ACADEMY OF MARKETING CONFERENCE 2024 PAPER PROCEEDINGS

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All paper details are listed in order by their Reference Number. Papers marked with a W indicates that these were submitted for a Workshop.

1

Embedding Sustainability into UK HEI Business and Marketing Curriculum: Opportunities and Challenges

Derek Ong, Maurizio Catulli, Madeline Tan

University of Hertfordshire, United Kingdom

Summary Statement

This study advocates integrating the United Nations Sustainable Development Goals into UK higher education business curriculum, emphasizing the current shortcomings and proposing solutions. It underscores the importance of practical engagement, business collaborations, and community involvement to instill real-world sustainability principles. The paper identifies gaps in faculty expertise, systemic challenges, misconceptions, and incomplete campus integration, proposing a comprehensive approach, robust assessment methods, global awareness, institutional practices, and increased research and community outreach for successful sustainability embedding.

Competitive Short Paper

Embedding the United Nations Sustainable Development Goals (UNSDG)s within Business and Marketing education curriculum and research can assist the transition towards a more sustainable and equitable future (Ávila et al., 2017). The current curriculum in the UK still falls short in imparting knowledge and skills that prepare students as effective change agents (Aiken & Van Coller-Peter, 2018). This stems from the lack of practical engagement with real-world sustainability challenges. It is suggested that the education sector lacks genuine commitment to sustainable development (Snelson-Powell et al., 2020). Whether it is assessment strategies or enterprise related activities, engagement with businesses, NGOs and communities is essential to provide students with hands-on experience and opportunities to apply real world sustainability principles (Shayan et al., 2022).

Business schools across the EU cultivated sustainability programs and corporate connections (Shayan et al., 2022). As an example in Spain, the 2015 University Strategy highlighted the need for "social responsibility of the university system" (Peña et al., 2018) and the Spanish government

introduced the "Organic Law" to regulate universities, which aims to incorporate sustainability in areas such as management and ESG (environmental, social and governance) reporting in the Sustainable Economy (Bautista-Puig & Sanz-Casado, 2021).

Within the Marketing subject, key concepts like social entrepreneurship (Lozano et al., 2017), sustainable innovation (Aiken & Van Coller-Peter, 2018) and global citizenship (Seraphin et al., 2021) should educate students about the global economy and societal interconnectedness , culturally sensitive sustainable innovation and responsibility for addressing global challenges. Rompay-Bartels & Tuninga (2023) introduced a holistic model of global citizenship combining research, practice and education encapsulating digital, social and environmental transitions.

However, gaps in knowledge (Ávila et al., 2017) still exists, which may hinder the full integration of sustainability principles and practices into business education. This paper investigates these challenges, which include 1) superficial coverage of sustainability topics by faculty member due to lack expertise (Haertle et al., 2017), 2) limited focus on addressing systemic sustainability challenges, such as environmental degradation and social inequality (Thorisdottir & Johannsdottir, 2020), 3) misconception of the sustainability concept, often limited to environmental issues (Kriewaldt & Lee, 2022) and 4) incomplete incorporation of sustainability principles into campus operations (Saha et al., 2021).

Addressing these gaps, this paper suggests that for a genuine engagement with sustainability, business schools should pursue opportunities ensuring successful embedding of sustainability into the business and marketing curriculum, through 1) comprehensive approach to sustainability education, promoting collaboration and coordination among different departments and schools to integrate sustainability topics across various disciplines (Lozano et al., 2017; Mendoza et al., 2019), 2) development of robust assessment methods to gauge students' sustainability-related knowledge and skills (Miotto et al., 2020), 3) recognition of the global nature of sustainability challenges and stakeholder diversity (Thorisdottir & Johannsdottir, 2020),   4) comprehensive sustainability approach encompassing institutional practices, such as energy consumption and waste management (Haertle et al., 2017) and 5) establishing greater involvement in research agenda and community outreach programmes (Figueiró et al., 2022).

2

State Of Social Marketing In Malaysia: Challenges And Reflections Of A Multinethnic, Multiligual And Multicultural Nation

Derek Ong

University of Hertfordshire, United Kingdom

Summary Statement

Malaysia today faces various social challenges with existing policies struggling to address these issues. Education's role in socio-economic pressures, coupled with the government's dual talent approach, and a focus on STEM and character education in recent years have become central debates. Mental health awareness is hindered by stigma and misinformation, while environmental

challenges like food waste impact climate change. Improved social marketing, utilizing diverse channels and fostering collaboration, is essential for Malaysia's development journey.

Competitive Short Paper

Malaysia, a nation that celebrates the rich tapestry of Asian cultures and diverse people, has been on a progressive journey toward development since gaining independence from British rule in 1957. However, despite strides in various sectors, the country grapples with three pressing issues: brain drain, human rights, and mental health. The existing policies and practices struggle to support social marketing endeavours aimed at addressing these challenges.

The allure of education abroad for better prospects and job security has led to a critical examination of the role of education in navigating evolving socio-economic pressures, particularly among the younger generations (Jauhar et al., 2015). The debate centres on the Malaysian government's dual approach: dedicating resources to cultivating domestic talent while simultaneously attracting highly-skilled foreign migrants.

Recent years have witnessed Malaysia's educational landscape realigning itself to embrace STEM disciplines and character education. The latter emphasizes nation-building traits found in Islamic and Moral Education, as well as subjects like Malay and English Language, and History Education (Mahanani et al., 2022). However, the separation of religious and moral education in schools fails to actively engage students in current social issues (Purwaningrum, 2020), limiting the practical application of values crucial for character development (B. P. Tan, Mahadir Naidu, & Jamil@Osman, 2018).

Mental health awareness in Malaysia is hindered by a lack of understanding, leading to misinformation and stigmatization. The resulting barriers prevent sufferers from seeking help (Chua & Rao, 2021; Hanafiah & Van Bortel, 2015). Stigma is exacerbated by the absence of inclusive societal programs, education, and expertise to effectively address these issues through social marketing campaigns.

The intertwining challenges of food waste, environmental pollution, and climate change create a unique situation in Malaysia. Casual dining in restaurants contributes significantly to the country's food waste, with potential repercussions on CO2 emissions and climate change (Abeliotis et al., 2014; Ong et al., 2023; Tan et al., 2021). Despite recent efforts to curb emissions, inadequate measures and waste mismanagement contribute to biodiversity degradation, impacting the natural flora and fauna (Tang, 2019).

Social marketing visibility, often reported in newspapers (Tham & Zanuddin, 2015), is a positive step forward. However, there is a need for broader coverage across diverse issues in Malaysia. The country's multi-ethnic, multi-cultural, and multi-lingual population presents an opportunity for social media influencers to disseminate messages to various ethnic groups. To ensure effective social marketing, public education on distinguishing social marketing from other related concepts, mutual cooperation, religious and governmental support, and allocation of resources are crucial (Bamkin, 2018; Jelas et al., 2010; Othman & Othman, 2014; Purwaningrum, 2020).

Malaysia's journey to development involves addressing complex issues through informed policies, inclusive education, and impactful social marketing. As the nation navigates its unique challenges, fostering understanding, collaboration, and support from various sectors will be key to realizing its potential as a centre of excellence in positive and impactful social marketing.

3

Igniting Healthcare for Public Value: Eight Drivers for Telemedicine Service Acceptance of App-based Primary Care in South Africa.

Grethe Heyns, Ronel Du Preez, Chris Pentz

Stellenbosch University, South Africa

Summary Statement

Prior literature has not yet identified specific antecedents that could drive the acceptance of an app-based telemedicine service for primary care, amongst individuals who are typically reliant on South Africa's public healthcare system for medical care. Accordingly, an exploratory sequential mixed methods study was conducted to address this knowledge gap. The study investigated patient acceptance of an app-based telemedicine service for primary care aimed at South African public healthcare sector patients.

Competitive Short Paper

Telemedicine service delivery can effectively increase access to healthcare, especially for people in underserved populations (Waller & Stotler, 2018). Such individuals often experience difficulty to access healthcare services because of financial, geographical and logistical constraints (Percept, 2020). Because of the virtual means by which healthcare can be delivered through telemedicine platforms, telemedicine can effectively bridge various constraints given the affordability and accessibility thereof (especially compared to in-person service alternatives). The Covid-19 pandemic can be deemed a catalyst for the global surge in the use of telemedicine services with continued growth in the demand for telemedicine services also evident in South Africa, especially when considering primary healthcare (Bestsennyy, Gilbert, Harris & Rost, 2021).

To date, prior literature has not yet identified specific antecedents that could drive the acceptance of an app-based telemedicine service for primary care amongst South African individuals who are typically reliant on the country's public healthcare system to receive medical care. Accordingly, an exploratory sequential mixed methods study was conducted to address this knowledge gap. The study investigated patient acceptance of an app-based telemedicine service for primary care aimed at South African public healthcare sector patients. Public healthcare sector patients generally represent South Africans who are typically reliant on public healthcare services in the absence of medical insurance for private health care. This paper will focus on the qualitative research phase (as precursor of the quantitative research phase).

This study addresses the gap in literature by identifying which existing factors of technology acceptance apply to primary care telemedicine service acceptance in the South African public

healthcare sector context. The theoretical underpinnings for the investigation comprised the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), UTAUT 2, as well as Innovation Diffusion Theory and Self-efficacy Theory. Qualitative data was collected by means of semi-structured individual interviews with patients who had exposure to an existing app-based primary care telemedicine service in South Africa named Kena Health. Data saturation was reached after fourteen interviews. The target population of Kena Health specifically comprises individuals who typically rely on the South African public healthcare sector to receive medical care. These individuals, therefore, significantly benefit from the cost- and convenience benefits posed by the app-based telemedicine service, compared to in-person alternatives such as visiting public clinics to receive medical attention. Atlas.ti software was used to conduct the thematic analysis of qualitative data.

Additional antecedents of telemedicine service acceptance that have not been included in technology acceptance theory until present were identified, namely (positive) privacy perception and care perception. A further six antecedents of telemedicine service acceptance that emanated from existing technology acceptance theory were identified, namely, perceived compatibility, perceived ease of use, price value, relative advantage, trust and innovativeness. Thus, eight drivers of telemedicine service acceptance applicable to the South African healthcare landscape were identified for further quantitative investigation.

The findings of the qualitative research phase pave the way for igniting telemedicine acceptance for primary healthcare in South Africa.

4

The Influence of Privacy Concerns on Consumer Negative Behaviour in Response to Privacy-Related Factors.

Tahani Basfar[1,2], Shahin Assadinia[1], Jun-Hwa (Jacky) Cheah[1]

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Summary Statement

This study provides a new theoretical model that builds on the APCO Macro Model, aiming to include an expanded set of antecedents and outcomes in the context of privacy concerns. The study develops a framework for privacy-related factors and consumer privacy concerns that drive online consumers' negative behaviour by integrating PMT and S-O-R theories. The model undergoes empirical testing through an online survey, analysing the data of UK online consumers with SmartPLS 4.

5

The Effect of Parasocial Interaction on Repurchase Intention: A Study of the Commercial Role of AI Chatbots

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Summary Statement

Artificial intelligence (AI) chatbots are widely used now, but we do not fully understand their impact on consumer behaviour. This study applies the stimulus-organism-response (S-O-R) model and parasocial interaction theory to assess how consumers' parasocial interaction with AI chatbots influences their satisfaction and repurchase intentions. Drawing on a sample of US retailing customers, this study uses partial least squares structural equation modelling (PLS-SEM) to analyse the proposed relationship.

6

The Process of Political Co-brand Image & Positioning in Pakistan

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Summary Statement

Research is needed to construct and manage political co-brand image & positioning that can withstand media scrutiny and connect the political brands with the current and potential electorates. Such research will help in understanding the process and in appropriate marketing strategies. Therefore, the focus in this study is on co-brand image and positioning formation in a post-election setting with an intention to identifying key elements.

Competitive Short Paper

Politicians, political campaign managers, and political consultants face a challenge in evaluating the combined potential, image, and positioning of partnering political brands (in a co-branding relationship) because their primary focus is on forging connections with the electorate and establishing the co-brand's credibility and reach through clear, consistent, and coherent communication so that the message can withstand evaluation and re-evaluation in the media. Co-branding is more common in politics (Egan, 1999; Park et al., 1996). In order to construct and manage a political co-brand image and positioning that can withstand ongoing media scrutiny by journalists and connects the political brand with the current and potential electorates, it is important to be clear about how marketing tactics should be developed. Also, the paucity of published research, in the area of political co-brand image, positioning (Aqeel et al., 2017; Pich & Newman, 2019), and negative image transference (Wason & Charlton, 2015) between the corporate brand and its co-brands indicate that political co-branding is an understudied topic. Additionally, the lack of published research on political co-brand positioning, image, and negative image transference between the corporate brand and its co-brands (Wason & Charlton, 2015; Votola & Unnava, 2006) suggests that political co-branding is an understudied subject.

In order to provide a critical perspective that would aid in deconstructing and operationalizing the concept as well as in identifying/developing key elements that are sensitive to the participants, context, and settings (Schneider 2004; Pich & Newman, 2019), research is necessary to explore and investigate political co-brand image and positioning (Pich & Newman, 2019) from the perspective of external stakeholders (Armannsdottir et al., 2019). This study indicates that expectations of electorates can differ greatly across developing and developed countries when it comes to political co-branding (alliance between the party brand and the candidate brand) for concepts like political brand image and positioning. Because of this, marketing strategies that have been successful in the west may not work in the developing world (Chowdhury & Naheed, 2019). Researchers have highlighted the potential for transferring and evaluating frameworks, theories, and concepts from one branding setting to another. (Pich & Newman, 2019; Schneider, 2004; etc.) This creates a significant opportunity for developing and testing relevant frameworks for political players in the current particularly unstable and uncertain times. In order to determine how external stakeholders perceive and associate with the brands in the post-election scenario, the goal of this study is to critically review and evaluate an existing framework (Armannsdottir et al., 2019). This study analyses the co-brand image and the political co-brand positioning in a post-election environment in Pakistan using the Political Co-brand Image and Positioning Framework (Shahid, Hassan & Sadaf, 2021). Political marketing is a relatively young academic field of study that is quickly developing and changing the political landscape globally (Simon & Rushchin, 2021). Therefore, the goal of this study is to contribute in a meaningful way to the body of knowledge and research on political branding and marketing.

7

Beyond the Hype: Conceptualising Consumer Vulnerability And Harm In Influencer Marketing

Amelie Burgess, Harriet Gray, Dean Wilkie

University of Adelaide, Australia

Summary Statement

This paper uncovers the largely overlooked negative impacts of influencer marketing on consumers, especially in understanding the factors driving vulnerability. Employing a conceptual theorising approach, it introduces a typological framework categorising consumers into four types based on social connectedness and elaboration likelihood level. A subsequent framework maps vulnerability levels within these consumer types. The study emphasises the need for ethical marketing practices and consumer-focused strategies, pointing to avenues for further conceptual and empirical investigations.

8

Playing With The Serious Business of Careers

Sarah-Louise Mitchell

Oxford Brookes Business School, United Kingdom

Summary Statement

A personal narrative of approaching employability teaching through the use of play. Inspired by the PRME i5 playbook, a final year undergraduate course was completely refocused through developing creative techniques to build the Personal Brands of our students in order to both differentiate themselves in the jobs market but also to give them time and space to determine what they what to do post graduation.

9 - W

Embedding Responsible Marketing.

Sarah-Louise Mitchell

Oxford Brookes University, United Kingdom

Summary Statement

This short paper is personal narrative of the teaching and learning approach to embedding the UN Sustainable Development Goals into postgraduate marketing courses at Oxford Brookes Business School (OBBS). It is written from the perspective of being a module leader of the core PG marketing course, as well as being a member of the programme development team, and with the purpose of sharing practice within the SDG workshop.

Competitive Short Paper

This short paper is personal narrative of the teaching and learning approach to embedding the UN Sustainable Development Goals into postgraduate marketing courses at Oxford Brookes Business School (OBBS). It is written from the perspective of being a module leader of the core PG marketing course, as well as being a member of the programme development team, and with the purpose of sharing practice within the SDG workshop (Tomasella et al., 2022).

Principles of Marketing is a compulsory course for our marketing postgraduate students. It runs over 12 weeks in both September and January (two intakes) and on average has about 300 student per term. Our masters' programme is highly international, in person only and is designed as a conversion course, that is no previous marketing knowledge is assumed. The format is weekly lecture followed by seminar. It covers traditional topics such as customer segmentation and targeting, pricing, distribution, communication. In 2022 the course was significantly rewritten to reflect our PRME membership and belief in the UN SDGs (Hübscher et al., 2022). This course was chosen as it the first course all our students participate in: the idea was to set the tone for the rest of their time with us. The approach was to 1) dedicate the first week to big idea of responsible marketing (SDG12 Responsible Consumption and Production), 2) stimulate ethical debate, anchored in different SDGs for the remaining topics 3) introduce a nonprofit research week and 4) reframe the assignment as a responsible marketing brand stretch. For example, during the nonprofit week, the students were given the group task of developing a fundraising campaign for the African Children's Fund to help overcome period poverty that prevents girls attending school (SDG5 Gender Equality and SDG4 Quality Education). During the pricing week, the ethics of over-pricing and stimulating over-

consumption demand where debated against the backdrop of SGD1 (No Poverty). The packaging task was to redesign a product to reduce packaging (SGD13 Climate Action).

There are have been two effects of these changes. The first is the motivation of the teaching team, through a belief that they are inspiring the next generation of marketing professionals to be more responsible (Langan et al., 2023). The second is the engagement of the students themselves, particularly stimulating debate in the seminars from students from educational backgrounds less familiar with active learning.

As a consequence of this experience, the masters course has now also designed an off-curricular week activity called 'Social Challenge Week' (to be launched September 2024). This will be an immerse team based activity over 5 days that works with a local charity as a live client on a cause-based brief.

12

Effective internal marketing in non-profit cultural events; building from the inside out.

Chris Chapleo

Bournemouth University, United Kingdom

Summary Statement

This paper focuses on internal marketing and branding in non-profits to better understand the relationship between internal marketing theory and perceived successful operational practice in NPOs. Initial results focus on a case study of a not-for-profit Finnish cultural event (a well known music festival).

Competitive Short Paper

Effective internal marketing in non-profit cultural events; building from the inside out.

There is no doubt that as non-profit organisations (NPOs) have embraced the ethos and practice of marketing they have become increasingly sophisticated in their techniques to achieve their objectives. Nevertheless, there are several areas where research can help inform better and more effective practice. The internal marketing infrastructure is one such area, where a better understanding of the best way to organise resources for marketing, execute brand management, manage the internal brand and build a culture that underpins marketing orientation is both strategically important and challenging. Therefore, this paper focuses on internal marketing and branding in non-profits to better understand the relationship between internal marketing theory and perceived successful operational practice in NPOs.

Success for contemporary non-profit organisations in a competitive environment relies upon not just upon good marketing, but effective internal marketing is important to build a culture that underpins marketing orientation and maximises efficient use of marketing resources.

In Liu et al. (2017), a positive and linear relationship between internal branding mechanisms (IBM) and employee brand-building behaviours (EBBB) has been identified and assessed. EBBB refers to the concept of employees' actions determining a target audience's perceptions of the brand promise, which in turn enhances brand-building outcomes (King et al., 2013).

Internal marketing and the linked concept of internal branding form the conceptual basis but the challenges of internal branding are explored before linking to brand orientation, which can logically be argued to be a necessary precursor for internal branding to be effectively implemented. This paper, in summary, contributes to the internal branding literature by enriching understanding of the extent to which the nature of the work environment affects internal branding (e.g. Punjaisri & Wilson, 2011; Vallaster & de Chernatony, 2006).

Methodology

In this paper, interviews with senior managers in a culturally based non-profit organisation explore the link between internal actions and structures and brand outcomes. An appropriate qualitative case study based methodology to generate rich data was utilised.

Findings

Challenges of internal marketing, brand orientation and the role of internal structure within a significant non-profit cultural event (a music festival) were explored and findings broadly demonstrated how the discussed internal marketing and branding theory inform good practice. Implications for both theory and practice were evident.

This work clarified that organisations' investment in establishing brand orientation can underpin the development of structured external communication to help employees to articulate the organisational values and understand their roles within the organisation. This builds upon existing work in this area eg (Leijerholt et al., 2019; Clark et al, 2020.) and in summary, contributes to the internal branding literature by enriching understanding of the extent to which the nature of the work environment affects internal branding

13 - W

Self, Space and Session IPAs: South Asian Perspectives of UK Pubs

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Summary Statement

This research explores British South Asian consumers' opinions and experiences of UK pubs, including Indian-owned 'Desi Pubs'. Blending auto/ethnography, interviews and observations, we uncover the expectations and emerging realities of our participants' engagement with pubs, their

evolving attitudes towards alcohol, and their changing roles in the shifting dynamics of pub communities - a cornerstone of British social life inscribed with traces of a white, male, working-class consumerism which pre-dates Britain's recent rise in multiculturalism.

14

To Be Personalised Or Not, That Is The Question: Explaining Personalisation-Privacy Paradox In Attention Economy

Hanlin Wang, Yan Sun

Oxford Brookes University, United Kingdom

Summary Statement

Though deeply attracted to personalized content, consumers may feel threatened upon realizing retailers' knowledge about them. The attention economy describes the system that attracts and trades the attention of human beings, which may bring new perspectives to understanding consumers' privacy behavior in personalized advertising. Therefore, this research aims to explain the personalization-privacy paradox through attention economy theory, investigating the mediating role of visual attention in the relationship between ad personalization and ad avoidance.

15

Effective Use of Digital Technologies and Pedagogies to Support Marketing Education: An evidence-based Case Study of Current 3rd year Marketing Students and their Experience of Online/Hybrid Learning 2020-2023. [Academy of Marketing - Grant]

Michelle Fisher, Michael Harker

University of Strathclyde, United Kingdom

Summary Statement

The change to delivery of programmes from traditional face to face lectures to online (Zoom/Teams) due to the onset of the COVID Pandemic in 2020, created a unique and challenging environment for both student learners and staff alike. This study investigates the evidence based innovative effective practice in learning, teaching and assessment which enabled marketing provision to be challenging and dynamic, reflecting the environment in which our learners will ultimately be employed.

Competitive Short Paper

The overall aim of the study was to understand what current 3rd year marketing students feel about the digital technology and pedagogy employed to support their marketing degree (2020-2023) as they embarked on their final [4th] year of studies and how this can be embedded into both employability skills and course provision for new incoming students.

The change to delivery of programmes from traditional face to face lectures to online (Zoom/Teams) due to the onset of the COVID Pandemic in 2020, created a unique and challenging environment for both student learners and teaching staff alike.

The study sought to understand whether these changes were embraced and welcomed by these unique group of students [who commenced their degree in September 2020] and seen as a positive support mechanism from which best practice models could be developed.

Indications from the data collected from the focus groups provided surprising results, which were unexpected and in the main a collective voice.

Challenges were expressed in areas such as costs [of travel], time, and digital infrastructures with positive comments around social aspects, engagement and meeting expectations with 83% of the groups agreeing that face-to-face teaching was preferred.

This study provides a cross sectional snapshot of an evidence-based understanding of learning, teaching and assessment aligned to student expectations both for their final year in their degree and further as they embark on employment opportunities.

Recommendations are aligned to the original aim/objectives of the study and the ability for additional engagement and support to enhance the student experience.

16 - W

Innovating On Public Engagement Through Creative Enterprise In The Context Of Health And Well-being, Homelessness, Hunger And Poverty

Nicholas Catahan

Edge Hill University, United Kingdom

Summary Statement

Transformative Service Research which addresses inequities in service and provision outcomes related to homelessness, hunger and poverty, but also creative enterprise. It aims to continue ongoing debate for greater innovation, opportunity, and change needed for an integrated marketing communications approach via collaborative partnerships between researchers, creative enterprise, service providers for those in need, and the public.

Competitive Short Paper

The purpose of this Transformative Service Research is to explore service innovation via a Being Human Festival, "Holy Hosts" event, as part of a service ecosystem and integrated marketing communications strategy; the beginning of hopefully many other similar events which address individual and societal health and well-being in the context of transformative hospitality. Holy Hosts, held in Liverpool, introduced a creative and participatory arts-based approach to innovate on leveraging creative enterprise to address these issues through impactful public engagement.

Transformative Service Research provides a valuable lens to examine service ecosystems and related innovation, it is a framework which can be applied to assist in conceptualising, creating, developing, and evaluating services which address complex individual and societal health and well-being challenges. Opportunities to further co-design impactful, transformative service encounters and experiences which increase awareness and social action via creative enterprise was key, an underexplored topic across the extant literature. Transformative Service Research brought together key components of a service ecosystem: arts and science researcher/practitioners, creative enterprise, communities of practice involved in the delivery of transformative service to those in need, and the public. Transformative Service Research offers insights into the developments of, and resultant sustainable service ecosystem innovation in this sensitive and complex context. It offers a discussion point on how we alleviate or even approach solving societal ills via creative enterprise, and a model going forward which facilitates and levers social and cultural capital and value in such efforts, integrating the arts and creative sector in the marketing, business, and management of those in need. Collaborative partnership fosters great potential for transformative service innovation between creative industries, organisations and communities dealing with poverty, and the public. Performing arts, social and cultural representation, and co-created and specially curated education and awareness offers powerful community engagement offerings to drive citizen participation and change in policy, in how we manage and deal with such global goals. Momentum and a commitment across key components of such a service ecosystem, can enable sectors to come together to innovate and inspire society to address such critical challenges. This Transformative Service Research highlights creative opportunities to revisit past, present, and future narratives, solutions, and ways forward to gain better understanding, support, and traction in making positive change in policy and practice. Further research is needed to provide insights into designing and evaluating such partnerships in creating positive change for vulnerable populations. Transformative Service Research should aim to branch out to such novel contexts in considering good practice and theory-driven-models and frameworks on leveraging creative enterprise and industry as part of the transformative servicescape and sustainable service ecosystem. An assessment on the diverse range of creative enterprise, impact, and outcomes, especially influences on public opinion and behaviours regarding such sensitive themes, and the success of integrated marketing communications may be key in steering policy in more creative and innovative ways. It is hoped that such efforts maximise awareness, coordinated efforts and create social and cultural value in this diverse, innovative service context and across these important sectors.

17 - W

Transformative Hospitality Service In The Context Of Soup Kitchens

Nicholas Catahan

Edge Hill University, United Kingdom

Summary Statement

Through the lens of Transformative Hospitality Service (THS) research individual and societal challenges, health, well-being, and sustainability in the context of soup kitchen service offerings are explored. Offering insights into the world of hospitality, hunger, poverty, and homelessness, this research advances the concept of THS. THS dimensions and journey mapping in this intimate, partially unregulated environment and service ecosystem are

considered, to better understand THS capabilities which could be developed in this type of hospitality.

Competitive Short Paper

Transformative Service Research (TSR) which explores soup kitchens with key stakeholders by applying and advancing the Transformative Hospitality Services (THS) concept and framework, to develop TSR theory, and impactful, practical innovation and contributions. This TSR provides opportunities for stakeholders to detail THS associated with partially unregulated environments of soup kitchens. By engaging with stakeholders knowledgeable about soup kitchens and who have experience of attending, participating, welcoming, hosting and receiving guests, the study puts a spotlight on a range of considerations. The study delves into the sensitive issues of poverty, hunger, homelessness, and related challenges across the UK and further afield to consider ways forward. By identifying how these issues might be addressed, considered, or even solved in the future from a THS perspective is an opportunity to innovate. Initial review of literature linked to TSR and THS was conducted, then online research of, and discussions across a soup kitchen service ecosystem in the North West of England, UK, formed the development of an online survey and meetings with various hosts and guests. Detail from discussions and survey feedback were analysed using Nvivo Plus 12, and mapped across to THS elements.

As informed by the THS framework, this study explores, identifies, and evaluates THS across a range of provision and insights from lived experiences of hosts and guests of soup kitchens; to inform policy and practice for the good of individual and societal health and wellbeing. Putting soup kitchens on the map and building on or revisiting hospitality narratives in this novel context are opportunities for THS innovation. Contributions to theory, policy and practice regarding TSR, sustainability innovation across service ecosystems, novel co-creation in reframing services and places in consideration of service ecosystems, the high street agenda, and Sustainable Development Goals (SDG) are all honourable efforts as part of this TSR. Considering business, marketing, management, and development in THS research, a nexus of innovations between communities of THS can be used to enhance the impact of soup kitchens on people and place.

Findings allude to the consideration of more: joined-up logistics and design thinking; co-creative, user-centred design for more welcoming and inclusive spaces; THS to better promote and serve the needs of marginalised communities; public engagement, social value and cohesion; storytelling and communication strategies; new coordinated efforts across the public realm and partners such as creative enterprises to raise awareness about hunger, food insecurities, poverty, and other social issues, and inspire more people and agencies to take action. THS research and a well informed, effectual entrepreneurial/place/service ecosystemic approach can help to co-create significant, ongoing efforts to support soup kitchens and those in need of such THS.

