and Consumption

Anna-Riitta Lehtinen, Raija Järvinen
University of Helsinki, Helsinki, Finland

Objectives

There is an international concern of young consumer's financial capability and management of debt. The study focuses on young consumers and their management of a housing loan and a long-term loan agreement. Housing is the biggest expenditure whether one is owning or renting a house. As a consequence, interesting research questions arise: how these young debtors adjust their spending in everyday life just after the home purchase and in the future, and have they given up certain consumption. Accordingly, we track their money management, consumption decisions, understanding of debt and future plans. In addition, our attention is paid in studying the preplanning stage of home purchase and application of a housing loan. The housing loan management is a major challenge of practicing responsibility for young people who are in the beginning of their career with modest salary and temporary employment while consumption expenditures are significant when living on their own.

Method

The study is qualitative in its nature. First young people, under 35 years of age, were interviewed. All selected respondents had bought a house or an apartment recently, and they had committed themselves to big housing loans, but without serious debt problems, except one household. It had problems with consumer debts but not with the housing loan. We carried out eight semi-structured interviews with 13 informants; in five cases we managed to interview both spouses. The length of each interview varied from two hours to four hours. The interviews were audiotaped, transcribed and coded (Atlas.ti). Content analysis was used to analyze the traits of informants and how they manage everyday life spending with their big housing loan. Consumption is important and meaningful for young people according to many previous studies (e.g. Miles 2000; Autio 2004; Lachance 2012). The data consist of long discussions about consumption style, how the young debtors make constantly decisions over it, and which tools they use in assisting their decision making.

Results

Many of the interviewed young people have a long history as home owners even though they were quite young. They are accustomed to have a tight budget, save money and have plans for the future. They are aware of the amount of their loan, interest rate and loan repayment schedule. They have planned for few years the purchase of their new home in which location played a big role. Buying a house is also a wealth asset.

Many young households try to repay their housing loans a bit faster than what was originally agreed because of the ongoing economic turbulence and fear of unemployment. During the interviews the young debtors brought new concepts in describing their money management and consumption practices. They talked about every day saving and skimping when they put money aside or between household expenditures. Saving is linked with a buffer and the outcome defines it more than the action per se.

The most remarkable observation is self-control practises and use of mental budgeting. According to the academic literature self-control means patience and control in spending (e.g. Gathergood 2011). In this study, self-control manifests itself as avoiding shopping and impulsive buying, budgeting of most important expenditures, and high level of price-awareness. The young debtors follow prices and sales and after that they might waive certain commodity, because they don't need it after the long pondering. They have learned how to be financial capable which on its part relates to strict self-control. The above also shows that the young debtors seem to use mental budgeting constantly. Mental budgeting is a set of cognitive operations used by consumers when they organize, evaluate and keep track of financial activities (Thaler 1999). On its part, everyday saving means for example cutting money from food or clothing to travel cash.

Conclusions

Home is important to young people, and it seems that it is equally important to own it. A housing loan is at the same time a consumption commodity as well as a wealth commodity which these young recognise. They

have a clear picture in what they are committed as well clear goals. Consumption is important and it is present in everyday life. They have a lot self-control over consumption, which emerge as price-savviness, planning and openness in household purchases. These young people value their home and are willing to act in a way they can keep it. Responsibility of the housing loan, a fear of losing home, and long experience with tight budget are causes to act controlled. In fact, they have created technics how to save and consume soundly in their own household.

Understanding consumers' willingness to pay for animal welfare and other credence claims in fresh meat products: a choice experiment study

Lenka Malek¹, Jill Windle², Wendy Umberger¹, John Rolfe², Sven Anders³

¹*Global Food Studies, The University of Adelaide, Adelaide, South Australia, Australia,* ²*Central Queensland University, Rockhampton, Queensland, Australia,* ³*University of Alberta, Edmonton, Alberta, Canada*

Objectives

The increasing global consumer concern about animal welfare in livestock industries has driven livestock industries to implement new management and marketing strategies, including labelling, to both ensure and communicate their animal welfare values and standards to consumers. Using a discrete choice experiment (DCE), this study aimed to determine the relative importance placed on and the trade-offs Australian meat consumers make between credence attributes, including farm animal welfare status, when purchasing four types of fresh meat (beef, pork, chicken, lamb); and to examine how consumers' willingness-to-pay (WTP) for animal welfare certified meat products is impacted by various socio-economic variables, consumption habits, understanding of existing meat product labelling, and beliefs, concerns and knowledge regarding livestock agricultural practices. Findings from the present study will reveal whether the current communication of animal welfare standards on beef, chicken, pork and lamb in Australia is understood, used and valued by consumers.

Method

The DCE was part of a national online survey of a representative sample of 1009 Australian meat consumers conducted between October and November 2015. For the DCE, respondents were asked to imagine they were shopping for fresh meat (beef, chicken, pork or lamb) to be prepared and consumed at home for a typical main meal. Each respondent completed four choice sets, specific to one type of meat. For each choice set respondents indicated their most likely choice, out of five options (including a no-choice option).

The attributes and levels in the DCE were chosen after conducting a substantial literature review, focus groups and a supermarket survey of meat consumers. Attributes included cut of meat (two cuts for each meat type), price (AUD/kg, four levels for each meat cut), production method ('Free-Range' or 'Conventional' for chicken and pork; and 'Pasture-Raised' or 'Conventional' for beef and lamb), organic status ('Certified Organic' or no certification), farm animal welfare status ('Certified Humane' or no certification), 'Antibiotic Free' (claim or no claim) and 'No Added Hormones' (claim or no claim).

The DCE used a Bayesian D-efficient experimental design resulting in 24 choice sets in total for each meat type, with respondents randomly allocated to one of six different versions of four choice sets. Choices were analysed using error component random parameter models, which were meat-specific and accounted for heterogeneity between alternative options (meat cuts). Socio-demographics were included in the choice models in an attempt to link consumer choices with observable covariates and better understand preferences.

Results

Preliminary data analysis suggests consumers were WTP most for meat claiming to have 'No Added Hormones'. While this was the most valued claim across all four meats, preferences for the remaining claims varied across meats. For example, for beef, overall, meat cut was the strongest driver of choice. For chicken, consumers valued 'Free Range' chicken meat more than conventionally produced meat, with lesser value placed on the other claims. Similar to beef, cut was also the strongest driver of choice for chicken but this was not the case for either pork or lamb. After 'No Added Hormones', pork and lamb consumers were WTP most for the 'Certified Humane' claim. These preliminary findings suggest that consumers value animal welfare more when purchasing pork and lamb than when purchasing beef and chicken. For all four meats, all credence attributes had a significant effect on choice with the exception of organic status for lamb. As expected, price had a significant negative effect on choice for all meat types.

Further analysis will increase understanding of how experience, beliefs and knowledge regarding livestock management practices impacts consumer perceptions of 'Certified Humane' claims on meat; and how consumers' WTP for 'Certified Humane' meat is impacted by various socio-economic variables, consumption

habits, understanding of existing meat product labelling, livestock management beliefs, concerns and knowledge.

Conclusions

This study provides unique insight into the relative importance placed on and the trade-offs meat consumers make between credence attributes (including farm animal welfare status, production method, organic status, and other claims regarding added hormones and antibiotics) when purchasing fresh meat. No known studies have explored the relative importance of such a wide variety of credence attributes for such a wide variety of meat types. This is also the first national study of Australian meat consumers to provide insight into the understanding of existing meat product labelling and concerns regarding livestock management practices. The representative nature of this research is well positioned to reveal whether asymmetric information exists in Australian meat and poultry markets; and to inform policy makers and stakeholders in meat markets tasked with labelling and information policies aimed at maintaining Australian consumers' trust in the livestock industry.

Understanding consumers' food waste and healthy eating at home through practice theories

Dyen Margot, Sirieix Lucie, S. Costa
Montpellier SupAgro, Montpellier, France

Objectives

Food waste and public health are both prominent societal challenges (Esnouf et al., 2013). One third of the produced food is thrown away, what implies unsustainable consequences (FAO, 2014). From a public health perspective, food diet is considered to be influential in the prevalence of challenging diseases (WHO, 2015). As 40% of food waste occurs at retail and consumer level, and as food diets are considered to mainly result from individual choices, public policies (PP) mostly conduct campaigns to modify consumers' behavior. Yet, they are not really effective, and can lead to conflicting behaviors. This work aims at proposing a holistic approach: it studies simultaneously food waste practices (FWP) and healthy eating practices (HEP) to understand their interrelations in a daily routine and how they draw a stable mosaic of social practices (SP). To do so, the study is based on observation and projective methods.

Method

Practice theories (PT) advocate for an alternative approach of consumer studies which is not based on methodological individualism and which focuses on SP rather than on individuals (Halkier and Jensen, 2011). This stream considers the context of daily routine and how individuals co-construct SP (Evans et al., 2012; Warde, 2005). PT analyze the "elements" that constitute practices (Hargreaves, 2011; Shove et al., 2012), and how SP interconnect. This study asks: what are the interconnections between FWP and HEP? What are their constitutive elements? From these results, how to reach the objectives of food waste (FW) reduction and healthy eating (HE) promotion? This study suggests a two-step qualitative methodology applied to 30 households in France: (1) projective method of collages (e.g. Havlena and Holak, 1996) to study the life trajectory of the respondents and, (2) observation at participants' homes to describe the other elements composing and interconnecting FWP and HEP (Gram-Hanssen, 2011). In step (1), participants will make collages which represent the key-steps of an ideal life and of miserable one (from birth to death). This will then be discussed with the participants to identify their "life careers" (Shove et al., 2012). (2) The second step consists in participant observation at participant's house, during an entire day. The observation will be discussed individually to understand and describe how FWP and HEP are constructed and interact on a daily routine. Observation will focus on the mandatory practices in relation with FW prevention and HE promotion from PP.

1. http://ec.europa.eu/food/safety/food_waste/stop/index_en.htm
2. <http://agriculture.gouv.fr/les-10-gestes-antigaspi>, <http://www.mangerbouger.fr>

Results

This protocol will be implemented from February to July 2016. This abstract therefore only presents the expected results of the collages which will be analyzed for the NCCR deadline. The recruitment, which aims at the highest possible variability within the sample, is about to be finalized, and the first step of the protocol has been tested twice with 2 different groups of students. In step (1), participants will express the personal drivers of a life trajectory. This will result in describing the contribution of the practionner (Shove et al., 2012), and help to understand their mind (Reckwitz, 2002) and engagement (Warde, 2005). Thus, these results will contribute to understand ones of the determinants of social practices. In step (2), the needed elements for food waste prevention practices and healthy eating practices to emerge and maintain will be described from observation. Step (2) will complete step (1) with the material dimension of practices (Shove et al., 2012), the practical understanding from real behaviors (Schatzki, 2010 in Gram-Hanssen, 2011), procedures and items of consumption (Warde, 2005). In accordance with the holistic approach of practice theories, another objective is to represent the connections between these of practices, in order to consider practices as a performance within daily life.

Conclusions

This work intends to contribute to the social marketing challenge of changing consumer behaviors, but it does it in an alternative perspective which is not based on the usual individualistic paradigm. It will help the reflection about a practice-based public policy to change practices, taking into account the reality of socially constructed daily life and considering the combined objectives of food waste reduction and of healthy eating promotion. Thus, the theoretical contribution of this work is to combine the study of food waste and healthy eating practices, and to approach it in a non-individualistic way. From a methodological perspective, this study offers an application of practice theories, and it renders it operationally applicable for alternative public policies in order to change consumers' food practices.

A Better Carbon Footprint Label

John Thøgersen¹, Kristian Steensen Nielsen²

¹Aarhus University, Aarhus, Denmark, ²Copenhagen Business School, Frederiksberg, Denmark

Objectives

Several studies have found a strong interest among consumers for information regarding the carbon footprint of products. This demand has largely been neglected in existing eco-labeling schemes. However, one example of carbon footprint labeling is the British Carbon Trust label, which communicates the carbon emissions associated with the product (in grams of CO₂). A drawback of this labeling method is that consumers are left to judge for themselves what the carbon footprint score means, and whether the product is more environmentally-friendly than other products.

Based on insights from behavioral economics, we propose and test an extended version of the Carbon Trust label by introducing a three-tier rank order, where all products in a category are ranked based on their environmental performance and traffic light colors are used to communicate how well the product performs relative to others in the same product category.

Method

The revised carbon footprint label was tested by means of a discrete-choice experiment administered through an online survey (Qualtrics). The questionnaire included measures of environmental concern, which was hypothesized to have an effect on the uptake and use of the label. Participants ($n = 137$) were sampled in Denmark and randomly assigned to two variants of the experiment: one using the original Carbon Trust label and one adding traffic light colors to communicate relative performance.

The discrete-choice experiment involved the following process: decision on product attributes, specification of attribute levels, and visual presentation of choice alternatives to respondents. The product attributes and attribute levels selected for the experiment were price (32; 38; 44 DKK), organic labeling (yes, no), carbon emissions (red: 210g; yellow: 150g; green: 90g), and certification organization (WWF; Miljømærkning Danmark; Coop). Given the number of attributes and attribute levels, a full factorial design would require 54 ($3 \times 3 \times 3 \times 2$) combinations, which was expected to be too exhausting to participants. Therefore, a fractional factorial design was created including 27 combinations, which were divided to nine choice tasks, each containing three product profiles. The choice tasks were presented in randomized order to reduce the likelihood of order bias. A none-of-these option was included in each choice task to make the choice tasks more realistic and the experience more pleasant. All product profiles were presented on the same coffee package.

Results

SAS JMP[®] choice analysis tool was used for the choice analyses. The analysis revealed significant main effects for all included attributes ($p < .001$), thus confirming that the price, the organic label, the carbon footprint label, and the certifying organization all influenced participants' choice of a coffee product. Price was found the most important determinant of the choice of coffee followed by the organic label and the carbon footprint. A moderating effect was found between environmental concern and the carbon footprint label indicating that the importance of the carbon label depends on the consumer's environmental concern ($p < .001$). This analysis was done without distinguishing between the two different designs of the carbon footprint label. In order to test the revised carbon footprint label, an extended choice analysis was run with an interaction term between the carbon label and experimental group (original carbon label vs. traffic light colored label). Consistent with our expectations, the interaction between carbon footprint and colors was statistically significant (L-R ChiSquare = 6, 2 df., $p = .05$). Using traffic light colors to stress the product's relative carbon footprint amplified the effect of the carbon footprint label on participants' choice of coffee. The average utility values for Group 1 (original Carbon Trust label) were -0.36 (high CO₂), 0, and 0.36 (low CO₂). In contrast, the average utility values for Group 2 (Traffic light colored label) were -0.60, 0.03, and 0.57. A three-level interaction between carbon label, group, and environmental concern, while controlling for all two-level interactions, was not significant, perhaps because of the small sample size. The inability to detect a moderating effect of environmental concern on the impact of the traffic light ranking suggests that extending

a carbon footprint label with a traffic light ranking has an effect irrespective of consumers' environmental concern.

Conclusions

The present study found that a carbon footprint label significantly influences consumers' choices of a fast-moving consumer good, specifically ground coffee, thus lending further support to the relevance of carbon footprint labeling. The discrete-choice experiment also confirmed that extending the carbon footprint label with a traffic light color ranking would further amplify its effect on consumer choices, leading to a larger shifting of consumer choices towards relatively low-carbon products and away from relatively carbon-intensive ones.

Extending a carbon footprint label with traffic light classification also has some important behavioral benefits. Not only does it allow consumers to use simple heuristics to identify low carbon products (choose green, avoid red), but similarly to judge and compare carbon emissions across product categories through consulting the emitted grams of carbon. Thus, such a label would be useful for both deliberate and spontaneous decision-making.

How does food insecurity influence the life quality of Danish consumers?

*Annemette Ljungdalh Nielsen, Thomas Bøker Lund, Lotte Holm
University of Copenhagen, Frederiksberg, Denmark*

Objectives

Food insecurity can be defined as a lack of access to enough food, lack of nutritionally adequate foods, and anxiety regarding the households' food supply (Bickel et al., 2000). This condition has been shown to be associated with obesity in women and in lower dietary quality. Also, the link between food insecurity and poorer mental health is well-documented. However, the mechanism through which this association emerges is less clear from the current literature. This presentation focusses on the association between food insecurity and mental health in a Danish context. We do this by investigating two questions. Firstly, is food insecurity related to a decline in mental health over time? Secondly, which common coping strategies are employed in food insecure/budget constrained households, and do they result in poorer mental health?

Method

The study used a longitudinal dataset (Danish Household Consumer Panel administered by GfK) with two data points, (questionnaires issued in 2008 and 2012). For the first research question (N~1022), we calculated propensity scores to achieve balance on observed covariates in the food secure (control) and insecure (treatment) group, thus resembling the condition under an experimental set-up. We then examined whether food insecurity (measured with the 6-item USDA definition) was associated with a decrease in mental health (measured by means of a composite scale ranging from 0 to 100) in an ordinary OLS regression and using different matching techniques. For the second research question, we used confirmatory factor analysis in an effort to identify the food-related coping strategies that have been hypothesized to exist in budget constrained households in prior qualitative studies. In this analysis, we utilized a sub-sample of the GfK households (N~440) in the 2012 questionnaire, which could be categorized as budget constrained. We subsequently examined whether these coping strategies were associated with mental health (as defined above), psychological distress (Kessler 2002), and satisfaction with food-related life (Grunert 2007).