THS research agendas, informed teaching, learning, and policy and practice regarding innovation of THS in the context of ongoing, pressing SDGs, are priorities. In this case, soup kitchens are the focus, but potentially THS research outcomes could be generalisable to a range of other novel contexts for the good of THS innovation and practice, and more responsible, moral, and ethical enterprise and service.

18

'You Are Not Good Enough': Unpacking the Link between Materialism and Interpersonal Conflict through Self-Discrepancy Theory

Olaya Moldes

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Summary Statement

Materialism has been found to cause lower interpersonal well-being. However, the mechanisms that facilitate these effects have not been fully explained. This work proposes that materialism affects the standards that one has for a close other creating wider discrepancies between their actual and ideal concept, which in turn leads to higher interpersonal conflict. Two separate studies confirmed these effects expanding the application of Self-Discrepancy Theory into a new domain (interpersonal relationships).

19 - W

The Craft of Goodness: Unravelling Brand Morality in the Social Media Narratives of Artisan Food Brands

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Summary Statement

This research investigates the intricacies of constructing brand moral identity through the narratives propagated by Artisan Food producers on their respective social media platforms. Brand morality serves as a pivotal element through which organizations communicate their values, thereby enhancing resonance with like-minded consumers. The study underscores the strategic significance of firms formulating a cohesive set of ethos, socioeconomic, and ecological practices, which are then creatively expressed through social media engagement and marketing strategies.

Competitive Short Paper

This research investigates the intricacies of constructing brand moral identity through the narratives propagated by Artisan Food producers on their respective social media platforms. While the construct of moral identity has been extensively studied for various stakeholders, including social media influencers (Leban et al., 2021), end customers (Chowdhury & Fernando, 2014), and salespersons (Itani et al., 2022), the specific incorporation of morality, encompassing moral human traits and virtues, into brand identity remains an underexplored phenomenon. Employing a qualitative approach, this paper adopts a multi-case study multi-method strategy encompassing (n=10) Irish artisan food firms. The methodology integrates semi-structured in-depth interviews with a comprehensive content analysis of the firms' social media marketing endeavours. The lens of morality is strategically applied to scrutinize brand identity formation, emphasizing the conscious engagement of individual actors in production and consumption processes to mitigate socioeconomic impacts (Kania et al., 2021). Perceived inherently as signifying positive attributes

contributing to socially desirable outcomes (Protzko et al., 2019), morality serves as a pivotal element through which organizations communicate their values, thereby enhancing resonance with like-minded consumers. Thus, the exploration of meanings and experiences tied to diverse values, locations, and socioeconomic systems is pronounced (Percival Carter & Welcomer, 2021) throughout the study's findings. The findings underscore the strategic significance of firms formulating a cohesive set of ethos, socioeconomic, and ecological practices, which are then creatively expressed through social media engagement and marketing strategies. Brands articulate their morality through diverse avenues, including the embodiment of virtues (e.g., compassion, creativity, humility, honesty, and integrity), manifestation of humanlike traits (e.g., warmth, cultivation of personal relationships), and exploration of subjective moral dimensions, such as expressions of patriotism, anti-capitalistic tendencies, and advertising inertia. Social media marketing for artisan food producers also unveils multifaceted subjectivities, notably the immaterial labour entailed in projecting a brand's personality. Beyond conventional production and operational roles, staff engagement in social media amplifies the brand's narrative, contributing intangible efforts to its portrayal, often with no extra reward or remuneration. Further, the use of 'brand actors', often younger members of staff, can inadvertently result in online abuse or undesirable commentary, without the proper monitoring or support systems in place. Moreover, customers unknowingly partake in unrewarded digital labour as their interactions, preferences, and suggestions on social platforms often inform new product development. The collective wisdom of crowds becomes a resource, shaping the brand's evolution without direct compensation for these intellectual contributions. Additionally, the subjective challenge emerges concerning the balance between authenticity and strategic curation. Crafting a brand necessitates a delicate equilibrium, where genuine narratives may intertwine with orchestrated content. Similarly, the subjective tension of navigating ethical boundaries arises when leveraging personal stories and experiences for social media marketing, as the line blurs between authentic storytelling and strategic marketing.

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The effect of Femvertising in gender and beauty stereotypes: an exploratory research

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Summary Statement

Femvertising makes little contribution to mitigating gender and beauty stereotypes, as they subtly appear in femvertising campaigns. However, femvertising does not accentuate gender and beauty stereotypes.

Competitive Short Paper

Stereotypes are a form by which individuals process social information and gain preconceptions about certain groups. Organizations use stereotypes to influence consumers' buying behaviour. However, due to the crystallization of female stereotypes in society, including in advertising, connected to house and sexuality roles, femvertising appeared as a phenomenon in which advertising focuses on female empowerment and it encompasses a set of ideas that challenge gender's stereotypes. This strategy has a positive impact on self-esteem of individuals, empower

and inspire women. However, although the goal is to challenge gender stereotypes, this strategy commonly uses beauty stereotypes. The studies carried out so far have focused on the impact this strategy has on the consumer's attitude towards the brand practising femvertising or on their purchasing behaviour, but the effect of femvertising on gender stereotypes has not yet been studied.

We conducted content analysis via NVivo software to ten advertising campaigns developed by brands from different sectors of activity classified as femvertising actions. Subsequently, we conducted 3 focus groups, involving a total of 28 people – aa group of young women, a group of young men and a group of people with more than 30 years old from both genders. The script considered the categories of gender and beauty stereotypes identified in previous studies.

The content analysis of the femvertising campaigns showed that the majority of women were tall, slim and had big eyes, full lips, flawless skin and high cheekbones. The study reveals a prevalence of women who follow the beauty standards expressed in the literature. However, we found a diversity of bodies, age groups and ethnicities in the various case studies. There is a great deal of use of female hands and fingers and the adoption of body language that conveys delicacy, sensitivity and fragility and, at the same time, the female gender is presented in a way that conveys submission and the need for male care and protection. At the same time, women are also depicted with typically masculine attributes, i.e. they are represented as being strong, independent, fearless, competitive, confident and ambitious. In this sense, the presence of gender and beauty stereotypes is observed in femvertising case studies and, at the same time, there is an attempt by brands to combat these stereotypes.

We concluded that femvertising makes little contribution to mitigating gender and beauty stereotypes, as they subtly appear in femvertising campaigns. However, femvertising does not accentuate gender and beauty stereotypes. Femvertising could have more impact if more brands joined this phenomenon and companies lived the values of gender equality with greater inclusion of the male gender in femvertising campaigns. The study reinforces the evidence that consumers distrust the intentions of organizations when developing femvertising campaigns, as they believe that they are only adapting to social contestation to increase their profits and not to empower women. This research contributes to the knowledge that femvertising, though not emphasising, also does not mitigate gender and beauty stereotypes alone, being necessary other actions to change the society's behaviours.

21

The Evolving Self in Responsible Tourism: Navigating the Nuances of Core, Expanded, Inflated, and Community Selves

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Summary Statement

Global environmental catastrophe has been widely acknowledges and underpinning this is the unsatiable consumption trends of our society. The interplay between the hedonic desires and the need for more responsible consumption is challenging the Self-identity of consumers. In

consumtion of commodities one's-self defines their consumption behaviour and in response consumption produces the sense of Self. Yet, self in responsible service consumption is under-researched. Thus, we explore the interplay between the self and responsible service consumption.

Competitive Short Paper

Cop28 identified that environmental catastrophe demands immediate action, yet changing consumption habits remains a challenge (Soron, 2010). In response, "responsible consumption", aiming at satisfying "needs while simultaneously benefitting or limiting environmental impact", is intensifying (Trudel, 2019, p 85). However, the interplay between the hedonic desires and the responsible consumption are challenging for the Self-identity of consumers (Fernandes and Saravia, 2022). This challenge – "consumers are expected to "consume oneself into being" (Walkerdine, 2003, p. 247) has been the subject of many studies (see for example Firat, 1993; Hogg and Michell, 1996; Campbell, 2005; Holt and Thomson, 2004). Yet how this complex relationship manifests itself when it comes to responsible service consumption is under-researched. Service consumption is inherently different from goods consumption (Tsiotsou and Wirtz, 2015), and the relationship between one's-self and responsible service consumption makes this relationship more complex. This research unfolds this complex relationship between the Self and responsible consumption through a sustainable tourism perspective, proposing a nuanced understanding of how self-identity shapes and is being shaped by the pursuit of responsibility in tourism.

Central to our inquiry is a four-dimensional typology of the self: the core, expanded, inflated, and community selves, each of which embodies distinct motivations and implications for sustainable service consumption. The core self, embedded in long-term values and beliefs, emerges as a fundamental base in making principled sustainable choices (Arnould and Price, 2003). The expanded self, which encompasses others within one's identity, promotes sustainable consumption through the lens of social bonding and collective responsibility (Belk 2016). The inflated self, on the other hand, is characterised by a pursuit of self-enhancement and often faces with the dilemma between the attraction of hedonistic experiences and sustainable practices (Markus and Kitayama, 1991). Finally, the community self reflects the individual's integration into the larger societal norms, where responsible consumption becomes instrumental for meaningful community engagement and shared narratives (Arnould and Price, 2003).

While consumers' behaviours and motivations play a crucial role in shaping the tourism landscape, the growing advocacy about responsible consumption, encouraged by UN's 17 SDGs, contribute to shaping consumers' choices and new consumption habits. Situating our research within the extant literature on self and responsible tourism, we contribute to the understanding of the complex interplay between individual and collective Selves and their role and evolution in responsible service consumption. This work aims to extend the understanding of the self in responsible tourism, acknowledging the dynamic, multi-dimensional nature of self which was underexplored in services consumption. We emphasise that responsible tourism is not merely an external practice (Streimikiene et al., 2021), but a deeply personal and community-oriented commitment, moulded by the diverse aspects of the self (Firat. 2005). Thus, we offer a comprehensive perspective on the engagement of the self in responsible service consumption, highlighting the importance of acknowledging and reconciling the complexities of the self in pursuit of a more sustainable future. We posit that responsible tourism is not merely a set of eco-friendly practices, but inextricably linked to the consumer's personal and social identity constructs.

22

Who Cares About Purpose? Identifying Consumer Segments For Social Purpose Branding

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Summary Statement

With brands continually engaging in social purpose branding (SPB), variance in consumer responses is evident. Opposing consumer reactions occur as brands overlook the value of segmentation for SPB messaging. This study employs a mixed-method approach, combining a latent cluster analysis (n=312) with qualitative interviews (n=15). Four segments were extracted with differences in responses described using social identity theory. This segmentation framework offers theoretical and managerial guidance for researchers and practitioners in prescribing tailored SPB messaging.

23

Collective Absolution, Practised Dubiety, Ersatz Ethics and Permanent Positions: An Exploration of Moral Blindness in Contemporary Collecting

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Summary Statement

Consumer collecting (CC) and collectors have predominantly been evaluated through the lens of intrinsic and extrinsic motivations. It is a billion-dollar, industry but to date no research has explored acts of moral blindness (MB) within the field of collecting. Adopting a yearlong participative observation, the data reveals that collectors volitionally, wilfully, and permanently neglect moral considerations when acquiring items to achieve their goals.

Competitive Short Paper

Collecting is categorized by the need for investment, enjoyment, personal expression, and hunting (Belk, 1994; 2009; 2013; 2014). Collecting is a hobby, a pastime, a passion and for some their raison d'être. Most areas of popular collecting are dominated by middle income categories, including stamps (Bryant, 1989), baseball cards (Rogoli, 1991), model airplanes (Butsch, 1984), beer cans (Soroka, 1988), and "instant collectibles" such as limited-edition plates (Roberts, 1990) but the above fascination has seen collecting evolve and society has been presented with opportunities to collect well beyond the mundane including fields such as 'Murderabillia'. Additionally, research on war, warfare and soldiering has acknowledged a matériel culture (Gregson et al., 2009) creating value regimes (Appadurai, 1986) as objects are exploited to incorporate an assemblage of meanings (legal, personal, ideological) to elicit collector responses. Given that the unimaginable suffering associated with such item the work seeks to explore individual and collective moral parameters in

the collecting field. We do this through the lens of moral blindness. Moral blindness is the "temporary inability of a decision maker to see the ethical dimension of a decision at stake" (Palazzo et al., 2012, p. 325). Individuals affected by moral blindness enter "a state of unintended unethicality" and are unaware that they deviate from their moral values or engage in immoral activity (p. 325).

To explore MB in CC we undertook a yearlong participative observation conducted at military fairs, antique shows, and exhibitions across the UK. Field notes, researcher diaries and 65 interviews revealed that there is no mandate for moral practice within collecting communities. Collector communities are free from 'ethical dilemmas', underpinned by a collective absolution and in extremis a denial that there is a necessity for moral perspectives when dealing with the past. Consequently, collectors seemingly become immunised from the symbolism and dark heritage of items associated with war, genocide, fascism, and authoritarian regimes. Moreover, the data proffers that 'ethical thinking' and 'difficult' conversations can lead to 'exposure' and 'exclusion' from certain communities. But above all, and our major contribution our data reveals that MB is a permanent state in CC offering a contradictory position to the notion that MB is temporary (Lois and Wessa, 2021; Gonin et al., 2012; Palazzo et al., 2012). Personal and contextual factors supersede moral concerns in the pursuit of desired items and there is an acute awareness of being morally blind.

25

The Interplay Between Brand Purpose And Life Purpose : A Positive Psychology Perspective.

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Summary Statement

"Brand purpose" has transcended marketing plans to become a key notion in the boardroom. The academic history of brand purpose is however recent: the AMA defines it in 2022 as "a statement that sets out how brand management intends to achieve social impact through brand-related actions". This research aims at consolidating brand purpose conceptualisation, building a measurement scale for the concept and exploring how brand purpose and life purpose interact through a positive psychology perspective.

Competitive Short Paper

Introduction

The concept of Brand purpose has become pivotal in some of the biggest companies in the world. In 2019 the CEO of Unilever announced that Unilever brands taking action for people and the planet grew 69% faster than the rest of the business. The logic? Consumers are looking for meaning and societal impact from brands.

However, it was only in 2022 that "brand purpose" was defined by academics as "a statement that sets out how brand management intends to achieve social impact through brand-related actions. It generally includes specific societal causes that will be supported through its day-to-day operations, non-business special events and lobbying efforts" (AMA, 2022).

Brand strategies often use anthropomorphisms like "brand personality", but with "brand purpose" not only the brand has a personality, but it also now has a meaning in life. It creates a direct parallel with "life purpose". This parallel is at the heart of our research question: a brand and its purpose are shaped and driven by an individual who is also living or looking for their own meaning in life and purpose. As marketing practitioners often embody or are expected to embody their brand, it naturally creates a space where both brand purpose and life purpose interplay. Therefore, if you are a marketing practitioner, what is the interplay between your own life purpose and the brand's purpose? This question is a gap in the literature.

To help us answer our research question, we use the theoretical framework of positive psychology (Seligman, 2011). Seligman's PERMA model (2011) provides a framework by identifying 5 key elements to a fulfilling life: Positive Emotions, Engagement, Relationships, Meaning, and Accomplishment / Achievement. As such the prism of positive psychology to look at life purpose seems to be very relevant.

Study/project design

We will follow a similar measurement scale development procedure as Morhart et Al. (2015).

For study 1 (item generation and content validity), our sample will consist of 50 practitioners from directors (50%) to marketing managers (25%) and brand managers (25%). They will be based in the UK (60%) and overseas and will work for different product categories (eg. Food, Beauty, Alcohol, Tobacco, Tech, Entertainment). Study 2a will be the initial administration to quantitatively define a set of 10-20 items and study 2b will be the validation sample. Study 3 will be a known-group validity to show that the scale differentiates between brands and study 4 will look into the discriminant validity. Finally study 5 will explore the relationships between brand purpose and life purpose through a comprehensive conceptual framework.

Expected outcome/impact

The theoretical contributions are expected to be a better conceptualisation of brand purpose, a definition of a measure scale and the mapping out of the interplay between brand purpose and life purpose.

The managerial contributions should a better understanding of the well-being of marketing practitioners, an improvement of managerial practices and ultimately a maximisation of business results through brand purpose.

26

Examining social media content as an antecedent to online brand engagement: How does this effect SME performance in Emerging Markets?

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Summary Statement

This paper proposes a novel concept of social media content, brand engagement and the effect on consumers in emerging markets. In summary, multiple social media contents, namely rational, emotional, and interactional, demonstrate distinct results of brand engagement. Using coupled social media platforms operated by SME business practitioners, this study extends prior research, determining to such degree how brand engagement can navigate multiple customers' attitudinal responses within different stages: purchase intention, recommended intention, and customer loyalty.

Competitive Short Paper

There has been significant recent growth in social media (SM) usage globally (Troise et al., 2022), leading to SM platforms becoming more prevalent in emerging markets (EM). However, within the marketing discipline, focus is mainly placed on developed markets (Luger et al., 2022). Within the EM context, a large proportion of small and medium-sized enterprises (SMEs) utilize SM platforms due to their low-cost advantage, making them an effective method of brand engagement. To underscore the critical importance of SM platforms, brands are projected to spend an estimated $785 billion worldwide in this area in 2025 (Lim & Rasual, 2022). Leading scholars recently conducted an SM meta-analysis and made the clarion call for more work to be done in EM to enable an understanding of "how the impact of social media content varies across different types of consumers" (Liadeli et al., 2023, p.424). We address the clear gap in SM research in EM.

Theoretically, we draw upon Uses and Gratifications Theory (UGT), to develop and test an extended model that integrates SM content, brand engagement, and customer outcomes (i.e., purchase intentions, intention to recommend the brand and customer brand loyalty). Prior SM studies have investigated the effects of content by focusing on behavioural engagement; however, no study has examined the extended outcome of the holistic brand engagement elements: cognitive, affective, and behavioural towards attitudinal response.

Previous work examining the implications of SM has predominantly focused on a single SM platform (e.g. Pozharliev et al., 2022). Our study is also novel in capturing several contemporary platforms that provide engaging content; namely, Facebook, Instagram, YouTube, and TikTok. Using a sample of 219 Indonesian participants, we test the relationships between the key constructs in our model. We find that interactional and emotional SM content have significant influence on brand engagement. Contrary to expectations, rational content demonstrates negative association towards brand engagement.

The use of SM content as a marketing tool links to brand engagement dimensions which navigate the attitudinal responses within the different stages of customer outcomes. Our findings show that heightened levels of SM brand engagement positively influence customer outcomes in EM. Therefore, we suggest that business practitioners should tailor their strategies accordingly. For example, using interactional content such as user-generated content, contests, prize-giving, and question-answers will all offer opportunities to actively engage with the brand's campaign (e.g.

Ashley & Tuten, 2015; Hughes et al., 2019). Another key factor to consider for brand engagement relates to multiple formats that activate feelings, such as humour, artistic inclinations, memes, fun, and emotional attributes (e.g. Dolan et al., 2019). Different formats, including video, user-generated content or in a 3D, immersive metaverse (Balis, 2022) may be adapted to corroborate rational SM content strategy, thereby achieving strong brand engagement.

By conceptualizing the key constructs within a novel conceptual model, our findings set a new agenda, extending SM brand engagement to convert consumer's feedback within different stages. This study postulates a pertinent SM strategy guide for SME business practitioners in EM to apply and leverage their business performance.

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Using Influential Power: Understanding Key Motives and Social Pressure impacting Content Creators and Their Instagram Sharing

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Summary Statement

This paper explores unknown impacts of content creators sharing activities on their wellbeing by exploring deciding factors and motivations driving influencers' sharing behaviour on controversial topics. In doing so, this paper provides essential foundation to understand key motivations and constraints that impacting their sharing behaviour on social media.

Competitive Short Paper

The growth of Instagram has massively changed the way users distribute information online. As channels grew from passion projects to prominent public pages, many social media influencers have felt growing social pressures in managing their relationships with their followers. Their sharing behaviour may change based on the demand of their fans, rather than the unfiltered lens they originally set out to portray themselves through, especially on sensitive topics such as social justice, political issues, and environmental concerns. While it is widely accepted that traditional celebrities possess an "informal right to stay out of politics" (Bryant, 2020), digital creators are often exempt from this phenomenon due to the close relationship they built with their community (Wilton, 2021).

The aforementioned need for trial and error has increased the importance of understanding the impact of social pressures on influencers' sharing behaviour. Stieglitz and Dang-Xuan (2013) have drawn attention to emotional motivators as drivers for users' information sharing on social media but focused their research on Twitter, a different social media platform with its own unique characteristics. Other researchers looked at the relevance of audience-pleasing on creators' sharing behaviours (Mardon, Molesworth, and Grigore, 2018), but there is limited available information on how these online communities personally affect young and aspiring creators and their mentalities when it comes to controversial content sharing on Instagram.

In order to contribute to literature on content production on controversial topics on social media, this paper investigates the core motivations behind influencers' online sharing behaviours and how components of social pressure may lead to adaptations in their content production, especially when voicing opinions on socially controversial topics. In addition, it explores how being a content creator impacts their mental wellbeing and whether authenticity is necessary for maintaining a healthy work-life balance.

By using qualitative research approach, we conducted semi-structured interviews with prominent mid-tier influencers (follower count: 50.000 – 500.000) on Instagram from various backgrounds and content niches. By conducting qualitative interviews with prominent Instagram influencers, this research connects their intrinsic and extrinsic motivations with their sharing behaviours. Furthermore, the increasing popularity and desirability of becoming an influencer amongst the youth (Yesiloglu and Costello, 2021) mean it is vital to highlight the implication of such social pressure on young minds. Therefore, this paper further researches these areas by investigating social pressures that impact their content production on more controversial topics. As result, six key intrinsic and extrinsic core motivations were identified. The main intrinsic motivations identified are self-expression, altruism, and personal benefit, whereas the extrinsic motivations are audience-pleasing, authenticity, and the Instagram algorithm. These interviews confirm that the increased social pressure these content creators face does result in changes to their public persona, affecting their sharing patterns and filtering their self-presentation, ultimately resulting in a reduced drive to please their audience.

30 - W

Religion and brand activism: Faith-based segments in the UK and their engagement in boycotting behaviour.

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Summary Statement

In a time marked by increasing global awareness and activism, many brands are expected to align themselves with social justice movements. This bring a hosts of new risks and challenges for brand as observed in the recent boycott movement against Israel. It is within this context, the paper seeks to explore the role of religion in boycotting behaviour to understand consumer motives, expectations, online and offline engagement, and perceived success factors.

Competitive Short Paper

At present, brand activism has become an emerging marketing strategy for many companies who aim to distinguish themselves in a fragmented marketplace by publicly addressing social and political issues. In a bid to foster loyalty and nurture lifelong customers, brands are aligning their values with meaning causes to spark change and inspire action. However, several brands have faced criticism or faced boycotts as a result of their decisions to support contentious causes. The contrasting positions adopted by brands such as Huda Beauty and McDonald's Israel amid the ongoing Israeli-Palestinian conflict serve as a notable example.

Existing works have focused on consumer motives for, responses to, and the effectiveness of brand boycotting. Also examined is the role of consumer affinity and animosity play in the context of boycotting campaigns. In addition to this, social media has simplified the process for activists to connect with a broader audience and garner more substantial support for their causes. With this said, the impact of religious animosity on people's attitudes toward macro boycotts is said to be largely culturally dependent. Yet, little research was located on the boycotting behaviour of faith-based segment in secular societies like the UK. Thus, the purpose of the paper is to examine the impact religion (and religious commitment) has on on faith-based segments when boycotting brands. The objectives of the paper are threefold. First, to uncover individual motives and expectations (i.e., from personal views to social expectations). Second, identify their engagement and participation (i.e., communication, product, purchase and response) in boycotts online and offline. Third, to understand how faith-based segment perceive or measure the success of their boycotts (i.e., business impact vs. society impact). The study will encompass followers of Christianity, Islam, Hinduism, Judaism, and Sikhism, and includes respondents with no religious affiliation. variations will be assessed among religion and religiosity group, with the latter being measured through two dimensions (i.e., intrinsic and extrinsic). The implications of this research enables companies to understand the mechanism of consumer boycotting behaviour in instances of brand activism.

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Role of Employee as Information Influencer: An Examination of Employee Generated Content (EGC) in a Crisis Context

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Summary Statement

The study investigates the impact of Employee Generated Content (EGC) on consumer attitudes, focusing on the mediating influence of relevance and authenticity. Preliminary findings highlight these factors' role in shaping perceptions. Additionally, the research explores the moderating impact of employee seniority and employment status on the effectiveness of EGC. This research aims to illuminate the nuanced effects of EGC components on consumer attitudes.

Competitive Short Paper

This research recognizes the pivotal role played by employees as significant brand ambassadors within the contemporary landscape of intensified social media utilization. The phenomenon of Employee Generated Content (EGC) on personal digital profiles has garnered considerable attention due to its discernible influence on the reputation of employers, often surpassing the impact of official organizational platforms. Despite the acknowledged credibility and substantial impact of EGC, studies have not delved extensively into the fundamental determinants shaping consumers' perceptions of this content.

Theoretical underpinnings from signaling theory (Connelly et al., 2011) and source credibility theory (Hovland et al., 1953) guide this investigation. This study aims to unveil the latent factors that

determine the efficacy of EGC and ascertain its influence on consumers' evaluations of organizational reputation. The overarching research questions seek to uncover the determinants that govern the effectiveness of EGC and to explore how the substantive content of signals and the perceived credibility of their sources impact consumers' assessments of organizational reputation. These inquiries are tailored to achieve a more nuanced comprehension of the extent and nature of employee influence through the dissemination of EGC.

The research method employed a mixed-method approach involving qualitative interviews and focus groups with employers and employees, unveiling the significance of content authenticity, relevance, and the employee's role in shaping Employee Generated Content's (EGC) efficacy. The study introduced a conceptual model with hypotheses assessing generic EGC impact, the enhancement of organizational reputation through relevant and authentic EGC, and the moderation of EGC effectiveness by an employee's seniority and employment status.

Furthermore, the research outlined two between-subject experiments. Study 1 focused on the mediating role of content authenticity and relevance in EGC's impact. It conducted an online experiment among general internet users in Hong Kong, employing a 2 (subject relevance: yes vs. no) x 2 (content authenticity: yes vs. no) design. The experiment simulated a data leakage crisis scenario in a telecommunications company, manipulating subject relevance and content authenticity within EGC.

Study 2 delved into the moderating role of employee seniority and employment status. Using the same participant pool as Study 1, this experiment employed a 2 (seniority: leadership vs. front-line) x 2 (employment status: current vs. former) design. It simulated crisis scenarios to gauge message credibility based on seniority and employment status dimensions.

The primary objective is to bridge gaps in the literature by exploring overlooked aspects of EGC, shedding light on the employee's influence on corporate reputation and extending crisis communication discussions to individual employee levels. For practical implications, the study advocates integrating Human Resource (HR) functions into communication strategies, fostering collaboration with corporate communication to leverage EGC for organizational objectives.

33

Nomophobia Nudges: Link Between Mobile App Detox, FOMO, Digital Burnout, and Procrastination

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Summary Statement

Study 1, driven by self-regulation theory, empirically proves that nomophobic individuals recognize the need for a Mobile App Detox, due to the confronted negative consequences (digital burnout and procrastination). However, Mobile App Detox intention leads to FOMO, a withdrawal symptom.

Hence, in study 2, an experiment is conducted to determine the optimal detox method among the two intervention techniques of detox –an intense detox, and a scheduled detox using the Pomodora Technique, that minimizes FOMO.

34

A Scoping Review of Scooping Crowdfunding Literatures: Reimagining Nudge Marketing

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Summary Statement

Crowdfunding fundraisers are concerned about the dripping success rates of crowdfunding campaigns. Hence, persuading funders to subscribe to crowdfunding projects is crucial. This makes it obligatory for them to investigate nudge marketing in crowdfunding adoption. This paper reviewed 70 articles on behavioral biases in crowdfunding, published in reputed journals from 1997 to 2021 using a novel TCCM-MA analysis, and identified the 165 research gaps to advance their knowledge in crowdfunding nudge marketing.

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Dark Patterns and Buyer Black Box: A Conceptual Framework

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Summary Statement

This paper aims to develop a novel framework to understand the complex relationship between dark patterns, consumer psychology, and purchase intentions. By leveraging the Buyer Black Box model, it seeks to shed light on how manipulative design practices (dark patterns) act as social stimuli, influencing consumer psychology and ultimately shaping buying behaviors.

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Diversity Marketing Agents of Change: How Can Marketers Change the Game?

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Summary Statement

This study investigates the internal factors influencing diversity marketing initiatives, employing institutional entrepreneurship as a theoretical lens. Interviews with 12 marketing professionals uncover how internal diversity climate and organisational orientation impact marketers as diversity marketing change agents. Findings impact practice by providing a framework that stresses specific internal factors in driving genuine diversity initiatives. Theoretically, the research expands understanding of institutional entrepreneurship, highlighting the importance of marketers and advocating cross-disciplinary collaboration to advance diversity research.