Results

Results from adjusted regression analysis showed that, compared to food secure households, the decrease from 2008 to 2012 in mental health in food insecure households was 8.2 (95% CI 5.5 to 10.9; N=1022). Results from propensity score analysis showed the same picture. E.g., using a k:5 nearest neighbour matching, the decrease in mental health in food insecure households was 7.3 (95% CI 2.8 to 11.8, N=247). Confirmatory factor analysis (chi² 131.43, df. 64; CFI 0.960; RMSEA 0.05) identified five coping strategies that people with food budget constraints make use of: purchasing cheaper foods, decreasing luxury foods, higher efficiency, compromising quality, alterations in social food events. Consistent with expectations from qualitative studies we found that coping strategies involving compromises in diet quality and alterations in social food events were associated with higher psychological distress, decrease in mental health, and satisfaction with food-related life. Coping centring on higher efficiency increased satisfaction with food-related life - but not psychological distress and mental health.

Conclusions

Food insecurity and experienced substantial constraint on food budgets is associated with poor mental health also in the Danish population, and over time the negative effect increases. Not all strategies which people adapt to cope with restrained food budgets have similar consequences for mental wellbeing. It is in particular those strategies which affect dietary quality and the social aspects of eating which also impacts negatively on people's life quality. These strategies are mostly adapted by the food insecure parts of the population. The life quality aspects of reduced food budgets should be considered as a part of social welfare policy

"It's minus 15 kilos since the summer!" Quantification and peer support in an online weight loss service

Mari Niva¹, Johanna Mäkelä², Kaija Rautavirta²

¹*Consumer Society Research Centre, University of Helsinki, Helsinki, Finland,* ²*Department of Teacher Education, University of Helsinki, Helsinki, Finland*

Objectives

The concern for overweight and obesity has led to a proliferation of body projects among people of all ages that focus on losing and managing weight. Recent years have witnessed an emergence of new e-tools for weight loss, such as online and mobile services providing detailed calorie counting in food diaries, peer support in discussion forums, and expert advice. Previous research suggests that such online weight loss services produce and enhance a script for a calculative practice of slimming (Niva 2015, see also Heyes 2006, Mudry 2009), and that for their users, the diaries engender a particular kind of slimming which quantifies both food, calories, nutrients and bodies. In this paper, we examine the relationship between the calculative script produced by online weight loss services and the discourses of slimming that are brought about in a discussion forum of one of such services.

Method

The paper is based on an analysis of dieters' postings on the discussion forum of a Finnish online weight-loss service Kiloklubi ('Kilo Club', www.kiloklubi.fi). Among the eleven themes and hundreds of discussion threads within them, we selected three threads in order to secure a rich data set. The selection was based on an assumption that people with varying quantitative targets for weight loss may interpret the script in different ways. Consequently, we selected two very different groups, one aiming for substantial and one for minor weight loss. In addition, we selected one extra thread that focused on the pleasures of succeeding in losing weight. The data from thread "More than 30 kg to lose" consists of 1 476 pages, "Slimming in normal weight" of 543 pages and "Joy of success" of 70 pages of text. The analysis covers postings in the three threads in years 2013 and 2014. We conducted qualitative content analysis in two rounds. First, we examined the interpretative repertoires that either complied with or challenged the calculative script of the service. Second, we classified our data into the categories of subscribing, transforming, and de-inscribing the script, following the terminology developed in social studies of science (Akrich & Latour 1992, Latour 1992, Weiner 2010).

Results

The script of the service configures a user who fills in a food diary on a daily basis, inspects the resulting numerical and graphical illustrations of the nutrients of the diet, and observes the energy balance adjusted for personal weight targets. The user is expected to weigh the foods eaten and to regularly record their body weight. On the one hand, the discussions subscribed to this quantitative script: The discussants pursued "learning sensible eating" by diary-keeping, and noted that recording every food leads to thinking about what to eat in a different way. A posting declaring "I'm happy to inform you that I have internalised the learnings of Kilo Club" illustrates an exhaustive subscription of the script but is perhaps not devoid of irony. On the other hand, the discussants faced problems in fulfilling the demands of the script. Many confessed that the nutritional targets set by the script were rarely met, and the diary was seen to represent an oppressive control device. Many wondered how to record meals eaten outside home. These difficulties led to transforming the script by revising it, for instance by controlled and planned relapses on "free eating" or "candy days". Although Kilo Club discourages slimming by temporary diets, the transformations of the script included combining diary use with popular diets that were often based on low-carbohydrate ideals. A more radical departure from the script was mobilized in the accounts defending "listening to the body" and not counting calories at all. In these de-inscriptions of the script the focus was on the quality of food instead of strict weight control. In the group aiming for substantial weight loss, giving and receiving peer support gained remarkable significance, and the quantified aspects of weight loss were subordinate to lengthy stories of personal life experiences, self-esteem and well-being.

Conclusions

Our findings suggest that the ways in which users 're-script' and negotiate the meanings of slimming in peer discussions either support or contradict the script of the service. Quantification is a core element of the script and central in the ways in which users subscribe to the service. For many users, Kilo Club represents an opportunity for permanent learning of healthier lifestyles. The generalized ethos of measurement is, however,

challenged by the critique of incessant quantification, and the calculative script is questioned and transformed by emphasizing, on one hand, personal well-being, and on the other hand, a toned, muscled body. The user forum produces a discursive space with multiple and competing versions of online slimming that voice dieters' everyday understandings and interpretations of slimming and that both sustains, transforms and rejects the service's script. Together the users produce alternative scripts for possible and 'doable' (Halkier 2010) weight loss practices.

“A centerpiece, where to socialize, rest, talk and play” – Furniture in the assemblage of home among young adults

Anu Norrgrann

Hanken school of economics, Vaasa, Finland

Objectives

The purpose of this study is to examine the role of furniture in the assemblage of home, specifically in the case of young adults; an analytically interesting group whose first own homes are in the making and in transition due to changing life phases. The home environment has interested many consumer researchers, and previous research has focused on e.g. symbols, meanings and practices (Csikszentmihalyi & Rochberg-Halton 1981; Arsel & Bean 2012). Recently CCT scholars have expressed increased interest in the notion of assemblage, rooted in actor-network theory (Canniford & Badje 2016) and it has also been applied to the consumption context of home. Figueiredo (2016: 81) defines home assemblages as the heterogeneous elements that compose the sense of home and the acts of homemaking that allow home to emerge. This research has its starting point in a consumption object – furniture – and examines its interaction within this home assemblage.

Method

A narrative approach was selected as the method to address the interplay between objects and activities in the home. The empirical material consists of fifteen consumer narratives, written by young adults aged 19-25, about a situation where the informants are asked to ponder the acquisition of a new piece of furniture into their homes. They were instructed to reflect on the type and more detailed characteristics of the new item they would need or like to acquire, and why these attributes feel important to them. The instructions also asked for a description of the envisaged use of the piece of furniture (which other objects and everyday activities would be connected to it?), in order to gain a picture of the broader assemblage, and process of assembling, home.

The length of the narratives were one to three pages of hand written text each, amounting in total to 27 pages. The informants were business school students in their early 20's. The type of housing and household that the informants represented, ranged from single households (7), cohabiting couples (4), groups of friends sharing a larger flat (3) to having a room in a student flat (1). While for most, the home was a small(ish) apartment, ranging in size from studios up to two-bedroom flats, for some informants, the notion of home referred to a more limited personal space within a larger housing entity.

Results

The analysis of the narratives is in still progress, but some themes have preliminarily been identified and examined in more detail.

The first theme concerns the **products** the narratives contained, in terms of the attributes the informants highlighted and the consequences or values these in turn were linked to. The idea followed loosely the logic of means-end chains, although the use of narratives (rather than laddering) as a data elicitation technique provided more detail at the attribute and functional levels, than on how the objects linked to values on the personal level.

Typical products, that the narratives were centered around, were sofas and dining tables, both of which represent, apart from their primary functionalities (places to sit or eat) also an important social function in the lives of the informants.

Attributes that were frequently discussed in the narratives included e.g. quality, price, country of origin and the multipurpose nature of the object (e.g. sofa-beds or items providing hidden storage space). Moreover, several informants also focused on product aesthetics, such as colours and style. In this context, characterisations such as “simple”, “classy” and “timeless” could be found, and provide together with mentions of specific design brands (e.g. Kartell) an indication of a kind of “design discourse” related to consuming furniture.

Secondly, the analysis examined **activities** mentioned in relation to the items of furniture in question, putting the attributes into use contexts and linking them to possession rituals (McCracken 1990). These could be thematically grouped into a) functional activities in everyday use (watching tv, playing games, eating, studying, storing), b) the more atmospheric and “homey” activities of being comfortable and feeling well, c) assembling style, d) managing limited space, and e) socializing.

Conclusions

Particularly the three last activity types reflect furniture consumption as involving **interactions** between different objects, spaces and people, which supports the case for applying assemblage theory on young adults’ furniture consumption. In the narratives, young adults demonstrate an interest in *aesthetic matching* of new pieces of furniture with existing ones and with the characteristics of their current apartments, even when they are regarded as likely to only be temporary. This matching concerned aspirations to unite objects into fitting together, but also to turn the assemblage into an outward expression of “my style”. Moreover, young adult homes being physically smaller spaces, makes furniture consumption also a puzzle of *assembling combined functions* into multipurpose use. Finally, the narratives highlighted the significance of *social life as a part of home assemblage* of young adults; dinner tables being extended to provide space for guests, the sofa inviting friends to spend time or sleep over.

What food do we waste and why? Qualitative insights from five European countries

Valerie L. Almlí¹, Bea Steenbekkers², Harald Rohm³, Anne Normann⁴, Jessica Aschemann-Witzel⁵, Marije Oostindjer⁶

¹Nofima, Aas, Norway, ²Wageningen University, Wageningen, The Netherlands, ³Technische Universität Dresden, Dresden, Germany, ⁴SP Technical Research Institute of Sweden, Göteborg, Sweden, ⁵MAPP, Aarhus, Denmark, ⁶Norwegian University of Life Sciences, Aas, Norway

Objectives

Food waste is an economical and environmental issue that modern society needs to address, as it is both unethical and counterproductive to waste food. In the recent years, initiatives from governments, non-profit organisations and actors in the private sector have been flourishing to increase the awareness against food waste as well as to find solutions to reduce food waste. This study is part of a European research project testifying of the EU's and local governments' engagement against food waste: COSUS, which is a SUSFOOD ERA-net project (i.e. a EU project with national fundings). The objectives of the study were to investigate what types of foods consumers tend to waste, what the perceived reasons for wastage are, what the consumer practices are to reduce food waste, and whether these insights vary across different European countries.

Method

Ten focus groups conducted in five countries were conducted in February 2015 in Norway, Sweden, Denmark, The Netherlands and Germany with a total of N=83 participants. The focus groups were conducted following the same interview guide in all countries and included five main parts: projective mapping, home photos, food waste at home, food waste in supermarkets and idea generation. The interviews were recorded, transcribed and translated into English. The data were then coded by two independent researchers to avoid subjective bias.

Results

One of the key findings is that all types of foods are thrown away, regardless of their category: fruits and vegetables, bread and bakery products, spices, sauces and canned foods were discussed, among other. Reasons evoked for throwing foods included decreased freshness and past best-before dates, but not exclusively. For instance, also remains of a food purchased for a specific recipe would be thrown away, or packaged food products that remained open for a long time in the fridge despite their pursued usability. In general consumers reported not to favor a food product unless it is trusted to be safe, presents good organoleptic properties, and is attractive to eat. Further, cultural differences were also found. Thus, bread was surprisingly very little mentioned as a product that is wasted in Norway and Sweden, where consumers habitually slice their bread in a bread slicer in the store when purchasing, freeze it, then utilize the slices progressively along their needs. Several consumers discussed the issue of food items left by friends or family, or received as a Christmas gift: this was especially the case in the Netherlands. In particular, unusual and/or unfamiliar food items to the receiver would typically be discarded.

Conclusions

Through focus groups conducted in five countries, several facilitators of food waste were identified: food availability, pleasure of consumption, food habits and time constraints. Fear of food poisoning was a clear reason to waste food, but it did not dominate the discussions and only explained a fraction of the food waste that the consumers discussed. Food is a product category that is not rightly valued in European households, and European households prefer purchasing new items to prepare dishes that they really feel like consuming, rather than preparing dishes that make use of the foods they already have at hand. The study unveiled a need for tools to increase European consumers' awareness and accountability in food waste reduction.

Visual search rules in decision making under information load

Jacob Orquin, Martin Bagger, Erik Lahm, George Tsalis, Klaus Grunert
Aarhus University, Aarhus, Denmark

Objectives

The purpose of the study was to identify which, if any, visual search rules decision makers employ in response to an increasing information load. We hypothesized that in order to mitigate the challenge of too much information, decision makers would rely on either a sub-linear, diminishing marginal, or constant limit search rule. Only decision makers who face a decision problem with an objective criterion requiring more complete search would be likely to use a linear search rule.

Method

To test these hypotheses, we conducted a discrete choice experiment between two consumer products. The task serves both as an inferential choice problem with an objective criterion, and as a preferential choice problem without a criterion. For the inferential choice task we instructed participants to choose the healthier of the two products, while participants in the preferential choice condition were instructed to choose the product they preferred. To strengthen the comparison between the inferential and preferential choice conditions, we implemented a third condition in which participants were primed with health information but were asked to choose according to their preferences. To operationalize information load we varied the number of product features on the two products. At the lowest information load the set contained six objects and at the highest load it contained 30 objects.

Results

We find that the visual search rules are captured by four different computational models, a power law and exponential model, the constant limit model and a sub-linear model. The power law and sub-linear models both seem to capture a sub-linear increasing search space and we conclude that decision makers can therefore be described as using one of three visual search rules: the sub-linear, diminishing marginal, or constant limit search rule. We also find that use of these search rules is independent of the choice condition that is, whether the decision maker is faced with an objective criterion or not.

Conclusions

The findings point to different drivers of visual search rules, perhaps related to the individual traits such as need for cognition or conscientiousness. Given that later studies can identify these drivers this could potentially help segment consumers into different search types and assist in planning, for instance, the number and layout of information elements on products and supermarket shelves.

The halo effect: cognitive bias or statistical learning in disguise?

Sonja Perkovic¹, Jacob Lund Orquin²

¹Centre for Decision Research, University of Leeds, Leeds, UK, ²Department of Management/MAPP, Aarhus University, Aarhus, Denmark

Objectives

Why do people perceive organic foods as healthier than conventional foods when there is no evidence for this belief? This organic = health heuristic has so far been explained in terms of a halo effect, i.e. positive attitudes towards an object spread to all associated attributes. However, this heuristic may be meaningful when applied in the real world rather than in the laboratory. Specifically, we hypothesize there is a natural correlation between organic and unprocessed food products in the environment. Second, we hypothesize that people learn about this statistical structure and therefore perceive organic products as more prevalent across healthier food categories. Third, we hypothesize the absence of a halo effect regarding organic foods. Finally, we hypothesize that it is possible to experimentally reproduce statistical learning by manipulating the correlation between organic and health information which is observable as an increase in attention to organic cues when judging food healthiness.

Method

Hypotheses were tested in three studies. Study 1 is a field study in which we tested the first hypothesis by obtaining the true ratio of total and organic product count across food categories in the six Danish supermarkets.

In study 2, we tested the second and the third hypothesis in an online study with Danish participants by asking them to estimate the percentage and healthiness of organic among all food products across 59 food categories identified in the field study. We also asked about their purchase frequency, attitudes and opinion regarding specific attributes of organic food products in comparison to conventional food products.

In study 3, we tested the fourth hypothesis in an eye-tracking experiment by manipulating the correlation between organic and health information in a health judgment task. The experimental stimulus consisted of 50 choice sets of processed food products, each with eight alternatives equally distributed on the screen. The alternatives were images of actual food products and each contained several features, i.e. product picture, name, brand, price, quantity and two manipulated features - a keyhole label and an organic label. Specifically, the degree of overlap between the labels differed across three conditions (25%, 50%, 75% overlap).

Results

The field data gathered in six Danish supermarkets indicate that organic food products are more prevalent in food categories that require less processing. For instance, food categories such as brown rice, milk, eggs etc. contain more organic products compared to food categories such as ready meals, candy and chips.

The data from the field and consumer study show a strong positive correlation, $r = .65$, $CI_{95} = [.45, .77]$, between the true and perceived percentages of organic food products across food categories. There was an even stronger positive correlation, $r = .72$, $CI_{95} = [.55, .81]$, between participants' perceptions of organic product prevalence across food categories and their perceptions of healthiness of these categories. Finally, there was a moderate positive correlation, $r = .42$, $CI_{95} = [.18, .61]$, between the true percentages of organic products across food categories and participants' perceptions of healthiness of food categories. The data from the consumer study also indicate that there is no relationship between participants' attitudes and all tested attributes (Table 1).

Table 1. Correlations and associated confidence intervals of consumers' attitudes toward organic food products and specific attributes

attribute	correlation	95% confidence interval
health	.64	[.63, .64]
quality	.61	[.60, .61]
safety	.61	[.60, .61]
taste	.54	[.63, .64]
freshness	.44	[.43, .45]
calories	.05	[.04, .06]

To test whether decision makers rely more on the organic label while judging food healthiness when there is a high correlation between the organic label and keyhole label, we analyzed the eye tracking data by means of a generalized linear mixed model. We used fixation selection (AOI fixated or not) as a dependent variable and statistical condition and label type as independent variables. The best fitting model had a binomial response distribution, a logit link function and two random intercepts grouped by participant and choice set. The analysis revealed no significant main effect of statistical condition, $\chi^2(2, 70) = .63, p = .73$, a significant main effect of label type, $\chi^2(1, 70) = 24.58, p < .001$, and a significant interaction effect between the statistical condition and label type, $\chi^2(2, 70) = 24.13, p < .001$.

To interpret the direction of the interaction effect we plotted the fixation likelihood across statistical condition and label type (Figure 1). The figure shows that participants fixate the organic label more frequently at the expense of the keyhole label as the correlation between the two labels increases.

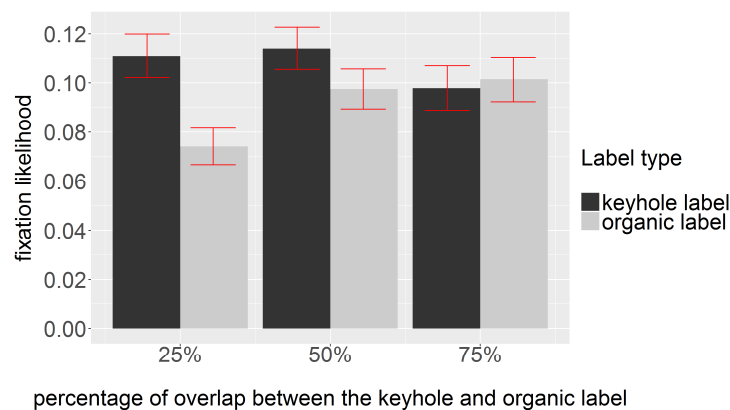


Figure 1. Fixation likelihood for the keyhole and organic labels across statistical conditions. Error bars represent 95% confidence intervals.

Conclusions

Our findings indicate that a true correlation exists in the environment between organic food prevalence and less processed food categories. We also find that people are familiar with this statistical structure which reflects in a highly accurate perception of organic prevalence across food categories. Furthermore, we find that positive attitudes toward organic foods do not spread to all attributes as implied by halo effect. Finally, we find that manipulating the correlation between organic and health information leads people to rely more on organic information when judging food healthiness. We take this to imply that decision makers are capable of learning the statistical structure of environment and applying this correctly in the form of a decision heuristic such as the organic = healthiness heuristic. While there may still be merits to the idea of a halo effect, we conclude that the organic = health heuristic is better explained as statistical learning.

Outfit of the day: Negotiating fashion blogging, the self and the market

Magdalena Petersson McIntyre

University of Gothenburg, Gothenburg, Sweden

Objectives

During the mid-00s shopping blogs emerged as a new phenomenon that quickly became both controversial and contentious. "Bloggeresses" focus on fashion and "outfit of the day" was perceived by many as problematic, thus led to a kind of moral panic, including discussions of false advertising and purchased post. Blogging was understood in terms of risk, both for the young women who were perceived to spend too much time and energy on superficial consumption practices, and for those that followed the bloggers and did not realize that it was about marketing and not about the private views of bloggers, or about relationships between friends. A gender perspective was usually absent in the debate.

Method

The paper is part of an ongoing multi-sited ethnographic study of the digitalization of consumption of which one scene builds on ten unstructured in-depth interviews with private fashion bloggers, as well as content analysis of their blogs and instagram accounts. It discusses and analyses how fashion, shopping and beauty bloggers create, maintain and organize their blogs as a means to combine a personal interest with a driven business approach as well as with everyday consumption practices. Blogs reflect a constant play between reality and fiction, and between intimate and public. They are based on the interweaving between the blogger's self and the blog, a self that is enacted in specific ways to reflect a certain style, as image or as text. The interviewees described business opportunities as the main driving force behind blogging. The blogger is means, object, and subject. The paper discusses how the bloggers themselves handle the dilemmas that arise over the relationship between the self, the market and the blog.

Results

"I am obsessed with beauty. My blog has meant that I am able to get a lot of beauty treatments for free. People don't understand that it costs 50 000 sek a month to look like me. [---] I am an entrepreneur to the bone" (Angelina private blogger).

The paper discusses the development of blogs from diaries to market oriented. The interviewees describe business opportunities as a major driving force for blogging. The blog also becomes a device for indulging in their own private consumption, or prosumption (Zhang 2015). Shopping blogs illustrate a blurring between consumption and production (Jackson et al. 2000), bloggers are professionally engaged in trying out, reviewing and buying different consumer products, hence they consume professionally. Blogs shape consumption practices by promoting products in particular ways, based on the ideas of recommendations from a "real" person/consumer, affecting consumption through showing an interesting and desirable lifestyle to followers. The popularity of blogs with businesses and brands rely on ideas that consumers are followers and attracted to participate with "inspiration", and with role models, but also with discounts, offers, and excitement. Blogs attract consumers with opportunities for voyeurism, with access to personal and trivial and mundane everyday encounter and with ideas of developing a personal relationship with someone. In shopping blogs, the blogger becomes the device, the blogger is the medium, the object and the goods, and the subject.

A common theme in the interviews is the opportunities that digitalization have brought for challenging the fashion industry. Blogging gives voice to new subjects, bodies and fashions to be seen and influence the world of fashion. New connections are formed were women encourage each other's fashion choices and inspire each other (it is argued), rather than to be followers of the dictates of the (masculine) fashion industry. The points contrast to many common perceptions of fashion blogging as streamlined and judgmental. It must however be asserted that fashion blogging requires no other organization or equipment than a computer (or mobile phone/camera) and have made young girls and women otherwise disconnected from fashion centers into influential and new forms of experts.

Conclusions

The majority of shopping, fashion and beauty bloggers are women, which says something about gender

culture. Consumption and fashion blogging are reflections of particular kinds of feminized spheres, or in Berlant's words a form of intimate public. Women are overrepresented in shopping and fashion blogging and there are many connections that can be made with feminine spheres such as writing diaries in the girl's room, of presenting the self with fashion and consumer goods, of presenting oneself through objectifying photographic conventions, of working from the home and of involving family life and everyday consumption choices that involve the body, such as dressing, beauty care and eating. Many of these blogs focus on creating a pleasurable experience of their body, self and lifestyle with images and short texts.

Macro perspectives on sustainable consumption: a literature review

Maria Sandberg, [Pia Polsg](#)

Hanken School of Economics, Helsinki, Finland

Objectives

In the last decade, the amount of research on sustainable consumption has increased rapidly. In recent years, two literature reviews on the topic have been published (Finney 2014; Papaoikonomou et al. 2011). However, both of these reviews have explicitly focused on the sustainable consumption behaviour of individual consumers, thus omitting from analysis macro-level research. Furthermore, Papaoikonomou et al. (2011) use a limited sample size (n=80), whereas Finney (2014) does not give any account for the sample of articles analysed. As such, there seems to be a clear need for a more rigorous literature review on the topic of sustainable consumption, particularly giving attention to studies going beyond the decision making of the individual consumer.

The aim of this paper is to conduct a literature review on the topic of sustainable consumption, focusing the analysis on studies that have employed a macro-level perspective to their analysis.

Method

A database search was conducted in the databases ABI/INFORM Complete and Business Source Complete. Keyword searches were conducted with the keywords most commonly used to signify the phenomenon of sustainable consumption; the keywords included "sustainable consumption", "ethical consumption" and "green consumption". The search was limited to articles published in English in peer reviewed scholarly journals. As the amount of research on the topic is so vast, the search was limited to author-supplied keywords, ensuring the sample of articles include those that are identified by the authors themselves as studying the topic of sustainable consumption. To obtain a manageable sample of articles, the search was further limited to articles published in the last three years of 2013-2015.

The search yielded a total of 184 articles. Out of these, 18 were excluded from further review due to their nature of being for example book reviews or introductions to special issues. As such, the final sample of articles included 166 articles. Out of these, 105 articles use the keyword "sustainable consumption", 39 use "ethical consumption" and 22 use "green consumption".

Noteworthy is that the publication of research on sustainable consumption is highly concentrated, with only two journals, *International Journal of Consumer Studies* (n=28) and *Journal of Cleaner Production* (n=23), having published nearly a third of the sample of articles analysed.

Results

The literature review shows that sustainable consumption has been studied from a number of different perspectives. The number of articles employing each perspective has been noted in the analysis, though one must note the quantification is based on preliminary analyses.

The by far most common focus of studies on sustainable consumption is on the individual consumer (n=76). Besides consumers, research on sustainable consumption has also studied several other actors. A majority of the actors identified in the reviewed articles are part of the production chain, ranging from suppliers (n=2) and producers (n=20) to retailers (n=5) and finally reaching the end user, either consumers or public procurement (n=1). These actors, along with investors (n=1), all act primarily within the market. Actors from outside the market studied in the reviewed articles include public policy makers (n=8), educational institutions (n=5) and NGOs (n=2). Most studies focus on a single actor, although there are also a small number of studies among the reviewed articles that study interdependencies between multiple actors (n=6).

Moving beyond a focus on specific actors, a number of studies on sustainable consumption analyse sustainable consumption as a cultural phenomenon or focus on structural aspects of the phenomenon. Cultural and structural perspectives used in the reviewed articles mainly include scattered interest in a number of cultural approaches to the topic, including studies of discourses (n=6), practices (n=6), social

groups (n=6), social movements (n=5), values (n=3), cultural processes (n=2) and habits (n=2). Structural analyses of sustainable consumption in the reviewed articles include only isolated remarks of population growth (n=2), economic conflicts of interest (n=1) and wealth distribution (n=1).

Conclusions

The review shows that multiple actors have been studied in previous research on sustainable consumption, however, most research has focused on a single actor rather than regarding sustainable consumption as a complex phenomenon that requires systemic analysis. As sustainable consumption is a complex issue, it may be problematic to solely consider single actors in isolation from their embedded position in the production-consumption system. As such, it is suggested that further research could benefit from systemic analyses of sustainable consumption, considering interdependencies between multiple actors in the system.

Furthermore, it is suggested that sustainable consumption research gives more attention to macro-level analyses where influences of societal structures and the cultural context can be scrutinized. Theoretical perspectives such as practice theory (e.g. Warde 2005) move beyond a focus on the individual consumer to analyse consumption as a cultural phenomenon and as such may provide new insights on the topic of sustainable consumption.

Is emotional reactivity linked to how much people eat? An experimental study in a sample of younger and older consumers

Martina Reitmeier¹, Ryan Svoboda², Sara Thomas², Jutta Roosen¹, Claudia Haase²

¹TUM School of Management, Munich, Germany, ²Northwestern University, Evanston, Chicago, USA

Objectives

Overeating is a major economic and public health problem. Studies have demonstrated that stress (Adam & Epel, 2007; Goldfield, Adamo, Rutherford, & Legg, 2008; Sproesser, Schupp, & Renner, 2014) and emotions (Köster & Mojet, 2015; Leehr et al., 2015; Macht, 2008) loom large as predictors of how much people eat. Several lines of research suggest a link between emotional reactivity and food consumption (Sproesser et al., 2014; Leehr et al., 2015; Garg, Wansink, & Inman, 2007; Köster & Mojet, 2015). However, research on the link between individual differences in emotional reactivity and food consumption is rare.

The present study examined associations between emotional reactivity in response to a happy and a sad film clip and consumption of high-caloric food in a sample of younger (age 20-35) and older (age 55-70) adults. We explored whether heightened positive or negative emotional reactivity would predict higher food consumption in an experimental setting.

Method

The study consisted of a laboratory-based assessment of emotional reactivity including an unhealthy food serving (i.e., chips) and a questionnaire assessment of personality, emotion regulation, food choice motives, and well-being. The study examined a happy (a montage of Sarah Hughes winning the Olympic gold) and a sad film clip (an excerpt from "21 Grams," depicted a mother learning of the death of her husband and daughters), of which previous research has demonstrated effectiveness (Shiota & Levenson, 2009). The sample consisted of 31 young adults (20-35 years) and 32 older adults (55-70 years) (N = 63).

Food consumption was measured by weighing the bowl of chips before serving and at the end of the session. On average, participants ate 52.2 grams of chips, which equals about 298.3 calories.

Emotional reactivity was measured examining two emotion response systems: subjective emotional experience and emotional behaviour. Participants reported how strongly they felt each of eleven emotions (i.e., amusement, anger, compassion, contentment, enthusiasm, excitement, disgust, fear, joy, sadness, surprise). Nine emotional behaviours (i.e., anger, contempt, disgust, embarrassment, fear, happiness, interest, sadness, surprise) were coded by trained raters using the Emotional Expressive Behaviour System on a second-by-second basis during a 30-sec peak epoch of emotional responding for each film clip ($\kappa = .72$ sadness; $\kappa = .90$ happiness). To reduce type I error, we analysed positive and negative emotional experience and positive and negative emotional behaviours.

Data were analysed using hierarchical regression analyses using SPSS 23. Conditional effects (i.e., simple slopes) were examined using PROCESS.

Results

Emotional Reactivity in Response to the Happy Film Clip

Emotional experience. Hierarchical linear regression analyses showed greater negative emotional experience in response to the happy clip predicted greater food consumption, $\beta = .30$, $p = .021$. This association was moderated by age, indicated by a significant interaction effect between emotion and age, which remained stable when controlling for covariates, $ps < .01$. Conditional effects analyses revealed that greater negative emotional experience predicted greater food consumption for younger adults, $t = 2.14$, $p = .037$, but not for older adults, $t = -1.32$, $p = .194$. The association for younger adults was driven by anger and disgust experience, $ps < .05$.

Emotional behaviour. Hierarchical linear regression analyses showed a marginally significant interaction effect between emotion and age when controlling for covariates, $p = .075$. Exploratory conditional effects analyses revealed that higher negative emotional behaviour in response to the happy clip predicted higher

food consumption for younger adults, $t = 3.85$, $p = .000$, but not for older adults, $t = -.32$, $p = .750$. The association for younger adults was driven by sadness behaviour, $p < .05$.

Emotional Reactivity in Response to the Sad Film Clip

Emotional experience. Hierarchical linear regression analyses showed a significant interaction effect between positive emotional experience and age, which remained stable when controlling for covariates, $ps < .01$. Conditional effects analyses revealed that greater positive emotional experience in response to the sad clip predicted greater food consumption for younger adults, $t = 4.27$, $p = .000$, but not for older adults, $t = -.72$, $p = .475$. The association for younger adults was driven by joy, contentment and amusement, $ps < .05$.
Emotional behaviour. No associations were found between positive or negative emotional behaviour in response to the sad clip and food consumption, $ps > .05$.

Conclusions

The present study provides first evidence that individual differences in emotional reactivity predict differences in food consumption. Specifically, we found a link between altered emotional responding and greater high-calorie food consumption among young adults.

Our study supports both links between food consumption and positive and negative emotional reactivity that previous studies have shown; and elucidates a specific kind of response alteration. Similar alterations in emotional responding that produce mismatched emotions appear to be particularly prominent among individuals with psychopathology (Ebner-Priemer et al., 2008; Kring & Elis, 2013) and high in impulsiveness (Johnson et al., 2015) - and overeating is quite closely linked to impulsiveness (Meule, 2013). Moreover, this kind of response alteration leads to higher overall emotion intensity, which has been found to be linked with food cravings and behavioural intentions to eat (Moore & Konrath, 2015).

How do you know it's Norwegian? Consumers and food presentation in retail context

Gun Roos

Oslo and Akershus University College of Applied Sciences, Consumption Research Norway - SIFO, Oslo, Norway

Objectives

The importance of secondary product attributes like country-of-origin has become increasingly important in the marketing of food due to globalization and higher cross-national competition. Country-of-origin influences on consumer product evaluations have been studied extensively, whereas knowledge of the impact at the point of purchase is more limited. Food shopping is an everyday practice enacted by objects, competencies and meanings. Food products are integral to food shopping practices and packaging participate in defining the product. In Norway, the first national quality labelling scheme was introduced in 1994, and the European labelling scheme for protected designations (PGO, PDI and TSG) was introduced in 2002. This study aims to explore (a) how foods communicate that they are Norwegian in retail context (how presentation varies between different food categories and store types), and (b) how consumers and retail personnel perceive information about Norwegian food.

Method

The research questions are examined based on a two-stage qualitative research design: (1) in-store interviews and observations at the point of purchase; and (2) focus group interviews. Data were first collected by in-store interviews with 100 customers in 30 different food retail stores (three store types: supermarkets, low discount and specialty stores/food markets) in three areas in Norway (East, West and Mid) in February to April, 2014. The researchers also made observations of how foods were communicated and marketed as Norwegian in the retail store (product labeling and advertising data were documented). This was followed in September to November 2014 by four focus group interviews with consumers (n = 35) in East and West, and two focus group interviews with retail personnel (n = 14) in East. The focus group interviews included a task assisted by the use of food prompts. The short in-store and focus group interviews were audio recorded and transcribed verbatim for the analysis. The qualitative data analysis software Nvivo 10 was used to code the data and a thematic content analysis was conducted.

Results

Observations in the different store types revealed variation in communication about domestic origin of food products. In supermarkets and low discount stores foods had domestic origin logos (for example, NYT Norge, Spesialitet Norge, Norge-Norsk sjømat and PDO) and the Norwegian origin of products was also indicated by Norwegian flags, text, pictures and place names. Whereas in specialty stores and food markets origin it was more common to use names or pictures of local farms, place names and regional identification than country-level specifications. The paper will also examine how the food products that were included in the focus group tasks were perceived. For example, an issue that was discussed was the use of foreign names and colors on the packaging of foods produced in Norway.

The consumers recognized the national quality labelling scheme (NYT Norge), but few said that they actively use it when shopping and some thought that other labeling schemes indicating healthiness (Keyhole and Bread scale) are more useful. Also the retail personnel recognized the NYT Norge logo but they were not sure what it exactly represents. The retail personnel voiced that consumers do not generally seem to check or ask about the origin of foods, with the exception of some foods like strawberries and apples in season. Retail personnel had not received special training in Norwegian origin of foods, but they reported that they have received some digital information about seasonal campaigns such as domestic lamb or plums in the fall.

Conclusions

The study of domestic food products as objects brings new insights to the understanding of food shopping. Domestic food products were presented with labels and domestic origin logos on the packaging in grocery stores, whereas in specialty stores and food markets it was common with regional identification. The consumers and retail personnel recognized the Norwegian country-of-origin labeling used on food products, but it was perceived to not be much reflected upon nor actively used at the point of purchase.