37

MANAGING COOPETITION ACTIVITIES IN TURBULENT EXPORT MARKETS

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Summary Statement

Coopetition strategies in export markets.

38

A Reasoned-Action Framework For Marketing Electric Cars in Malaysia: A Qualitative-Quantitative Mixed Methods Investigation.

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Summary Statement

This study investigates Malaysia's electric car market, crucial for sustainable goals. With only 10,000 registered electric cars by the end of 2023, it is still in the introduction phase which can determine the long-term results. This study utilized two phases, an elicitation method followed by a quantitative study. The key findings show the uncertainties Malaysians have towards purchasing an electric car.

Competitive Short Paper

The automotive industry in Malaysia and the Malaysian government are encouraging electric car consumption as a sustainable initiative to reduce environmental problems by relying on electric power and contribute zero emissions. The study aims to address the timely and crucial investigation of electric car consumption specifically in Malaysia as the country tries to achieve sustainable development goals (SDGs) especially to reduce greenhouse gas (GHG) emissions (BNM Annual Report, 2022; Malaysian Investment Development Authority, 2023a). The Malaysian government provides tax benefits for purchasing electric cars and encouraging investments from electric vehicle companies (Lye, 2023; Malaysian Investment Development Authority, 2023b). The focus on this

context is crucial due to the introduction phase of electric cars which can determine the long-term results. The concept of electric cars is currently widely adopted in the European and Western contexts but in countries like Malaysia, it has approximately only 10000 registered in 2023 (Chan, 2023). In terms of the overall Malaysian automobile market share, it is ranked 23 in the world and third largest in Southeast Asia (Muller, 2021; Statista Research Department, 2023) but in the Southeast Asia electric vehicles market, Malaysia ranks below Thailand, Indonesia, Vietnam, and Singapore. With only a 2.4 percent contribution to the Southeast Asia electric vehicles market share (Counterpoint, 2023). The increase in electric car consumption is crucial to meet the sustainable objectives of the country. This study involves a two-phase approach, an elicitation method followed by a quantitative study.

Beliefs forming attitude, subjective norms, and perceived behavioural control in the theory of planned behaviour are first elicited from 33 participants using a semi-structured interview method are the important foundations which are mostly overlooked (Goh et al., 2019; Fishbein and Ajzen, 2010). The results from phase 1 help further these elicited beliefs as measurement items in the quantitative study using a survey questionnaire. The beliefs are the first phase crucial for behavioural change process (Ajzen, 1991; Perri et al., 2020) and can help explain why individuals perform or do not perform a behaviour.

Findings reveal that Malaysians feel uncertain about electric cars and the technology especially charging. Marketers should ensure that the uncertainties are addressed in order for Malaysians to feel safe and comfortable purchasing an electric car.

With this, the quantitative phase will further validate and quantify the significance of the elicited beliefs in shaping behavioural outcomes. The results can provide the Malaysians' perception of purchasing an electric car and help marketers develop better strategies to target potential consumers as the role of marketing can help build awareness, address concerns, and position the product accordingly based on the factors which can influence consumption.

41 - W

It Only Takes A Minute …

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Summary Statement

Just a Brand Minute (JABM) is a low tech, low prep adaptable and playful way to address the increasingly challenging problem of how we engage our digitally dependent diverse cohorts who sometimes need reminding of the importance of proficiency and fluency in face-to-face communications (Jolly, 2023). What's more JABM reminds students (and lecturers!) that learning in a Higher Education Institution can still be effective if it is playful and fun (Forbes, 2021). Based on the popular and long running BBC Radio 4 programme 'Just a minute' (BBC, 2024) JABM uses the rules of 'Just a minute'; no repetition, deviation or hesitation as students talk about a brand (given by the 'quiz master') for a minute. The game is fast paced and competitive, just like the environment students will encounter once they enter the workplace.

Competitive Short Paper

Just a Brand Minute (JABM) is a low tech, low prep adaptable and playful way to address the increasingly challenging problem of how we engage our digitally dependent diverse cohorts who sometimes need reminding of the importance of proficiency and fluency in face-to-face communications (Jolly, 2023). What's more JABM reminds students (and lecturers!) that learning in a Higher Education Institution can still be effective if it is playful and fun (Forbes, 2021). Based on the popular and long running BBC Radio 4 programme 'Just a minute' (BBC, 2024) JABM uses the rules of 'Just a minute'; no repetition, deviation or hesitation as students talk about a brand (given by the 'quiz master') for a minute. The game is fast paced and competitive, just like the environment students will encounter once they enter the workplace. JABM provides an active, formative opportunity for students to try to appropriately deploy branding language such as semiotics, authenticity, activism, trust etc applying their learning.

JABM is based on the principles of building students' skills in reasoning and explaining as well as increasing fluency in the 'language' associated with brands and branding. Furthermore, participating provides students with the opportunity, and challenge, of beginning to connect their ideas using the key ingredients of retrieval of knowledge and elaboration (Quigley, no date). JABM is helpful but can also be uncomfortable through its ability to reveal the level of marketing knowledge which a student has acquired. Importantly the game will show the stage of consolidation of a student's brand and branding knowledge, conversely this means that JABM appeals to and engages a wide range of students including the 'pure completionists' (Jaskari & Syrjala, 2023:50).

Participating in JABM is a collaborative and competitive learning experience as students work in pairs or groups thus JABM is useful as a tool which can encourage the class to get to know each other, interacting through active participation in the game. The winning team needs a level of resilience and to organise themselves around recognising that a range of individual approaches can help them to win. For instance, within the team they need individuals that are paying attention to listening carefully to ensure that the team makes a correct challenge, whilst other team members need to be ready and able to pick up the dialogue and then not to re-use words or terms. JABM can therefore be a helpful precursor to more traditional groupwork and paired or group assessments. In addition, once a class has understood the format it can be repeated many times at just about any point in a session.

ABM improved some students' confidence in speaking and using appropriately 'the language of branding'. Early signs are that this fluency has been replicated in written assessment work. Importantly playing JABM was useful in highlighting, to students, where further work was going to be needed and allowed for some timely interventions ahead of an important summative assessment presentation.

42 - W

Embracing Sustainability and Circularity in Luxury: The Rise of the Pre-Loved Market in China

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Summary Statement

This paper explores the increasing popularity of pre-loved luxury goods in China, highlighting how this trend alongside sustainability and circular economy principles. It notes the impact of the COVID-19 pandemic on consumer behaviour and the significant growth of the pre-loved luxury market, particularly among younger consumers (Booker, 2024). The study indicates the Chinese market's pivotal role in this industry shift, stressing the need for further research in this evolving sector.

Competitive Short Paper

Regardless of whether you are looking for a classic Louis Vuitton handbag, unearthing a scarce vintage Rolex watch, or pressing to pursue a Hermès Birkin without waiting for the waiting list, sold-out collaborations, or unique limited editions, the pre-loved luxury channels are the new hot spot, whether online platforms or offline brick-and-mortar. These channels cater to both the desire for uniqueness and rarity and reflect the increasing significance of sustainability and circularity in the luxury industry. This paper explores the convergence of these trends, spotlighting the role of sustainable luxury and the principles of a circular economy, and underscores the unique position of the Chinese market in this transformative shift.

As sustainability and circularity become imperative in the luxury sector, the burgeoning pre-loved luxury market, particularly in China, signifies a pivotal shift in consumer behaviour and industry practices. This transition, notably influenced by global events such as the COVID-19 pandemic, saw China implement an extensive lockdown that endured until the cessation of the 'zero-policy' on 8th January 2023 (NHC Gov, 2023). The pandemic-induced pause in the production of new luxury goods spurred a move towards pre-loved luxury items, mirroring an increasing consumer preference for sustainability. The Chinese market has been at the forefront of this change, with its pre-loved luxury sector expanding rapidly.

Understanding the motivation behind consumers' gravitation towards pre-loved luxury items is multifaceted. Research indicates that economic, uniqueness, and sustainability considerations are key factors driving this trend (Aycock et al., 2023; Turunen et al., 2020; Turunen and Pöyry, 2019), with younger demographics, particularly Millennials and Generation Z (Booker, 2024), favouring environmentally conscious fashion choices.

The integration of circular economy principles in luxury fashion is further evidenced by the growing popularity of pre-loved luxury platforms, which cater to diverse consumer interests and support more responsible consumption patterns. Beauloye (2023) reported that the pre-loved luxury market has grown rapidly at 12% per year versus 3%, four times faster than the primary luxury market, where luxury resale represented a $24 billion market and is projected to double in value over the next five years, demonstrating its robust growth.

Sustainability is at the heart of this transition. The inclination of younger consumers towards sustainable fashion, as noted in research by Pencarelli et al. (2020) and Machado et al. (2019), is reshaping the luxury market and setting new industry standards.

To conclude, the rise of the pre-loved luxury market in China transcends mere economic and fashion trends, echoing deeper commitments to sustainability and circularity within the luxury sector. This

shift signifies a critical area for future research, encapsulating the evolving dynamics of luxury consumption and its environmental and social impacts.

To dissect these complex dynamics, this study adopts a pragmatic two-stage mixed-methodology with an explanatory sequential design. This approach, as suggested by Creswell and Creswell (2018), provides a comprehensive understanding of the phenomenon by combining qualitative and quantitative methods, offering insights that a single-method approach might not reveal.

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The Enchanting World of Marketing Theories: GIA enhanced Visual Storification as a Pedagogical Method

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University of Birmingham, United Kingdom

Summary Statement

Marketing education, while essential, is dominated by theories because "Marketing Theory Matters!" (Burton, 2005). However, in the classroom this can often be dry, unengaging and disconnected despite the real-life examples linking theories to realities. Visual stories can transform classrooms into learning canvases, bringing theories to life. With a little help from GIA and integrating visuals and compelling narratives into marketing education, educators can spark student interest, enhance understanding, and foster deeper learning.

Competitive Short Paper

Marketing education, while essential, is dominated by theories because "Marketing Theory Matters!" (Burton, 2005). However, in the classroom this can often be dry, unengaging and disconnected despite the real-life examples linking theories to realities. Therefore, educators constantly seek novel and "fun" ways of teaching marketing (see for ex. Hunt and Laverie, 2005; Little et al., 2008). The challenge for educators is to make learning enjoyable and engaging while responding to student needs (Parsons and Taylor, 2011, Spanjaard et al., 2023). To add to this, universities are under immense pressure to improve student experience and make classrooms more engaging (Parsons and Taylor, 2011). Thus, this workshop proposes visual storytelling as a solution, arguing that it can stimulate students' imaginations, enhance comprehension, and make learning marketing joyful (Aura et al., 2021; McDougal, 2021). Afterall, who does not enjoy stories?

Storification, particularly visual storification, which is the integration of storytelling techniques into learning, can transform complex marketing theories into captivating journeys (Aura et al., 2021; Levy and Merenstein, 2005). Visual storification, grounded in cognitive science, engages multiple cognitive pathways, stimulating emotional and analytical processing for better information retention (Brown and Patterson, 2010; Brown, 2011; Goodnow, 2020). By integrating marketing theories into visual stories, complete with dynamic protagonists, engaging plots, and relatable visuals, educators can transform theories into captivating narratives that resonate with students on a deeper level (Brown, 2011; Goodnow, 2020). Storytelling skills are now sought after in the job market as a potent

tool to improve customer experience (Malita and Boffo, 2010; Spanjaard et al., 2023). Integrating visual storification serves multiple purposes, allowing students to better conceptualise their learning, understand the power of visual stories, and mimic the skills in their prospective careers.

For instance, consider Goliath Enterprises, a fictional company suffering from a colonialist macho culture with unhappy employees and shades of grey visuals sinking into further darkness. This is just a glimpse into the possibilities of visual storification. Through this visual storification, the concept of decolonisation of marketing can be embodied and better conveyed. Visual stories can transform classrooms into learning canvases, bringing theories to life (Brown, 2011). By integrating visuals and compelling narratives into marketing education, educators can spark student interest, enhance understanding, and foster deeper learning (Aura et al., 2021; McDougal, 2021).

However, the adoption of these creative methods is not without challenges. Educators need resources, time, and storytelling skills, which can be costly and time-consuming (Kajder et al., 2005). Therefore, this workshop aims to address these challenges by offering an easy way to create compelling visual stories using Generative Artificial Intelligence (GIA), making marketing education not just informative, but also fun and engaging. In summary, this workshop aims to help marketing academics to deliver immersive learning experiences of theories through visual storytelling with a little help of GIA.

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Towards a Model of Travel Information Search Behaviour Beyond the COVID-19 Pandemic.

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Summary Statement

While many scholars have introduced models of travel information search behaviour, the increase in digital adoption and shifting reliance on new information sources (e.g. government and news media) in the face of COVID-19 require an urgent review of search behaviours to understand which are going to create lasting shifts in the way travellers make decisions. Using a mixed-methods approach, this research aims to develop an updated model of travel search behaviour.

Competitive Short Paper

Information search is a major step in the decision-making process. This step takes time and involves the use of many information sources in the travel industry because of its nature (i.e. intangibility and complexity) (Vogt & Fesenmaier, 1998; Gursoy & McCleary, 2004; Volo, 2009; Xiang & Fesenmaier, 2020). Travel Information search is defined as a step in the travel decision-making process where travellers are collecting information from different sources in order to make decisions (Vogt & Fesenmaier, 1998). Different information sources and channels are available; however, the importance of these sources/ channels differs based on the traveller's characteristics, contingencies, and the expected outcome of the search (Fodness and Murray, 1999). Many studies have introduced models of tourist information search behaviour for instance; Fodness & Murray

(1999); Gursoy & McCleary (2004); and Luo, Feng & Cai (2005). However, there are some limitations attached to these models. The models proposed by Fodness & Murray (1999) and Luo, Feng & Cai (2005) have made no distinction between the information source and information channel. The study of Gursoy & McCleary (2004) focused on the determinants of the search behaviour, without referring to how these determinants may impact the information search strategy used. Moreover, all these studies have been done before COVID-19 which has a massive influence on the travel industry as a whole, and the travel information search process in particular. Hence, this study aims to restructure the travel information search framework to reflect travellers after the COVID-19 world and predict their behaviour.

The main objectives of this study are; 1. To understand the change in the traveller consumer behaviour after COVID-19 in terms of needs and perceived risks; 2. To understand the influence of this change on the information search behaviour; i.e. preferred channels, and sources; 3. To develop a conceptual framework for the travel information search during COVID, and finally 4. To predict the traveller information search behaviour post-COVID.

This research follows a mixed-methods methodology. Qualitative data is required to understand the change in consumer behaviour after the COVID-19 pandemic, and how this change influenced the travel information search strategies in terms of the most used/ trusted channels and sources. In-depth interviews will run among participants typically someone who usually has holidays abroad. Based on this qualitative data, the researchers are going to develop a conceptual framework for the travel information search. Then a quantitative research "survey" will be implemented to test the framework and predict the post Covid travel research behaviour.

This research will contribute to the consumer behaviour literature through mapping out the travel information search behaviour post COVID-19. It will also help marketers to understand how travellers are acquiring, evaluating, and using the information to make travel plans. Thus, marketers can communicate effectively with their target audience and provide them with the right information/content using the right channels/ platforms at the right time. Moreover, this research will help Destination Marketing Organizations (DMOs) to better position their destinations based on a good understanding of the change in traveller's behaviour.

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Green Spaces and Green Minds: The Interplay of Workplace Greenery and Nature Relatedness in Shaping Employee Environmental Actions

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Summary Statement

This research delves into how workplace greenery affects employee green behavior, focusing on its interaction with individual nature-relatedness. Employees with high nature-relatedness consistently exhibit green behaviors, regardless of their work environment's greenness. In contrast, those with lower nature relatedness show increased green actions when working in greener settings. This

highlights the significant role of the workplace environment in shaping and enhancing green behavior among employees, contributing to our understanding of employee behavior in sustainable practices.

Competitive Short Paper

Employee green behavior (EGB hereafter) is fundamental for achieving lower organizational environmental impact (Young et al., 2015). Even though other work has underlined the importance of workplace greenery in the development of green corporate cultures (Norton et al., 2021) and on workers' well-being (Sadick & Kamardeen, 2020), past work has not examined its effects on EGB. Drawing from environmental psychology research (Kaplan, 1995; Kaplan et al, 1996; Norton et al., 2021; Tang et al., 2015), we investigate whether variations in workplace greenery can account for differences in EGB. Workplace greenery is achieved by adding natural elements or representations of nature to indoor workspaces (Klotz & Bolino, 2021). Exposure to nature has been shown to increase pro-environmental attitudes and actions in other contexts (DeVille et al, 2021; Liu et al., 2022). For this, we would expect that employees in workspaces with greater greenery may be more likely to perform EGB. However, since personal and environmental factors interact to influence employees' pro-environmental actions (Katz et al., 2022; Tang et al., 2023), we further contend that the influence of workplace greenery on EGB will be different depending on the employee nature relatedness (NR). NR is the connection and perceived interdependence that individuals experience with the natural world (Nisbet et al., 2009: 718).

The study employs a two-wave panel design (sample size of 560 at T1 and 283 at T2) conducted over nine months to examine whether differences in EGB performance are observed depending on the amount of greenery in the workplace and on the NR of employees.

Overall, the results of this paper add valuable knowledge to the understanding of how personal predispositions and environmental factors converge to influence green behavior in the workplace. In particular, findings reveal a significant interaction between workplace greenery and nature relatedness in influencing green behaviors. Employees with a strong connection to nature are inherently more inclined to engage in environmentally friendly behaviors, regardless of the presence of green elements in their immediate surroundings. Their behavior is driven by an internalized identity or self-construal of interdependence with nature rather than by exposure to natural artefacts (Tang et al., 2023). Moreover, our research finds that nature exposure serves a compensatory role for individuals with low NR. Employees with low NR but high exposure to plants showed significantly higher levels of EGB compared to those without plant exposure. This indicates that nature exposure can effectively encourage eco-friendly behaviors among employees initially lacking a strong connection to nature.

The study's implications are twofold. Firstly, it provides insights for organizations seeking to foster a culture of sustainability. Introducing greenery into workplace environments can be an effective strategy to encourage green behaviors. Secondly, the findings contribute to transformative consumer research literature by illustrating how environmental predispositions and physical settings interact to shape sustainable actions. This knowledge can inform policymakers focused on influencing consumer behavior in favor of sustainability.

How Do We Teach Responsible Marketing and Consumption?: An Authentic Assessment facilitating creativity in classroom

Inci Toral, Sarah Montano

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Summary Statement

The need for responsible marketing and consumption is increasingly recognized as a critical component of sustainable development with the 17 SDGs set by the UN, with significant implications for business education (Baden and Parkes, 2013). However, it is not always easy to adopt a responsible marketing curricula. Thus, in this work, we offer a framework and a practical roadmap for marketing educators based on a tested experiential learning and authentic assessments.

Competitive Short Paper

The need for responsible marketing and consumption is increasingly recognized as a critical component of sustainable development, with significant implications for business education (Baden and Parkes, 2013). Many schools align their curricula through the United Nations (2015) Members 17 Sustainable Development Goals (SDGs) that underpin the PRME agenda. . Yet just how we enable effective teaching of responsible marketing remains a challenge. Simultaneously as HEI's we are critiqued for not delivering graduates with employability skills (Baska 2019). In this paper, we address these issues within the much-debated marketing curricula that often emphasises consumption at the expense of responsibility and sustainability. We present a solution to integrate responsible marketing and consumption into the core of marketing education to prepare future leaders for the challenges of the Fourth Industrial Revolution and the Green Economy.

To achieve this, we introduce the Experiential Learning Authentic Assessment (ELAA) framework, which is designed to foster employability skills in marketing careers and environmental consciousness among students. This framework is grounded in Kolb's (1984) experiential learning theory and enhanced by authentic assessments that simulate real-world tasks and conditions (Mcarthur, 2023). Authentic assessments are defined as outcome focused and aimed at engaging students with real-world tasks through creative thinking and problem-solving exercises (Moon et al., 2005). The ELAA framework is exemplified through its application in a postgraduate Master of Science in Retail Marketing module, where students create a video showcasing their dream responsible retailer, thereby integrating marketing theories with responsible practice (Montano and Toral Manson, 2024).

The paper also outlines a four-step roadmap for marketing educators to embed authentic assessments and responsible marketing into their curricula. This involves designing assessments that test knowledge and mirror real-world employability activities, providing formative and summative feedback, encouraging metacognition, and promoting active experimentation. The authors demonstrate that traditional assessments fall short in enabling the development of skills necessary for responsible marketing and consumption (Hernández-March et al., 2009). Instead, they advocate for a relationship-based approach to teaching and learning that balances subject knowledge with practical application.

The ELAA model's success is evidenced by the high average student scores and positive reviews from both internal and external moderators and evidence from alumni that this assessment offers a showcase of employability skills. The authors argue that higher education plays a crucial role in shaping future responsible leaders by focusing on behavioural changes through experiential practices rather than solely on theoretical cognition (Dunne et al., 200).

This paper contributes to the discourse on sustainable marketing education and employability skills by providing a practical framework and roadmap for educators. It emphasizes the need for a paradigm shift in business education towards a more responsible and sustainable mindset, aligning with the United Nations Sustainable Development Goals. The findings and recommendations of this study are particularly relevant to the development of marketing curricula, as they offer insights into how marketing educators can effectively prepare students for the evolving demands of the marketplace and society at large.

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Stereotype Threats in Pro-Environmental Behavior: An Integrative Review

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Summary Statement

This paper examines the role of stereotypes in hindering pro-environmental behaviors (PEB) adoption. Using the Multi-Threat Framework as a theoretical lens and a systematic literature search methodology, it explores the complex impact of stereotypes on PEB-related perceptions, attitudes, and actions. Our research extends beyond traditional stereotype sources, focusing on 'green' identities, manifested through voluntary behaviors and lifestyles. The study finds that stereotypes lead to threats and defensive responses by consumers, hindering PEB adoption.

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Don't Let it Go to Waste: Preventing and Profiling Household Food Waste

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Summary Statement

Food waste (FW) is a challenging and complex global phenomenon with significant economic, social, and environmental repercussions. However, FW scholarly insights are limited, with a lack of theory-driven and consumer-segmented approaches, as well as inconsistent and mostly qualitative results. Based on data from 950 respondents, this study aims to understand what are the key factors contributing to household FW behaviour, and what different FW household profiles can be identified, offering novel academic and managerial insights.

Competitive Short Paper

Food waste (FW), defined as food prepared for human consumption but left uneaten and hence wasted (Haque et al., 2022), is a challenging and complex global phenomenon with significant economic, social, and environmental repercussions (UN, 2021). Accordingly, the United Nations' Sustainable Development Goals include decreasing FW by half until 2030 (UN, 2015). FW and its prevention are therefore receiving increased academic and managerial attention (Habib et al., 2023; Principato et al., 2021; Schanes et al., 2018).

Since consumers in developed countries are among the biggest contributors to FW (FAO, 2013), it's critical to understand what drives or prevents their wasting behaviour. However, how to effectively convince them to become more responsible and less wasteful is still not fully understood, with scant literature focusing on a household context (Talwar et al., 2022). Moreover, FW scholarly insights are limited, with a lack of theory-driven and consumer-segmented approaches, as well as inconsistent and mostly qualitative results (Aschemann-Witzel et al., 2021; Dolnicar & Juvan 2019; Hodgkins et al., 2019; Kim et al., 2019,2020).

Against this background, our study aims to comprehensively examine households FW attitudes and behavioural patterns, as well as drivers and barriers for its prevention, through a quantitative, consumer-driven approach. Addressing the potential limitations of existing frameworks (Soorani & Ahmadvand, 2019), an extended model of the Theory of Planned Behaviour was developed, including two new variables: moral norms and habits. Furthermore, addressing recent research calls (Santos et al., 2022; Zhang et al., 2021), different consumer/household segments were analysed according to their FW levels, sociodemographic and psychographic attributes. This study thus aims to answer the following research questions: (i) What are the key factors contributing to household FW behaviour? and (ii) What different FW household profiles can be identified?

Data gathered from 950 respondents reveals that habits, perceived behaviour control (PBC), moral and subjective norms are the most significant drivers of FW behaviour. The study also shows that consumers' willingness to prevent FW is not enough for changing FW levels. Moreover, the study identifies four consumer clusters: "Conscious Foodies" and "Mature and Wealthy", along with "Oblivious Wasters" and "Full House", the two most wasteful and critical segments. Contradicting prior findings, a novel insight is that consumers do perceive the environmental implications of FW and they are conscious about them when they discard food. In addition, and unexpectedly, anti-waste subjective norms produce a (negative) effect on reducing FW. Lastly, although scholars have extensively studied cognitive variables, our model proves the significance of non-cognitive drivers of FW: the salient roles of habits and PBC on behaviour performance indicates there is a general lack of sense of control over preventing FW as well as a habitual component linked to wasting food.

Theoretically, this study adds to the emerging FW literature by providing theory-based knowledge on the key factors driving and mitigating FW and the profiles associated with more and less wasteful households. Managerially, the study provides valuable insights on consumer FW behaviours that allow the development of effective and targeted FW prevention marketing campaigns and policies.

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Systems Thinking in Marketing: The Contribution of the Circular Economy

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Summary Statement

In this study, we claim that circular economy contribution to sustainability marketing consists in proposing to produce goods differently, aiming at overcoming the failure of imagination that holds societies trapped in linear production systems. It considers the production process in a holistic (i.e., systemic) manner and it aims to integrate this systemic approach with the capacity of human beings to use their creativity to devise possible solutions to current challenges using moral imagination.

Competitive Short Paper

In recent years, there have been several calls for marketing scholars and practitioners alike to influence and promote the transition towards a more environmentally and socially sustainable society within a systemic view of macromarketing, whereby the latter is defined as the study of the interactions of subsystems represented by markets, marketing and society (Wooliscroft, 2021). However, it is also widely acknowledged that the systems approach in the study of macromarketing phenomena is still in need of further investigation to understand complex systems, and to improve them via markets and marketing to enhance society's sustainable well-being. The systemic perspective allows understanding sustainability in its multiple relations to all stakeholders that at the societal level affect business and are affected by its decisions. Indeed, for a sustainable business activity to be effective, the emergence of a sustainable production and consumption system perspective is required. This means that consumers and producers must cooperate in the design and use of products that design out waste. The circular economy (CE), developed out of this attempt, can provide an answer to macromarketing search for a systemic approach to sustainability challenges. In the context of the current triple planetary crisis (climate change, pollution and biodiversity loss) (UNFCCC, 2023), some answers to these challenges can come from the CE – "an industrial system that is restorative or regenerative by intention and design" (EMF & McKinsey, 2012, p. 7) – and its underlying principles. In a pioneering article, Boulding (1966) made the case for a cyclical rather than linear pattern of materials use for an economy to work within the constraints of finite natural resources. Recently, the CE has gained momentum both at the business and at institutional level. At the business level, some of world's largest companies, as Groupe Renault and Solvay, have embraced CE principles in their corporate strategies. At the institutional level, the CE Action Plan is one of the main building blocks of the European Green Deal, Europe's new agenda for sustainable growth. However, at the academic level, an investigation into its philosophical underpinnings is still in its infancy, despite its potential to contribute to the macromarketing perspective, due to its systemic approach. On the other hand, research at the intersection between marketing and the CE is almost absent to date, and the CE too would benefit from marketing insights as claimed by some authors (e.g., Rosembloom et al., 2022), otherwise only its supply-side would emerge, missing demand-side/consumer insights that marketing provides. In this study, we claim that CE's contribution to a sustainability marketing consists precisely in proposing to produce goods differently, with potentially zero waste, aiming at overcoming this failure of imagination that holds societies trapped in the current linear production system. It considers the production process in a holistic (i.e., systemic) manner, as it happens in nature, and it aims to integrate this systemic approach with the capacity of human beings to use their creativity to devise possible solutions to current challenges within the limits of what is morally possible, i.e., using moral imagination.

Looking at AI Fairness from a Marketing Lenz: The Influence of Ethnicity on Facial Expression Recognition based on expert judgement and AI models

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Summary Statement

This research investigates the influence of ethnicity on facial expression perception using insights from marketing experts and Computer Vision techniques. Marketing professionals were highly adept at recognising expressions across varying ethnicities. Computer vision technology was found to have limitations when it came to identifying facial expressions, leaving room for biases related to ethnic backgrounds. Drawing from multiple literature sources this work contributes significantly towards AI fairness issues in facial recognition.

Competitive Short Paper

This research seeks to investigate the relationship between ethnicity and the perception of facial expressions through two perspectives, marketing experts' insights and Computer Vision facial expression techniques. Initial steps involve curating an extensive and diverse photo repository depicting individuals from diverse ethnic backgrounds, which reflects the multi-ethnic composition present in modern marketing environments. Next, an online survey is administered to marketing professionals. This survey presents participants with facial expressions extracted from the dataset, to test their ability to identify them. A key focus lies in investigating if ethnicity plays an impactful role in participants' ability to recognise facial expressions depicted here. Additionally, a computer vision model designed for facial expression detection was used on an undiversified dataset to perform similar recognition task. Subsequently, a comparative analysis is undertaken in order to detect any discrepancies between marketing experts' evaluations and those generated from computer vision models. The purpose of the study is to explore differences in judgement from two sources and highlight any biases inherent to facial expression recognition for ethnicity recognition. Findings should provide invaluable insights for further studies exploring multi-ethnic dynamics within this domain.