The role of attention in predicting choice

Jutta Roosen¹, Carola Grebitus²

¹Technical University of Munich, Freising, Germany, ²Arizona State University, Tempe, USA

Objectives

Choice experiments are frequently used in the field of applied economics. In this context, attention to the presented decision variables has been found to influence the likelihood of choice of the alternative options in a choice set. In order to determine this likelihood, various econometric models have been proposed in the literature that include attention recall or model attention endogenously from the choice data. In this paper, we combine data from eye tracking with hypothetical choice experiments to uncover the influence of visual attention on choice modelling.

Method

We use data from a series of choice experiments that vary with respect to products as well as the degree of task complexity. To test the effect of attention on choice likelihood the paper implements different econometric models. To start with, the base model measures the impact of visual attention on choice likelihood per se. Second, we adopt the model of attribute non-attendance (ANA) that models non-attention to attributes by reducing the utility weight of the non-attended attribute in the random utility function to zero. Third, we allow for a more flexible estimation of the weight of each attribute by using attention to attributes via a general mixed logit model. Models are compared based on fit measures such as the likelihood function and prediction success.

Results

Results show that visual attention has a significant impact on choice probabilities. Furthermore, reducing the probability weights of non-attended attributes to zero deteriorates model fit. However, excluding non-attended attributes from the utility function explains a large share in heterogeneity of choice likelihood.

Conclusions

Overall, this research provides recommendations for researchers and practitioners using choice experiments and related choice modeling to predict preferences and willingness to pay.

Tracking the emotional in consumption

Juulia Rökkönen¹, Minna Ruckenstein², Miia Grénman¹

¹Turku School of Economics at the University of Turku, Turku, Finland, ²Consumer Society Research Centre, University of Helsinki, Helsinki, Finland

Objectives

A lively area of consumption has developed around personal data in the form of self-tracking devices and applications. The self-tracking market has received some scholarly interest, paying attention to the facilitating tools, marketing practices and historical continuities in this area (e.g. Pantzar and Ruckenstein 2015). Self-tracking technologies can, however, also be treated as facilitating tools for consumer research, promoting a research agenda that takes advantage of self-tracking tools in uncovering features and aspects of the consumption phenomenon. We present an experimental research design wherein we tried to identify emotional aspects of everyday consumption. The results suggest that self-tracking can open for exploration the most mundane aspects of consumption by demonstrating their emotional and experiential range. Based on the self-tracking experiment, everyday consumption is not supposed to be exciting, or emotionally involving: in fact, emotional neutrality and flatness tell of successful consumption experiences.

Method

Methodologically, the background of this study is in the recent trend of social scientists becoming interested in new sources of data and new measuring methods (e.g. Ruppert et al. 2013). We follow previous examples, in which researchers have included tracking devices in their research designs (e.g. Ruckenstein 2014; Christensen et al. 2011.) In practice, we aimed to combine different kinds of data in our research experiment, taking a general curiosity-driven approach to everyday consumption.

The students (n=19) of an advanced level course on research methodology tracked their consumption-related emotions with the Emotion Tracker®, an easy-to-use internet application for identification and analysis of everyday emotions. During the data collection (September 4th-21st, 2015), the participants tracked 617 emotions, related to 202 consumption experiences. In the actual tracking process, they first defined the object of an emotion, then named the emotion(s) and, last, determined the intensity (1-5). To enable the analysis, the participants also briefly described their consumption experiences in the notes section. Furthermore, the participants wrote research diaries to evaluate whether they considered the tracking device suitable for measuring consumer experiences. In this study, we analyze and quote both data sets.

The Emotion tracker® facilitated the identification of emotions, at least to some extent. However, it did not perform very well in terms of tracing the emotional in consumption. This is not surprising as the application is not designed for measuring consumption experiences, but rather for enhancing personal health and well-being through learning to identify and manage emotions.

Results

The fact that the application did not work as expected, also turned out to be fruitful in terms of research results. Our research experiment underlines the contextual nature of self-tracking: any research using self-monitoring as a tool needs to take this into account. The research diaries suggested that tracking device was useful in reporting strong, clearly felt and observable emotions. However, the participants frequently described challenges in self-reporting emotional states of consumer experiences. It was difficult for them to identify what they felt and, especially, the self-tracking device did not seem to offer suitable emotional categories for their 'neutral' or 'indifferent' consumption experience. One participant stated: *"It was difficult to identify emotions and, surprisingly, some consumption experiences did not generate any recognizable emotions"* while another one said: *"I would have used more neutral emotions if they were available"*.

Based on the research diaries, most everyday shopping is not supposed to be emotionally involving. In fact, the participants reported that the most felt and observable emotional reactions have to do with situations when the flow of everyday consumption is disrupted, when they have to stand in line for too long, the children don't behave as they expect, or they cannot find what they are looking for. Emotional aspects also

come into play when something unexpected and positive happens, for instance, when the service experience is particularly good, or desired products are on sale.

When comparing the neutrality of consumption to the emotionality of it, the empirical evidence suggests that consumption is, in fact, divided into two different modes: the emotionally flat and neutral 'habitual consumption' and the 'non-habitual consumption' that somehow breaks the flow of the habitual. According to the tracked emotions, the habitual consumption evokes positive emotions in relation to being productive and efficient, receiving smooth service and finding something new and rewarding. Leisure consumption, in turn, often breaks the habitual, is social in nature and evokes more recognizable and strong emotions as illustrated by quotes like *"A fun day at the zoo... a chance to be childish and get excited by the animals"* and *"Bowling, first time in years"*.

Conclusions

The study suggests that combining self-tracking with practice-oriented consumption research offers a powerful way of uncovering the emotional in the ordinary and the habitual. Self-tracking can aid in demonstrating how consumption moves outside the realm of the habitual; it could also be used for examining consumption that is offered to consumers as non-habitual and emotionally involving. Even though our self-tracking experiment somewhat failed to produce the kind of data that we assumed, the study produced important results. Rather than describing the emotional range of consumption, it made us aware of the emotional flatness of consumption. An experimental research orientation such as this one can benefit from inexact and impartial information: the primary task here has been to place emphasis on the emotional in consumption. By doing so, the self-tracking experiment paves the way for new kinds of research designs into the emotional conditions and consequences of consumption.

Towards a 24 hours society, even on Sundays?

Randi Lavik, [Alexander Schjøll](#), Eivind Jacobsen
Consumption Research Norway (SIFO), Oslo, Norway

Objectives

Opening hours in Norwegian grocery trade is on the political agenda from time to time, and leads to loudly debates. In the 1970s, people discussed whether to close stores on Saturdays. In the 1980s, time management became a topic, hence politicians wanted longer opening hours. In 1985, a new law regulating opening hour was implemented (The Opening Law of 1985). This law increased store-opening hours.

The question is whether it is the consumers who have pushed stores in order to increase opening hours, or if the stores themselves who have pulled consumers to stores by using opening hours as a competitive parameter.

Is there a limit for Norwegian grocery trade, consumers and the politicians can accept in amount of opening hours, especially on Sundays? We also discuss to what extent the extended opening hours can be a potential barrier against online grocery shopping.

Method

Our data consist of the actual opening hours in Norway registered and surveys among Norwegian consumers measuring attitudes and views upon the opening hours. We have collected data since 1985, just before the Opening Law of 1985 became in place, and until November 2015. We have either registered opening hours through a questionnaire sent to a sample of stores or from store visits to selected stores conducted by private opinion companies or authorities.

Private opinion companies, through personal interview, phone interview or web surveys, have conducted the consumers surveys.

Results

70 per cent of Norwegians were against Sunday open grocery stores in 2015. Young people were more positive to grocery stores having open on Sundays than older people. Quite a few were positive to the possibility to shop groceries in gas stations, kiosks and in small grocery stores on Sundays. Such outlets have no opening restrictions. In general, consumers seem to be satisfied with grocery stores being open long at night on weekdays.

The opening hours in Norwegian grocery stores have changed dramatically from 1985 to 2015. Today, grocery stores open earlier and close later than before. In 1985, 88 per cent of the grocery stores closed 5 PM or before on weekdays, while in 2015 73 per cent of the stores closed 9 PM or later.

On Saturdays, there have been huge changes as well. In 1985, 68 per cent of the grocery stores closed 1 PM or earlier. In 2015, 70 per cent closed 8 PM or later.

In 1985, the average opening hours on Mondays were eight hours and four minutes. In 2015, the average had increased to 13 hours and 41 minutes.

In 2003, the Opening Law was revoked, but still could not regular grocery stores have open on Sundays. After the revoke, stores have expanded their opening hours. Some stores have extended their opening hours, both in the morning and in the night. About one quarter of the stores have extended their opening hours with one hour in the morning and in the night from 2011 to 2015. 7 AM is now the most common opening time and 11 PM is the most common closing time.

For those stores having open on Sundays, 9 PM is most common closing time. In 2015, 12 per cent had open on Sundays.

Conclusions

When the regulation has opened for longer opening hours earlier, stores have exploited this. Maybe there was a tacit collusion among stores not to have long opening hours in order to avoid competition on opening hours. Today there is a danger for a prisoners' dilemma situation where there is a market for a few stores only, having open late at night and early in the morning. However, stores will not close in these hours in fear of sending potential customers to competitors.

We conclude that the extended opening hours mainly is due to strong competition among stores. Stores would like to be more available for customers, which is one side is good for consumers. On the other side, longer opening hours may hinder the potential market for online grocery trade since regular stores are highly available.

Consumption of Medicine in a Nordic Context: Logic of Care vs Logic of Choice

Anna Schneider-Kamp

University of Southern Denmark, Odense, Denmark

Objectives

The health field is rapidly transforming from the classical field of medical care into a marketplace, subjected to the ubiquitous driving force of consumption. Patients are undergoing a transformation from passive recipients of doctors' orders to active consumers, presented with and consequently exploiting their freedom of choice.

Medicine consumption has been studied extensively in medical sociology, predominantly from a medically-centered perspective focusing on medication of patients sharing a chronic condition. In contrast, there is a lack of patient-centered research from a consumer perspective, where focus has rather been on individuals' life style choices, e.g. healthy eating, alternative medicine, and self-tracking.

In the line of research presented here, qualitative data is collected and analysed with the goal of uncovering how patients as consumers are dealing with their increasing freedom of choice when choosing, purchasing, obtaining, storing, and applying medicine. Focus is both on over-the-counter (OTC) medicine as well as prescription-only drugs.

Method

The context of the study is given by two Scandinavian welfare states, Denmark and Sweden. Both states are internationally renowned for their primarily tax-financed egalitarian health care systems. The primary data were collected between 2012 and 2014 in two Danish regions as well as in the Stockholm region. The corpus of data consists of long in-depth interviews, observational notes, and visual documentation. There were 21 key respondents, who at the time of the interviews were aged between 25 and 63 years. Twelve of the respondents were recruited through secondary network, while 9 were approaching while being customers at pharmacies. Various ethnographic methods were applied for the data collection, including extended research visits to the homes of respondents and their families, observations at pharmacies, as well as accompanying some respondents to their general practitioners or the out-of-hours medical service at a regional university hospital. Conventional and critical ethnography are combined, empowering some respondents and giving them a voice.

The interviews have been partially transcribed and have been translated to English. Names and job titles have been carefully altered, keeping the spirit of the cultural and occupational backgrounds.

In the initial analysis, the focus has been on the relationship between health-oriented consumption choices (Thompson 2005) and risk (Beck 1992) as well as as on trust in medicine (van der Geest & Whyte 1989). Choice has been analysed on the background of Nettleton's & Burrows' (2003) concept of "e-scaped medicine" and Mol's (2008) dichotomy between the "logic of choice" and the "logic of care".

Results

In spite of heavy regulations on medical products, pharmaceutical companies together with consumers have for a long time slowly been transforming medicine from a purely medical product manufactured to doctors' orders in pharmacies towards a commoditised good, subjected to pricing, branding, and advertising, freely available on a globalised market. This commodification of medicine has been found to lead to the emergence of a spectrum of consumption strategies w.r.t. OTC medicine among the respondents of this study.

One such strategy was found to be based on strong (often advertising-induced) brand commitment. This commitment was further based on the respondents' own "research" using various Internet-based information resources of varying medical authority, ranging from patient communities to medicine databases. In spite of pharmacists' attempts at offering identical lower-priced generic variants, strong brand commitment led to rejection of these offers, demoting pharmacists to the role of basic merchants.

A middle ground was taken by some respondents, who were found to buy equivalent generic products

based on a price-based purchasing strategy, but kept referring to these products using the established brand names. This part of the data demonstrates the role the consumption of OTC medicine plays in the identity construction and social positioning of Scandinavian consumers.

Respondents that were able to leave concerns for brand commitment behind, were found to use their freedom as consumers to diversify their purchasing options by buying medicine on the global market. In other words, medicine transcends the national health markets and becomes a global commodity.

To summarize, the meaning of OTC medicine was found to be heavily influenced by advertising, and to encompass varying blends of brand commitment and price-oriented purchasing. Interestingly, similar consumption patterns were also found for prescription-only drugs, which under the influence of the massive availability of health-related Internet-based information also are undergoing a de-facto commoditisation process.

Conclusions

While the commoditisation of medicine, in particular of OTC medicine, has been a long-term trend, this study has shown that recent developments are enabling and pushing patients to massively extend their consumption approach to medicine by increasing freedom of choice. The role of pharmacists as medical advisors is demoted in the process, with some respondents going as far as equating them to (annoying) shop assistants.

Further, we have observed that consumption as a buying process is separated from the actual "physical consumption" (ingestion or other application) of medicine, justifying the need for further research from a patient- and consumer-centered rather than a medically-centered perspective.

The emerging well-educated generation of digital citizens in Scandinavia is integrating OTC and even highly regulated prescription-only drugs into their standardised basket of goods. One can say that for patients with a dominating consumer identity, the "logic of choice" seems to trump the "logic of care".

Consumers' Shopping Orientations in Online Grocery Shopping

Jenniina Sihvonen

University of Vaasa, Vaasa, Finland

Objectives

Online shopping is a growing field of importance in the retail business. Especially online grocery shopping has gained ground as it can be the most convenient way of handling purchases for many households. Differences between online and offline shoppers have been found in prior studies (e.g. Danaher et al. 2003). However, consumers are not likely to be either online or offline shoppers, but they are both. That is why we should ask, whether consumer's shopping orientation in online shopping differs or remains the same when compared to physical retail environment. This study is to examine consumers' shopping orientations and choice-making in experimental settings of online grocery shopping and to compare findings with the offline situation.

1) Is shopping orientation of a consumer similar when purchasing groceries offline and online? 2) How different attributes (price, picture, brand, textual description) of groceries presented in the online retail environment contribute to consumer's choice-making?

Method

The study will be a mixed method effort combining survey of shopping orientation and eye tracking related to online display of grocery product assortment and consumer's choice-making. Respondents for the study will be recruited in a grocery store. Shoppers are asked if they would be willing to participate in a two-phase study and give their email-address for contacting. The aim is to get 40 consumers to participate both study phases.

Operationalization of shopping orientation for the survey is based on the Consumer Styles Inventory by Sproles and Kendall who have defined consumer decision making style as "a mental orientation characterizing consumer's approach to making choices" (1986: 267). The eight characteristics will be examined: price/value consciousness, perfectionism, brand consciousness, novelty/fashion consciousness, habitual/brand loyal, recreational shopping, impulsive/careless shopping, and confused by over choice.

Neurosciences are utilized more and more by retail companies. Eye tracking is a technique which reveals, where the test person has looked at, for how long, and in which order. In this study it will be examined how product cues such as brand, price, and package are displayed and perceived in online grocery store. Existing display of product assortment in online food store foodie.fi is used as visual stimuli for the participants. Different product categories with chosen items will be investigated: cucumber, milk, bread, cheese, bologna, chicken nuggets and beef minced meat in order to reveal if there are product category-specific differences in consumers' choice-making. After the test, reasoning underlying the choices made will be discussed with the participants.

Results

Consumer research has identified shopping orientation as an important construct as, by definition, there should be a strong relationship between shopping orientation and choice-making. In general, shopping orientation is regarded as a rather general and stable stance, meaning that orientation is not product-category specific. However, there are contradictory findings on this matter. There may be life-stage (Hawks & Ackerman 1990) or situation-specific (Bauer, Sauer & Becker 2006) differences affecting consumer's shopping.

Numerous shopping orientations have been identified in the past research during several decades since the seminal study of Sproles & Kendall (1986) (see Laaksonen et al. 2013 for review). In sum, prior literature suggests that cost, quality and convenience have always played a significant role. What has to be noted is that consumers may not be motivated by only one factor, but several at the same time (Brown et al. 2003). There are prior studies indicating that multiple shopping orientations exist among the internet shoppers, and that these similar shopper types can also be found in studies focusing on offline shopping orientations (e.g. Brown et al. 2003). However, studies comparing whether consumers' shopping orientations are unchangeable from offline to online context are non-existing.

There are three hypotheses:

H1 Similar shopping orientations can be found in online and offline grocery shopping.

H2 The way of displaying product assortment in online grocery store alters the consumer's shopping orientation typical to their offline grocery shopping.

H3 Consumer's shopping orientation in online grocery store -setting varies depending on which category of groceries in question.

Conclusions

Differences between online and offline shopping orientations are expected, although the categories of general types of shoppers are likely to exist. Prior studies have shown somewhat contradictory findings when it comes to the emphasis of different shopping orientations applied by online consumers. For example Danaher et al. (2003) suggest that online consumers may be more brand loyal, whereas Donthu and Garcia (1999) conclude that they are more convenience and variety-seeking, and innovative, but not as price- or brand-sensitive as their offline counterparts. This study is to specifically shed light on online groceries shopping. As a whole, there seems to be a clear need to strengthen the understanding of how the display of product assortment affects how consumers pay attention, perceive products and make choices.

The data collection will be conducted in February-April 2016, so the first results and conclusions will be done by the coming NCCR-conference held in May.