Marketing experts demonstrated a remarkable capacity to recognise expressions across various national origins due to cultural interpretation or emotional constraints. Engagingly, most participants acknowledged the impact of ethnicity on expression recognition - something consistent with existing literature which suggests ethnic factors can have an effect on how individuals interpret expressions, even those thought to be universally identifiable. Computer vision showed promise for detecting emotions such as fear or sadness, yet its ability to detect happy facial expressions was limited - demonstrating their susceptibility to biases resulting from ethnic background differences. These outcomes highlight the complex interaction among ethnicity, perception and facial recognition to produce facial expression recognition techniques - While also illuminating some limitations and nuances inherent to both human-based assessments as well as computerised analyses of emotional cues.

This study relies upon an array of literature sources in support of its findings, for instance utilising Darwin's work to gain a fundamental understanding of facial expression across species. Research by Payne focused on the social psychology of facial appearance while Fang offered insight into interethnic variations in facial dimensions and how ethnicity may impact facial expression recognition. Grier et al.'s studies into consumer responses to ethnic-oriented products provide further evidence. Bakens & Graaff provide insightful research on how ethnic diversity can impact marketing strategies. Furthermore, facial aesthetic preferences research conducted by Biller & Kim and Clemes et al. provides additional context for understanding consumer behaviour within diverse environments.

Additionally, this research holds immense value in addressing issues surrounding "AI Fairness" in facial expression recognition. Facial Expression Recognition Algorithms that use AI are well-known to exhibit bias toward white individuals when trained, leading to discrepancies in accuracy and fairness among ethnic groups. Exploring how ethnicity affects facial expression recognition, this study contributes to discussions around mitigating bias in AI algorithms and promoting fairness within technology. Its findings reinforce the necessity of creating and training AI models which are inclusive and equitable.

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Closing the Green GAP: The Role of Implementation Intentions in Promoting Environmental Behaviors – A Meta-Analytical Review

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Summary Statement

Much research has indicated a so-called attitude—behavior gap in pro-environmental behavior that reflects the difficulties that motivated consumers encounter in moving from the pre-action to the action stage. Volitional interventions such as the formulation of implementation intentions may prove effective in increasing goal achievement. This study reviews past studies to conduct a meta-analysis of the existing evidence to estimate the overall effect of II on pro-environmental actions.

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Understanding Product Returns After Impulse Purchases of fast fashion by Millennial

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Summary Statement

This study examines whether Millennial consumers' impulse purchases of fast-fashion items and their consequent overspending and product dissonance can predict later regret and product returns

by answering the following questions: Does the experience of product dissonance following impulsive fast-fashion product purchases significantly predict Millennial buyers' eventual regret and product return?

To what extent does overspending on impulse purchases of fast fashion products by Millennials contribute to regret and an increased likelihood of product returns?

Competitive Short Paper

Impulse buying of fast fashion products has become increasingly prevalent in today's consumer culture, with Millennial consumers playing a significant role in fueling this expansion (Rese et al., 2019). Millennials are prone to impulsive purchases due to the attractiveness of fast fashion, which involves both emotional fulfillment and fashion (Gawior et al., 2022; Sorensen & Johnson Jorgensen, 2019). Customers are likely to express remorse and be more tempted to return purchases when they encounter product dissonance during impulse purchases (Chen et al., 2020; Shahid Sameeni et al., 2022). Excessive purchase expenditure can lead to financial stress that negatively impacts customers' physical and psychological well-being, which in turn causes product returns (Li et al., 2019; Achtziger, 2022). This study examines whether Millennial consumers' impulse purchases of fast-fashion items, overspending, and product dissonance can predict later regret and product returns by answering the following questions: Does the experience of product dissonance following impulsive fast-fashion product purchases significantly predict Millennial buyers' eventual regret and product return? To what extent does overspending on impulse purchases of fast fashion products by Millennials contribute to regret and an increased likelihood of product returns?

There is a lack of studies addressing consumers' negative emotions after experiencing product dissonance after impulse purchases (Lim et al., 2017; Balakrishnan et al., 2020). The extant literature on impulse buying in fast fashion primarily concentrates on behaviors and motivations, but a thorough grasp of the outcomes is lacking. By examining whether overspending and product dissonance—the results of impulsive purchases—can predict remorse and product returns in the future among Millennials in the fast fashion industry, this study seeks to close this gap. This study draws on the Theory of Impulse Buying (Rook, 1987) to understand the impulsive buying behavior of Millennials in the fast fashion context. When making impulsive purchases, customers who experience dissonance with a product are less likely to make a repeat purchase, show less loyalty to products, and frequently return items (Wang et al., 2019). As stated differently, returning a product lessens the unpleasant feelings that customers experience (Li & Choudhury, 2020). The impact of negative emotions, such as regret, on product returns within the context of impulse buying is still an understudied area (Mahapatra & Mishra, 2021). Most of the literature currently available on product returns focuses on return policies (Sanalkumar & Krishnan, 2020).

A mixed-methods approach will be employed in this study, including surveys and interviews. Using a survey collects data regarding overspending, regret, impulsive purchases, returns, and product dissonance. Next comes qualitative research. The goal was to conduct 10–20 in-depth interviews to effectively capture the nuances of Millennial impulse buying behavior in the context of fast fashion. Includes participants with varying levels of involvement in fast fashion, from occasional impulse buyers to frequent impulse buyers. Work towards a balanced representation of male and female participants. Prioritize those who have experienced product incongruity, overspending, and regret after making impulsive fast fashion purchases. This will allow for a nuanced exploration of the factors that lead to these behaviors.

Peeking into The Future of Compulsive Buying

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Summary Statement

In the past four decades, the phenomenon of compulsive buying has been examined under various designations in social sciences research and popular press. This study analyses the increase in compulsive buying during the pandemic and its aftermath

Competitive Short Paper

In the past four decades, the phenomenon of compulsive buying has been examined under various designations in social sciences research and popular press: pathological buying, the urge to buy, compulsive buying-shopping disorder or CBSD, shopping addiction, shopaholic behaviour (e.g., Faber and O'Guinn, 1992; Harris, 2023; Kukar-Kinney, Ridgeway and Monroe, 2012; Maraz et al., 2016; Popa Sârghie, 2021). The years of the COVID pandemic have marked an inflection point for consumer behaviour in general, and arguably for the development of addictive shopping tendencies.

The current project focuses on compulsive buying and draws a sign of warning regarding a spike in this problematic behaviour that can emerge in the post-pandemic world. The negative consequences and the reasons for this forecast are explained using an overview of antecedents and triggers of compulsive buying at the individual consumer level. Counter-balancing forces that can mitigate the lure of compulsive shopping are also considered, with a view at the social implications, sustainability impact and policy decisions.

Presently, the CBSD condition is still trivialized or affably overlooked in society, despite the wealth of research pinpointing its adverse effects on social, familial, or workplace activity, along with severe financial problems that can result in psychological distress, legal consequences and even death (e.g., Nagel and Popa Sârghie, 2023; Müller, Mitchell, and de Zwaan, 2015; Zhang et al., 2017). The situation is particularly concerning given the foreseeable rise of CBSD in the future (Müller, Joshi, and Thomas, 2022).

Insights across the world tentatively suggests that the COVID-19 pandemic may have already increased the risk of compulsive buying behaviour, particularly nurturing the online shopping addiction (e.g., White, 2021). Such hints are not yet corroborated by reliable global evidence, nor supported by theory-based analyses. Our research aims to close this gap by providing conceptual grounding to the possible scenarios in the evolution of compulsive buying.

The increase of CBSD may be more pervasive compared to other addictions such as alcohol, drugs or gambling, which were reportedly heightened in the fall-out of the pandemic (e.g., McKay, 2020). Consumers are well familiar or warned about the dangers of these other addictions, and they still need a coping mechanism for stressful times. The handy and seemingly benign option of "retail

therapy" (Rick, Pereira, and Burson, 2014) creates the perfect storm for the shopping addiction to flourish, drawing into its spiral even people who exhibited only mild tendencies before the global crisis, and especially affecting consumers who are striving to lead a healthy and morally grounded life.

Our exploration is motivated by the social goal of uncovering solutions to mitigate CBSD, increasing public awareness of CBSD, and expanding the ways in which people can identify CBSD behaviours and finding avenues for treatment and help.

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If It Is Cute, I Am Screwed! How Product Cuteness Reduces Perceived Product Efficacy, Anticipated Performance, And Consumer Preferences.

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Summary Statement

We demonstrate that consumers prefer less cute alternatives for instrumental products. In Study 1, we show that product cuteness negatively affects product efficacy, anticipated performance, and consumer preferences. In Study 2, we show that such effect is stronger for functional (vs hedonic) usage occasions. Study 3 confirms our findings and shows how, in case of functional usage, cuteness decreases inferences of product efficacy, and, in turn, anticipated performance and consumer preferences.

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"Also, ich bin Ihr Führer für heute Morgen": Exploring Tour Guide 'Performance' Through the Lens of Moral Blindness at the Nuremberg Rally Sites

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Summary Statement

The role of the tour guide (TG) and their performance is an ongoing theme in the tourism literature. This paper explores TG performance at 'difficult heritage sites' through the lens of Moral Blindness (MB) at the Nazi Party Rally Grounds. Adopting a ethnographic approach, the work reveals TG motivations to engage in MB and we present three different dimensions of MB at the site- (1) Volitional, (2) Facilitated, (3) Ignored MB.

Competitive Short Paper

A TG is a "professional employee who leads, communicates with, and informs visitors about the destination in an efficient and interesting way in the language of their choice" (Cetin & Yarcan, 2017, p.346). TGs require training and an elevated level of emotional intelligence (Cheng et al., 2021) as they impact on multiple aspects of the visitor experience shaping the desire to revisit, shop and enhance perceptions of a given culture (Quang et al., 2022). Their role is myriad (Zhao & Timothy, 2017). They provide insight, disseminate knowledge (Holloway, 1981), provide experience, and function as a bridge between visitor and site (Ren, & Wong, 2021). Prior work has suggested that TGs are role models (Cohen et al., 2002) and indeed at the Nazi rally sites Walter (2009) suggested that TGs operate as political mediators given its complexity At such sites a the TG interprets (Ap and Wong, 2001) the site and its message to transform it so all can encode it and operate within a "post-modern mix of boundaries between cultures and identities, accelerated by the dynamics of capital and consumption" (Scherle and Nonnenmann, p. 123, 2008).

Despite the above, in relation to dark tourist and particularly penal sites Brown (2009) posited that TGs may have a 'shallow understanding' of a dark heritage sites and can resort to stereotypes to convey their message. Therefore, we explore TG performance through the lens of MB. MB centres on the proposition that individuals do not always follow expected standards of conduct, or indeed their own moral code, a practice termed 'moral blindness' (Bauman, 1990, 1991; Bauman & Donskis, 2016). Fieldwork was conducted late summer/ Autumn 2023 at The site of the Nuremberg Party Rallies (Reichsparteitag) site. In relation to site choice, the Rally Grounds (Reichsparteitagsgelände) are said to exude 'Nazi criminality (Manka, 2008) and 'the battle for victory of the Aryan man' (Faye, 1935,p. 205), and a significant dark heritage site (Manka, 2009). For the data collection the researcher integrated as a 'tourist' observer (Seim, 2021) to capitalise on opportunities to in real time (Doran and Pomfret, 2019). Data were collected via eleven guided tours and eleven interviews with TGs.

Findings reveal that TGs incorporate MB in to tours to 'assist' with professional demands, facilitate interpersonal exchange, and to help with emotional regulation. TGs believe that acts of MB can elevate performance (charismatic identification), assist with participant emotional regulation, and remove emotional weight, to reframe and recontextualise the Nuremberg site (demonstrate cultural progress), 'defuse' Nazism (meaning making), and enhance the tour itself (MB as a point of 'Professional Differentiation') with an overarching aim of 'deconstructing' the "*größtes Nazi-Museum der Welt*" (biggest Nazi museum on the planet). Such acts are volitional (instances of TG 'Goosestepping'), facilitated (allowing participant MB- selfies on the Führer's Rostrum) and ignored (participants making Nazi Salutes and mimicking Hitler's speeches). Motivations for individual TGs to engage in MB were personal (site desensitization), proximal (living and working in an around the site), and professional (enhancing tours).

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When Humans Cause Service Robot Failures: The Role of Service Context and Robot Type on Deservingness and Attitudes

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Summary Statement

We contribute to extant research on how humans evaluate service robot failures caused by humans interfering with them physically. Such failures are very likely to occur, given the widespread adoption of these technologies even in people's households. Our research uniquely demonstrates how the service context and the service robot appearance interact to affect consumer attitudes and service robot deservingness. We also contribute by delineating how identity threat perceived by the consumers change this relationship.

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Preparing for Schadenfreude: How consumers neutralise negative emotions in crisis

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Summary Statement

The paper investigates "consumer schadenfreude," exploring pleasure derived from others' misfortunes in the UK's Brexit, COVID-19, and cost of living crises context. It identifies three schadenfreude types: Personal/Group Gain, Victim Envy Affect, and Victim Comeuppance Perception, adding a new variant, Perpetrator Principled Action, based on moral judgment. The study examines how consumers neutralise negative emotions, transforming them into positive ones and enhances understanding of emotion and morality in consumer behaviour during crises.

Competitive Short Paper

"To see others suffer does one good…a mighty, human, all-too-human principle" (Nietzsche, 1887, On the Genealogy of Morality)

Schadenfreude (Heider, 1958), from the original German, meaning pleasure felt in response to another's misfortune, conceptualises the only positive emotion with malicious motives in social relationships (Okan et al., 2023). Although classed as a positive emotion, the experience of schadenfreude is usually accompanied by feelings of negative moral emotions like guilt at what might be seen as the display of a socially undesirable, non-pro-social emotion (Feather, et al., 2013; Dasborough and Harvey, 2017). This means that a guilt-inducing experience of schadenfreude is likely to be accompanied by neutralisation techniques (Sykes and Matza, 1957) in order for individuals to cope with the guilt arising from this activity or feeling. It is noted in the literature on marketing and consumption that schadenfreude is a little-understood emotion and requires further conceptualisation. Schadenfreude has been flagged in studies of consumption where the concept has been used to understand, for example, consumer choice evaluations (Moisieiev et al., 2020), the elicitation of status brand negative word-of-mouth (Sundie et al., 2009 and its influence on luxury brand attachment (Shimul et al., 2021). However, there is little understanding in the literature of how consumers cope with this guilt-inducing emotion and the implications and ramifications for consumer action resulting from this interaction between feelings of schadenfreude and resultant neutralisation strategies.

This paper develops the theoretical concept of "consumer schadenfreude," focusing on its emergence in contemporary consumer culture. It delves into the psychological and emotional aspects of schadenfreude, examining its various forms and the moral implications associated with deriving pleasure from others' misfortunes. The research draws on a longitudinal, multi-methods derived empirical exemplar of preparatory family provisioning (so-called "prepping") (Kerrane et al., 2021; Kerrane et al., 2023) in the context of the UK's triple crisis (Brexit, COVID-19, and cost of living). We identify the three main variants of schadenfreude - PGG (Personal/Group Gain), VEA (Victim Envy Affect), and VCP (Victim Comeuppance Perception) (Cikara and Fiske (2013) in this context. The theory of consumer schadenfreude is then further developed by introducing a new variant, Perpetrator Principled Action (PPA), which involves actions based on moral judgment and begrudging. The research goes on to further develop the concept of schadenfreude by exploring how consumers use neutralization strategies to cope with the guilt and other negative emotions (like anxiety, envy, spite, and regret) associated with schadenfreude, and transform negative emotions into positive ones (like empathy, contentment, justification, and pride), highlighting not only the complex emotional landscape in consumer responses to family provisioning in risk contexts, but also fleshing out the concept of schadenfreude in its scope and associated response patterns. The study's findings contribute to the broader understanding of schadenfreude in consumer culture, offering insights into the dynamics of emotion and morality in consumption practices during crises, and as such, sheds new light on the broader effects of consumer resilience strategies like prepping on consumers and society.

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Dismantling Discomfort: How Emotions Deepen Our Understanding of Troubles Tourism in Northern Ireland

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Summary Statement

In light of the growing popularity of 'troubles tourism' in Northern Ireland, this paper prompts important discussions into the emotions embodied and performed by the three main tourism stakeholders (tourists, residents and tourism industry representatives) in a region which remains socio-politically troubled, despite the 1998 Belfast Agreement. By focusing specifically on discomfort, this paper illustrates a novel insight into how 'negative' emotions can provide a valuable contribution to place marketing.

Competitive Short Paper

After 25 years of relative peace, Northern Ireland has become a growing tourist destination for both domestic and international visitors, which is a far cry from its "lost years" of tourism during the conflict, commonly known as the 'Troubles' (Baum, 1995; Boyd, 2017). Most striking is the popularity of visiting places associated with the conflict which has led to a plethora of tours and museums; transforming formerly no-go zones into must-see attractions (Nisbett & Rapson, 2020). Much controversy surrounds this form of dark tourism, primarily the "commercial exploitation of conflict sites and symbols" (McDowell, 2008, p. 419). Whilst seemingly at peace, the region remains socio-

politically troubled, making it an unsettling and challenging place to market, travel to, live in, and conduct research.

The overarching aim of this research is to explore the ways in which Northern Ireland's 'troubled' landscape, and in particular, troubles tourism is inextricably interwoven and entangled with emotions (Germann Molz & Buda, 2022). This study extends the current troubles tourism literature which presents Northern Ireland as "emotionally charged" by illustrating how emotions are embodied and performed by tourists, residents, tourism industry representatives and the researcher (Markham, 2017, p. 14). This paper engages in important discussions about the critical and meaningful role that emotions have in place marketing within the Northern Irish context. By outlining an interpretation of discomfort as conceptualised in socio-cultural emotion theories, the study expands the work of Sara Ahmed (2014) to present the richness of interplaying emotions and destination branding in such an unlikely yet up-and-coming tourist destination where society remains divided, despite the peace agreement.

This research is based on tourism ethnography conducted for nearly five months in 2022 and an additional two weeks in 2023. Using a mix of ethnographic methods, including in-depth immersion, over 70 interviews completed with participants from across Northern Ireland, a collection of over 3000 photographs, and written documentation of the researcher's emotions and positionality. Thereby, a reflexive analysis approach was adopted to capture the lived experiences of the participants and researcher.

The findings so far have suggested that discomfort plays a prominent role in how the main tourism stakeholders' experience troubles tourism, notably their emotional exhaustion and fatigue related to the physical manifestations of the conflict and ongoing societal tensions. The research proposes that feeling uncomfortable is a core characteristic of contemporary Northern Irish society and tourism industry, and for that reason discomfort should be expected when experiencing and marketing the region. By challenging the perception of discomfort as a negative quality, it is in line with previous studies which unpack the perception of this type of tourism as negative, macabre, and uncomfortable (see Nisbett & Rapson, 2020; Skinner, 2016). The paper casts empirical light onto the significance of negative emotions by providing novel insights into impactful place marketing at a developing yet contested and emotionally draining tourist destination.

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THE ROLE OF EMOTIONS IN RESOURCE EMERGENCE: AFFECTIVIZATION ACTS OF SUSTAINABLE MARKETPLACES

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Summary Statement

This study extends scholarship on resource emergence by identifying emotion resourcing as a process for resource development. Emotion resourcing consists of the imbuement of objects in

emotions to transform them into resources that can be later used in value-creation processes. Examining a sample of sustainable marketplaces, we show that emotion resource is done through affectivization acts that infuse objects with positive moral emotions. By repetition, these acts transform objects into embodiments of the good life.

Competitive Short Paper

Resources play a fundamental role in value creation, as value is realized when resources are integrated among market actors (Vargo & Lusch, 2008). In turn, resources are understood as a dispositional property of objects, so that objects become resources when they allow their bearers to perform some activity (Peters et al., 2014). It has been argued that resources acquire their "resourceness" or the ability to create value during an interaction. However, before the service interaction takes place, resources must be created and gain awareness among actors so that actors are motivated to integrate them (Carida et al., 2019). Extant empirical research has primarily focused on the interaction phase, overlooking the processes whereby resources are created, even though resource creation is accepted as a key activity in the service innovation literature. A more in-depth knowledge of resource emergence is necessary to better understand the resource integration process (Peters, 2016).

Emergence refers to the process of creating resources with unique characteristics that are different from the entities that constitute them (Peters, 2016). According to the social construction of resources perspective, emergence depends on the actors' sensegiving, as their meaning-making activities create, stabilize, and propagate new resources (Mele et al., 2019). This approach foregrounds the role of discourse in *resourcing* so that it is with discursive acts that actors transform objects into resources (Kleinaltenkamp et al., 2022).

We extend this scholarship by proposing a novel mechanism for resource development: *emotion resourcing* or the imbuement of objects in emotions to transform them into resources that can be later used in value-creation processes. Emotion resourcing is carried out by affectivization acts, a form of discursive acts whereby objects become impregnated with emotions; then, actors orient to them and seize the imbued emotions to perform other activities. As a result, the objects become operant resources. Affectivization acts enable the stickiness of emotions and forge configurations of means-to-end links, both of which are foundational blocks for resource development (Kleinaltenkamp et al., 2022).

We examine how emotion resourcing operates in sustainable marketplaces, online platforms that specialize in offering sustainable products or products curated due to their eco-friendly characteristics. Examining the texts used by 22 global sustainable marketplaces to describe their offers, we identify three forms of affectivization acts whereby, objects (cosmetics, furniture, garments) become infused with positive moral emotions such as hope, elevation, or pride. Repeating these acts transforms these objects into resources and they are eventually construed as embodiments of the good life.

Our conceptualization of emotion resourcing contributes to the scholarship on resource development by showing how emotions intervene in heteropathic processes of resource development. Whereas previous research has established that consumers' emotions are used as operant resources for value creation (Malone et al., 2018), they have not explained how these

emotions emerge and stabilize. Our work complements this perspective by demonstrating the role of affectivization acts in the emergence of these emotions.

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Bridging Knowledge and Cultural Gaps: Examining the Discrepancies between Academic and Laypeople's Understanding of 'Materialism' across a Western and an Eastern Culture

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Summary Statement

This work examines disparities between the academic and public understanding of 'materialism' in the United Kingdom and China. The findings show that laypeople's conceptualisations align with academic literature, but significant divergences emerge in the behavioural manifestation of materialism across cultures. Notably, people consistently misattribute the causes and consequences of 'being materialistic', especially lacking awareness of the environmental impact. These findings emphasise the necessity of highlighting the ecological impact of consumption in Western and Eastern societies.

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Cognitive Impact of Second-Hand Workplace Clothing on Academics: Exploring Evidence for Enclothed Cognition

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Summary Statement

The £2.6 billion UK second-hand clothing market is evidence of consumers' rising acceptance of second-hand clothing. Although there is growing understanding of how consumers behave towards second-hand clothing in the literature, there is a clear gap regarding workwear. Enclothed cognition suggests that certain clothing and contexts may influence the wearer's thoughts and behaviours, and it is currently unclear whether second-hand clothing is included in this group. We explore this in the diverse higher education setting.

Competitive Short Paper

Consumers have become more accepting of second-hand clothing in the last decade (Mintel, 2022), leading to a growing market valued at £2.6 billion in the UK (Ibis World, 2023). Consumers use second-hand clothing for a variety of reasons, however, there is a gap in the academic literature regarding the use of second-hand clothing in the workplace. Workplace clothing forms a significant part of many consumer's wardrobes. It has been affected in recent years by trends including the

cost-of-living crisis, 'work from home' policies, and a desire for more comfortable clothing (Zuckerman, 2022).

Many people make choices about what they wear in the workplace (Kim, Holtz, and Vogel, 2023) academics specifically work in a variety of different environments and therefore the image they want to convey in a high-context workplace may vary between the classroom, the office and the home office. Dress code expectations are rarely formalised in higher education settings. Fashion researchers suggest that self-perception theory demonstrates that clothing can influence how the wearer sees themselves (Johnson, Lennon, and Rudd, 2014). Since many individuals will spend much of their week in workwear, the theory of enclothed cognition proposes that clothing with symbolic value can also affect the wearer's psychological processes to the extent that behaviour can be altered (Adam and Galinsky, 2012). Second-hand garments may not inherently hold any symbolism, however, traditionally, second-hand clothing has been associated with the perceived stigma of poverty in the Western world and views associated with concerns about quality, cleanliness, contamination, and durability (Rulikova, 2020).

These concerns associated with second-hand clothing for academics in the workplace may be significant enough to instil its negative symbolic properties in the wearer. Alternatively, there is potential for it to be imbued with positive properties. This is because second-hand clothing has also become associated with environmentalism (Ek Styvén & Mariani, 2020), thus a positive trait. This suggests that academics wearing second-hand workwear may be subject to enclothed cognition which affects their self-perception and potentially their behaviours.

Based on the knowledge gap explained above, we propose a study on the attitudes, beliefs, and behaviours of academics regarding if, how, and why they would incorporate second-hand clothing into their workwear. In terms of methodology, the Zaltman Metaphor Elicitation Technique (ZMET) would be an ideal approach, as using participant-selected images encourages the use of metaphors, helping to uncover consumers' subconscious mental models of a topic (Coulter and Zaltman, 1994). ZMET can reach saturation with samples as small as 4-5 participants (Zaltman and Coulter, 1995), however, our intended pilot study will contain additional participants to foster further validation and allow for the potential of hidden discoveries. We propose that our findings could be valuable for workwear manufacturers and retailers, who could use them to better understand their products' secondary consumers. There is also potential for this work to be used by human resource departments looking to design inclusive dress policies that support higher education employees to dress in ways that encourage them to do their roles to the best of their ability.

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Describing Brown as Green: An Examination of The Relationship Between Greenwashing and Consumer Negative Emotive Outcomes

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Summary Statement

As the demand for sustainable and environmentally friendly products continues to rise, consumers have become more discerning in their brand choices. This shift in consumer behavior has created a challenge for brands that lack the resources to genuinely incorporate environmental considerations into their operations, leading them to resort to greenwashing. The purpose of this study was to investigate the association between greenwashing and various negative emotive outcomes, including brand avoidance, and negative word of mouth.

Competitive Short Paper

As the demand for sustainable and environmentally friendly products continues to rise, consumers have become more discerning in their brand choices. This shift in consumer behavior has created a challenge for brands that lack the resources to genuinely incorporate environmental considerations into their operations, leading them to resort to greenwashing. The purpose of this study was to investigate the association between greenwashing and various negative emotive outcomes, including brand avoidance, brand hate, brand retaliation, and negative word of mouth. Additionally, the study examined the potential moderating effect of brand loyalty on the relationship between greenwashing and these negative emotive outcomes. A cross-sectional survey was administered, involving a total of 490 respondents. Data were analyzed using the partial least squares-structural equation modeling (PLS-SEM) approach. The results of the analysis revealed a positive correlation between greenwashing and all the four negative emotional outcomes examined. Furthermore, the findings demonstrated that brand loyalty plays a positive moderating role in the relationship between greenwashing and negative emotive outcomes. Based on these findings, it is strongly recommended that brands engaged in greenwashing discontinue this practice. The consequences of the negative outcomes associated with greenwashing extend beyond a decline in sales performance and have the potential to inflict significant damage on the corporate brand image and reputation. Therefore, brands should prioritize genuine environmental responsibility to mitigate these adverse effects and maintain a positive brand image among consumers.

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The Role of Implicit Theories and Brand Engagement in Shaping Consumers' Extension Evaluations of Symbolic Brands

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Summary Statement

Prior research has demonstrated that consumers are likely to favor good fit extensions more as compared to poor fit extensions. Three studies based on three different product categories provide evidence that this response takes place only under certain scenarios. Specifically, the research focuses on the impact of consumers' implicit theory orientation (incremental vs. entity) and their level of brand engagement (high vs. low) in shaping consumers' extension evaluations for brands positioned on symbolic concepts.

Competitive Short Paper

It is believed that individuals hold certain implicit theories about their own ability, which affect the way they judge the world around them (Dweck & Leggett, 1988). Two implicit theories identified by psychologists are: 'Entity' and 'Incremental' (Chui, Hong, & Dweck, 1997). Whereas entity theorists believe human ability is fixed and would be less accepting of a change, incremental theorists believe human ability is malleable and would be more accepting of a change. As consumers hold beliefs about the malleability of their traits and attributes, they also hold beliefs about the malleability of a brand's traits and attributes (Yorkston et al., 2010). Our study focuses on how and why implicit theories affect consumers' evaluation of brand's extension of good and poor fit.