Families and food in hard times: Exploring Food poverty in Norwegian Households

Silje Elisabeth Skuland

Consumption research, SIFO, Oslo, Norway

Objectives

Politicians and health authorities consider dietary inequality as a major concern. However, low income rarely figures in the dietary surveys nutrition policy builds upon. Emphasis is rather put on education as the mediators of dietary inequality. Moreover, while income inequality among families is growing in Norway, charity organizations in Norway report increasing need for food aid. Still, food and eating is not associated with poverty in families i political and public discourse. The objective of this study is to explore food poverty among Norwegian households. My aim is to investigate how food and eating intersect with other material and social needs of families. Political attention towards increasing levels of childhood poverty, suggests a lack of understanding how poverty concerns families at a household level. Furthermore, this paper thus discusses food poverty in a household perspective, arguing that food involves and intersects with social and material need in everyday life.

Method

The ongoing study is a part of a European research project, *Families and Food in Hard Times*, comparing food poverty among families in Portugal, Norway and the UK. The paper builds upon in-depth household interviews of 30 families, including interviews with parents and adolescents (aged 11-15) living in urban and rural areas. The informant families were recruited through a small survey handed out to all 6th to 9th grade pupils in three schools, located in areas with high levels of income poverty, and, also through communal workers and charity organizations. All interviews were semi-structured, including questions about everyday eating patterns, shopping, details about house expenses and priorities. The recruited households includes both immigrant and ethnical Norwegian families who are either marginally food insecure or in acute lack of food.

Results

Studying food poverty in households highlights how food, regular expenses, unforeseen costs and social obligations are tied together. Preliminary results suggest that there are no strait forward priority list of needs or expenses in the interviewed families. In other words, while some families seldom reduces their food budget, other do in order to buy or pay for other needs including vacations, leisure activities for children, clothes and equipment. A high dental bill or sudden need for a new fridge indeed affect food and eating in families. However, obligations to help extended family with money or making sure children have pocket money also put strains on food budgets. Moreover, while parents provided pocket money to avoid their children from becoming socially excluded, many of the adolescents spent their money for food.

Conclusions

This study argues that we need to understand poverty and food insecurity in a household perspective, highlighting that family obligations and expenses are both social and material. Employing a household perspective on food poverty, shed light on how sudden expenses or social expectations produce food insecurity in families. In Norway, poverty is defined by relative income measures. This study argues that we need to define poverty and food insecurity in terms of household expenditures, but also include how families have moral and social responsibilities that sometimes affect food consumption and result in families lacking food.

Appropriating Death: Capitalizing on Extreme Counterculture

Jacob Östberg², Matthias Bode¹, Alisa Smirnova²

¹University of Southern Denmark, Odense, Denmark, ²Stockholm Business School, Stockholm, Sweden

Objectives

This paper addresses the intricate linkages between counterculture of Black Metal and consumer culture. What makes this context theoretically interesting is that it is one of the most extreme versions of counterculture. It is unlikely that mainstream brands want to be connected with the ideological baggage - anti-Christianity, church burnings, National Socialism, xenophobia, Satanism, and murder. Still, the allure of the mainstream brands is to harvest some of the authenticity attributed to the members of the Black Metal counterculture.

Drawing on two brand case stories where the respective company relates to Black Metal counterculture in different ways-through exploitation and through appreciation-we address the issue of commercial appropriation. More specifically we want to elucidate the process of translation whereby countercultural expressions are morphed from their original form into sellable commodities. In doing this we illustrate reactions from the counterculture, when the appropriating brand is as nuanced in appropriating the symbols.

Method

Paper is built around two case stories of companies that have appropriated cultural expressions from the countercultural movement Black Metal. The first case, Anti Sweden, is built on a more extensive material where we have followed the brand for several years, closely monitoring their marketing activities, as well as their presence in traditional and social media. In order to understand the company we have also studied the Black Metal counterculture by reading secondary sources, both academic—books and research articles—and non-academic—online material, documentaries, music videos, and books. We have also engaged with Black Metal music and familiarized ourselves with the cultural expressions of the field.

For the second case, H&M's launch of a Black Metal inspired collection, we are not interested in all the activities of the company, but just this particular collection. Furthermore, we are more interesting in the subsequent reactions from the Black Metal community, the media, and social media, than we are in the company's strategic decisions, and have therefore collected data pertaining to those aspects.

The authors have studied the two cases independently and then identified key elements of similarity and divergence. This empirical material has then been looked at from the theoretical perspective of appropriation of subcultural and countercultural symbols by mainstream consumer culture. In a manner inspired by hermeneutics we have continuously tacked back and forth between the empirical material and a broad set of theoretical discussions that has enabled us to make sense of the material and contribute to our understanding of consumer culture.

Results

The two cases, Anti Sweden and H&M's heavy metal collection, represent different ways in which brands aimed at a mainstream market can appropriate symbolic material from countercultures as part of their brand building activities. While Anti Sweden's approach can be characterized as one of appreciation, H&M's approach is in a mode of exploitation characterized in cultural studies texts about appropriation (Frank 1997; Hebdige 1979). The problem with choosing to appropriate elements from Black Metal-this particular instantiation of counterculture is obsessed with authenticity and they are not happy to see their cultural symbols being exploited for commercial purposes.

While both brands have taken onboard countercultural expressions, Anti Sweden managed to transform them into sellable commodities without alienating the counterculture, whereas H&M failed in this regard. The process of taking onboard these expressions can be viewed as a translation (Arvidsson 2001) where the radical outsidership of the Black Metal counterculture needs to be translated into a more general edginess that appeals to a mainstream market.

Hebdige (1979), in his seminal work on youth subcultures in postwar Britain, made a distinction between appropriation that merely took the music and style from a particular subculture, and between appropriation that engage more fully on an ideological level. With H&M, we see that they did not engage with the counterculture as such, but rather stayed on a surface level of cool graphics and vague references to an

outsider culture. With Anti Sweden, however, we see an engagement at the ideological level where certain core elements of Black Metal Culture were translated into the world of denim and fashion. Whereas Anti Sweden has been able to collaborate with insiders from the Black Metal community, H&M instead provoked a reaction amongst the insiders of the counterculture. Members of the Black Metal community engaged in media activism whereby they playfully appropriated the commercial rhetoric of H&M in an exaggerated manner (cf. Harold 2004) as the edgier parts H&M's metal collection was largely built upon fake bands, consisting of names and graphics.

Conclusions

This paper has aimed to add to our understanding of the intricate linkages between counterculture and consumer culture. Even though there is a constant change in the particular stylistic elements that signify the quality of coolness/edginess/being-in-the-knownness, the striving for these qualities seems to be an enduring element of consumer culture. As counterculture becomes more extreme, so do the available signifiers that mainstream companies appropriate in their brand building endeavors. In this paper we have illustrated some potential reactions from the counterculture itself, when the appropriating brand is more or less nuanced in appropriating the symbols. It seems like there is potentially more acceptance from the counterculture when the translations of counterculture symbols into consumer culture symbols takes the ideological baggage into consideration, compared to if the translations merely stay on a cliché level of mimicking the symbols.

Does a Short Brand Story on the Package Affect Consumers' Brand Responses?

Eeva Solja^{1,2}, Veronica Liljander^{1,2}, Magnus Söderlund^{3,1}

¹Hanken School of Economics, Helsinki, Finland, ²CERS - Centre for Relationship Marketing and Service Management, Helsinki, Finland, ³Stockholm School Economics, Stockholm, Sweden

Objectives

Brand stories have been consciously utilized in marketing already since the 90s (Escalas, 1998). One of the richest bodies of literature on the effect of stories on consumers' responses to brands can be found in advertising research (e.g. Chang, 2009, 2010; Wentzel et al., 2010). Today a surge in the use of brand stories can be seen in product packaging. However, product packages have hitherto received little attention as story transmitters, although packaging is generally considered an influential marketing vehicle (Underwood & Ozanne, 1998): packaging is important to capture consumers' attention, and it directly influences their purchase intentions (Underwood, 2003) and buying decisions (Little & Orth, 2013). Packaging is particularly important for fast-moving consumer goods (FMCGs) (Simms & Trott, 2014). Therefore, the purpose of the study is to investigate, in a FMCG setting, how consumers' brand responses are affected by packages with short brand stories.

Method

The study reports findings from two experiments, which compare consumer responses to a short brand story on a FMCG package with 1) the absence of a story and 2) a list.

Study 1 was a between-subjects experiment designed to compare the effects of a short brand story on a FMCG package with the absence of a story. The two packages were identical in respect to all aspects apart from the inclusion/exclusion of the story. The participants (n= 98) were randomly allocated to the treatment (short brand story) and control condition (package without the story). Responses in terms of brand attitude, perceived value, purchase intentions, and other behavioral intentions, were measured. The object of the study was a liquid laundry detergent.

Study 2 was a between-subjects experiment designed to compare the effects of a short brand story on a FMCG package with a list. The two packages were identical in respect to all aspects apart from the section including the story or the list. The participants (n= 215) were randomly allocated to the treatment (short brand story) and control condition (list). Responses in terms of narrative transportation, critical thoughts, positive affect, brand attitude, perceived value, purchase intentions, and other behavioral intentions were measured. The object of the study was a muesli product.

Results

The main finding of the two separate studies was that the presence of short story on a FMCG package produced a higher level of narrative transportation, positive affect, brand attitude, perceived value, purchase intentions, and other behavioral intentions as opposed to the absence of a story.

In addition to the direct effects from story to the consumer responses, a chain of indirect effects was found. A short brand story seems to evoke narrative transportation, as suggested by previous research (e.g. Brechman & Purvis, 2015; Ching et al., 2013), which appears to both increase the level of positive affect and reduce the level of critical thoughts. This finding is consistent with previous transportation studies (Escalas, 2004a; Green & Brock, 2000). Furthermore, positive affect and reduced critical thoughts lead to a higher level of brand attitude. The same chain of effects has been found in other contexts (e.g. Escalas, 2004a and 2004b; Chiu et al., 2012) and the present study confirms it for short stories on packages also. In addition, the study shows that brand attitude has a positive effect on perceived product value. This is congruent with previous qualitative studies that have found stories to have a positive impact on consumers' willingness to pay for the brand (Lundqvist et al., 2013).

Furthermore, the study showed a direct effect of a short story on behavioral intentions and purchase intentions.

Conclusions

The paper shows that even a short brand story included on FMCG packaging has a positive impact on consumers' affective, attitudinal, perceptual, and behavioral responses to the brand. These results may perhaps not seem surprising given the generally strong potential of stories to impact receivers. However, what makes these results interesting and novel is that they were obtained with two very short stories (<100 words), which were embedded amongst other product information in the form of packaging text.

The findings are interesting also because the stories were rated as only mildly interesting and emotionally engaging by the respondents. These findings indicate that the story format per se may be more essential than story content, or at least of equal importance, in producing positive consumer responses in a marketing context.

Finally, the paper shows that stories may successfully be used on the packaging of FMCG products in the low-involvement category.

The Utopia for Tomorrowland: a quali- quantitative study of the social media's Habitus

Vella Verónica Somoza Sánchez, Dorthe Brogaard Kristensen
University of Southern Denmark (SDU), Odense, Denmark

Objectives

This research focuses on social media and the possibilities that the combination of big data (computational data) and small data (ethnographic qualitative research methods) presents for its study. Theoretically, this research draws on the constructions of habitus and field of Bourdieu (1972-1990) seeking to define YouTube as a fieldwork. Pursuing this objective, the electronic dance music festival (EDM) of Tomorrowland is used as a case study. This research contributes to the discussion regarding the uses of the mixture of qualitative and quantitative data (quali-quantitative data), which has not yet achieved a methodology that allows researchers to fully agree on how to mix those two fields of study (Block and Pedersen 2014). This project has relevance not just for companies and products, but also over the future of disciplines as sociology, anthropology and marketing and their role of participation in the organization.

Method

The methodology for the current study regards an interpretive approach based on a triangulation of methods that integrates the combination of quantitative and qualitative data gathered regarding the case study, which is the after movie video of the community Tomorrowland. The creation of the festival utopia follows the theories of Cova and Cova (2002) concerning consumer tribes, plus the CCT theories of Belk et al. (2003) and McCracken (1988) combined with the ideas of distaste of Wilk (1997) and the identification process regarded by Elliott and Watanasuwana (1998). These theories constitute the core for the small data analysis upon which the processing of big data is based. This qualitative data consists of 10 interviews following a nonprobability sampling biased to fit the roles established by Cova and Cova (2002). Three types of interviews were conducted; biographical non-structured interviews, a structured questionnaire sent via Facebook and a mixture of both through the questionnaire and an interview performed during a Facebook conversation. The members of the community interviewed are divided, according to the roles of Cova and Cova (2002), into participants, sympathizers, devotees and practitioners depending on their degree of participation in the community gatherings, how they identify with the tribe, and how much they feel involved with the tribe in their everyday life (Cova and Cova 2002). The quantitative data consists of approximately 9150 comments processed with the software the author has created. This software processes and divides the thread of comments regarding the after movie on YouTube with analytic purposes.

Results

The results of this research regard two different scopes. Firstly a theoretical contribution regarding the type of research that YouTube may offer as a field of study. YouTube is presented as a tool with multiple objectives for its users as to search information, to find entertainment, to increase their popularity among the tribe, etc. Due to the festival organization's influence on the social media, through the after movie storytelling, YouTube is presented as a socializing context. These implications determine the results that the social media may produce and that need to be taken into account by researchers when conducting an investigation on YouTube. In this sense, the thickness of data presented by the social media is relevant to produce different results in a social media research; for example, a study regarding meaning construction is not suited for a field of study as YouTube due to the lack of deepness of its communications. This result is explained due to the framework (defined as field) of the Social Media.

Secondly an empirical contribution, with departure in the quali-quantitative study of the festival Tomorrowland: Following this analytic system, the first conclusion establishes the importance of the utopia creation for the festival's success. In this sense the entry tickets are established as a driver of desire for the community tribe. This fact justifies why the community justifies or is not even aware of the price increase of the tickets on the festival's 10 years of existence; i.e.30 times its initial amount. Finally, the study of the data on the fieldwork determines the scope and the analytic depth that may be achieved on YouTube as a field of research through the combination of big and small data. This research presents the limitations regarding YouTube as a field of study and the ones presented by the quali-quantitative analytic process.

Conclusions

The conclusion of this research reflects the extensibility of the quali-quantitative approach; for example in a market study. Companies using this approach would be able to determine which themes are important for

their consumers by getting direct feedback from members of the community stated in public on the social media. Furthermore, the study of the comments would produce communication outcomes for the company, which would be able to adapt quickly to the changing consumer tastes through new products and the possible adaptation of the current ones, which is a requirement in order to continuously re-enchant the consumers (Christensen et al. 2008).

Finally, the author proposes that the future of qualitative research should advance accompanied by the developments in computational data in order to shape and develop new insights in the understanding of the continued feed of data.

The impact of household routines on consumer food waste behaviour relative to psychosocial antecedents

Violeta Stancu, Pernille Haugaard, Liisa Lähteenmäki

MAPP - Centre for Research on Customer Relations in the Food Sector, Aarhus University, Aarhus, Denmark

Objectives

Much of the food produced for human consumption is wasted in the supply chain, with individual consumers being the key contributors, especially in the developed countries. Food waste has important negative consequences on the environment, the economy and the society overall. One of the best ways to deal with the food waste in order to diminish some of these consequences is to avoid it.

The aim of the study was to explore the antecedents of avoidable food waste, the part of food waste which sometime prior to being discarded was comestible. Consumer behaviour theories and empirical studies suggest that a number of psychosocial factors (e.g. attitudes towards the behaviour, behavioural intentions) are associated with food-related behaviours. In addition, food waste behaviour can be seen as part of the food provisioning process of the household, which implies that several food-related routines can play an important role as antecedents of food waste.

Method

A cross-sectional online survey was conducted in July 2012 in Denmark to gather data from respondents who were responsible to some extent for cooking in their household. A total of 1062 people completed the survey.

Food waste was measured with 5 items referring to the estimated fraction of food which is discarded over a regular week in the household out of what is purchased or grown. Intentions not to waste food were measured with 3 items e.g. "I intend not to throw food away", shopping routines were measured with 2 items e.g. "We often buy unintended food products when shopping", leftovers reuse routines were measured with 3 items e.g. "The leftovers are stored in appropriate conditions so they will last"; planning routines were measured with 2 items e.g. "The home meals are usually planned for a couple of days ahead"; attitudes towards food waste were measured with 3 items e.g. "In my opinion wasting food is (not at all negative (1) to extremely negative (7))"; Injunctive norms were measured with 3 items e.g. "One should never waste any food"; moral norms were measured with 3 items e.g. "Wasting food would give me a bad conscience"; perceived behavioural control was measured with 3 items e.g. "In my opinion wasting food is (avoidable (1) to unavoidable (7))" and finally household skills were assessed with 4 items asking respondents to rate skills such as "Planning the meals". The measures were adapted from prior literature.

Results

The data were analysed using confirmatory factors analysis (CFA) and structural equation modelling (SEM) in SAS 9.4. In order to assess the role of the household routines, a model without paths from household routines (i.e. shopping and leftovers reuse routines) to food waste was compared to a model with those paths included.

The goodness-of-fit was satisfactory for both models tested in the present study. However, the model including the paths from shopping routines and leftovers reuse routines to food waste fitted the data slightly better and explained more of the variance in food waste. The model including only the intentional path to food waste explained 35% of the variance in food waste behaviour, while the model including the additional paths from the shopping and leftovers reuse routines to food waste could explain 43% of the variance in food waste.

The most important antecedent of food waste behaviour was the perceived behavioural control, followed, in order of importance, by leftovers reuse routines, shopping routines and lastly intentions not to waste food. The intentions not to waste food were quite weak predictors. Attitudes towards food waste and injunctive norms not to waste food were the only significant antecedents of intentions, of which the injunctive norms were more closely related to intentions. The variation in shopping and leftovers reuse routines was mainly explained by the variation in household skills and planning routines. Planning the household activities reduced excessive shopping, while household skills, e.g. cooking skills, increased the use of leftovers. In addition, household skills had an indirect impact on excessive shopping by increasing planning of the activities related to food in the household which in turn reduced excessive shopping. Finally, the household skills had a strong significant positive impact on planning routines.

Conclusions

The present study identified several antecedents that were able to explain a large amount of the variation in consumers' food waste behaviour. The addition of shopping and leftover reuse routines as antecedents of food waste on top of intentions not to waste food resulted in an improvement in the fit of the model as well as an increase in the explained variance. The household routines were the most important predictors of food waste after the perceived behavioural control. Therefore, the study highlights the importance of considering food-related routines as drivers of food waste as well as providing an important additional avenue to try and change food waste behaviour. Future research is needed in order to better understand the formation of household routines and their antecedents.

Consumer expectation and perception of suboptimal foods: The case of bananas

Claudia Symmank, Susann Zahn, Felix Jähn, Harald Rohm
Technische Universität Dresden, Dresden, Germany

Objectives

In developed countries, a significant amount of food is wasted at the consumption stage. One reason is that consumers often expect products past the best-before date or visually suboptimal food to be less tasty, even though they are still palatable. Consumer decision making to buy and consume suboptimal foods strongly depends on sensory expectations and experiences. The objectives of this study are (1) to understand how consumer acceptance and purchase intention of visually suboptimal versus optimal bananas are affected, and (2) to compare these results between two different degrees of ripeness.

Method

We systematically manipulated environmental conditions during storage of Cavendish bananas and measured firmness, sugar content, and colour to analyze the ripening status. A paired comparison test with 35 semi-trained participants between bananas with 5th or 7th degree of ripeness was conducted to identify sensory properties that are significantly different by using a forced choice test. A pool of twelve sensory attributes of smell, taste, and texture were tested.

For the main study we use a 2 (sensory perception only, and sensory expectation and perception) x 2 (fifth and seventh degree of ripeness) between-subject design. Group 1 subjects receive a peeled banana to rate perception only (blind condition, B), group 2 subjects receive an unpeeled banana to rate expectation and perception (expected, E and informed condition, I), each either with 5th or 7th degree of ripeness.

Participants of group 1 evaluate intensity of sensory attributes using 5-point Just-About-Right scales as well as overall acceptance using a 9-point hedonic scale and purchase intention using 7-point Likert scales.

Participants of group 2 start with rating how intense they expect sensory attributes, overall acceptance, and purchase intention. In the second part, they are asked to peel the banana and rate the perceived intensities of sensory attributes, overall acceptance, and purchase intention. To measure the discrepancy between expectation and perception, participants also judged the degree to which the banana matches/mismatches expectations. In both groups the survey contained questions concerning attitudes towards food, food waste behaviour, sustainability, and socio-demographics.

Results

Analytical results show that, for bananas with the 7th ripeness degree, sugar content was significantly higher, whereas peel firmness and hue angle were significantly lower ($p \leq 0.05$). Paired comparisons revealed that firmness, banana odor/flavor, grassy odor/flavor, sweetness, and mealiness are the most salient attributes to distinguish bananas of different ripeness level. These results ensured that bananas of 5th and 7th degree of ripeness are different in terms of physical, chemical, and sensory parameters.

For pre-testing the experiments, 21 undergraduates were split into two groups which evaluated suboptimal bananas (7th degree of ripeness). Results show that participants in the informed condition exhibited lower acceptance (MI = 6.30 \pm 1.27, MB = 6.82 \pm 1.03) and purchase intention (MI = 4.20 \pm 1.74, MB = 5.18 \pm 1.52) than participants in the blind condition who were not affected by banana peel. Both groups evaluated sweetness and mealiness as too high and firmness as too low. Banana odor/flavor and grassy odor/flavor were rated as just right. In group 2, overall acceptance (ME = 6.80 \pm 1.08, MI = 6.30 \pm 1.27) and purchase intention (ME = 4.65 \pm 1.68, MI = 4.20 \pm 1.74) were lower after banana tasting. This is consistent with their "too high" expectations.

After seeing a picture of a suboptimal banana with brown spots participants had to indicate which of six predefined messages would convince them to buy it. Only the "50 % price reduction" and the message underlining good taste were marked by more than 50 % of the participants whereas messages concerning waste reduction and environmental issues appear as insufficient nudging strategies. Looking at what participants consider to be sustainable in relation to food, environment-friendly packages, buying seasonal and regional food were the three most mentioned facts.

The main study will be conducted end of January 2016 with 200 participants.

Conclusions

To successfully reduce consumer-related food waste, it is necessary to have a clear understanding of the determinants that influence food waste-related consumer behaviour. Sensory experience is one of the

important determinants that help to understand why consumers accept or discard suboptimal foods. Preliminary results of this study show that expectation based on visual appearance influence the participant's hedonic perception that differs from hedonic perception in the blind condition. Convincing consumers that visually suboptimal food is still tasty is of high relevance for recommending different ways of communication.

In the intersection of consumption practices: Finding the interconnections between practices of snack consumption, digital game playing and social media usage

Henna Syrjälä, Harri Luomala

University of Vaasa, Department of Marketing, Vaasa, Finland

Objectives

Digitalization appears to touch plural spheres in consumers' lives, channeling, aiding and problematizing daily doings and beings. Many of the human activities such as social interaction traditionally conducted face-to-face nowadays often take shape in different channels of social media and other digital worlds. Another mundane activity that participates in constructing our everyday lives is snacks consumption. Snacking practices are often interlinked with other consumption experiences, such as going to movies (Lyons 2004; Acland 2003), hiking (Vannini 2008), sports events (Ireland & Watkins 2008; Holt 1995) and different celebrations (Belk 1990). Also, while playing video games consumers tend to snack, and snacking appears as a way to make consumption experiences complete (Cronin & McCarthy 2012). The aim of the study is to discover the interconnections between the practices of snack consumption, digital game playing and social media usage so that theorizing concerning the simultaneous fusion of multiple consumption practices can advance.

Method

The current study is situated within the practice theoretical framework (e.g. Warde 2005; Halkier & Jensen, 2011). The data are generated within an online consumer community in which 36 Finnish consumers participated during two weeks in autumn 2015. The socio-demographic background of the participants varied including people from different occupations, income levels and from different parts of Finland, all age groups were present, however there was an emphasis on younger consumers (42 % were under 30 years) and also an over-emphasis on female informants (69 %). The participants used social media and played at least randomly digital games. In the online-community, consumers completed two kinds of tasks; 1) each of them wrote a private diary of their snacks consumption practices adding pictures and self-produced films showing their mundane doings and places for snacks consumption, and 2) on a social, discussion platform they conducted 10 assignments that covered snack consumption and digitalization in different ways. The data were analyzed using anatomy of practices as a guideline (Warde 2005; Schau et al. 2009; Halkier & Jensen 2011), showcasing how practices consist of seven overlapping elements (procedures, understandings, emotional engagements, social interaction, intersections with other practices, activities and consumption objects). Of these elements, the focus of current study is on "intersections with other practices", and especially on the intersections between snack consumption practices and gaming practices and social media usage practices. Our findings shed further light on what sort of contents the intersections between these practices get in the current data.

Results

Firstly, the findings indicate that snacks consumption practices are interconnected to social media practices in such an integral manner that their simultaneous carrying out is often taken for granted. For instance, sometimes consumers described their snacking with long descriptions about surrounding doings and environment, and only in a throwaway manner mentioned that they actually surfed on social media the whole time. Furthermore, while carrying out these social media practices, consumers appear to actualize the activities of both "being alone" and "being together", thus even though social media obviously connects consumers to each other, its usage may also be acted out as a way to carry out "me-time".

Second, the findings highlight that the game playing practices are intertwined with snack consumption practices in a rather contradictory manner. On the one hand, as playing digital games would often require snacks that are easy to eat and don't mess up game playing and game consoles, the snacking practices may construct as absent from game playing practices. On the other hand, various snacking practices do appear to cross game playing practices, for instance consumers engage in snacking in order to be together with peers. When it comes to the consumption objects, both certain kinds of energy boosting snacks as well as delicacies are eaten while playing. Interestingly, the energy may be boosted not only to the game player self but also to one's figure in the game; this in turn enhances the feeling of immersion into the game. Also, digitalization and different forms of gamification seem to be intertwined with snack consumption practices in more general manners. Different online platforms, blogs, social media forums and mobile

applications are employed for instance to search for information about healthy snacks and monitor the healthiness of various lifestyle habits that relate to eating and exercising.

Conclusions

The current research brings forward novel insights for a type of quotidian consumption, snacks consumption practices, by discovering its intersections with two types of contemporary consumption practices, digital game playing and social media usage. As such the study enlightens contemporary lifestyles which are ever more changing due to various forms of digitalization. Where social media is largely neglected in prior research on snack consumption, the present study joins with the view of Cronin & McCarthy (2012) seeing snacking as a way to make game playing experience complete through social interaction, and by energy-giving and tasty food. The unavoidability of social media and other online platforms within snack consumption practices appear as another significant outcome. As practice theoretical research most commonly identifies set of practices or elaborates thoroughly certain kind of practice, the current paper builds theoretical contribution by showcasing what can be found in the intersection of different practices.

If you want more word-of-mouth activity, ask the customer for it!

Magnus Söderlund¹, Jan Mattsson²

¹Stockholm School of Economics, Stockholm, Sweden, ²Roskilde University, Roskilde, Denmark

Objectives

Recent studies suggest that the employee's mere request to the customer - within service encounters - to engage in word-of-mouth (WOM) has a positive impact on the customer's WOM activity. Thus, for suppliers who interact with customers on a face-to-face basis, merely asking customers for WOM appears to be a straightforward and cost-efficient solution for boosting customers' WOM activity. Previous studies have also indicated the merely requesting the customer to engage in WOM does not have a negative impact on customer satisfaction, even though (from a conceptual point of view) a request for WOM may be perceived by customers as an unwanted commercial element in a personal interaction or even as a threat to freedom. The purpose of the present study is to examine if these findings would be replicated in a different empirical setting and to examine the role of the service level as a potential moderating variable.

Method

We used a 2 x 2 between-subjects experiment to assess the impact of a mere request for WOM by the employee (no request vs. request) under the conditions of different levels of service (poor vs. good) on customers' WOM activity. A role-play scenario approach was used in which the participant assumed the role of a customer in a clothing store who interacted with a store employee. The four versions of the scenario were distributed randomly to the participants ($n = 129$). Each scenario involved a conversation between the participant/customer and a store employee. In the two request for WOM scenario versions, the employee said the following to the participant/customer in the end of the service encounter: "Please recommend us to people you know!". This request was not made in the two no-request versions.

After exposure, data regarding the participants' reactions were collected with a questionnaire. *WOM activity* was measured with a single-item WOM intention measure of the type that appears frequently in the marketing literature; the question was "How likely is it that you would recommend this clothing store to people you know?". It was scored on a scale ranging from 1 (very unlikely) to 10 (very likely). *Customer satisfaction* was measured with a three-item 10-point scale used in many academic satisfaction studies and in several national customer satisfaction barometers (Cronbach's alpha = .89, 1: low satisfaction, 10: high satisfaction).

Results

We used a two-way ANOVA with the two manipulated factors as independent variables. WOM intentions was the dependent variable. The WOM intentions cell means resulting from the manipulations are presented in Table 1.

Table 1: WOM intentions means for the four treatment groups

	No request for WOM	Request for WOM
Good service	7.67	8.97
Poor service	4.42	4.45

The ANOVA resulted in a significant main effect of the WOM request factor ($F= 3.94, p < .05$), a significant main effect of the service factor ($F= 159.86, p < .01$), and a significant interaction effect ($F= 3.56, p < .10$). Thus, and as indicated by Table 1, a request for WOM resulted in higher WOM intentions (yet only under the condition of good service).

As for the effects of WOM requests on customer satisfaction, another ANOVA with customer satisfaction as the dependent variable showed that there was no significant main effect of the request factor on satisfaction. This result thus indicates that satisfaction was neither reduced, nor increased by the WOM request. From a pure satisfaction point of view, then, this result suggests that making a WOM request does not seem to be harmful (i.e., it does not reduce satisfaction). In addition, and as expected (given copious previous studies showing a positive effects of the service level on satisfaction), the second ANOVA also showed that that the service factor had a significant impact on customer satisfaction.

Conclusions

The main pattern from some of our previous studies was replicated: a mere request for WOM, within the frame of a service encounter, can boost customers' WOM activity (without having a negative impact on customer satisfaction). This finding is consonant with results from studies of cross-selling attempts and studies of behavior-related questions in questionnaires suggesting that a mere question can impact behavior related to the question. As for a specific contribution in relation to our previous studies of WOM requests, the present experiment showed that the positive impact of a WOM request on customers' WOM activity seems to exist only under the condition of good service. In any case, the outcome suggests that marketers should not be afraid of asking customers for desired behavior, yet more research is needed to explore the specific mechanisms behind why a mere request for behavior can have behavioral implications.

Ugly vegetables and their effects on consumer responses

Magnus Söderlund, Jonas Colliander, Stefan Szugalski
Stockholm School of Economics, Stockholm, Sweden

Objectives

This study examines consumers' responses to ugly vegetables of the type that most contemporary consumers never see in grocery stores, because agri-food products are subject to strict appearance standards. Studies of several non-food objects (e.g., human beings, cars, offices and store environments) have revealed a pattern of the type "what is beautiful is good" (in the sense that observers typically evaluate physically attractive objects in positive terms), so the same pattern may be expected also for vegetables. Yet we argue that the mechanisms behind this pattern have not yet been fully explored. Given that appearance standards for vegetables create considerable waste (e.g., ugly-looking items are discarded before they reach stores), and from a waste-reduction point of view, it seems fruitful to learn more about these mechanisms. Table 1 below outlines the conceptual variables assumed to be involved.

Method

We used a between-subjects experiment in which the participants were exposed to either (1) a photo of unattractive carrots or (2) a photo of attractive carrots. After exposure the participants ($n = 133$), who were randomly allocated to viewing one of the two photos, were asked to respond to a set of questionnaire items regarding the depicted carrots. These items comprised measures of (a) product attractiveness, (b) a set of variables assumed to capture mediating variables in the response process, namely perceived supplier effort (i.e., customers' views of how much effort lies behind producing the product), perceived healthiness, and perceived quality, and (c) overall product evaluations. Multi-item measures were used (all Cronbach alphas $> .70$), and all items were scored on a scale ranging from 1 to 10.

Results

A manipulation check with the attractiveness variable showed that the stimuli carrots that were supposed to be unattractive scored lower in attractiveness ($M_{attractiveness} = 3.93$) than the stimuli carrots that were supposed to be attractive ($M_{attractiveness} = 5.70$). This difference was significant ($t = 4.98, p < .01$). Thus, the manipulation behaved as intended.

Moreover, the unattractive carrots produced a lower level of overall evaluations ($M = 5.78$) than the attractive carrots ($M = 7.17$). This difference was significant ($t = 2.38, p < .05$), thus suggesting a pattern of the type "what is beautiful is good" in our carrot setting.

As a means to examine the mechanisms behind this outcome, we used a structural modeling approach with AMOS 22. The proposed model (see Table 1), in which we included a link between the experimental treatment and attractiveness, was characterized by a good fit with the data ($\chi^2 = 215.56, df = 129, p < .01, CFI = .96, NFI = .90, RMSEA = .07$).

Table 1:

Standardized path coefficients in the proposed model

Link 1: Treatment-Attractiveness	.40*
Link 2: Attractiveness-Quality	.64*
Link 3: Attractiveness- Perceived effort	.42*
Link 4: Attractiveness-Perceived healthiness	.37*
Link 5: Perceived effort-Perceived quality	.20*
Link 6: Perceived healthiness à Perceived quality	.22*
Link 7: Perceived quality-Overall evaluations	.80*

* $p < .01$

The results for the proposed model indicate that attractiveness had a direct influence on perceived quality. They also indicate that there was indirect influence of attractiveness on perceived quality via perceived effort and perceived healthiness. Moreover, perceived quality had a positive impact on overall evaluations.

Conclusions

Unattractive carrots were evaluated less positively than attractive carrots, thus the "what is beautiful is good" pattern was obtained for this product type. Yet our study also reveals several mechanisms behind this pattern, in the sense that the results indicate that perceived supplier effort, perceived healthiness, and perceived quality contributed to the outcome. Perceived effort has rarely been examined in the existing literature on consumers' reactions to food items, so we view our results regarding this variable as a specific contribution. In any event, our results imply that unattractive agri-food items are less likely to be successful in the marketplace. However, and from a waste-reduction point of view, our results suggest that suppliers who nevertheless make attempts to launch such products may be able to reduce consumers' negative quality perceptions and negative overall evaluations if they succeed in boosting perceived effort and perceived healthiness.

Impacts of lifestyle and country of residence on sustainable food consumption

John Thøgersen

Aarhus University, Aarhus, Denmark

Objectives

Unsustainable lifestyles in industrialized countries is currently being replicated by growing elites and middle-class populations in developing countries, and there is no saturation in sight. Food consumption is one of the three areas contributing the lion's share to our "carbon footprint". However, there is a lack of empirical research documenting the extent to which the sustainability of food-related choices is related to the person's lifestyle? This is our first research question, and it is important, e.g., for campaigners deciding to which extent differentiated campaigns targeting different lifestyle segments are needed when promoting more sustainable food consumption. Our second research question is whether it is meaningful to speak about pan-European lifestyle segments in relation to sustainable food consumption? Our third and main research question is how country of residence and lifestyle interact in shaping (un)sustainable consumption patterns? The type of lifestyle studied here is a domain-specific lifestyle: food-related lifestyle (FRL).