Previous studies suggest that implicit theories might not affect consumers' extension evaluations (Mathur et al., 2012). Specifically, it was tested for brands which were positioned on both functional concept (e.g., product-feature based consumption) and non-functional concepts (e.g., symbol for status, wealth, and luxury). However, brands can also be positioned on either functional concept or non-functional concept (symbolic concept) (Park et al., 1986). The way a brand is positioned might impact the way consumers form their extension evaluations (Monga & John, 2010; Park et al., 1991). Hence, when brands are positioned on symbolic concept, implicit theories might affect consumers' extension evaluations.

The current study extends the previous finding and explores how consumers' implicit theories affect their reaction towards brand extensions of symbolic brands. Specifically, we suspect that in the case of consumers' high and low brand engagement, incremental and entity theorists might differ in evaluating the extension. Brand engagement is defined as consumers' tendency to include their favorite brands as part of their self-concept (Sprott et al., 2009). We suggest that the difference consumers' extension evaluations might be because incremental and entity theorists differ in the way they develop and uphold their self-concept (Dweck, 2000; Molden & Dweck 2006). Since consumers' engagement with brands that they use has a direct relation with their self-concept (Sprott et al., 2009), we argue that incremental and entity theorists evaluate brand extensions in a different way under high and low brand engagement scenarios.

The results of three empirical studies based on three symbolic brands (Mercedes-Benz, Rolex and iPhone) and 900 participants demonstrate that extension evaluations do not depend only on the extension fit, but also on consumers' implicit theory orientation and their brand engagement. The most important learning of our research is that consumers' favorable (vs. less favorable) attitude towards extensions of good (vs. poor) fit occur only under certain scenarios. Specifically, we find that entity theorists' evaluations are more sensitive to the extension fit when their brand engagement is high. In contrast, we suspect that incremental theorists' evaluations are more sensitive to the extension fit when their brand engagement is low.

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HARMONY FOR CHAOS IN CORPORATE BRANDING: AN APPLICATION OF THE DURKHEIMIAN ORGANIC SOLIDARITY THEORY

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Summary Statement

This article aims to introduce a model that will offer a guiding pathway for the integration of the independent but mandatory components of corporate branding in a way that a single, consistent, unifying, and comprehensible corporate brand message is delivered to customers

Competitive Short Paper

Purpose: This article aims to introduce a model that will offer a guiding pathway for the integration of the independent but mandatory components of corporate branding in a way that a single, consistent, unifying, and comprehensible corporate brand message is delivered to customers.

Design/methodology/approach: evidence of chaos in corporate branding is presented, followed by a theoretical analysis of the meaning of corporate branding. Consequently, the existing models of corporate branding were thoroughly reviewed and critiqued leading to the emergence of new theoretical perspectives in the management of the corporate brand. The limitations found in the existing models of corporate branding paved the way for the introduction of the Durkheimian organic solidarity theory (Durkheim, 1893; Merton, 1994) and the introduction of a new corporate brand management model that seeks to bring harmony to the chaos in corporate branding.

Findings: Three important findings, which contribute to the body of knowledge in corporate branding, emerged from this study. First is the conceptualization of five epistemological dimensions of the models of corporate brand management. These include positivist, post-positivist, critical realist, and constructivist dimensions of corporate brand management models. Positivist models of corporate branding promote observable facts that can be scientifically proven. Post-positivist models of corporate branding champion the use of diverse perspectives to generate research work whose objectivity has been modified. Critical realist models of corporate branding exemplify holistic causality and objectivity derived from comparing existing arguments in the phenomena. Constructivist models of corporate branding exhibit behaviorist and cognitive ideals that inspire the ways that humans gather knowledge to understand their world. The cases of Amazon and Friend Bank corporate brands were presented to demonstrate the practicality of the model in the real world. The theme, 'Customer' was found to run through all the corporate brand components of Amazon, making it easy to see how components interdepend based on their customer obsession. Similarly, the theme, 'True Friends' was found to run through all the corporate brand components of Friend Bank, making it comprehensible and understandable that at the core of the bank's operations, is the virtue of friendship between the organization and the customers.

Originality/value: To the best of the authors' knowledge, the paper is the first to develop a model that aims to offer a solution to the chaos created by the multi-directionality of the corporate brand, spawned by the 'independent', 'autonomous', self-directing, and 'self-governing' nature of the components of corporate branding models.

Research limitations/implications: The study advanced a model for the management of the chaos created by the multi-directionality of the corporate brand. The model suggests that managers must create and embed a single theme that runs through all corporate branding components to avoid chaos and create a clear, concise, unambiguous, compelling, and comprehendible message that

differentiates a corporate brand from competitors across markets. Future study is needed in various sectors to advance the generalizability of the research findings.

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When Consumers Become Vegetarian/Vegetalian to Avoid Animal Suffering: Alternation, Socialization and Theory of Role

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Summary Statement

The aim of this document is to answer the following questions: How do individuals become vegetarians and vegans to avoid animal suffering, and how do they cope with a social environment that is not?

To answer these questions, Goffman' theory (1991) of role but also socialization's theory are used. In-depth individual interviews were conducted with 27 vegetarians and vegetalians between 18 and 28 years old. The results revealed, in particular, a typology of social interaction.

Competitive Short Paper

Studies (*e. g.* Graça *et al.*, 2019) converge and argue for a more moderate consumption of meat products for ecological, sanitary or animal suffering reasons.

As Graça *et al.* (2019) point out, "One of the challenges in terms of market and consumption seems to be how to promote vegetalian food practices in order to attract an increasing number of consumers". This study focuses on vegetarians (vegetarians eat no animal flesh), and vegans (vegans consume no animal flesh or animal products).

According to IFOP 2020 "the animal cause is the main motivation for a third of meat-free dieters".

Beyond the managerial opportunities linked to vegetarian market developments, this research falls within the scope of responsible consumption: a consumer who "takes into account the public consequences of his private consumption, and who tries to use his buying power to induce changes in society" (Webster, 1975).

Conceptualization

Based on Goffman' theory (1991) of role but also socialization's theory, the aim is to answer several questions. The main are the following: how do individuals become vegetarians and vegans, and how do they cope with a social environment that is not?

Marketing research has sought to study socialization in order to better understand adult consumer choices. This process is operated by agents of socialization: the family, peers, the media and

schools (*e.g.* Roedder John, 1999). But how can we conceptualize the socialization of consumers who radically change their diet by becoming vegetarian/vegetalian because of animal suffering? Does socialization, understood as a continuous process, constitute a theoretical framework likely to provide elements of understanding concerning this change in terms of food consumption, when it is motivated by animal welfare? Indeed, is this change progressive or, on the contrary, is it the result of a disruption? (alternation) Which agents of socialization contribute, if any, to this change? How is this change in consumption practice socially accepted (or not) (interactions)?

The literature review presents the current state of meat consumption, with particular reference to animal welfare. Socialization and role theory are then presented.

Methodology

Diplomeo (2020) has highlighted that 11% of 18-28 year-olds are vegetarians or vegans (compared with 2.2% of the French population). It is therefore important to study this age group. In-depth individual interviews were conducted with 27 vegetarians and vegetalians of this age group who reported changing their consumption patterns because of animal suffering.

Results

In summary, when the adoption of vegetarianism/vegetalism is linked to animal suffering, this change occurs by disruption (alternation) and is not the result of socialization agents. Moreover, there is a process of reverse socialization from the vegetarian to his or her family that takes place gradually.

Other results exist and concern the type of reverse socialization, the reasons and timing of joining associations. A typology of roles is highlighted through different types of interaction and the techniques of neutralization (Sykes et Matza, 1957) also provide a better understanding of the social relations.

Beyond the theoretical contributions, there are managerial implications that will be discussed during the conference.

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The Influence Of Purpose-Driven Advertising On Consumer Attitude And Purchase Intention

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Summary Statement

Purpose-driven advertising is increasingly important to consumers. However, how to best communicate the purpose0-driven activities with the consumer can be difficult to ascertain. This study aimed to determine the effect of different purpose-driven advertising approaches on

consumer attitudes and purchase intention, in order to determine which approach would be most favourably accepted by consumers.

Competitive Short Paper

Purpose-driven advertising is a form of purpose-driven marketing. Advertising is a tactic which marketers use by expending some financial value to another enterprise or organisation in order for that enterprise or organisation to promote the brand, product, service, or campaign. Purpose-driven advertising is thus the form of advertising which has a deeper role at its core and is grounded in a social or societal issue (Hajdas & Kłeczek, 2021). Purpose-driven advertising allows the brand to engage in a cause with greater outcomes than profit maximisation (Charles, 2021). However, the different approaches to purpose-driven advertising have been less investigated.

The study aimed to investigate the influence of purpose-driven advertising approaches on consumer attitudes and purchase intention toward the brand NOMU. Thus, the objectives of the study were to determine the influence of purpose-driven advertising on purchase intention and on consumer attitudes toward the brand, the campaign and helping others. A mixed-method approach was utilised, comprising of both qualitative and quantitative research types. Qualitative research (three focus groups) was used to develop the quantitative research (a pre- and post-test experiment with four levels). The experiment required subjects to indicate their level of agreement or disagreement with the statements pertaining to their attitude and intentions. The target population was South African adults, aged eighteen to twenty-four years old, as this age group forms part of Generation Z. This generation has proven to be more conscious of their purchases and their environmental impact than other previous generations who possess purchasing power. The sample size of the quantitative research was 120 subjects.

The independent variable of this study was the approach to purpose-driven advertising. The text within the four advertisements was manipulated to produce four different levels of the experiment. The manipulations (or approaches) were a limited-edition item available for purchase (the proceeds of which would be donated to the Rainforest Alliance); a percentage of the NOMU proceeds donated to the Rainforest Alliance; information provided to the consumer about the cause; and an option to donate to the Rainforest Alliance when purchasing from NOMU.

The null hypotheses of the study did not present enough evidence to be rejected. Therefore, the study showed that the approach to purpose-driven advertising did not have a significant effect on the consumers' attitudes and purchase intentions. The study rather showed that the presence of purpose-driven advertising was what consumers desired, more than the manner in which the purpose-driven advertising was presented.

Advertising is successful when a connection with the consumer is created. This connection can be stimulated through creativity. However, it may be that to create a connection with longevity, an emotional response is required. Creativity is required to conjure this emotion, which can be done through purpose. Creativity and purpose are closely linked in advertising to be effective and memorable. Creativity can thus act as the vehicle for delivering an emotionally powerful, and purpose-driven advertising message.

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Exploratory Factor Analysis For Willingness To Accept Social Robot Recommendations Scale

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Summary Statement

The paper discusses exploratory factor analysis of Willingness to Accept Social Robot Recommendations (WASRR) in a hospitality setting. The first four stages of the scale development will be discussed: literature review, thesaurus search, expert panel interviews and exploratory factor analysis. The study will adopt Churchill (1979) and Devillis (1991) to develop the scale, which will provide a diagnostic assessment of social robot recommendations.

Competitive Short Paper

At the 2023 United Nations 'AI for Good Summit', humanoid robots were used to showcase the practical applications of artificial intelligence (AI) to advance the United Nations Sustainable Development Goals (UNSDGs). NASA aims to put a humanoid robot in space as it can do dangerous jobs such as cleaning solar panels or managing equipment outside aircraft. During COVID-19, humanoid robots were used to stop the spread of infections by minimizing human-human direct contact and assisting their human counterparts in delivering services. These extensive practical applications of social robots have led to an expected increase of USD 6.20 billion in the social robotics market between 2022 and 2027. As technology advances and experts predict many roles will be automated in the next 30 years, social robots have become a critical resource for managers. This is compounded by increasing labour shortages, especially in the hospitality industry.

Social robots are designed to interact with humans in the physical environment. Due to their anthropomorphic and multi-modal features and autonomous-semi-autonomous characteristics, social robots can interact with humans using socially expected norms. This makes them the perfect candidate for hospitality settings, which has been proved by their use as concierges, porters, tour guides, helpers and even for delivering recommendations.

Even though social robots are increasingly integrated into hospitality, customers and employees are reluctant to accept and use social robots. Furthermore, there is little consensus on what makes customers accept recommendations from social robots. While there are scales that exist to measure willingness to accept AI recommendations, they cannot be readily applied to human-robot interactions. This is because social robots are embodied agents with unique characteristics that create different expectations compared to virtual screens or chatbots. Thus, a separate scale is required to measure Willingness to Accept Social Robot Recommendations.

Through an extensive literature review and thesaurus search, 62 items were identified to measure WASRR, which were tested by a group of experts. The expert panel members engaged in a productive discussion about the item's clarity, readability, and content validity. After the expert panel interviews, an Exploratory Factor Analysis (EFA) was conducted, using SPSS 29, to reduce the initial pool of items and test whether all items load on one factor. Undergraduate business students from a large university were recruited for EFA. The sample size consisted of 99 responses (44% males, 53% females). The EFA showed the KMO was 0.876, and the BTS was 648.77 (p < .001), showing the

sample was appropriate for running a factor analysis. The factor analysis showed the eigenvalues were above 1, and 63% of variance was predicted by one factor, making the scale unidimensional. The reliability test showed that Cronbach's Alpha was 0.926 for WASRR. One item was removed due to double loading, and the reliability analysis showed the scale measurement would be improved if two additional items were deleted, leaving 9 items in the initial pool. The next steps in the study are to complete a Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) in AMOS.

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Using Digibot Technology for Micro-Credential Marketing Programmes: Overcoming the Obstacles of Widening Access to Learning, for Broader Public Value

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Summary Statement

Drawing on a project with Meta and Digify Africa this study examines the applications of DigiBot-enabled micro-credential learning in Marketing. Employing a mixed-methods approach, the paper reports on live event tracking, qualitative observations from facilitators and learning technologists, and a learner survey. The paper offers six pedagogic principles for DigiBot micro-credential learning, outlining how it can be used to equip learners with the skills needed to grow businesses and/or pursue careers in digital marketing.

Competitive Short Paper

Micro-credentials are defined as a certification of assessed learning or competency that is additional, alternate, complementary to or a component part of a larger discipline of learning. Common features include the usual shorter duration of the learning, more of an alignment to industry and competency-based assessment and an ability to stack or combine different micro-credentials to constitute or complement a full-credit award of competence (Reynoldson, 2023). Mirco-credentials have in the last few years proliferated in Marketing, with a specific focus on supplementing traditional marketing degrees and qualifications to include an ever-expanding comprehension of digital marketing (Tee et al., 2023). In the research on micro-credentials that followed, very little has been done on the use of this learning tool when it is not meant to supplement an existing qualification – when it is done as a means in itself to upskill those that have previously been under-represented in traditional post-secondary education.

Following the trail of recent overall advancement in education as a result of technological leaps such as those in AI, this paper explores the potential of DigiBot technology, an interactive automated response programme, in marketing micro-credentials. Drawing on a project implemented in Sub-Saharan Africa, the study examines the applications of DigiBots delivered via WhatsApp to over 6300 learners, free of charge. Employing a mixed-methods approach, the paper reports on live event tracking, qualitative observations from facilitators and learning technologists, and a learner survey (N=126 learners). The paper demonstrates how DigiBot technology has the potential to address two key obstacles in micro-credential learning: accessibility and scalability. The paper shows how employing micro-credentials in developing economies, where access to post-secondary education

is sparse, can contribute to public value by cultivating and supplementing entrepreneurial endeavours in informal sectors. On the back of the mixed-methodological empirical review, the paper offers six pedagogic principles for DigiBot micro-credential programmes in marketing, showcasing how it can be used as a way to equip learners with the skills they need to grow businesses and/or pursue careers in digital marketing.

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How does Experiencing Financial Constraints Affect Consumers' Willingness to Pay for Second-Hand Products?

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Summary Statement

This research explores the effect of product age (duration of prior use) on consumers' willingness to pay for second-hand products and the moderating role of financial constraints. While consumers prefer to purchase less used products in general due to perceiving them as less depreciated, financial constraint renders consumers less susceptible to product age information, leading to indifference in their willingness to pay for second-hand products of different ages.

84

Teaching in a world of instant information: Schema-Based Instruction

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Summary Statement

Can we tweak what we teach to help students build schemas: flexible memory networks linking declarative information (facts) with procedural information (skills for acting). Schemas are important as they help us to contextually understand and act upon our worlds, and to evaluate new information (with which technology increasingly floods us). Thoughts are shared on how CB and marketing teaching might promote schemas with more deeply networked versions of their ideas. A textbook-level implementation is shared.

Competitive Short Paper

Paradoxically, we probably think almost too much about the content of what we teach, but also not enough about it. While we obsess over our tactics for packaging (and repackaging) information into coherent explanations, we often pay less attention to what shape that information takes once it gets into our students' minds. Is there a best shape for this understanding to be in? If so, how do we tweak our teaching to help students build it?

The primary memory structure that humans use for navigating the world is the schema. These are highly flexible networks linking declarative information (i.e., facts) with procedural information (i.e., skills for acting). Schemas help us to identify what we see, to know more about those things than is directly visible, and to plan and execute actions with them (Marshall, 1995). For example, consumers have restaurant schemas which prompt them to search for (and act upon) cues for where and when to sit, and if they should approach a counter, etc. Similarly, marketing practitioners have schemas for brands that help them identify and solve problems (e.g., might consumer awareness be a problem? How to check this, and what to do).

Schemas help us not only to solve problems (be they mathematical or marketing ones) but also to evaluate the quality of new information (e.g., "that just doesn't fit with what I know about used cars..."). Good schemas become ever more important as technology increasingly floods us with questionable information - an environment that requires ever greater creativity, motivation (Cathelat, 2019) and discernment.

If we want students to be able to use what they have learned in flexible, useful, and critical ways, then it might be helpful to think about how to help them build strong schemas.

It is difficult (possibly impossible) to build full schemas using only a lecture and textbook format because these lack the action-feedback cycles needed for procedural learning. Those would require adding well-integrated additional exercises. But even where it isn't possible to teach full schemas we can arguably still lay the groundwork for them if we make careful choices about our taught content.

This might mean carefully curating the selection of ideas that we teach. It might mean trying to be consistent at moving beyond giving definitions and examples. Helping students to weave schemas might mean finding ways to elaborate on the underlying logic of our ideas, and to work on providing the context for when these ideas matter and when they don't.

This presentation will explore ideas for how we might think about this in marketing and (especially) in consumer behaviour. It will share a project that is trying to implement these ideas in textbook and classroom formats.

85 - W

A Novel Perspective on Sustainability Communications: Lessons from the Zero Waste Consumer Movement

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Summary Statement

This paper explores the complexities of sustainability communications, building on White et al.'s (2019) work. It presents unique findings from an ethnographic and netnographic study of the Zero Waste Consumer Movement. Participants within this movement have recognised the necessity of

engaging with an audience beyond their immediate 'green bubble,' employing innovative and distinct communication strategies. Drawing on these findings, we aim to contribute to the discussion on the future of sustainable communications.

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Can influencers' intimate self-disclosure lead to purchase intention? The mediating role of parasocial relationship and source credibility

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Summary Statement

SMI have become important brands endorsers. The topic is therefore receiving increased attention, with academics striving to understand what drives influencers efectiveness. Although earlier studies focused on SMI themselves, a recent stream began examining their relational side. However, the way relational variables determine SMI effectiveness is not fully understood. This study shows how SMI relational and individual characteristics are related and jointly contribute to followers' purchase intention, contributing to a better understanding of underlying mechanisms.

Competitive Short Paper

Social media influencers (SMI) have gained undeniable importance as brands endorsers, as they have a significant number of followers (Daniel et al., 2018) and are perceived as "trusted tastemakers in one or several niches" (DeVeirman et al., 2017, p.798). As the popularity of SMI grows, more research attention is being dedicated to the topic, with academics striving to understand which influencers are more effective as brand endorsers.

Earlier studies on influencer marketing focused on SMI themselves (Tanwar et al., 2022). As influencers often specialize in a particular domain, they are considered as experts and trustworthy sources of advice (Hudders & Chen, 2022). As such, these dimensions of SMI credibility have often been proposed as important factors explaining the effectiveness of influencer marketing (Ye et al., 2021). Recently, a new spike has occurred in researchers' interests in exploring the relational side of SMI (Tanwar et al., 2022). These latest studies have highlighted that influencers who frequently share details about their personal life foster emotional connections and parasocial relationships (PSR) with their followers (Leite & Batista, 2022): i.e., followers gain the impression that they know SMI well and that they have a personal relationship with them (Lou, 2022).

However, the way these relational variables determine influencer marketing effectiveness is not yet fully understood (Ye et al., 2021). First, the mediating role of PSR in the relationship between SMI's intimate self-disclosure and purchase intention remains unclear (Koay et al., 2023). Second, the underlying mechanisms explaining how PSR leads to followers' intention to buy the endorsed brand are still underexplored, with the notable exception of Reinikainen et al. (2020), who suggest that SMI credibility might play a role. As such, this study aims to answer the following research questions: (i)

what is the impact of SMI's intimate self-disclosure on followers' intention to buy endorsed brands? and (ii) what is the role played by PSR and SMI credibility as the process unfolds?

Drawing on parasocial interaction and source credibility theories (Hudders et al., 2021) and data collected from SMI followers on Instagram, findings confirm a significant relationship between intimate self-disclosure and purchase intention, with the sequential mediation of PSR and SMI credibility. The study further reveals that the process is contingent to SMI's number of followers, with the impact of self-disclosure and PSR proving to be significantly stronger for micro (vs. macro) influencers.

This study adds to the literature on influencer marketing effectiveness, by showing how SMI relational and individual characteristics - two literature streams developed almost independently, with limited reference to one another – are in fact related and jointly contribute to followers' purchase intention. Moreover, the study contributes to a better understanding of the mechanisms underlying this process. Managerially, findings show that marketers should establish partnerships with SMI according to their ability to share intimate details and develop parasocial relationships, particularly when dealing with micro influencers. Regarding SMI, the results imply that to be effective endorsers, they need to open their lives and build close relationships with their followers as this benefits their credibility.

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Lessons From Teaching Social Media Marketing Mixed-sized Cohorts Split Across Several Campuses

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Summary Statement

The internationalisation agenda has meant universities are increasingly seeking to find new ways to diversify their income streams (Mellors-Bourne et al., 2015; British Council, 2023). As such, many universities have expanded their campus networks to include countries right across the globe.

We explore the challenge of delivering a social media marketing module across 2 campuses with mixed-size cohorts. We share findings and recommendations based on three years of working in this way.

Competitive Short Paper

In this article, we explore the challenge of delivering the Social Media Marketing module to a mixed-sized cohort split across two campuses based in the UK and Germany. The larger campus has up to 400 students enrolled on the module, most of whom are from a business and marketing background. Meanwhile, our smaller campus has fewer than 20 students currently enrolled.

The size of the cohort alone poses its own challenges. These are well documented by Hornsby and Osman (2014), Maringe and Sing (2014), Donnelly (2003), Clarke (2011) and many others besides. Meanwhile, the diverse background of our students – from experienced final year students who have studied marketing for two full years (plus a year in industry), to some second or final year students who have only a rudimentary knowledge of marketing – means that the academic standard and expectations of the students can vary widely.

Teaching small or large cohorts has been researched from multiple angles (see above), however little advice is available for those required to deliver modules consisting of both large and small cohorts at the same time, ensuring that those modules run in 'exactly' same way in terms of delivery, assessment and overall student experience.

This is particularly important in our own context, as our university has proposed that students should have the option to move between campuses during their studies. Therefore, teaching provision between campuses needs to ensure an equivalent experience no matter which campus the students happen to study at.

We can divide our recommendations into several themes:

Communication and collaboration - It is essential that all team members are aware of their responsibilities to check in with the agreed-upon communications platforms, and to alert the module leadership team as soon as any issues emerge.

Quality - In part, quality is a matter of recruitment, however, it is also a question of team culture; ensuring that everyone is pulling in the same direction and has the same motivation to deliver high quality learning, no matter the class in front of them.

Digital tools - utilisation of digital tools allowed us to enhance team communication, but also support students' experience, particularly for assessment support.

Learning lessons - Reviewing performance is an important part of any good management practice. This is especially true when it comes to the delivery of high-quality teaching, as the context can change so quickly that the teaching team need to be willing and able to adapt to changing circumstances and apply lessons learnt to iteratively improve the course year-on-year.

Conclusion

As a result of our work on this module, the module leadership team won our university's Pilkington Award for Teaching in 2023, demonstrating our commitment to and our contribution to the university's internationalisation agenda. The hope is that with further collaboration such as in this case, the university's international ambitions and plans for growth may continue, even though it does still continue to pose many challenges for those staff charged with the delivery of teaching.

89 - W

Gamification Affordances and their Link to Tourist Engagement: A SEM Approach

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Summary Statement

This article investigates the effectiveness of online gamification activities in Hong Kong tourism platforms using affordance, structuration and self-determination theories, a survey approach, and covariance-based structural equation modelling (CB-SEM). We provide an overview of direct and indirect effects and undertake multigroup analysis to identify the relationships between gamification affordances, engagement, and age and gender. We contribute to the literature by demonstrating which affordances generate positive behavioural engagement amongst which consumers in a tourism marketing context.

Competitive Short Paper

Gamification is now widely adopted as a digital marketing strategy in the tourism industry (Sigala, 2015; Xu et al., 2016; Abou-Shouk & Soliman, 2021), especially as a way to trigger behavioural changes by using gamified design elements in marketing activities. However, several research studies highlight the negative behavioural changes in occurrence when consumers are exposed to gamified features (Tobon et al., 2019; Hsu, 2022). This research aims to investigate which gamification affordances most effectively engage consumers, and examine whether or not the level of engagement with those gamification affordances is dependent on the consumers' age and gender.

Combining affordance theory (Gibson, 2000), with relational (Maier & Fadel, 2008) and structuration theories (Giddens, 2013), this article investigates the effectiveness of online gamification activities of a number of Hong Kong tourism platforms. We propose that hedonic-based, reward-based, and social-based affordances, when combined with consumers' cognitive ability, influences individual's behavioural outcomes. Further, employing self-determination theory's dimensions including autonomy, competence, and relatedness allows us to analyse the effectiveness of gamification affordances on consumers' psychological need for engagement satisfaction.

Our study encompasses a survey of 481 Hong Kong residents, aged 18- 60 years old (264 men and 217 women, with at least one month's experience using online tourist platforms). Covariance-based structural equation modelling (CB-SEM) is used in SPSS AMOS using a combination of reflective and formative indicators. The direct effect results indicate that the proposed gamification affordances are effective, demonstrating a higher level of satisfaction needs in terms of autonomy, competence, and relatedness, and engagement, with the surprising exception of the relationship between reward-based features and engagement.

 For the indirect effect results, competence and relatedness do not mediate the relationship between social-based features and engagement; and reward-based features and engagement respectively. Autonomy does not mediate the reward-based, social-based affordances, and the cognitive abilities of consumers that are predicted. Autonomy does not mediate the relationship between hedonic-based affordance and engagement either. Using multigroup analysis (see Deng & Yuan, 2015), we found no strong support for a level of decreasing engagement with three gamification affordances with age increases except for hedonic-based affordance. In other words,

the older a tourism consumer is, the less benefit they perceive they receive from hedonic affordances, perhaps a 'seen it all before' effect. Additionally, the level of engagement with hedonic-based affordances and consumers' cognitive ability is higher for men than for women, while the level of engagement with reward-based and social-based affordances is higher for women than for men.

We contribute to studies of gamification in marketing by demonstrating which affordances generate positive behavioural engagement in tourism marketing for consumers of different ages and gender. The research contributes to our understanding of gamification in marketing for customer engagement purposes by expanding our theoretical knowledge of game affordances. These results allow marketers and gamification designers to create and implement effective digital marketing strategies for online tourism activities in Hong Kong and beyond.

91 - W

Antecedents and Outcomes of Consumer Resilience Following Adversity

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Summary Statement

This study evaluates three antecedents of consumer resilience, hope, optimism and coping self-efficacy and quality of life as an outcome of resilience. Using a positive psychology and TCR lens, and drawing from a survey of 809 consumers in Australia and NZ, we demonstrate that consumers draw on positive psychological resources to overcome adversity during COVID-19.

92

Unveiling the Dynamics of Employee-Based Brand Equity in Marketing's Social Spirit through Examining Employees' Corporate Philanthropic Involvements

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Summary Statement

Brand equity is an intangible resource, which enjoys its 'mirroring effect' between customers (external stakeholders) and employees (internal stakeholders). However, much of the existing research explores brand equity merely through consumers' perspectives and therefore overlooks its potential to reflect internal marketing and its multifaceted nature. By applying a fuzzy set qualitative comparative analysis, this research develops a rigorously tested novel framework for employee-based brand equity (EBBE) in the context of corporate philanthropy (CP).

Competitive Short Paper

The suggested theoretical model comprises different 'constellations' of closely linked and interrelated concepts (Chatzipanagiotou et al., 2016), which created four distinct blocks: Brand Building Blocks (BBB), Brand Assimilation Block (BAsB), Brand Affinity Block (BAfB) and Brand Enactment Block (BEB), following a cognitive–affective–conative rationale. By applying the fuzzy-set qualitative comparative analysis technique (fs/QCA), the findings support the research propositions of the study, demonstrating that the overall EBBE is the outcome of a progressive, sequential causal sequence involving these blocks.