Method

An online survey was carried out in 10 European countries ($n \approx 335$ in each country), covering the five regions north, south, east, west and middle Europe. The survey measured FRL and food-related sustainability behaviour, as well as issues not pertinent to the present study. The questionnaire was developed in English and translated to the nine other national languages. In order to control the translations, they were back-translated into English by the organizations doing the translation (but a different person). The survey data were collected by market research company YouGov, who sampled respondents from their own and partners' panels in the different countries, administered the data collection as CAWI-interviews and organized and presented the data in SPSS files. The samples from each country are representative for the age group 18-65 years old with regard to sex, age and geography.

Results

Multi-group CFA (AMOS22) was used to control the cross-national validity of the 69 item FRL instrument. After deleting a few items, it was found that the factorial structure of all five FRL domains is invariant with respect to factor configuration, factor loadings, and factor covariances.

However, it is not invariant across cultures with respect to item intercepts. This means that culture-specific response biases exist that are caused by other influences than variations in the underlying factor, which hence have to be corrected for.

The FRL segmentation was performed on the basis of data from all 10 countries using the 23 FRL dimensions as input by means of AMOS and Latent Class Analysis using Bayesian analysis with Markov chain Monte Carlo (MCMC). A 5 cluster solution converged and produced a reasonable division of the sample, confirming that pan-European FRL segments can be meaningfully identified.

The joint effect of country and FRL on the sustainability of food-related consumer behavior was analyzed by means of GLM (SPSS22). Both country of residence and FRL significantly account for variation in each of the six included sustainability-relevant food related behaviors (direct effects). In addition, there is a significant ($p < .01$) interaction between country and FRL for three behaviors (Choosing appliances in the best energy class, Non-car shopping, Beef for supper).

Conclusions

The results suggest that it is possible to empirically identify distinct pan-European segments of consumers with different food related lifestyles. Different response biases between countries need to be taken into account. Food-related lifestyles and national context both contribute independently to (un)sustainable food-related consumption, but no country can boast of more sustainable food-related consumption than others across the board. Neither can any of the (preliminary) identified pan-European FRL segments. For some food-related behaviours, but not for others, the impact of FRL on the sustainability of food consumption depends on country of residence.

Self-nudging: Overcoming the intention-behavior gap in the context of sustainable food choices

Gabriele Torma, John Thøgersen, Jessica Aschemann-Witzel
Aarhus University, Aarhus, Denmark

Objectives

There is no doubt about an intention-behavior gap in the environmental field (Leire & Thidell, 2005). Many consumers are aware of their dilemma. Hoch and Loewenstein (1991, p. 493) note that, consumers feel "driven to buy something against their own better judgment" and therefore attempts of self-controlled behavior are observed. Consumers are willing to act against this dilemma that stems from impulsive consumption (Dittmar & Bond, 2010; Kacen & Lee, 2002; Vohs & Faber, 2007). Similar to the common meaning of "nudging" (Thaler & Sunstein, 1999), we propose that consumers sometimes use a "self-nudging" strategy, changing their "choice architecture" themselves.

We explore consumers' use of self-nudging strategies to drive their own sustainable consumption behavior. Specifically, we explore whether it is conceived as a "self-nudging" strategy when consumers living in a context with a good supply of organic food in conventional supermarkets sign up for an "organic food subscription scheme" (OFSS).

Method

A qualitative research approach is applied. We want to explore consumers' perception of their possible "self-nudging" strategies, in general and specifically in connection with signing up for an OFSS.

- When and how do consumers with a pro-environmental mind-set observe an intention-behavior gap in their food purchasing, if at all?
- Which strategies do consumers follow to overcome this gap, if any?
- To which extent do they consider purely mentally based self-control strategies vs. strategies to change their environment so as to facilitate pro-environmental choices and/or impede the opposite?
- To which extent was signing up for an OFSS considered a self-control strategy?

However, the theoretical meaning of "self-nudging" is based on extant research, but its manifestations in practice in the current case is explored using an explicitly open-minded approach regarding specific and potentially new meanings while still probing into particular aspects of the phenomenon as identified in prior research. A specific type of semi-structured interviews - "problem-centered interviews" (PCI's) (Flick, 2015; Witzel, 2000) - is deemed to be the best approach in this case. Initially personal network is used to identify OFSS-customers. This Snowballing will then lead to a purposive selection. In the PCI's, pictures are used as a visual medium (Hurworth, 2003). This allows provoking responses and an easier extraction of information from the participants for a better understanding of their behavior. Regarding the reasons for choosing the subscription scheme, the pictures will be used to evoke memories and thereby lowering the bias of ex-post rationalism of the decision.

Results

The data-collection is planned and results will be ready to present on the conference.

We assume that the participants will reveal their motives for signing up for an OFSS-box, in addition to the fact that they are organic. We expect that availability and saving time & cognitive resources are among the motives to sign up for an OFSS. Further, that consumers highlighting the latter motives will consciously or unconsciously also describe motives that can be classified as "self-nudging". "Self-nudging" occurs in reflective situations, where "system 2" can overrule "system 1" (Kahneman, 2003).

We expect consumers to which sustainable behavior is part of their self-identity (Bamberg & Möser, 2007) to mention their awareness of often not behaving according to their intention when shopping. We assume, that participants mention strategies of avoiding intra-personal conflicts between desire and will-power. Such strategies are well known from people being used when developing a detailed plan of action to deal with

difficulties while e.g. aiming to lose weight (Hoch & Loewenstein, 1991; Schifter & Ajzen, 1985). We expect that participants will mention foresighted strategies to avoid impulsive consumption as an act of self-control (Lades, 2014), signing up for a subscription of an OFSS being one of them.

We further expect that one or more household-members might consciously aim to nudge both themselves and other household members (Aschemann-Witzel, 2013).

Conclusions

The employment of "self-nudging" strategies, like the decision for an OFSS-box, is an additional indicator that the existing "hyperchoice society" is not what consumers want (Mick, Broniarczyk, & Haidt, 2004). Especially not, if consumers already made up their minds and want to consume sustainably. "Self-nudging" is one strategy of consumers to avoid this "tyranny of small decisions".

We expect to find evidence for "self-nudging"-strategies of consumers to drive their own and other household member's sustainable behavior. This will have implications for the further understanding of the concept of "self-nudging" in a household-setting, being a primarily individual-centered approach.

Enabling Behavior Change in Communities- Social Practice Theory Perspective

Maxim Vlasov^{1,2}, Cecilia Mark-Herbert²

¹Umeå University, Umeå, Sweden, ²Swedish University of Agricultural Sciences, Uppsala, Sweden

Objectives

As we are crossing new planetary boundaries (Steffen et al., 2015), changing human behavior is becoming the central focus of sustainable development work. However, social marketers have not yet reached the potential required for shaping pro-environmental lifestyles (McKenzie-Mohr & Schultz, 2014), which are embedded in complex systems where both individual factors and surrounding environment play a defining role in their adoption.

We all live in communities be that our neighborhood or entire town, and community is a great example of a system where constant interactions between individuals and their environment shape daily practices. The purpose of this paper is to develop a conceptual framework based on Social Practice Theory (Shove et al., 2012) and test its applicability for understanding and aiding behavior change campaigns for entire communities. Consequently, the paper's objective is to contribute to the debate between the advocates for upstream and downstream social marketing interventions.

Method

This paper has flexible design, and builds on literature review and in-depth case study.

First, to construct a "tight and evolving" framework (Dubois & Gadde, 2002), a set of multidisciplinary literature is reviewed. Based on peer-reviewed articles in social marketing and psychology, the review has four key themes: the current debate about upstream and downstream social marketing (e.g. Cherrier & Gurrieri, 2014); promotion of pro-environmental behaviors (van Vugt et al., 2014) including role of norms (Rettie et al., 2012) and values (Schwartz, 1992); community-based social marketing (McKenzie-Mohr, 2000); and Social Practice Theory (**SPT**) (Shove et al., 2012).

The review is followed by in-depth study of a campaign that promotes sorting of organic waste for biogas production in Malmö (Sweden). The campaign has been running for more than 4 years and successfully reached its ambitious goals. Primary unit of analysis is practice of sorting organic waste, and perspectives from both social marketers and residents, as well as observations of the environment, are taken into consideration. Data is collected using semi-structured personal and phone interviews with 4 key individuals behind the campaign and 14 residents of Malmö of various age, gender and accommodation type. All interviews are recorded and validated. Newspapers and campaign material are used to support the primary data. All relevant technologies proposed by Riege (2003) are applied to establish trustworthiness of this study.

Finally, narrative analysis is applied, which is aided by various techniques, such as matching and organizing data in tables and graphs, to facilitate coding and categorization.

Results

SPT suggests that behavior may be understood better through routinized activities, i.e. practices, which consist of interconnected elements, such as materials, competences and meanings (Shove et al., 2012). This paper puts forward a conceptual framework that incorporates multidisciplinary ideas, as well as different concepts and tools suggested by social marketing research into the model, and shows how they can function together and affect various elements of practice. The framework proves useful in analyzing the campaign in Malmö. The campaign stretched over several years and targeted the entire city, touching upon all elements of practice: *materials*, e.g. providing infrastructure and convenient holders; *competences*, e.g. extensive information campaigns on "how" and "why" of sorting; and *meanings*, e.g. renewable fuel for city busses, easiness, norms.

Both practices and practitioners have careers (Shove et al., 2012). The residents' narratives show how their engagement in recycling developed over time, and how their attention shifted from one element of practice to another. This knowledge can assist social marketers in choosing tools that are particularly relevant for a certain stage of practice adoption: **(1)** providing infrastructure and convenience (*materials*) for an easy start,

(2) applying effective communication and educating (*competences*) for increased engagement and (3) creating strong images (*meanings*) for maintenance of behavior and its uptake by latecomers.

Finally, behavior change campaigns in communities cannot be perfectly engineered due to a diversity of contextual factors that also affect the process. The adoption of organic waste sorting in Malmö was affected by residents' families, neighborhoods, work places, coincidences and other practices. Besides, some of the target audience took an active role promoting recycling, and acted as ambassadors of the campaign in their neighborhoods and workplaces.

Conclusions

By analyzing behavior in terms of social practices and developing a toolbox based on **SPT**, this paper contributes to the appearing research that strives to develop community-based social marketing approach. Working with behavior interventions in big and diverse communities is not an easy task. Compared to controlled experiments and short-term campaigns, it requires incessant application of a wide array of tools. Furthermore, behavior change is a continuous process with different transition stages. Upstream and downstream social marketing approaches can then effectively complement each other, thus the border between them can be reconsidered. Practitioners can analyze behaviors as everyday practices, apply extensive and transparent research before acting and engage constantly in open dialogue with the community.

Appreciation of the community complexity and of a great variety of intervention approaches can enrich social marketing work and produce campaigns that enable behavior change to ensure a more sustainable future.

An aesthetics of decay. The photographic display of furniture in an online antiques auction

Karin Wagner

University of Gothenburg, Gothenburg, Sweden

Objectives

The purpose of this paper is to show how “an aesthetics of decay” is an important aspect of the visual communication of the online auction for second hand goods and antiques. When the goods are not physically present, the possibilities for examining them are limited. Touching can influence the sense of ownership and the valuation of an auctioned item (Wolf et al. 2008). When the possibility of tactile interaction with objects is lacking, visual means of communication become more important. Thus, photographs taken from different angles of the items for sale are presented on the websites of online auction houses. How do these photographs look and what are the visual strategies behind them?

Method

The method used will be visual analysis and discourse analysis. Aesthetics (Trigg 2006) will provide a theoretical background as well as consumer research and material culture studies (Miller 2009; Walker 2012). A case study of Bukowskis, a Swedish auction house founded in 1870, will be carried out. Their online branch is called Bukowskis Market and it has higher turnover than the traditional quality auctions. There are showrooms in some of the biggest cities in Sweden as well as in Helsinki. One of these physical showrooms will be studied and a comparison made between the presentation of furniture there and on the website. The TV programme Antiques Roadshow will also be analysed with regard to the discourse of value and the valuation of objects. Furthermore, trade magazines, auction catalogues, antique collectors' blogs, antique shops' websites, and restorators' blogs will be studied in order to discern the discourse around antiques and what standards that are prevailing.

Results

The preliminary results reveal that the physical showroom is rather cramped and the furniture are placed like in an attic, with not much regard to organisation. Smaller items are piled on shelves and sometimes hard to take out and inspect. They are there for the customers to inspect and touch, but they are not very accessible. The photographs of the objects that are displayed online are taken in a studio with even lighting and the resolution is high so that one can zoom into the pictures. There are some fixed views and angles that include for instance the back of a sofa or the underneath of a chair. There are also close up views of parts that show signs of wear or damage. These pictures correspond to a written condition report of the status of the object and draw attention to particular flaws. The purpose of these reports is to ensure consumer protection and to anticipate complaints.

Conclusions

The display of wear and damage is contrary to the usual display of new goods in shops and advertisements. A reversed aesthetics rules in the online antiques auction - instead of the shiny new object, in pristine condition, the old, the worn and the used is highlighted. I would argue that this way of display does not only have practical reasons like consumer protection, but builds on an aesthetics of decay that resonates with ethos of programmes such as Antiques Roadshow which advocate the value of patina. This aesthetics can be traced back to romanticism but does not have the somber undertones that characterised for example garden design of the time, where ruins were a recurring element. It can rather be seen as an aesthetics of decay “light” with an emphasis on nostalgia. What originated as a way of guaranteeing customer satisfaction has been turned into a promotional device.

Adolescent online shopping: beliefs, frequency, risk of addiction, consequences and predictors

Grazyna Wasowicz

University of Warsaw, Warsaw, Poland

Objectives

The paper reports selected results of the project devoted to adolescent (13-19) online behaviours and the risk of addiction to the Internet and to activities such as e-gaming, e-gambling and e-shopping. The ultimate goal of the project was to develop questionnaire for preliminary diagnosis of the Internet addiction risk among school pupils (My Internet Activity / MIA questionnaire). The current paper focuses on online shopping. Its aims are to present: (a) adolescent beliefs about online shopping and their influence on shopping online activities and the risk of addiction, (b) the relationship between online shopping activities and the risk of the Internet addiction, (c) the relationship between online shopping activities vs. social, school and health consequences, (d) the influence of selected variables (psychological characteristics, parents' online behaviour, real-life activities) on adolescent online shopping activities and the risk of addiction.

Method

In the project four qualitative studies were conducted in order to measure experts' experiences with online behaviours, addiction diagnosis and treatment and to get acquainted with adolescents language and perspective on online activities (six e-FGIs on shopping online), motives, the risk of addiction (to the Internet in general and to online shopping), its symptoms and consequences.

The MIA questionnaire (tested and validated in three quantitative studies) is based on results of these studies and on the definition saying that the risk of addiction to the Internet in a school group is a state of being engrossed in the Internet and online activities, that is manifested in: Fascination (Phase I of the addiction risk), Treating the Internet and online activities as a mean to relax and reduce discomfort (II), Increasing intensity of online activities to regulate emotional states (III), Withdrawing from social contacts (IV), and Experiencing discomfort when the Internet is unavailable (V). Symptoms of the Internet addiction risk (20-items, $\alpha = .92$) are grouped in scales according to these five phases. Results on the scales serve as five indicators of the Internet addiction risk, on which basis the Aggregated Risk of Addiction Risk / ARAI (to the Internet) can be calculated. The risk of addiction to online activities (including shopping online) is estimated on a basis of the intensity of performing them as compared to the past year (the same or higher).

The paper reports some results of two studies conducted in Poland ($N_1 = 576$, $N_2 = 1000$), in secondary schools (13-15) and high schools (16-19).

Results

The analysis of 30 beliefs about online shopping resulted in selection of items for the Online Shopping Beliefs Scale. Three factors were defined (68% of explained variance). The subscales refer to: enjoyment ($\alpha = .91$), online shopping perceived as evil ($\alpha = .88$) and online shopping perceived as arena for competition ($\alpha = .84$).

Great majority of adolescents reported (past year) viewing shopping sites, almost half of them shopped online, app. one third bought a game / game accessory and one fourth participated in auctions ($N = 1000$). Majority declared being active on a monthly basis, however, there was a group of adolescents (app. 10%) who reported online shopping activities once or more than once a day.

Performing online activity at the same or higher frequency as compared to the past year was treated as preliminary criterion of the addiction risk. On its basis 71% subjects were classified as being at risk of the Internet addiction, and app. 60% as being at risk of addiction to viewing sites, shopping, buying games / game accessories and participating in auctions.

Buying games / game accessories and participating in auctions led to stronger addiction risk to the Internet, however the frequency or increase in the intensity of shopping online activities were related weakly or not related to the Internet addiction risk (depending on activity considered).

Online shopping activities made adolescents feeling better in their class groups, but caused lower school achievements and new health problems.

Tested variables explained only small variance of shopping online frequency and addiction risk, however positively related with them were positive beliefs about shopping online and performing online activities together with parents. Negative relationships were found for real-life activities, shyness and TASK oriented stress coping style (Endler & Parker, 1990).

Conclusions

Adolescents are aware of the risk involved in shopping online, however they rather share positive beliefs. Online shopping activities seem to be an important part of adolescents' social life, and their motives of online shopping that refer to competition and challenges can be specific for this age group.

The project was focused on the Internet addiction risk, therefore the results on shopping online activities should be treated as exploratory description. However, they show that online shopping activities can be addictive and can also lead to general addiction to the Internet and to school and health consequences. The risk of addiction to online shopping among adolescents should be therefore treated as important phenomenon, which deserves careful defining, operationalising and monitoring. It seems crucial to define factors that can decrease the danger of addiction.

The Author wishes to thank the team involved in the project: M. Styśko-Kunkowska, Agata Trzcińska and Anna Wilczkowska.

Convenience food and convenient food - evidence from German canteens

Christine Wenzl

University of Bonn, Bonn, Germany

Objectives

The use of so-called convenience food in canteen kitchens is commonly explained by the necessity of economizing the overhead expenses of a canteen. Yet, ethnographic research in German canteens suggests that this notion falls short in explaining the role of convenience food in the complex processes of food provisioning. A better understanding of these processes might be achieved by asking the other way round: Which cooking practices and foodstuff entities are actually convenient for canteen chefs?

Method

Ontologically based on THEODORE R. SCHATZKI'S site ontology, (Schatzki 2002), (Schatzki 2005), (Schatzki 2010), (Schatzki 2015), a canteen is conceived as a social site, coming into being via ongoing negotiations of various social practices and their material arrangements. A very important part of this socially moulded doing of a canteen is the cooking. The various practice-arrangement bundles related to the food provisioning are comprehended as potentially co-existing, overlapping, merging, mutually modifying and also conflicting.

The empirical research for this contribution was conducted in five different canteens in a German mid-sized town called Düren from March 2015 to December 2015. Following an ethnographic approach, the following research methods were applied: participatory observation including conversations outside formal interview settings, semi-structured interviews with canteen guests, canteen employees and canteen managers and "eat-alongs".

Results

In this contribution, three different but interlinked results are presented.

The first aspect I would like to draw attention to is not primarily linked to the research question, but important for the understanding of the subsequent aspects as I present results derived from research conducted in German in front of an English-speaking audience. In German, "convenience food" is a specific technical term without a German equivalent and basically not used in everyday language. Therefore, canteen chefs referred to the term convenience food in quite a specific way opposing it partly to the term ready-meals (German: Fertiggericht). For that reason I am going to outline the predominant notions of convenience food, ready-meals and meals cooked from scratch as expressed by the canteen staff.

Secondly, I would like to present the canteen employees' views on which practices and the respective entities make their everyday work easier, appropriate, acceptable, comfortable; in short: convenient. I will give some examples to illustrate that point, e.g. from a small canteen where it is common practice - for a variety of reasons - to wash, peel and boil all the potatoes used by themselves.

Third, the site ontology perspective is employed in order to understand the full picture. Having sketched out the everyday doing of canteen cooking in the previous section, I will show how these located practices are interfered by other pluri-local practices like the pricing policy on behalf of the contracting company or the European allergen labelling directive. The latter - meant to improve and standardize food safety at European level - might lead to unexpected outcomes, making the food convenient which involves less bureaucratic efforts und less legal risk regarding the labelling of the daily menus.

Conclusions

The presented results are grounded in ethnographic research from "within the canteen", understanding the canteen as a social site coming into being via ongoing negotiation of various pluri-local practices and material arrangements. The research took place in five German canteens over a period of seven month, including participatory observation and semi-structured interviews. The empirical evidence support the initially made statement: taking into account the embeddedness of cooking practices in a nexus of other co-existing, overlapping, merging, modifying and conflicting practices helps to shed a new light on "convenience" in food provisioning.

Food waste: orchestrating practices of eating

Thomas Dyrmann Winkel¹, Stefan Wahlen², Thessa Jensen¹

¹Aalborg University, Aalborg, Denmark, ²Wageningen UR, Wageningen, The Netherlands

Objectives

Food waste is considered a societal problem, with approximately 100 million tonnes of food being wasted in the European Union. Even though numerous initiatives attempt to promote the reduction of food thrown away in households, little has been achieved thus far. Hence, the objective of this paper is to investigate dynamics in practices of eating and its consequences relating to food waste. Accordingly, our research question asks: how do linkages between practices promote food waste? Hence, we underline practices in plural, as practices of ingesting food are connected to and affected by practices of planning, shopping, storing, cooking, and cleaning. Our research shows how these practices interdepend and eventually result in food waste. We consider practices of eating as 'doing food', consisting of an orchestration of different integrative practices that makes eating possible.

Method

In order to study the links between household food waste and the practices of eating, interviews were conducted with six Danish families with young children aged 4 - 15. Every family was interviewed as a group. The interviews lasted around 2 hours. The analysis of the data applies a grounded theory approach, revealing how the practices affect each other while causing or preventing food waste. Employing this analytical approach categorises the research material through the processes of axial coding and selective coding, thereby enabling the establishment of their linkages. The practices of eating represent these links between the categories, which explain the influence they have on each other. Thus, the influence from other practices on for instance the practice of shopping as well as eating becomes apparent. Furthermore, the analysis identifies commensality, the sharing of food in the family, as a compound practice that intermediates the practices of eating. Thus, it becomes clear that commensality orchestrates the performance of the practices of eating by regulating and coordinating them. The orchestration influences how food is negotiated in the family, making food a matter of social consideration as well as placing food at the centre of the competition between the practices of eating.

Results

The competition of practices of eating becomes evident when analysing the interrelations between the different integrative practices. The analysis clarifies the competitive aspect through the connectedness and organisation of the practices. Even though the family members have a shared understanding of commensality, the practices differ between them which give rise to conflicting practices. Commensality orchestrates the practices of eating by holding the practices together in a certain way, thus creating linkages. On the whole, commensality governs 'doing food' and creating a proper meal. This elevates the dinner meal to the meal of the day with the highest social value. The high value means that the food must be perceived as being of good quality so that the family can eat properly, which entails buying good ingredients and knowing how to cook a proper meal from them. However, the differing practices results in inconsistencies with the shared understanding of commensality. This conflict between practices causes food waste. Moreover, the linkages between the practices of eating produces food waste as they must adhere to commensality in order to maintain sociality of the family. The organisation of the practices of eating is also an organisation of how food figures in everyday life. The data reveal dynamics of practices of eating causally interfering with the performance and the experience of the meal. Experiencing the meal as socially unsatisfactory ascribes food a low value, which in turn causes food waste. Compromises between the tastes of each family member and societal conventions about the nature of proper food result in food waste, since they motivate different conflicting practices. Different motivations generate conflicting practices to the project at hand - such as cooking a meal - which produce food waste.

Conclusions

The competition of practices is a result of the links between not only the practice of performing a meal and other everyday practices, but also the family's unique concept of commensality, being mutually constitutive, reproducing and transforming each other. Thus, through the practices of eating commensality becomes part of everyday routines and daily life concerning food. Families adapt societal trends and conventions about eating properly, thereby shaping practices such as shopping, performing a meal, and wasting food, which

forms the link between society and practices. However, taste and conventions about eating properly differs between the family members, for which reason what was considered proper food when shopping changes when the meal is performed. This conflict causes food waste.

Fish, Grinders, and Sad Figures: A membership taxonomy of the online poker community with some implications for the role of language in assemblages and practices

Niklas Woermann^{1,2}

¹*Syddansk Universitet, Odense, Denmark,* ²*University of Konstanz, Konstanz, Germany*

Objectives

This paper asks how the structure of language-in-use that consumers employ to maintain and organize a consumption community relate to its ontological structure, which recently has been theorized based on the assemblage or practices theory. While the possible importance of Foucault's notion of discourse for conceptualizing the language component of community membership has been noted (Scaraboto and Fischer 2013), a detailed study and systematic theorization is still lacking. On the basis of an ethnographic study of the membership categories of the German online poker community, I examine how membership discourse and categories function in communities of consumption. It is argued that discursive practices and their inherent rules have a regulating/stabilizing role in ordering consumption communities in that they create a sense of sociality despite the anonymized face-to-screen interaction of playing online poker.

Method

The study is based on 20 ethnographic interviews (Spradley 1979) with regular amateur online poker players aged between 25 and 45. Respondents had been sampled by a professional market research company and were interviewed by the first author for about 1 hour each. This core data set was embedded into an ethnographic study of the German-speak poker scene including participant observation of online poker as well as the collection of mainstream and subcultural media items such as TV documentaries about poker, poker strategy podcasts, and community websites. The interview data was coded with a focus on regular playing routines, personal identity, and membership categories. In an iterative process by triangulating with other ethnographic data, the membership taxonomy was developed. Results were discussed with three other researchers working on online poker in separate projects.

Results

Poker is a psychological game which requires close interaction with, and careful observation of, the opponent. While the laws of statistics apply to the card game itself, bluffing, playing mind games and 'reading' your opponents' strategies are seen as the most important skill by amateur players. Players feel they often get to know people deeper through the medium of poker than they would through talk, because the game pushes them to their edge and reveals their true strengths and weaknesses. Categorizing other players is therefore a routine activity for all amateur players, despite the seemingly un-social realm of anonymous online poker sites. The following table summarizes the membership taxonomy of the German amateur poker playing scene. Each cover term stands for a particular kind of player and person of who a particular kind of behavior - so-called category-bound activities - can be expected. Again, it should be emphasized that these are not etic segments of consumers established through solid empirical methodology. Instead, it portrays an emic folk-taxonomy, a system of categories that poker players themselves use to navigate the social landscape of players. For the respondents, poker is all about 'feeling out' your opponent and competing with him on a not necessarily always friendly, but definitely respectful and 'gentlemanly' level. However, they also encounter a number of people in online poker rooms who they would rather avoid. First, there are players respondents find annoying or abusive. Second, there are players who are clearly much better and need to be avoided in order to retain a chance of winning. And third, respondents are acutely aware of the possible underclass image of poker, its frequent connection to addictive gambling as well as seedy underworld connections. Maintaining the identity of a poker player thus requires role distance from those one respondent called "creatures roaming the sewers."

POKER PLAYERS

1. AMATEURS

1.1. SAD FIGURES

1.1.1. Gamblers & Addicts

1.1.2. Kids

1.1.3. Lucky Kids

1.1.4. Fish

1.1.5. Losers & Dirty People

- 1.2. GOOD PLAYERS
 - 1.2.1. Friends / The boys
 - 1.2.2. Top Players
 - 1.2.3. Regulars
 - 1.2.4. Gentlemen
- 2. PROS
 - 2.1. Technical Players
 - 2.2. Grinders
 - 2.3. Maniacs
 - 2.4. Celebrities

Conclusions

In the case of online poker, membership categorization forms an important part of the routine activities of playing. Consumers navigate the anonymized and disembodied world of virtual 'tables' on the basis of language practices as they seek to position themselves and others on the imagined map of different types of players. This largely tacit and invisible practice is mirrored and expressed in the form of informal discussions with other players, forum posts on community websites and subcultural media outlets from time to time. In these ways, players simultaneously reflect on and reify the informal membership categories which indirectly guide their consumption behavior in the community. Accordingly, knowing and understanding such membership categories and their practical use offers important insight for both marketers and consumer community researchers.

Scientific adventures and explorations - Opportunities of online big data for consumer research

Marjoriikka Ylisiurua¹, Mika Pantzar¹, Krista Lagus¹, Pasi Karhu²

¹*University of Helsinki, Faculty of Social Sciences, Department of Political and Economic Studies, Consumer Research Centre, Helsinki, Finland,* ²*Studio Mind oy, Helsinki, Finland*

Objectives

Our paper describes the first phases in our internationally unique opportunity to probe the entire history of open online discussion forum, the oldest and largest Finnish site, Suomi24. The objective for our first-stage exploratory study was to explore and describe this massive material with various basic statistical methods to grasp its characteristics, and to understand its suitability for social science research in general and consumer economics in particular. We expected the process to sharpen our potential research questions, especially around the theme of lifestyles promoting well-being and health. As promise of newly data-intensive science has opened exciting new frontiers in studying human behavior to better understand human interactions in a societal scale, we prompt a discussion on opportunities of this type of material in consumer research. Tentatively, we assume our data set allows us to study the process of reflexivity of knowledge and trust in expert systems (Giddens 1991).

Method

Our online discussion forum data set is publicly available in JSON-format. After transforming the data into "bag of words", where every discussion is removed the most typical as well as rarest words in the data, our multidisciplinary team aimed firstly to create descriptive statistics and graphs. During this process, we cleaned data from irregularities like non-human-added comments, encountering issues like data missing from certain time frames and topics, or due to moderation. After several rounds of computerized analysis and human cleaning, our material consists of 53 million discussion comments in 7 million discussion threads, spanning from 2001 to present day. (Lagus et al. 2016)

Combining our algorithmic iterations with close reading of Suomi24 material, we concluded that some of our original questions were hard if not impossible to address. For example, the data set doesn't allow forum writers to be characterized based on their real-life demographics. Instead, we could plot the counts of discussion threads, comments, and words to varying time scales to understand the patterns and intensity of communication in various discussion areas as well as during different time frames. (Lagus et al. 2016)

One of our focus areas in the field of consumption was health and well-being. We concentrated on finding distinguishable terms signifying clear phenomenon in the data, and utilizing modified Lagus-Kaski keyword method (Lagus & Kaski 1999) we were able to detect a promising case in low-carb diet trend that has been studied internationally and in Finland using different material (Bentley 2004, Jallinoja et al. 2015).

Results

While we noticed the amount of data in different discussion areas is strongly skewed, even less popular areas have tens of thousands of threads, providing plenty of research material on various topics (Lagus et al. 2016). Especially, graphic analysis of temporality in the mass of data and its parts gave us both context as well as opened up future points of inquiry. For example, hourly discussion patterns in the forum may serve as contextual information, or provide insights on everyday consumer rhythms.

We also wanted to understand the potential of this data for consumer study in the field of health and well-being. Recent research appreciates the role of social interaction and networks, as well as online and mobile technologies, in healthy behavior formation (Hebden et al. 2006; Luke & Harris 2007; Centola 2013; Ruckenstein 2015). Locating low-carbohydrate diet discussions in Suomi24 material opened up several potential research questions that may be triangulated with theories ranging from development of knowledge to capacity of networks and authorities to affect lifestyles.

We suggest that future data-intensive consumer science needs to be open to iterative combinations of abductive, inductive and deductive approaches to generate hypotheses and insights born from data rather than from theory (Heylighen et al. 2006). One trajectory is computational social science, utilized in

economics, political science, human geography and sociology (Kitchin 2014). This approach enables studies typified by abundance of data, dynamic instead of static phenomena, and higher resolution views. Another direction is more interpretative digital humanism, spanning from sociology to human geography, history, media studies and linguistics. Certainly, algorithmic "distant reading" is culturally counter to "close reading" practice, especially as digitization removes objects from their original physical representation. At the very least, methods combining human and machine analysis save time by easing sampling and curation of data collections. (Kitchin 2014)

Conclusions

We posit that Suomi24 material offers a unique lens to study consumer knowledge-sharing discussions. As a necessary first step, we explored the material using descriptive statistics and iteratively sampling data sets to select particular objects for closer manual analysis. Instead of relying blindly on algorithms, we identified a need for both human insight and automated methods, finding promising directions for our future studies on well-being. We aim next to test both digital humanities and computed social science methods to see what can be deduced from this material.

It is foreseeable that multidiscipline consumer study teams like ours can ask totally new questions using data-intensive science methods. Practical consequence already recognized is that data processing, management and analysis needs to be documented differently, if not more extensively than traditionally. How such new questions and practices may unfold from exploratory studies like ours, is a wonderful discussion point for the discipline.

Chinese Consumers' Perceptions of the Food Related to Well-being

Guang Huang¹, Ruoxi Qu², Yanfeng Zhou²

¹Guangdong University of Finance and Economics, Guangzhou, China, ²Sun Yat-sen University, Guangzhou, China

Objectives

China's original cognition of food and well-being can be traced back to the Warring States Period. However, current researches are largely limited to the relationship between food and well-being, most of which only in the field of Chinese medicine and nutrition. Foreign scholars and experts found that food plays crucial role in many aspects of consumer's well-being, which affect their choices of food. Therefore, it is necessary to conduct researches in analyzing how consumers perceive the effect of food on well-being under the perspective of Chinese culture. This study is significant to understanding consumers' behaviors: it can not only help further mastering how psychological and physiological factors play roles in food consumption, but also provide dietary guidelines to government to improve people's dietary patterns and habits, hence promoting living quality and happiness of general public.

Method

This research adopts 588 participants through online surveys and conducted an investigation on the effect of food on well-being. The questionnaire was originally designed by Uruguayan researcher Gaston Ares(2014) in English, and was translated into Chinese. This questionnaire included three sections. The first section was an introduction guiding the participants to fill out the online survey form. The second section included well-being scales, consisting of 31 items in six dimensions: general, physical, intellectual, emotional, social and spiritual. The last section was a question about food consumption frequency and basic information of the participants, such as age, gender, education and profession. Nine types of food, including chocolate cake, beer, fish, French fries, coffee, beef, apple, broccoli and milk, were used in the survey. The participants were asked to evaluate their level of agreement towards the 31 well-being statements on a scale from 1 to 7, when one out of the nine types of food was randomly presented.

Results

The study revealed that first of all, Chinese consumers generally agree that food has impact on the well-being, which is reflected on all six dimensions of general, emotional, intellectual, physical, social and spiritual, especially on the impact of physical and social dimensions of the 31 items. Secondly, people think that the functionality of food has grown beyond simply providing essential nutrients to human body; food also provides a close emotional ties in improving relationships with others. Moreover, Chinese consumers' awareness of food is not influence by gender, education level, but by age. Finally, although traits of Western culture can be found after analyzing Chinese consumers' attitude towards the effect of food on well-being, their attitude is still mainly influenced by the unique economics, social, cultural, environmental factors that are unique to China.

Conclusions

Food plays an important role in China. In Chinese dietary, people pursue the color, the smell and the taste of food and seldom pay more attentions on connection between food and well-being. This research enriches the rare literature studying food consumption associated with well-being in China. It also extends our understanding of food in improving people's happiness and life quality. Research results can be directly implicated in the food industry. As food supplies in China become richer and more plentiful, Chinese people perception of food consumption transform from a physical role such as food's health and nutritional benefits to emotional function in receiving happiness. Suggestions on food production, processing, and marketing strategy can guide China's food enterprises to meet consumers' needs. The consumption of food related well-being should be increasingly advocated by the government since it can contribute the harmonious development of the society.