Specifically, the study reveals that the components in the Brand Building Block (BBB) pervade, through separate pathways, the cognitive Brand Assimilation Block (BAsB), confirming Research Proposition 1 (RP1). For example, to enhance the benefits that employees perceived from corporate philanthropy (CP), the results highlight the importance of the brand's performance-related characteristics (internal communication of CP and leadership in CP) as well as the brand imagery (brand vision). These findings align with research, such as Lings and Greenley (2010) and Harris and de Chernatony (2001), emphasising internal management's role in fostering employees' cognitive brand alignment in the CP context.

Then, Research Proposition 2 (RP2) focuses on the multiple routes leading BAsB elements to Brand Affinity Block (BAfB) outcomes. For instance, it is found that employee perceptions of benefits from CP and congruence with the employer brand significantly contribute to brand trust and pride. This is consistent with Downey et al. (2015), Farooq et al. (2014) and Hurrell and Scholarios (2014), suggesting creating benefits and fit for employees constitute the core for achieving positive brand emotions.

Addressing Research Proposition 3 (RP3), the study highlights how BAfB predict high Brand Enactment Block (BEB) scores. Specifically, one of the key findings resonates with theories and research such as the Social Exchange Theory (Cropanzano and Mitchell, 2005) and research by Lea and Webley (1997) indicating employees' brand endorsement is derived from brand pride. Thus, the research helps to unpack underlying dynamic pathways between the emotional and behavioural EBBE dimensions.

Furthermore, the dynamics between the blocks are explored in RP 4-6, for example, in terms of how BBB can directly lead to BEB. Existing research, such as Falk and Fischbacher's (2006) theoretical model of reciprocity supports these findings, emphasising the significance of understanding the impacts and intentions behind CP activities as well as the complex and evolving features of the CP-EBBE process. The final part of the discussion about RP 7-10 focuses on pathways relating to overall employee-based brand equity (OBE). Key findings indicate that OBE is the outcome in this sequential, evolutionary causal chain that embraces the above blocks and further suggests that each of them directly influences OBE.

In summary, this research therefore challenges the traditional view of brand equity as a static and singular concept (Chatzipanagiotou et al., 2023). Moreover, this paper enriches the marketing discipline's social spirit by demonstrating how employees' philanthropic-related involvement in line with various brand-building elements plays a pivotal role in building up strong employee-based brand equity (EBBE).

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From One Edge to the Next: Situating Edgework Within Consumer Life Course Journeys

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Summary Statement

This conceptual paper reframes edgework, a theory of consumers' voluntary risk-taking practices, in terms of propensity rather than identity. Applications of edgework have not sufficiently considered how stages of life within historical and cultural contexts affect patterns of risk-taking. Using the life course perspective, we explore 'edgeworking' as an inclination – rather than stable expression – that is sensitive to timing in lives and remains mercurial: often increasing or decreasing depending on one's changing environment and relationships.

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Consumer perspectives of ecolabelling and shopping sustainably for fast-moving consumer goods (FMCGs)

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Summary Statement

Consumer response to the climate crisis is complex and multifaceted. There are calls for the standardisation of ecolabelling practices to encourage responsible purchasing. This paper finds ecolabels are not an automatic fix and offer limited influence. Assuming the presence of an ecolabel automatically encourages sustainable shopping neglects socio-demographic and psychological factors that prompt consumers to prioritise other product attributes. A need exists to educate, incentivise and promote sustainable behaviours that ecolabels cannot achieve in isolation.

Competitive Short Paper

Consumer response to the climate crisis is complex and multifaceted (Thøgersen, 2021). Whilst some are committed to responsible and sustainable consumption practices that seek to limit personal environmental impact through conscious purchasing decisions (Gao and Souza, 2022), others are not. Alongside socio-demographic factors that contribute to such inaction (Jain and Hudnurkar, 2022), a lack of awareness or understanding of the climate emergency (De Marchi *et al.*, 2022) or lack of commitment or motive to reducing personal impact (Kurowski *et al.*, 2022) are just some of the recognised psychological dynamics contributing to varied consumer response to ecolabels and wider sustainable shopping practices (Potter *et al.*, 2021). Furthermore, consumers may not possess (or be provided with) appropriate knowledge to make informed sustainable purchasing decisions due to inaccessible or confusing product information, communication and labelling of eco-friendly products (Hussain and Lim, 2022).

To that end, there are growing calls from researchers (Futtrup *et al.*, 2021), non-profit organisations (i.e. Foundation Earth, 2023), industry bodies (i.e. EIT Food Consumer Observatory, 2023) and FMCG organisations alike (Deloitte, 2022) to have an agreed standardised, clear, and unified approach to ecolabelling given the immense variety of symbols and logos that currently exist, whilst recognising the confusion it causes the shopper (Meis-Harris *et al.*, 2021). This paper aims to critically evaluate such calls by first exploring consumer attitudes and beliefs towards shopping sustainably to address the climate emergency. Adopting a qualitative investigation, the value that existing sustainability and ecolabelling practices commonly adopted by fast-moving consumer goods (FMCGs) manufacturers offer the consumer to meet such objectives are explored, including labelling influences and associations.

Preliminary findings indicate existing sustainability and ecolabels offer little influence within the shopper journey. Those consumers committed to engaging in responsible action to minimise their environmental impact possessed varying degrees of knowledge of such labels, with other implicit and explicit product attributes, associations and descriptions reported as more influential (such as 'vegan' or 'reusable'). Consumers with little personal commitment to reducing their environmental impact or ambivalent about such issues cited general, often stereotypical beliefs that products with ecolabels would be more expensive, of lessor quality, or contain unfamiliar ingredients thereby not satisfying personal taste, and that other product attributes, such as price, brand or ingredients are prioritised and favoured.

Whilst the findings do support the call for a standardised approach to ecolabelling, as current labelling practices were acknowledged as complicated and confusing, this is only one small facet of encouraging consumer engagement with eco-friendly FMCGs. This paper concludes that there is a larger, more complex challenge of educating, motivating and incentivising consumers to engage with eco-friendly products in general, and that by simply assuming the presence of a standardised ecolabel will automatically encourage sustainable consumer behaviours or increased purchasing of such products neglects to consider the often stronger, personal factors that results in consumers prioritising other product attributes. There is a wider requirement to educate, incentivise and promote sustainable behaviours that an ecolabel cannot achieve solely and in isolation.

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Examining the Adoption Intention of Generative Artificial Intelligence (ChatGPT) and Perceived Risk Among Students in the UK Higher Education

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Summary Statement

Our study aims to investigate the adoption intention of generative artificial intelligence, specifically ChatGPT, and the perceived risk among students in the UK Higher Education sector. This research aligns with the theme of the "Social Marketing and Artificial Intelligence: Incorporating artificial intelligence in the promotion of behaviour changes" workshop. We anticipate the opportunity to share our research findings at the upcoming Academy of Marketing conference (1-4 July 2024) at Cardiff University.

Competitive Short Paper

Language models, a subset of generative artificial intelligence, significantly influence students' learning experience in higher education (Wu & Yu, 2023). In contrast, scholars (e.g., Bearman & Ajjawi, 2023; Fischer, 2023) suggest a cautious approach when integrating language models in student learning and assessment in higher education. A cautious approach reflects concerns about language models' output quality, usefulness, privacy implications, and ethical dilemmas (Cotton et al., 2023; Dwivedi et al., 2023). In particular, the ethical dilemmas include dishonesty, deception, and manipulation (Cotton et al., 2023; Dwivedi et al., 2023).

Tools are being developed to detect AI-generated text and, thus, to deter students in higher education from using language models such as ChatGPT to produce assessed work (Dawson et al., 2020). The reliability of detection tools is questionable (Heikkilä, 2023a, 2023b). Regardless of their reliability, detection tools introduce a perceived risk factor in students' minds when adopting language models to generate assessed work (Bin-Nashwan et al., 2023).

Therefore, the current literature assumes that a perceived risk from explicit guidelines on using text generators in academic integrity policies effectively discourages students in higher education from using text generators to produce assessed work (Bin-Nashwan et al., 2023; Perkins & Roe, 2023). This study uses a theoretical model based on the Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003), with an added construct - perceived risk (Chatterjee & Bhattacharjee, 2020; Terblanche & Kidd, 2022; Wu et al., 2022), to examine if the perceived risk is effective and if it deters the intention of UK university students to adopt ChatGPT .

The study follows a single cross-sectional design with data collected using a survey methodology. The data was collected using online surveys at UK universities between May and September 2023. The survey questionnaires were randomly distributed. A total of 226 questionnaire responses were considered adequate for data analysis. The structural equation modelling technique was used to test the hypotheses. The results indicate that performance expectancy, effort expectancy and social influence significantly influence the intention to adopt ChatGPT. While perceived risk has a negative impact on behavioural intentions, it does not affect subsequent usage behaviour. Thus, while perceived risk provokes mixed feelings about adopting ChatGPT, it does not influence usage behaviour. Therefore, perceived risk as a deterrent from policy is ineffective.

This research provides valuable contributions at the theoretical level to our understanding of generative AI acceptance, particularly within educational settings. It extends the UTAUT model by introducing a factor that has received limited attention in the literature on ChatGPT adoption: the role of perceived risks in shaping ChatGPT users' behavioural intentions and subsequent usage behaviour. In addition, our results hold implications for higher education institutions, and they need to rethink teaching and assessment strategies to allow language models as part of students' learning experience (Bin-Nashwan et al., 2023; Wu & Yu, 2023).

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Employing Lego Serious Play To Creatively Ideate Emerging Trends For Brands

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Summary Statement

Lego Serious Play was used to form, guide, illustrate, and provide a vehicle for ideation of future scoping for brands. Students were instructed to build a model to create a new concept for their chosen brand and were required to photograph their completed model alongside a description of bricks as metaphors to offer supporting rationale of their idea. Students recorded their storytelling narration and were encouraged that there is no right or wrong metaphor.

Competitive Short Paper

Returning to the classroom post-pandemic has been problematic for students as they face economic hardship due to the impact of the cost-of-living crisis. Juggling part-time or sometimes full-time employment alongside university study, some students are reluctant to enter back into physical on-campus lessons. Attendance is further impacted by mental health and social anxiety issues and as such, the value of face-to-face engagement is hampered. So, how best to create a learning and teaching environment that fosters a productive opportunity advancing students' potential? A way forward for this was identified by the author in their use of Lego Serious Play to form, guide, illustrate, and provide a vehicle for ideation of future scoping for brands.

The opportunity to create a new module for level 6 undergraduate students on a Business Management with Marketing degree programme provided the impetus to move away from traditional methods of assessment and bring in a more playful side to teaching and learning. As Robert Greene remarks in Blair (2020), 'the future belongs to those who learn more skills and combine them in creative ways.'

The 12-week module delivery was designed around a series of guest speakers relating to emerging themes such as AI, evolving practices in marketing communications, and new distribution methods like Starship robots used by the Coop, to offer insights into marketing trends. Students were asked to select a brand of their choice and to scope out how two of the themes discussed may be embraced and what this may look like. As part of their assessment, students had to focus on scoping out how they could embrace particular practices and offer a differentiated competitive advantage for their chosen brand.

The overall aim of the Lego Serious Play session was to develop a future creative idea for the brand. As an outcome, students were instructed to build a model to create a new concept for their chosen brand. As part of the evidence, they were required to provide a photo of their completed model at the end of the session depicting their future trend creative ideation for their chosen brand. In addition, relevant bullet points were required as part of a description of the bricks as metaphors to offer supporting rationale of their idea. Students were encouraged to narrate and record their storytelling of the overall concept.

For those not familiar with how Lego Serious Play works, the use of bricks as metaphors is designed to map out how each brick represents a particular idea relating to their overall concept. As an example, a green brick may suggest toxic elements to a product, suggesting the effects of cybersecurity issues on their brand. Equally, it could mean environmental benefits to another

student for their brand. There is no right or wrong in this process – only the student's interpretation and their agency in scoping out ideas.

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How to Utilize Environmental Corporate Social Responsibility Activity to Enhance Corporate Social Responsibility Image?

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Summary Statement

The objective of this study was to investigate the varying effects exerted by different types of environmental corporate social responsibility (ECSR) on corporate social responsibility (CSR) image. Additionally, the study examined the mediating role of activity sustainability, the moderating and moderated mediated effects of green citizenship behavior, and the differences between ECSR types with single and integrated motives.

Competitive Short Paper

Corporate Social Responsibility (CSR) has received considerable attention from both academic and industrial spheres. Following the global trend toward environmental issues, countries worldwide have transitioned from traditional CSR reports to sustainable reports, implying that the concept of CSR has evolved with time. The current trend of sustainability underscores the importance of Environmental Corporate Social Responsibility (ECSR) for companies. The literature on ECSR has often treated it as a single undifferentiated dimension, with a predominant focus on activities driven by companies' self-interest. Research has tended to overlook altruistic activities. However, an analysis of CSR reports, sustainability reports, and practical observations indicates that many companies are allocating resources to contemporary and environmentally friendly activities, such as constructing green factory or office buildings to conserve energy, electricity, and water; reducing carbon emissions; profiting from selling carbon credits; and remediating waste gas and wastewater discharge to comply with regulations and avoid penalties. These activities are beneficial to the community environment and are defined by this study as egoistic ECSR. Many companies invest their resources in environmentally friendly activities that are unrelated to their interest such as engaging in river remediation, tree planting, environmental protection, and public welfare activities aimed at preserving the ecological environment. This study labels such endeavors as altruistic ECSR. The questions that arise are whether different types of ECSR activities exert varying effects on CSR image and whether these effects are influenced how ECSR types affect varying effects on the sustainability of the overall environment.

The objective of this study was to investigate the varying effects exerted by different types of ECSR on CSR image. Additionally, the study examined the mediating role of activity sustainability, the moderating and moderated mediated effects of green citizenship behavior, and the differences between ECSR types with single and integrated motives. The study proposed five research hypotheses and adopted a 3 (types of ECSR: egoistic, altruistic, and both egoistic and altruistic) × 2 (green citizenship behavior: high score, low score) between-group experimental design. A total of

187 valid questionnaires were collected, and empirical results revealed that integrated ECSR (i.e., ECSR with both egoistic and altruistic motives) yielded a higher CSR image score compared with single ECSR (i.e., ECSR with either egoistic or altruistic motives). The influence of ECSR types on CSR image was found to be indirect, mediated by activity sustainability. Green citizenship behavior moderated the impact of integrated ECSR on CSR image as well as the complete mediating effect of activity sustainability. The theoretical contributions of this study lie in identifying and constructing crucial factors influencing the effect of ECSR types on CSR image, providing clarity on the process and outcomes of such influence. The use of experimental design for verification enhances the relevance of research results to contemporary marketing perspectives emphasizing customer orientation. The empirical analysis contributes vital insights, fostering a more comprehensive understanding of this research field. Finally, from a managerial perspective, the present study suggests practical approaches for companies to effectively enhance their CSR image through the implementation of ECSR activities.

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An Exploratory Analysis of Consumer Counterfeiting: Looking Backward to Look Forward

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Summary Statement

Consumer counterfeiting is a global conundrum with far-reaching implications. Despite the series of current efforts targeted towards addressing it, the available statistical evidence paints a gloomy picture of its increasing rate. Accordingly, this interpretive study involving the use of 30 in-depth interview and 2 focus group discussions unpacks the underpinning motivation, prevention, and necessary intervention to address it. The findings suggest an inclusive solution-based involving all stakeholders to act in favour of solving the problem.

Competitive Short Paper

Introduction, Background & Objective

Counterfeiting is a big problem in recent times. Hardly is there any aspect of consumption that is not affected by this conundrum (Samaddar et al., 2024). Gaille (2017) provides an estimated global counterfeit trade to be around $653billion and makes up about 7% of the total annual global world trade every year. It involves presenting a product or service that bears a trademark similar to or distinguishable from a trademark registered to another party and infringes the rights of another holder of the trademark (Grossman and Shapiro, 1988; Kapferer, 1995; Wang et al., 2023; Jiang et al., 2023). Evidently, counterfeiters evade taxation, indicating that government spending that could have come from such taxation to fund governance like healthcare, defence, education, and several others are affected. Over the years, counterfeiters tend to use the ill-gotten proceeds to fund organised crimes like terrorism or drug trafficking while the legitimate owners of the trademarks lose the income.

Deceptive counterfeiting is often caused by consumers' lack of adequate information needed to clarify the authenticity of the transactions, which is different from non-deceptive counterfeiting (Bian and Moutinho, 2011; Gbadamosi, 2019). Extant literature indicates reasons for the purchase of the latter as mainly having an interest in getting the product cheap (value consciousness), self-ambiguity, lack of ethical judgment, and subjective norm (Lichenstein et al., 1993; Fernandes, 2013, Ang et al., 2001). Meanwhile, despite the plethora of literature on this topic, there is a dearth of an empirical study on the underpinning motivation, prevention, and necessary intervention to address the imbroglio from the lens of consumers and consumerism. This is the palpable literature gap addressed by this study.

Research Methodology

Given its appropriateness to this study (Silverman, 2003; Gbadamosi, 2024), *interpretivism* research paradigm was adopted. It involves the use of (30) in-depth interviews and (2) focus group discussions with respondents in London (UK). The data collection and analysis follow the grounded theory orientation (Glaser and Strauss, 1967).

Summary of Findings/Conclusion

The study reveals several reasons why consumers buy counterfeit products. Apart from the deception by the counterfeiters, prominent among the causes is the relatively cheap price at which the products are sold. Similarly, it shows that consumers' quest for social interaction and equality is another key motivation for the purchase. Respondents tend to practice risk management in their transactions involving counterfeits such as avoiding cases considered risky like food and pharmaceuticals but tolerating others such as bags, shoes, and clothes. There seems to be a convergence of opinions on the solution to this problem. They indicated that a combined effort of all stakeholders will be needed to address this conundrum. Specifically, it is recommended that manufacturers should have stronger ways of distinguishing their brands from others and incentives for consumers who collaborate with them to deter counterfeit purchases. Moreover, it is proposed that regulations and legislation associated with transactions involving counterfeit products be stronger. The study extends the current literature with theoretical and practical implications within the marketing ethics and consumer behaviour contexts.

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Exploring the Engagement in Digital Green Ecosystems: An Integrated Model Approach in the Jordanian Industrial Sector

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Summary Statement

The primary aim of this study is to explore and validate the key antecedents and consequences of companies' engagement in digital green ecosystem practices

Competitive Short Paper

Background: In an era where digital transformation intersects with environmental concerns, understanding the engagement of business organizations in digital green ecosystems (DGECO) practices has emerged as a critical area of research. The key research question this study addresses is the extent to which business organizations actively participate in digital green ecosystems practices. This inquiry is particularly relevant given the increasing emphasis on sustainable business practices and green marketing.

Objectives: The primary aim of this study is to explore and validate the key antecedents and consequences of companies' engagement in digital green ecosystem practices. Beyond identifying the drivers of these practices, the study seeks to evaluate their impact on improving green marketing performance levels. A comprehensive model, encompassing various aspects of green marketing practices and innovation, is proposed.

Methods: The study's model integrates diverse perspectives, including green marketing orientation, green innovation (Roh et al., 2022), green marketing innovation (Yin and Yu, 2022), the natural resource-based view (NRBV) (Hart and Dowell, 2011; Fraj et al., 2013), e-marketing orientation (Shaltoni et al., 2010), digital readiness (Pingali et al., 2023), and the readiness of the circular economy (Islam et al., 2023). The research will employ an online survey targeting the Jordanian industrial sector to collect data. The data will then be analyzed using SmartPLS, a covariance-based analytical tool.

Key Applications: The study will examine several DGECO applications deemed vital and commonly adopted by business organizations, including Smart Energy Management, Environmental Monitoring, Sustainable Supply Chain Tools, Green Fintech, Circular Economy Platforms, Eco-Friendly App Development, GIS and Remote Sensing Services, and Digital Community Engagement Tools.

Expected Outcomes: This study anticipates revealing the extent of engagement in DGECO practices and their impact on green marketing performance. It aims to contribute to the literature by providing an integrated view of how various factors such as green innovation, e-marketing orientation, and digital readiness drive the adoption of DGECO practices. Additionally, the study seeks to understand the consequences of DGECO adoption, focusing on green brand positioning and overall green marketing performance.

Significance: The findings are expected to offer valuable insights for business leaders and policymakers in the Jordanian industrial sector, guiding them in implementing effective digital green ecosystem practices. Moreover, this research will provide a structured framework for other industries and regions to analyze and enhance their green marketing strategies in the digital age.

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A Qualitative Study of Ethical Intensity and Perceived Consumer Value in the Context of Online Rented Clothing

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Summary Statement

Using findings from our qualitative study, we employ the theory of consumption values (Sheth et al., 1991) to better understand how ethical intensity and perceived consumer value are manifested in the context of online rented clothing. By doing so, we expect to contribute to the growing body of knowledge on ethical intensity and perceived consumer value in the consumer behaviour and marketing ethics field.

Competitive Short Paper

Although policy makers and business leaders attempt to encourage society to reduce pollution from the fast fashion industry, many individuals are not convinced about the value (Sener et al., 2022) received when engaging in circular fashion consumption (Fashion Innovation, 2022). The ways in which consumers would demonstrate higher willingness to contribute to circular fashion consumption are unclear.

Ethical intensity (EI) has been among the most important factors when researching unethical behaviour of individuals and is defined as the degree to which a moral issue or dilemma demands attention, evokes emotions and influence the ethical consumer decision-making process (e.g., Hassan et al., 2022; Linehan & O'Brien, 2017), while perceived consumer value (PCV) is understood as the evaluation of the benefits relative to their sacrifice to acquire positive outcomes (Sheth et al., 1991) and it increases consumer willingness to seek valuable objects (e.g., Kim et al., 2021). However, research on EI, PCV and their links with ethical decision-making (e.g., De Bakker et al., 2019) has been scarce.

Semi-structured interviews were conducted in two countries (Lithuania and the UK) with participants who regularly rent clothing online and/or purchase second-hand clothing. Our findings provide insights into how EI and PCV contribute to the decision-making of individuals. We conceptualise the following interconnected perspectives: the green reflection, the emotional reflection, and the ethicality reflection. The green reflection augments perceived green consumer value (Sheth et al., 1991) by offering two additional elements, that is, consumer *alertness* that is activated by explaining the concern for the environmental and social impacts of fast fashion as well as increased circular fashion *awareness* that is activated by suggesting that renting clothing online is a more sustainable fast fashion consumption option. The emotional reflection echoes perceived emotional value (Sheth et al., 1991) that is derived from fun, pleasure, enjoyment, and pride when renting clothing online. In the UK, another important perspective emerged: the ethicality reflection, which complements ethical intensity (Hassan et al., 2022) by reflecting an important role of circular fashion source origins (Norris, 2015) as they shape both evaluation and choice of clothing rented online in view of an individual's perceived ethical standards.

We expect this study to provide a deeper understanding on how EI and PCV of clothing rented online may stimulate circular fashion consumption. This study further offers practical implications to retailers, boutique managers and public policy makers as they may increase PCV of online rented clothing by employing EI in their strategic communications campaign for consumers to become

more circular fashion consumption conscious. *Funding: This project has received funding from the Research Council of Lithuania (LMTLT), agreement No [S-MIP-22-27].*

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Title: Nudging to Nolo: Consumer behaviour and marketing of nolos within pub settings

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Summary Statement

The No- and low-alcohol (nolo) drinks industry is experiencing significant growth. Our study investigates nolo consumption in hospitality settings, using nudges in a field experiment across diverse pubs to assess their impact on consumer behavior. Preliminary data analysis is underway.

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Unveiling the Power of AI in Social Media Marketing: Necessary and Sufficient Conditions as a Supplementary Analysis Approach

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Summary Statement

This study attempts to unveil the role of artificial intelligence (AI), particularly chatbots, in social media marketing (SMM). The study applies self-determination theory and user gratification theory to investigate the driving forces involved in developing positive favorable behavior outcomes through using AI (chatbots) as a strategic weapon in social media marketing. Additionally, it employs fuzzy set qualitative comparative analysis (fsQCA) to research as a supplementary approach to identify the necessary and sufficient best SMM outcomes.

Competitive Short Paper

In today's digital age, social media marketing (SMM) has become indispensable for businesses seeking to expand their reach, engage with customers, and enhance their brand presence and recognition (Dwivedi et al., 2021). The unique capability of social media to connect with a vast audience in real-time offers unparalleled advantages for businesses. Typically, through social media platforms like Facebook, Instagram, and Twitter, firms/businesses attempt to showcase their products, drive sales, provide customer service, and gather feedback for co-creating products or services (Ali et al., 2023). Although this approach is not a traditional method of marketing communication, with the rapid evolution of AI, it can be seen as a less advanced approach in social media marketing.

Incorporating artificial intelligence (AI), particularly chatbots, in social media marketing made a revolutionary shift, especially in marketing strategies and customer relationship management (Lin & Wu, 2022). Various research studies have explored how social media marketing, by offering personalised content, leads to positive behavioural outcomes, enhances brand building, affects buying behaviour, and informs purchasing decisions (Armutcu et al., 2023; Kulikovskaja et al., 2023). However, existing studies in SMM have primarily focused on conventional strategies, often overlooking the profound impact AI (Chatbots) can have. For example, there needs to be more research on how AI integration in creating personalised content can improve user experience. Additionally, the role of AI in automating content creation and providing tailored customer service, such as through chatbots, requires further exploration in enhancing user experience/perception and engagement (Aslam, 2023).

This paper aims to bridge this overlooked gap through the integration of self-determination theory (STD) and user gratification theory (GDT) by discussing how leveraging AI mainly focusing on chatbot in SMM can influence 'social glue' and 'brand recall (positive behavioural outcomes).' Social glue refers to a brand's ability to build and maintain solid and meaningful relationships with its target audience. On the other hand, brand recall is the extent to which a brand remains top-of-mind for consumers. Moreover, most existing studies in marketing, particularly in the context of social media marketing (Kurtz et al., 2021; Le & Wang, 2020; Shieh et al., 2019), have assessed the relationships between variables through variance-based or covariance-based analysis, primarily focusing on path coefficients. However, as some studies argue, this method may not accurately reflect the true impact of exogenous and endogenous variables due to the issue of endogeneity within a proposed model (Kock, 2022). Therefore, future researchers are encouraged to validate the path coefficients in their models using supplementary methods. This study applied a fuzzy set qualitative comparative analysis approach (fsQCA) as a complementary method for robustness. Applying fsQCA offers various advantages over solely using structural equation modeling in this study. For instance, it allows us to address complex causal relationships through multiple configurations. It assists in identifying the necessary and sufficient conditions to achieve the best outcomes from non-linear and asymmetric causal relationships/patterns (Castelló-Sirvent, 2022; Olsen, 2022).

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Consumer Responses to Spatial Vulnerability in Uncertain and Risky Consumption Spaces.

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Summary Statement

The paper aims to explore consumer spatial responses to spatial vulnerability in areas associated with health risks and uncertainty. Specifically, the study delves into consumer reactions within consumption spaces in these high-risk regions. The research highlights the emergence of consumer reforms in these spaces, the creation of new meanings associated with consumption spaces through spatial segregation, and the shifts in spatial norms as responses to the challenges of residing in risky and uncertain environments.

Competitive Short Paper

The idea of spatial vulnerability is a ground-breaking addition to the consumer vulnerability literature, increasing our understanding of vulnerability in a variety of consumption spaces we use in our everyday lives (Singleton et al., 2016). According to Saatcioglu and Corus (2016), spatial vulnerability incorporates a condition of disadvantage or powerlessness resulting from the interaction of tension and conflict in social space, covering material, socio-spatial, and ideological aspects. This viewpoint has considerably expanded our knowledge of marketplace exclusion (Castilhos, 2019), consumer discrimination (Francis & Robertson, 2021), and marketplace access (Husemann et al., 2023) by providing a nuanced lens through which to investigate the complexity of consumer vulnerability (Healy, 2014). However, it is critical to recognise undiscovered components of spatial vulnerability noting the absence of rigorous research on spatial vulnerability particularly within uncertain and risky consumption spaces.

Given these considerations, the current study aims to understand consumer responses to spatial vulnerability experienced by community members living in endemic areas of Sri Lanka for Chronic Kidney Disease of Unknown Aetiology (CKDu)/Chronic Interstitial Nephritis in Agricultural Communities (CINAC). CKDu/CINAC is a critical health issue noticed in agricultural economies in tropical countries including Sri Lanka in which the aetiology of the disease is still unknown (Gifford et al., 2017). The uncertainty surrounding the cause of the disease and its geographical distribution leads to labelling certain areas as CKDu/CINAC risk zones (de Silva et al., 2017). The study used a qualitative research design, including focus group discussions and individual interviews, as part of a broader PhD research project that sought to understand both collective and spatial vulnerability.

The findings highlight three main types of consumer response to spatial vulnerability largely connected to the uncertainty and potential risk of water consumption – spatial reformulation, spatial segregation, and shifting spatial norms.

First, consumers have reformed their consumption spaces by adding new ones and deleting old ones. For example, community natural water sources such as tanks, wells and tube wells are no longer used, resulting in their removal, while new spaces are added in the form of commercial water sources such as water stores and mobile vendors. Second, spatial segregation creates new meanings connected with consumption spaces. For example, different venues for purchasing water are associated with distinct meanings, such as customers with greater economic capabilities choosing mobile sellers, while people with less financial capabilities queue for long hours at government distribution plants for free or at reduced costs. Finally, consumers' spatial norms have shifted. When accessing public places, members of the community now bring their own water and food as it is perceived as less risky, and there is a new social norm to offer filtered drinking water rather than water from a natural source.

These responses reveal how consumers demonstrate spatial reflexes in uncertain and risky consumption spaces, aware of the related risks and uncertainties in their consumption spaces due to the unknown aetiology of the disease. The tension of inhabiting those risky and uncertain spaces makes them experience spatial vulnerability.

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Antecedents and Consequences of Consumer Mindfulness Towards Sustainable Consumption and Brand Pride

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Summary Statement

The study focuses on understanding the relationship between consumer mindfulness, sustainable consumption and brand pride within the fashion industry. The main aim is to investigate the antecedents and consequences of consumer mindfulness, focusing on three key factors: social media marketing, environmental concern, and brand knowledge. This study will employ a quantitative method and an Online survey to collect data from respondents who have experience consuming sustainable fashion products in the UK and Malaysia.

Competitive Short Paper

The fashion industry is greatly influenced by consumer choices and behaviour, and it has a significant global environmental impact (Cossatin et al, 2024; Donvito et al., 2024). White et al. (2019) draw attention to the negative effects of individual consumption on the environment, emphasising the importance of critically examining these trends. Mainly, the fashion industry has challenges due to its extensive use of resources, causing many environmental problems such as pollution and overuse of water.

This study focuses on sustainable consumption as highlighted by Nguyen et al., (2019), emphasizing the reduction of environmental consequences as a crucial component of it. This approach encompasses various behaviours, including the choice of eco-friendly and fair-trade products and adopting a simpler lifestyle, as suggested by (Achabou & Dekhili, 2013 ; Lubowiecki-Vikuk et al., 2021). With that considered, there is a huge disparity between buyers' conceptions of sustainable fashion and their actual purchasing patterns (Jung et al., 2020). Meyer and Simons (2021) highlight this contradiction, stating that while customers normally have strong feelings about sustainability, their behaviours often do not reflect these feelings. As a result, there is need for effective strategies that can bridge this gap successfully.

Thus, in order to address this problem, the study investigates the possibility of mindfulness as a transformative factor in consumer behaviour. Mindfulness implies that the ability of individuals and organisations to achieve consistent performance in changing environments is a function of "how they think", "how they perceive the world around them", their information-gathering methodology, and whether they can change their standpoint to reflect the current situation (Langer, 1989; Ndubisi, 2012). So, it's simply a form of consciousness that usually indicates the presence of the mind (Guranatana, 2009; Ndubisi, 2014). Accordingly, we aim to explore how heightened awareness and presence, influenced by social media marketing, brand knowledge, and environmental concerns, can guide consumers towards more sustainable fashion choices. We intend to show that mindfulness can foster a deeper, more conscious engagement with fashion products, aligning consumer behaviour more closely with sustainable practices. It is planned to show if a mindfulness-driven approach encourages a preference for eco-friendly fashion items and a reduction in overall consumption, contributing to environmental sustainability. Additionally, it examines how

sustainable consumption enhances brand pride, potentially leading to greater brand loyalty and a more positive brand image.

To gather data, the study will use a survey targeting UK and Malaysian consumers who regularly purchase sustainable fashion and are active social media users. Participants will be intentionally selected based on their alignment with the study's criteria. To define the sample size from both countries, we will use G*Power, aiming for a power of 0.95. We plan to employ cross-cultural analysis using SmartPLS 4 to confirm or reject the hypothesised relationships and framework in both countries.

The project aims to provide insights that could help bridge the gap between what consumers intend and what they actually do, thereby promoting more sustainable consumption practices in the fashion industry.

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Physical Versus Digital Giving: Segmenting Charitable Donors based upon their Preferred Donation Channels

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Summary Statement

Despite recent growth in digital charitable donations, little is known about which donation channels donors prefer to utilise. Whilst most charities still accept cash donations, many have pivoted towards using social media and text-to-give avenues to boost their fundraising.

We employ cluster analysis to segment 600 donors based upon their preferred donation channels, donation impulsivity and trust, developing segments which can assist fundraisers in the effective targeting of donors based on their donation channel preferences.

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Understanding the Adoption of Mobile Health Apps Among the Elderly: A New Scale Development for Health Task Management Support

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Summary Statement

Previous studies mainly focused on the positive factors to understand mobile health applications (mHealth apps) adoption, but the reasons for older adult resistance to mHealth apps is absent in the literature. An integrated framework based on the technology acceptance model and innovation resistance theory was used to investigate the impacts of the facilitators and barriers on intention to use. Additionally, a mixed-method approach is used to develop new scales to measure health task management support.

Competitive Short Paper

Introduction: mHealth apps enables older adults to manage their health tasks such as medication reminder, diet management, medical appointments, etc. (Morey et al., 2019). Even though there are mHealth apps available for free to download from different application platforms, its adoption among the elderly remains unideal, failing to gain acceptance (Franklin & Myneni, 2018). For instance, a recent study interviewed 2,110 individuals aged from 50 to 80,which revealed only 28% of the participants used at least one mHealth app, while 16% of them dropped out using mHealth apps, and 56% had never even used any of mHealth apps before (Lee et al., 2022). These numbers indicate that mHealth apps are not accepted by the majority of older adults, which raises a research question for scholars: why are older adults not adopting them? To address this question, we employed a mixed-method approach to establishing a set of health task management support scales to assess the effectiveness of mHealth apps in a qualitative way. In the subsequent quantitative study, an integrated framework based on the technology acceptance model and innovation resistance theory was used to investigate the impacts of the facilitators and barriers on intention to use.

Methodology and Results: A set of new scale for assessing the functionality of mHealth apps in supporting the health management tasks of older adults is developed in the qualitative study. Collaborating with two elderly service centers in Hong Kong, researchers conducted in-depth interviews with older adults aged 60 and above, reaching code saturation after 21 interviews. The interviews were guided by an interview protocol, aimed to identify and capture the health tasks they usually do. Eventually, 14 items were established, distributed across four dimensions of health task management support (HTMS). Next, a survey company is hired to collect 500 individuals who aged 50 or above for exploratory factor analysis (EFA). After removing the invalid responses, 479 older adults were remained for confirming the validity of the HTMS construct. In EFA, we found a three-factor structure after one overlapping item was removed. This resulted in a reclassification of some items into a new category, renamed 'medical management task support'. In study 2, SmartPLS 4.0 was used to conduct the confirmatory factor analysis (CFA) with a separate sample of 602 older adults, the 13-item is validated. The convergent and discriminant validity of our proposed model is confirmed. Both medical management task support and healthy diet task support were found to exert a significant impact on perceived usefulness (PU), which in turn affected older adults' intention of using mHealth apps, while exercise task support has no influence on PU. Regarding to barrier factors, perceived security, perceived complexity, and dispositional resistance to change have a negative impact on technology anxiety, which in turn influenced the intention to use negatively.

Contributions: First, a new set of measurement scales that evaluate the effectiveness of mHealth apps to support the health tasks that often undertaken by the elderly. Second, our results identified the most significant barriers to the use of mHealth apps.

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Are Virtual influencers effective in promoting prosocial causes? Exploring value congruence between virtual influencers and consumers

Jamie (Note: Requested to note that this is a funding winner submission) Thompson[1], Reika Igarashi[1], Kshitij Bhoumik[2]

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Summary Statement

Within the sphere of social media influencers, there is increasing attention being paid to 'virtual influencers' who are human-like but entirely computer-generated characters rendered to perform the marketing roles of organisations (Koles et al., 2024; Mrad et al., 2022; Stein et al., 2022; Yu et al., 2024). This study explores the marketing potential and implications of using virtual influencers in promoting prosocial marketing campaigns.

110

Adopting social media affordances to facilitate value co-creation in SMEs

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Summary Statement

Despite the growing importance of social media-enabled value co-creation, the understanding of how firms, specifically SMEs, can maximise the use of social media affordances for value co-creation remains limited. This research explores the adoption of different social media affordances to facilitate value co-creation activities with customers. We adopted an inductive multiple-case study approach and the findings reveal some affordances as mechanisms to facilitate co-creation for multiple outcomes while others may not contribute significantly.

Competitive Short Paper

Firms, particularly small and medium-sized enterprises (SMEs), shifted their focus to using social media as a cost-effective practice for connecting and collaborating with customers to create and deliver superior value (Pfister & Lehmann, 2023). Social media-enabled value co-creation is the process of adopting social media to facilitate value co-creation with customers (Zhang et al., 2023) more quickly and at higher levels of efficiency than in traditional ways of communication (Kaplan & Haenlein, 2010). Social media creates a multiplicity of interactive system environments that connect

and enhance knowledge exchange and conversations and transform customers into active participants and co-creators of the firms (Leonardi & Vaast, 2016). Thus, information and knowledge exchange between firms and customers contribute to the firm's accumulation of knowledge capital (Eigenraam et al., 2022). As a result, firms can create interactive dialogues while customers become active participants in solving real-time problems and adding value to the products and services in terms of creativity and innovation (Bhimani et al. 2019). This, in turn, reduces risk and uncertainty and promotes higher possibilities of marketing success in the competitive market (Ranjan & Read, 2016).

Despite the growth of research focusing on social media in value co-creation (Rashid et al., 2019), very few studied how firms, particularly SMEs, can adopt different social media affordances to co-create different outcomes with customers (Benitez et al., 2023). Through the lens of affordances, firms can utilise four affordances of social media to engage customers in knowledge sharing and conversations (Majchrzak et al., 2013). First, meta-voicing affordance enables the sharing of opinions and adding meta-knowledge to existing content by reacting online to activities (e.g. likes and comments) (Ghantous & Alnawas, 2021). Second, trigger attending affordance promotes engagement in online activities through alerts or notifications (Kim & Choi, 2019). Third, network-informed associating affordance enables customers to engage with the firm's activities through content and relational ties (e.g. hashtags and tagging) (Treem & Leonardi, 2013). Finally, generative role-taking affordance promotes continuous and productive dialogues and engagement among participants (di Gandi et al., 2010).

This research aims to contribute to an increasing understanding of social media-enabled value co-creation adopted by SMEs for different marketing outcomes. The paper develops a contingency framework and explores the adoption of social media affordances, namely meta-voicing, triggered attending, network-informed associating and generative role-taking, in supporting value co-creation activities with customers. We adopt an inductive multiple-case study approach from six companies to explore the adoption of social media affordances to facilitate value co-creation in SMEs. Based on framework analysis, the findings reveal that different sets of social media affordances enable firms to co-create different outcomes with customers. Some affordances of social media underpin SMEs' ability to understand customers and effectively co-create different outcomes, including ideas, products and services, as well as experiences, while some affordances remain limited in their abilities to facilitate value co-creation activities. This study provides researchers and organisations with in-depth insights into how SMEs adopt social media affordances more effectively and efficiently to facilitate value co-creation practices for greater marketing and innovation success.

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Niche Markets – A Safe Haven for the Ideologically Polarized Consumer?

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Summary Statement

This paper explores niche markets as refuges for ideologically polarized consumers and brands, quantifying nicheness and its impact on ideology and strategy. Using a Reddit dataset spanning from

January 2011 to September 2023 on veganism and related brands (Beyond Meat and Impossible Foods), the study assesses discourse and user homogeneity alongside with market metrics. Findings show how nicheness timeseries can pinpoints key ideological events and reveals a direct correlation between brand and ideological niche trajectories.

Competitive Short Paper

Niche markets, traditionally defined as a small groups of customers with similar needs (Dalgic and Leeuw 1994) are becoming a safe haven for ideologically polarized consumers and brands. Nicheness applied to ideology is more than an alternative to traditional segmentation. This paper empirically examines the niche by answering the following research questions: (1) How can we empirically quantify the niche and how do brands compare with one another on their nicheness over time? (2) How can nicheness be used to determine the impact of ideological and strategic events?

Early niche marketing research focused on small firms' competition avoidance (Kahn, Kalwani, and Morrison 1988; Carroll 1985; Noy 2010; Dalgic 2006) and evolved into two areas of study: (1) niche consumers and groups (Customer-Focused Approach) (2) niche market dynamics (Market Metrics Approach). The Customer-Focused Approach can be further split into two. The first, based on Consumer Behavior research, explores consumer need homogeneity (Toften and Hammervoll 2009, 2010; Schaefers 2014; Dalgic 2006). The second, grounded in Consumer Culture Theory, investigates community dynamics, including user hierarchies and ideology (Schouten and McAlexander 1995; Martin, Schouten, and McAlexander 2006; Kozinets 2001; Muniz and O'Guinn 2001). The Market Metrics Approach examines market penetration and purchase frequency, characterizing high 'nicheness' as having low breadth but high depth (Kahn, Kalwani, and Morrison 1988; Fournier 1998). Depth in a niche market signifies profound consumer engagement fostered through sustained brand interactions and authenticity, extending beyond products to emotional and ideological alignment (Fournier 1998; Dalgic and Leeuw 1994; Becker, Wiegand, and Reinartz 2019).

We chose the context of vegan food, as it is both a niche market and a contested ideological space. We use Reddit data (8.18m comments) spanning from January 2010 to September 2023. This dataset includes mentions of two brands, Beyond Meat and Impossible Foods, as well as mentions of veganism.

Our methodology for assessing 'nicheness' encompasses three key characteristics: homogeneity of discourse (consumer needs), homogeneity of users (consumer groups), and breadth and depth (market metrics). Homogeneity of discourse is evaluated using cosine similarity – a method used to measure the overlap in discourse (higher overlap indicates a more niche entity). Homogeneity of users is evaluated using a Gini Index and a measure of user overlap across subreddits. High inequality (Gini close to 1), or domination of the discussion by a single group represents a more niche entity. Finally, breadth and depth are evaluated via user engagement (comments, likes, sentiment) and number of subreddits reached. For each brand and ideology, three timeseries are created; each representing an individual aspect of nicheness. An examination of outliers and relationships between timeseries (inflection analysis) provide us with potentially important events and relationships (within and across brands and ideology).

Our preliminary outcomes suggest that key ideological and mainstreaming events can be identified using the combination of our nicheness variables for both brands. Moreover, we see a clear trajectory of mainstreaming following some of the aforementioned events. Finally, we find that the

ideological (veganism) nicheness timeseries directly correlates with the trajectory of the brands nicheness timeseries.

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I don't like it! Examining the Impact of Product Denigration on Perceived Status

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Summary Statement

This paper examines the effect of product denigration on choice mimicry. The authors argue and demonstrate that consumers attribute a higher status to people who express dislike for a specific product since denigration signals prior experience in the product category. Consequently, consumers become more likely to mimic the consumption choices of those who previously expressed dislike for a product to project high status.

Competitive Short Paper

Individuals pay attention to how other consumers interact with brands, and these subtle signs are often used to shape their own opinions about the user and the brand. Observers attribute status to people who engage in conspicuous consumption (Wang & Griskevicius, 2014), use subtle brand signs (Berger & Ward, 2010), wear red sneakers to a professional setting (Bellezza et al., 2014), or use brand nicknames (Zhang & Patrick, 2021). In this paper, we explore the impact of another subtle signal—denigration, defined as the act of a consumer expressing dislike for a specific product—on the perceived status of the individual who dislikes it.

It is well established in the literature that negative information is given greater weight compared with positive in the formation of evaluations (Herr et al., 1991; Maheswaran & Meyers-Levy, 1990). This is because negative information is perceived as more useful than positive information (Herr et al., 1991). In this paper, we explore an overlooked aspect that is beyond the well-known negativity bias: Does expressing dislike, without disclosing any pertinent negative information, signal status? We propose that simply expressing dislike may indicate status, as disliking (vs. liking) implies a more extensive prior experience. To denigrate a product, one must possess a deeper and more authentic understanding of the entire product category. While a typical consumer might be satisfied with what the brand provides, perhaps experiencing it for the first time, only an individual with sufficient experience and possibly monetary resources could afford to dislike it. Expressing dislike for a product gives the impression of having "been there, seen that." We also contend that as observers attribute a higher status to the person who denigrates the product, they will be more likely to mimic his or her product choice compared to that of the consumer who expresses liking (see Lakin & Chartrand, 2003; Ruvio et al., 2013; Tanner et al., 2007 for a review of the relationship between status-mimicry).

Two experiments provide preliminary evidence. In Study 1, participants mimicked the consumption choice of the person who disliked a certain coffee shop (M_{not_like} = 4.85, SD = 1.27; M_{like} = 4.52, SD =

1.32, $F(1, 248) = 4.05$, $p = .045$). Study 2 replicated the results of the former study ($M_{not\_like} = 4.52$, SD = 1.48; $M_{like} = 3.77$, SD = 1.43, $F(1, 59) = 4.04$, $p = .049$). Further, a mediation analysis proved that (model 4, Hayes 2017) attributing a higher status to the person who disliked the coffee shop caused them to mimic their choice as the indirect effect of not liking on mimicking behavior through higher status excluded zero (Effect = .354, SE = .187, %95 CI = [.014 - .758].

Our research contributes to the literature by providing evidence that extends beyond the negativity bias, demonstrating that merely expressing dislike for a product can enhance one's perceived social standing. Given that consumer reviews and influencer comments resonate strongly with consumers, comprehending the impact of such subtle signs on viewers becomes increasingly important.

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Eco-labels from the perception of Egyptian participants

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Summary Statement

The paper focuses on understanding the perception of participants in a developing country, Egypt, on eco-labels. It also sheds light on barriers and scepticism regarding organic labelling.

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Childhood Socio-Economic Status, Disruptions and Consumer Resilience

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Summary Statement

Disruptions are ubiquitous in life. In responding to disruptions, consumers become resilient. Existing research fails to theorise the impact of childhood socio-economic status (SES) on consumer resilience. Drawing on contemporary guidelines, this conceptual article theorises the effects of childhood SES on consumer resilience. This paper integrates knowledge on resilience, disruptions, and life-course history, thus contributing to the marketing and evolutionary psychology literatures.

Competitive Short Paper

Disruptions are ubiquitous. External (e.g. Covid-19, floods, war), and internal (e.g. death, divorce, job transitions) disruptions influence various aspects of consumption. The frequency, duration, intensity, planned or unplanned nature of disruptions impact individual consumer types (e.g. Bhattacharyya & Belk, 2019) and groups (Hosany & Hamilton, 2023). In responding to disruptions, consumers usually react and cope in the short term, but adapt and become resilient in the longer

term (Hamilton et al., 2019). Resilience may imply bouncing back (Tugade & Fredrickson, 2004) or forward (Hall et al., 2020), for balanced social and economic development. Developing resilience requires time, strength, social support, and skills such as flexibility, adaptability, and perseverance. Literature identifies how resilience manifests at multiple levels including psychological (Fletcher & Sarkar, 2013), emotional (Tugade & Fredrickson, 2004) and community (Jordan & Prayag, 2022).

Existing research on resilience fails to theorise the effects of childhood socio-economic status (SES) as a predictor of consumer responses to disruptions (e.g., Hamilton et al. 2019). Childhood SES refers to the extent to which a consumer grew up in resource abundant versus resource constrained environments (Griskevicius et al., 2011). Previous studies identify childhood SES as a key factor in predicting intentions and behaviours across multiple domains. Examples include organisation (Thompson et al., 2020a), or marketing and consumer consumer-related settings like shopping tasks (Mittal et al., 2020), price sensitivity (Vieites et al., 2022), and willingness to share assets in the sharing economy (Wu et al., 2023). Consumers from unpredictable, or low childhood SES backgrounds are more patient (Thompson et al., 2020a), optimistic (Hansla & Johansson, 2020), can devalue an initially chosen alternative due to unavailability (Thompson et al. 2020b) and more likely to prefer feasible over desirable solutions (Wang et al., 2020). Such consumers are in fact, more likely to demonstrate better performance and flexibility due to their ability to process more information from the environment (Mittal et al., 2015). Preliminary research identifies similar behaviours from low childhood SES individuals, and resilient consumers in response to disruptions.

Accordingly, the purpose of this conceptual paper is to develop an integrative framework, advancing that consumers from low (versus high) childhood SES are more resilient to disruptions. Consistent with current thinking and guidance on the relevance of conceptual articles in marketing scholarship (MacInnis, 2011), this paper integrates theories from resilience, disruptions, and life course history (Griskevicius et al., 2011), to provide multi-level insights and broaden the scope of thinking. In structuring this conceptual paper, guidelines proposed by Vargo and Koskela-Huotari (2020), augmented by Jaakkola (2020) will be applied. This paper expects to make important theoretical contributions. First, it adds to current understanding by shifting attention towards investigating childhood SES as an important factor which influences consumer resilience due to disruptions. Second, by establishing the link between disruptions, childhood SES, consumer resilience, and setting future research propositions, this paper contributes to the marketing and evolutionary psychology literatures.

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Tracking Your Family: The Relationship Between The Use of Family Surveillance Apps and Parental Anxiety

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Summary Statement

This study focuses on the consumption of family location tracking apps now used by 40% of UK parents. Contrary to company claims, emerging non-academic evidence suggests these apps may actually increase anxiety. Academic research has highlighted smartphone use, in particular

reassurance seeking to anxiety, as well as security consumption to negative emotions. The presentation explores the relationship between the use of family surveillance apps and anxiety, contributing to an undertheorized field of security consumption.

Competitive Short Paper

The portrayal of children as inherently vulnerable and consistently exposed to risks has been a recurring theme within contemporary consumer culture (Hays, 1996, Molander, 2021). Consequently, the proliferation of location tracking apps designed for families over the past decade seems unsurprising. In the United Kingdom, 40% of parents and guardians engage with GPS location tracking on a daily basis, with 15% continuously monitoring the app (Lewis, 2022). Notably, Life 360, a family safety app, boasts 50 million users worldwide, including 3 million in the UK (Shah, 2023). The app purports to offer parents peace of mind by addressing concerns about heightened external dangers faced by their children by tracking the their location (Jones, 2021).

Contrary to company claims, insights from non-academic sources indicate a potential association between the utilization of these applications and an elevated state of anxiety (Zucker, 2023). The need for incessant and compulsive monitoring of family and acquaintances facilitated by these applications, coupled with the apprehension surrounding the potential interruption or malfunction of the technology, even if temporary, may evoke heightened anxiety among users (Ashworth, 2019).

Academic research has established a connection between smartphone use and anxiety, particularly in the aspects of excessive checking and reassurance seeking (Oulasvirta et al., 2012; Billieux et al., 2015), thereby linking anxiety, stress, and problematic smartphone use (Elhai et al., 2017). Moreover, research underscores the relationship between reassurance-seeking behaviour and daily stress (Meyer et al., 2023). In the domain of security consumption, negative emotions associated with security-related purchases, often labelled as "grudge spending", and argued to be consumed devoid of pleasure, have been extensively documented in the literature (Loader et al., 2015, Loader & White, 2017; Puck & White, 2021). Nonetheless, Crawford and Hutchinson (2016) argue that the affective dimension of security consumption, specifically feelings of fear, anger, and anxiety, remains underexplored.

Research has accentuated the connection between employing surveillance within the family context and increased stress, suggesting that the ritualized monitoring of family members creates a negative feedback loop leading to heightened anxiety when not engaging in such monitoring (Murekian, 2022). This feedback loop aligns with research on smartphone consumption, indicating that using devices to alleviate stress can paradoxically induce further negative emotions, such as anxiety (Taylor et al., 2023). However, research analysing the relationship between the use of family surveillance apps and anxiety has not materialized to date.

Against the backdrop of existing research on both smartphone and security consumption, the marketing of family surveillance apps as a means to achieve calm and peace of mind appears inadequately supported. To address this conspicuous gap, the proposed study endeavours to conduct semi-structured interviews with parents, aiming to analyse the intricate relationship between the use of family surveillance applications and the of feelings of anxiety on the consumers. This research strives to significantly contribute to the undertheorized realm of consumption, furnishing valuable insights into the potential emotional implications of placing reliance on such technologies for ensuring family safety.

Embracing the positive change through activism: a new strategy of higher education?

Antonella Cammarota[1,2], Francesca Avallone[1], Vittoria Marino[1], Riccardo Resciniti[1]

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Summary Statement

This study explores the emerging phenomenon of university activism, which refers to taking a stand on controversial sociopolitical issues through concrete statements and/or actions by universities.

We argue that university activism can be a powerful strategy for generating both a social change in civil society and a positive cultural change in the institution itself.

Specifically, we seek to understand if and how universities implement activism, and which aims it might have.

Competitive Short Paper

Introduction

Universities can drive social change by being significant actors in civil society (Barnett, 2021). The idea that higher education should become activists by moving beyond mere corporate social responsibility (CSR) initiatives resulting from the growing stakeholders' demand for a stronger academic social commitment (Wigmore-Álvarez et al., 2020). The level of controversy surrounding socio-political issues and advocacy efforts is what sets activism apart from CSR (Bhagwat, 2020). As has been the case with corporations (Ahmad et al., 2024), universities appear to be starting to undertake activist efforts through declarations and/or actions on topics like LGBTQIA + rights, religious freedom, racism, immigration issues, disability, suicide prevention, sexual assault, domestic abuse, dating violence, or stalking.

This activist strategy seems to have a twofold purpose, first to generate change in civil society by raising awareness on these issues and engaging different stakeholders to join activist actions; second, to generate positive culture change in higher education (Cammarota et al., 2023).

Methodology

Given that institutional communication is the form most used by higher education to communicate with its stakeholders, we conducted a content analysis of 50 top American universities websites. For data analysis, Saldana's (2021) coding principles were employed, with the constant comparison process encompassing simultaneous data collection and analysis (Hasky-Leventhal et al., 2020). Based on the literature of activism and engagement (Pimentel et al, 2023; Lo Presti & Marino, 2019) and the study's purpose, we selected a list of keywords to identify data useful for analysis such as "activism", "advocacy", "social commitment", "gender equality", "racism", "diversity", "inclusion",

"voting rights", "LGBTQIA+ rights". Data were collected between May and November 2023 using the link prioritization and clicks behavior approach (Song et al., 2019).

Results and discussion

Findings reveal that universities act in the political sphere to generate both internal and external positive change. Specifically, university activism aims to engage cognitively, emotionally and from a behavioral perspective the individual to generate capacity, motivation, and opportunities for action (Stephan et al., 2016). Universities through specific centers such as DEI (Diversity, Equity, and Inclusion), offer various workshops, lessons and seminars on sociopolitical issues aimed at generating awareness and skills on the topic. Additionally, through awareness campaigns, celebrations, memorial days, honors, and award programs, they seek to emotionally engage stakeholders and foster their motivation to act.

Lastly, in line with the main purpose of activism, universities offer a range of opportunities to push stakeholders toward the action. Specifically, they might be donations, volunteering programs, misconduct reporting measures and supporting social movements.

Conclusion

This study contributes to the emerging strand of university activism, a risky and understudied strategy in higher education. Universities appear to be beginning to play a political role in responding to growing stakeholder expectations that require engagement beyond mere philanthropic actions. Based on these early findings, it is necessary to understand the opportunities and risks that may be associated with this strategy from both an internal and external perspective.

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Combating modern slavery through four pillars of marketing power

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Summary Statement

Modern slavery covers grievous forms of exploitation, ranging from forced labour to forced marriage. Marketing's role in combating modern slavery remains a neglected topic in the marketing literature, but it remains a major topic across wider business literature. Our study disaggregates organisational actions into four main pillars of marketing power, namely individuals, materialities, institutions and discourses, and their impact on the creation of and/or mitigation of environments conducive to modern slavery.

Competitive Short Paper

Modern slavery (MS) covers grievous forms of exploitation, ranging from forced labour to forced marriage. Nearly 50 million people are trapped in MS worldwide, with the majority of those in forced labour in the private economy.

Marketing's role in combating MS remains a neglected topic in the marketing literature (e.g., Meshram et al., 2021), but it remains a major topic across wider business literature (Szablewska and Kubacki, 2023). Simultaneously, marketing practices play a pivotal role in shaping traditional business models, of which MS is an unintended yet not unanticipated consequence. As organisations are increasingly embracing social sustainability as one of their core objectives (Siemieniako et al., 2021), this study aims to ignite marketing's social spirit by systematising marketing's power to enhance the resilience of individuals vulnerable to MS.

MS is a significant challenge for organisations and the wider society, and it can be considered a negative externality of business practice. In this study, we draw from Barnett and Duvall (2005)'s approach to marketing power as a capacity to cause effects rather than its potential to realise specific business objectives. Extending Birchall (2021)'s work on corporate power over human rights, we distinguish four pillars of power: individuals, materialities, institutions and discourses.

Power over individuals and communities in supply/value chains is where the majority of business research into MS concentrates. However, efforts to minimise the risks of MS include two main forms, internal marketing/branding and employment practices. Social sustainability and MS values and objectives should be articulated internally in organisational hiring and employment relations policies, with clearly articulated expectations towards suppliers in lower tiers.

Power over materialities represents organisational ownership of and control over different forms of capital, such as natural resources, which positions workers as just another form of capital, i.e., human resources, that is managed to increase organisational resilience. Yet enhancing the resilience of individuals vulnerable to MS requires some materialities to be treated by organisations as social goods rather than commodities.

Power over institutions includes organisational influence over governance institutions such as states, inter- and non-governmental organisations. Businesses have a history of shaping market relations in their favour, through weakening regulatory frameworks and external forms of governance. However, inter-organisational partnerships involving business organisations and non-business stakeholders are needed to engage with MS at a systemic level.

Power over discourse includes the creation and distribution of information, discourses and norms. Corporate social responsibility and other forms of social purpose messages carry the risk of dominating the public discourse with a focus on business challenges rather than social justice. (Corporate) social marketing and social norming campaigns play an important role in informing the responsibilities and expectations towards organisations, governments and consumers.

Our study disaggregates organisational actions into four main pillars of marketing power and their impact on the creation of and/or mitigation of environments conducive to MS. Thus, all marketing strategies that are located within at least one of the four pillars need to be considered in terms of their potential impact on MS.

122 - W

When Researchers Become Patients: A Source of Unexpected Insights into Responsible Innovation Research in Health Care?

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Summary Statement

This paper aims to share initial insights from an autoethnography of a marketing scholar turned breast cancer patient and survivor. Such first-hand experience of a major health issue and contact with different stakeholders in the health care sector is now turning an unexpected source of research ideas, collaborations and insights into more responsible innovation research.

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International brand activism: should the activist strategy be adapted or standardized in the different countries?

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Summary Statement

Activism is a well-infused strategy in brand management that has revolutionized the role of companies in civil society. The objective of this paper is to understand whether brand activism can be *adapted* or *standardized* in different countries following the logic of internationalization strategies. This appears to be the first research that looks at activist strategy from an international perspective providing new insights that can contribute to the construction of authentic brand activism.

Competitive Short Paper

Introduction

Brand activism is a purpose-driven strategy aimed to create a positive change in society (Eilert & Nappier Cherup, 2020). However, it remains a marketing strategy with crucial opportunities and risks for brands (Cammarota et al., 2023a; Bhagwat et al., 2020). Many studies have focused on "authenticity" by highlighting its importance and main dimensions (Ahmad et al., 2024; Mirzaei et al., 2022; Vredenburg et al., 2020). Nevertheless, despite the abundance of research, it remains unknown which specific micro-factors could foster authentic brand activism (Pöyry & Laaksonen, 2022), particularly when brands act in different cultural countries (Lee et al., 2023). From this standpoint, it is interesting to analyze whether corporations adapt or standardize brand activism in line with internationalization logics to boost their perceived authenticity as activist brands.

Method

We have chosen Ben & Jerry's as a unique case study for its perceived authentic brand activism (Cammarota et al., 2023b). To better understand how the company is expanding its social media communication strategy internationally, we have conducted a text network analysis and topic modeling (D'Arco et al., 2023) of the Instagram profiles of seven Ben & Jerry's country accounts from 2016 to 2023. Through topic modeling, we have analyzed the intensity of the communication of activist topics on Instagram by each selected country and the major causes discussed in each country through the application of graph theory helps to better the structure of textual discourse (Paranyushkin, 2019). We have selected Instagram as the social media platform according to the 2020 Digital Report: Global Overview, as it is widely used by users in the selected countries and the most active platform for the brand. Moreover, the countries have been chosen to cover every cultural cluster present in the Globe Project (2020), except for the Middle-East and Sub-Saharan African clusters, where Ben & Jerry's is not active.

Findings and Discussion

According to the findings, Ben & Jerry's has a strong strategy of adapting its activism to different countries. The causes supported by the brand are tailored to each specific country analyzed. For instance, the brand in the UK concentrates more on causes such as refugee rights and immigrant detention, while in Spain, the focus is on voting rights and labor rights. In Brazil, the brand is heavily focused on the LGBTQ+ topic, while in Germany, it is climate change and veganism. However, in some countries like Thailand and South Korea, Ben & Jerry's activism seems to be almost non-existent.

Future research directions

This exploratory study lays the foundation for analyzing activism from a business internationalization perspective. Specifically, future studies need to understand whether other brand activists (e.g. Nike, Starbucks, AirBnb) adapt or standardize their brand activism strategy. Furthermore, we need to understand how this choice is based on political, social, or cultural variables in different countries in order to create a conceptualisation of brand activism as an internationalization strategy. Furthermore, it needs to be understood to what extent the adaptation of this strategy can be a constitutive element of authenticity.

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The Effects of Environmental Values, Moral Norms, Situational Factors and Habit on E-waste Recycling Behaviour

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Summary Statement

In a future commanded by electronic devices, equipment and machines, the consumers' role in proper disposal of electronic waste takes centre stage. The need for e-waste recycling has heighten in recent decades, however, consumers might not all be cognizant of their role. Thus, based on the Theory of Planned Behaviour, this study examines the relationship between Environmental Values, Moral Norms, Situational Factors and Habit on e-waste recycling behaviour.

Competitive Short Paper

The proliferation of electronic technology has ushered in an enormous appetite from consumers for digital devices, equipment and machines, resulting in increasing amounts of electronic waste or e-waste. E-waste commonly contains components such as mercury, lead, nickel, copper, lithium and silver which may require specialised disposal processing and management in order to avoid adverse environmental impact. Given that consumers play a pivotal role in the disposal of e-waste, this study explores constructs that influence e-waste recycling behaviour. As such, this study examines the relationship between Environmental Values, Moral Norms, Situational Factors and Habit on e-waste recycling behaviour. Leveraging on the Theory of Planned Behaviour (TPB), a theoretical basis constantly utilized in e-waste recycling research, this study focused on adults aged 18 to 70 years old as the key demographic. A survey was administered to 551 respondents and the data was analysed using Partial-Least Squares Structural Equation Modelling (SmartPLS4). The results indicate that Environmental Values and Habit both proved to be strong predictors with large effect sizes in shaping e-waste recycling intention. While Habit has a significant effect on e-waste recycling behaviour, e-waste recycling intention did not, contributing to the missing linkage in the intention – behaviour gap plaguing TPB models. Moral Norms also had a significant influence on e-waste recycling intention but the same was not observed for Situational Factors which was observed to be not significant in influencing e-waste recycling intention. The findings also indicate that Attitude mediated the relationship between Environmental Values and e-waste recycling intention while, Habit mediated the relationship between Perceived Behavioural Control and e-waste recycling intention and behaviour, perhaps lending evidence to constructs which may be useful to close the intention – behaviour gap. Finally, the findings offer useful insight on the role of Environmental Values and Habit as extensions to the Theory of Planned Behaviour in the context of e-waste recycling. The outcomes of this study would be useful in addressing future efforts to encourage consumers to recycle their e-waste especially in the form of interventions from the local council, given that the consumers have the confidence to recycle their e-waste although they might not do so at the preferred frequency.

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Content Marketing For Educational Purposes: What And How Do Consumers Learn From Online Video Tutorials?

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Summary Statement

This paper explores what and how consumers learn from online tutorials as a genre of content marketing. Existing research on content marketing is widely used by companies for promotional

purposes, but less is known about how they are used to learn about products and brands. The research gains insights into how consumers learn for a better understanding of the educational purpose of online tutorials, and the implications this has for marketing managers and brands.

Competitive Short Paper

This paper aims to explore what and how consumers learn from online tutorials as a genre of content marketing. Existing research on content marketing is widely used by companies mainly for promotional purposes (Pulizzi and Barrett, 2008), but less is known about how online tutorials is used by consumers to learn about products and brands. Whereas online videos are employed by non-profit or profit organisations and influencers (Water and Jones, 2011; Stewart et al., 2019; Rohde and Mau, 2021) to create promotional materials and reveal to potential customers (Stankov, 2019), only a few studies shed light on the online videos as educational tool (Chen et al., 2021). Accordingly, this paper seeks to gain insights into what consumers learn and how and so it leads to a better understanding of the educational purpose of online tutorials, and the implications this has for marketing managers and brands.

In order to address this objective, the study will adopt a constructivist perspective seeking to address the following research questions:

(1) What do consumers learn when they engage with online video tutorials? (2) How do they learn and apply what they learn from online video tutorials? (3) What implications does this learning have on consumers' relationships with the brands they watch and learn from?

Netnography has been used to study consumer cultures and behaviours (Heinonen and Medberg, 2018), but less on East Asian cultures as context (Wu and Pearce, 2014). The study employs netnography as the key methodological tool and follows Kozinets' (2022) netnography stages to generate and analyse the data: Planning, Data Collection and Analysis and Representation; Initiation, Immersion, Interaction, Investigation, Integration and Incarnation.

WeChat platforms are selected as one of the most popular social media spaces in China where brands use to market and engage with audiences. The immersion stage chooses 12 channels on WeChat platform in different businesses and locations to record the types of tutorials available and social engagements. Data are compared and summarised into 17 types of online tutorials. The interaction stage focuses on the selection of 15 participants from these online communities for in-depth interviews, where they share their engagement and experiences on online tutorials. The initial data coding via NVivo identifies ten patterns including: the types of online tutorials watched, motivation to watch, what makes a good tutorial, what do people learn and how, application of what is learnt and perception of brand videos.

The contribution of this paper is threefold. Firstly, it brings together two otherwise separate disciplines – marketing and pedagogy – to generate new knowledge on how content marketing can be used to educate people about products or brands. Secondly, it expands the purpose of online tutorials to include not just promotional ones but educational possibilities as well. Thirdly, it generates empirical evidence on what and how consumers learn that can be valuable to inform marketing strategies. Content marketing as an educational tool is a relatively new topic, and so this

paper can stimulate further research for academics and insights for marketing practitioners and brand experts.

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The Transformative Role of AI in Mobile Food Ordering Apps: Enhancing Consumer Well-being and Creating Public Value.

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Summary Statement

This paper explores the revolutionary impact of AI on mobile food ordering apps, emphasizing its potential to significantly enhance consumer well-being and public health. By integrating AI, these apps evolve from simple convenience tools to critical facilitators of personalized nutrition and wellness. This advancement not only optimizes individual dietary preferences but also promotes broader public health improvements, illustrating the profound synergy between mobile technology and personalized health management in the digital era.

Competitive Short Paper

Introduction:

Mobile food ordering applications, once mere conveniences, now significantly influence consumer lifestyle and dietary decisions (Bonfanti et al., 2023). Research extensively covers consumer behavior (Pillai et al., 2022), app adoption (Ali et al., 2021), and aesthetics (Kumar et al., 2021), yet a gap remains in understanding their impact on well-being, especially with Artificial Intelligence (AI) integration (Wu et al., 2022).

This study explores AI's transformative effect on these platforms, shifting them from basic conveniences to enablers of personalized, health-focused dining. AI's role indicates a move towards enhanced health and nutrition, converting those apps into tools for customized wellness highlighting the synergy between technology and dietary choices, and enhance personal health and well-being (Gore et al., 2023; Yan et al., 2021; Coelho et al., 2023).

AI Integration and Well-being:

The use of (AI) in food ordering apps is significantly transforming consumer health and dietary habits (Price et al., 2020). AI extends beyond simple meal customization, offering tailored nutritional advice and promoting healthier eating choices (Duthie et al., 2023). By analyzing personal health profiles and dietary preferences, AI provides meal suggestions that cater to individual health goals, such as low-calorie options for weight loss or diabetic-friendly meals (Flaherty et al., 2020). This personalized approach redefines the use of food ordering apps, shifting them from convenience tools to integral components of personal health management, thereby enhancing consumer well-being.

Theoretical Background:

This study is grounded in two primary theoretical perspectives: Service-Dominant (S-D) Logic and Public Value Theory (Vargo & Lusch, 2004). S-D Logic provides a lens to understand the shift from transactional service delivery to value co-creation. In this context, AI acts as a facilitator for co-creating personalized value, with the service provider and consumer jointly contributing to the enhanced dining experience. Public Value Theory (Moore, 1995) extends this concept to the societal level. It helps justify how AI in food ordering apps can address public health concerns by promoting healthier eating habits, thus extending value from individuals to the broader community. This dual-theoretical approach provides a framework to analyze and the impact of AI in enhancing both individual and public well-being.

Discussion:

Development of the Idea: AI's role in these apps challenges traditional service delivery models by emphasizing personalized health-driven choices over generic options. This shift aligns with S-D Logic's emphasis on personalized value creation.

Examples: For instance, an AI system might recommend a high-protein, low-carb meal for a fitness enthusiast, or a low-sugar option for a diabetic user.

Implications: The integration of AI in food ordering apps could lead to broader public health benefits, such as reduced rates of dietary-related illnesses, demonstrating the public value of personalized technology.

Conclusion:

Incorporating AI into food ordering apps transforms them from mere convenience tools to active partners in consumers' health and well-being journey. By offering personalized, calorie-conscious meal recommendations and optimizing nutritional intake, AI not only caters to individual tastes and preferences but also plays a crucial role in promoting healthier lifestyles and dietary choices.

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Improving Student Motivation & Engagement through Game Elements in an Undergraduate Global Marketing Module

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Summary Statement

This paper examines the effects of an Olympic Games style approach to teaching an undergraduate Global Marketing module. Specifically it examines the effects of game elements on motivation, perceived learning and cognitive engagement. The competitive element of a leaderboard was shown to be a particularly strong motivator to engage in learning activities.

Competitive Short Paper

Gamification in education rose to popularity in the early 2010s and may be defined as 'using game-based mechanics, aesthetics, and game thinking to engage people, motivate action, promote learning, and solve problems' (Kapp, 2012, p.10). There is evidence that games and gamification can positively influence intrinsic motivation by providing students with autonomy, relatedness, and competence (Coller and Shernoff, 2009; Barata et al., 2013). There are a number of ways in which gamification can be incorporated into instructional design through quizzes, competitions, badges, and leader boards (Dichev and Dicheva, 2017). The most typical gamification elements include concrete, visible components such as points, badges and leaderboards, levels for progression and winning keys as exemplified in digital escape rooms (Jaskari and Syrjälä, 2023; Gill-Simmen, 2021)

This study examines the implementation of gamification techniques in a final year global marketing module in a UK Business School at their Singapore campus and analyses the levels of perceived learning, deep cognitive engagement, and motivation in the class.

A total of 40 students enrolled in the Autumn 2023 global marketing module participated in the study. Drawing upon theories of motivation and cognitive engagement, game elements such as points, levels, challenges, and rewards were incorporated into the class design. Students took part in a four-hour Olympic Games style game where they could earn points from how they performed in a series of activities ('races') related to global marketing. The class was divided into teams, each representing a different Singaporean FMCG brand. With winning as an intrinsic motivation for learning (Mullen and Tallent-Runnels, 2006), a leaderboard was used to track teams' progress throughout the class and the winning three teams were awarded gold, silver, and bronze medals.

Quantitative data were collected via a survey at the end of the class. Perceived learning, deep cognitive engagement and motivation were measured (Rovai, 2009; Greene, 2015). Early results indicate high levels of cognitive engagement, perceived learning, and motivation to learn resulting from the Olympics game. Over 90% of students rated the gamified module as more stimulating, enjoyable, interesting, and clearer in its expectations compared to previous non-gamified modules. In open ended qualitative questions, the competitive leaderboard element emerged as a particularly strong motivator.

While this study provides evidence for high levels of perceived learning, deep cognitive engagement and motivation amongst marketing students, further research is required to ascertain longer-term retention effects. Over-gamification risks undermining educational goals thus integration should align closely with intended learning outcomes. Wider implementation across varied disciplines, class sizes and universities would validate the applicability of gamification in higher education more generally within a UK context.

In conclusion, gamifying pedagogical approaches stimulates higher student engagement and should be considered by instructors and universities looking to improve class participation, satisfaction, motivation, and enjoyment levels in an increasingly digital world whilst upholding academic rigour and learning objectives. With thoughtful integration aligned to UK educational values and learning outcomes gamification presents a promising tool to revitalise 21st century teaching.

An alternative interpretation of heritage relevance in the context of consumption

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Summary Statement

Oriented in the context of heritage consumption, this paper re-examines the concept of relevance through an illustrative case study of a popular museum merchandise. Underpinned by an indigenous dialectical thinking – Yin-Yang, this paper argues that heritage relevance is an experiential synergy emerging from a dynamic co-existence of contradictions. This paper presents an alternative perspective to interpret heritage relevance in the context of consumption, adding variety to research around heritage experience and relevant industry practice.

Competitive Short Paper

Drawing on a popular case of museum merchandise, archaeological blind box in China, this paper re-interprets relevance as a pertinent concept in the discussion of cultural heritage consumption. By exploring how archaeological blind box as a commoditised object got transformed into a trending heritage experience, this study illustrates the formative process of heritage relevance outside the habitual heritage sphere – museum, and presents how relevance is embodied in people's narrative, behavioural, and interpersonal participation. Rather than taking a museum-dominant perspective and viewing relevance as an institutional criterion directing museological operation, this paper takes a co-creative stance and interprets relevance as an experiential synergy generated from a tensional yet co-creative process. Underpinned by an indigenous thinking – Yin-Yang dialectics (Li, 2016), this paper argues that the realisation of heritage relevance requires not only collaborative interplay among multiple stakeholders but also creative co-existence of contradictions therein.

Defined as "the creation of meaningful practice" by Nielsen (2015, p.366), relevance as an elusive yet profound concept runs through almost every facet of museum's practice and functions as an important premise for heritage interpretation. Discussion around heritage relevance in museological studies often sees the museum as the primary implementer (Van Broekhoven, 2018; Yu et al., 2018) and rarely mentions the involvement of ordinary people, as if they would acquiesce in whatever provided by the museum. However, increasing attention on co-creation in heritage sector indicates a conspicuous change of context, particularly the rise of public participation (Simon, 2010). For instance, in the case of museum visit as a classic scenario in heritage consumption, instead of passively taking in all the "indoctrination" from the museum without questions, people are found to lead their individual heritage experience and actively take part in heritage interpretation (Minkiewicz et al., 2014).

The interactive dynamics render co-creation as a trending subject, which also makes it necessary to re-examine the concept of heritage relevance considering the intricacies added by co-creation in context. On this account, this paper critically examines the idea "relevance" in heritage consumption and seeks to enrich its interpretation by exploring its formation and manifestation. Focusing on an illustrative case in Henan Museum (China), insights have been collected from people's consumption experience of museum merchandise as a typical heritage offering. Data in various forms (i.e., text, photo, and videos) has been collected through a two-stage online

investigation, including consumer-produced unboxing video, semi-structured interviews, and a pack of related materials.

By unpacking the experiential aspect of the chosen heritage offering, this paper finds that heritage relevance can be identified from people's narrative, behavioural, and interpersonal participation. In this co-created heritage experience, relevance as a progressive synergy takes its shape from a tensional collaboration in which the museum and consumers actively leverage tensions found in different stage of experience. With Yin-Yang dialectics as the enabling lens, this paper conceptualises these tensions as productive dynamics which deserve to be called into play rather than being eliminated, for their interdependence, interpenetration, and reciprocity have been found to be conducive to the realisation of a balanced heritage relevance.

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Developing a Junzi Virtue Instrument for Ethical Marketing and Management in and Beyond Asia

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Summary Statement

This study aims to develop a robust scale featuring five Junzi virtues, Ren, Yi, Li, Zhi, and Xin, that can be used to measure perceptions of customers and employees regarding the moral character of a firm. An initial pilot testing with employees from a division of one organization, the new scale is a work in progress with 29 items across the five virtues. Further scale enhancement and validation studies envisaging global applicability are proposed.

Competitive Short Paper

This study aims to develop a robust scale featuring five Junzi virtues, that can be used to measure perceptions of customers and employees regarding the moral character of a firm.

In Confucianism, Junzi is a model of human excellence that is characterized by five virtues, being Ren (仁), Yi (義), Li (禮), Zhi (智), and Xin (信). Whetstone (2001) stated that virtues are akin to the internal values of an individual because they form individual character.

Ren entails benevolence, humaneness, consideration, sympathy, and compassion … affectionate concern for the wellbeing of humanity" (Cua, 2007), in addition to being good to others, people with Ren also seek to promote the good in others (Cua, 2007).

Yi refers to righteousness, i.e., the propensity to act in ways that are considered correct by nature. Confucius emphasized the importance of following the right conduct of "Yi", proposing that when in situations where the common person would only consider personal gains, a Junzi should instead think of righteousness (Analects, 14.13, 16.10).

Li is to achieve harmony and unity; as the philosopher You Zi in the Analects (1.12) said, "In practicing the rules of propriety, a natural ease is to be prized". According to Poon et al. (2021), a corporation with Li would maintain harmony by creating all-win situations and mutual benefits vis-a-via all stakeholders.

Zhi refers to moral wisdom, i.e., the ability to acquire knowledge and, armed with such knowledge, to analyse, judge, create, and think wisely (Takigami, 2019) Confucius said of the Junzi, "The wise are free from perplexities" (Analects, 14.28; Legge, 1981). Zhi entails arriving at appropriate and effective responses in the face of complexity, uncertainty, and change (Thompson, 2007).

Xin entails good faith. The most fundamental meaning of Xin is "being true to one's word". Chen (2018) considered that the concept of Xin is a composite of the values of honesty, sincerity, integrity, trustworthiness, and faithfulness.

Currently, there are two existing scales. First, the Junzi Orientation scale (JOS), (Tian, Tang & Tse, 2022) has 18 items and measures all five abovementioned virtues, as perceived by managers and employees as attributes of their organization. Tian et al (2022) validated the JOS through confirmatory factor analysis of data from 423 senior managers in Hong Kong. Second, the Confucian Cardinal Virtues scale (CCV) solicits perceptions of customers regarding the presence of Ren, Yi and Li within a particular firm or set of firms (Kwong et al., 2015). Kwong et al (2015) validated the CCV though exploratory factor analysis of ratings by 274 customers of 16 Hong Kong corporations.

The current research synthesized and augmented items from the JOS and CCV. After initial pilot testing with employees from a division of one organization, the new scale is a work in progress with 29 items across the five virtues. Further scale enhancement and validation studies envisaging global applicability are proposed.

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Examining the link between social media influencers credibility and consumer purchase intentions through the lens of social credibility theory and parasocial interaction theory – What is the relationship for Saudi Arabian consumers of online fashion?

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Summary Statement

Underpinned by social credibility theory and parasocial interaction theory, our study addresses several important gaps in the social media influencer (SMI) literature. We use a sample of 215 Saudi consumers to test the relationships between the key constructs in our conceptual model. The findings show that the paths between our novel new higher-level credibility construct (expertise, trustworthiness, attractiveness, content value, and parasocial relationships) significantly impact purchase intentions of fashion products in this under-researched market context

Competitive Short Paper

The rapid growth of social media usage over the past decade has dramatically altered the way that firms and customers engage and interact (Li, et al., 2023). From this new marketing environment, social media influencers (SMIs), people possessing loyal followers on social media based on the content they create and share (Belanche et al., 2021), have emerged as an important phenomenon receiving considerable attention. Put simply, "social media enables ordinary consumers to become SMIs" (Mardon, et al., 2023, p. 617). Consumers increasingly rely on SMIs for information, guidance, and recommendations about their purchase decisions (Ki, et al., 2022). Against this backdrop, the vast majority (over 75%) of marketers plan to dedicate resources to SMI marketing, with related spending over $16 billion (Leung et al., 2022a).

Extant literature, though, does not fully capture the persuasiveness of SMIs. For instance, SMI research examining the link between source credibility on endorsement outcomes (e.g., purchase intention, brand trust) have received criticism for being too simplistic and unable to capture the intricacies of SMI-consumer interactions (Awe and Chuah, 2021). These gaps motivate the current research. Taking into account further complexities stemming from SMI relationships such as parasocial interactions (e.g. Labrecque, 2014), we advance prior work by expanding our higher-level credibility construct to include expertise, trustworthiness, attractiveness, content value, and parasocial relationships.

Further, we explore an under-researched market context, Saudi Arabia (SA). In Saudi, traditional, religious, conservative, and family values are firmly embedded, distinguishing it from Western and Asian cultures (Leung et al., 2022b). Around 93% of the SA population are Muslim making it an important representative market of other predominantly Muslim countries. The SA context is both interesting and novel given the inherent difficulties associated with conducting data collection in the Middle East (Lages et al. 2015). The International Monetary Fund recently reported that the Saudi economy is one of the fastest growing economies in the world with GDP expanding by the fastest in a decade at 7.6% in 2022 (Mati and Rehman, 2022). Coupled with strong economic growth, Saudi represents a developing market with high levels of digital engagement.

Drawing from social credibility theory (Visentin, et al., 2019; Filieri et al., 2023) and parasocial interaction theory (Awe and Labrecque, 2023), we develop an innovative conceptual model to test the hypothesised paths. Specifically, we use data collected from 215 Saudi consumers to assess the effect of SMIs credibility on consumers' purchase intentions of fashion products. As hypothesised, the paths between SMI credibility variables and purchase intention were significant. Concerning the magnitude of the relationships, some interesting observations are made. We find that Saudi fashion consumers interact more with a trustworthy influencer whom they have a strong relationship with, versus an expert/attractive SMI. Furthermore, Saudi customers value high-quality informative content provided by an influencer more than entertainment content. We contribute to extant literature by demonstrating the nuanced relationship between SMI credibility and purchase intentions for Saudi fashion consumers. Insights guide marketing managers' digital strategies in this understudied context.

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Exploring the role of self-identity in shaping tracking practices and outcomes

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Summary Statement

Wearable self-trackers (WST) are popular self-tracking devices. Research on WSTs is focused on the early adoption stage overlooking long-term use and outcomes, and the role of interpersonal characteristics e.g. self-identity in (re)shaping those. This paper takes a practice theory approach to explore the nuanced nature of use, and whether self-identity (re)shapes use practices and outcomes. We find a connection between self-identity and use, and argue that self-tracking outcomes are linked to identity perceptions.

Competitive Short Paper

Wearable self-trackers (WST), such as Fitbit, are highly popular and uptake is increasing (Statista, 2021). They are marketed as self-care tools that can help users become healthier, fitter and more active. Empirical studies emphasised that many users benefit from self-tracking (Stiglbauer et al., 2019) however, within the first 6 months about 50% of users lose interest or abandon the device all together (Attig & Franke, 2020), which could imply possible negative effects.

Little is known about the long-term use of WSTs since academic research was focused on early technology acceptance (e.g. Lunney et al., 2016), and dominated by psychology-rooted approaches derived from the Technology Acceptance Model (Davis, 1989; Shin et al., 2019). Extant literature also assumes a form of uniformity in WST usage, overlooking the potential role of interpersonal differences in (re)shaping self-tracking use and outcomes (e.g. Lupton, 2016; 2021).

We argue that in order to reap the health benefits of long-term self-tracking, and understand how to minimise potential undesirable outcomes, a more nuanced approach is required. This study addresses this gap by exploring interpersonal differences amongst WST long-term users in terms of usage practices and outcomes. We utilise practice theory which facilitates an all-encompassing view of usage by considering the various elements that underpin observable practices (Shove et al., 2012; Spurling et al., 2013). To explore the interpersonal differences in depth, we draw on the concept of self-identity which shapes consumption, exercising, and other practices (e.g. Anderson & Cychosz, 1994). Here, self-identity of a person is conceptualised as "who and what we are", and a self-association either by endowment or choices with a *kind* of person's looks, thoughts or actions (Schouten, 1991. P.143). The objective of this study is to characterise long-term WST use practices and understand the role of self-identity in (re)shaping use practices and related outcomes.

A study involving 30 semi-structured interviews with long-term WST users in the UK was conducted. An iterative process of thematic (Braun & Clarke, 2006; Clarke & Braun, 2017) and idiosyncratic analysis (Fournier, 1998; Pelham, 1993) revealed 8 universal and 5 group distinct usage practices that varied in terms of uptake and intensity across three fitness identity groups, labelled as: Experienced, Sporadic and Newcomer. Newcomers exhibited higher intensity of usage practices while the 'Experienced' group undertook these usage practices at much lower intensity levels. This included, newcomers fully following device instructions and cues without questioning their suitability for their physical ability, life demands, or social situations, to the extent that exercise if not tracked was viewed as 'pointless' and associated with negative feelings. In summary, the findings of this study outline three different types of usage groups that differ in terms of self-identity

highlighting the impact of interpersonal characteristics (i.e. self-identity) on use as well as the user. The findings further alert us to the potential negative impact of self-tracking on less experienced users, and point towards possible negative outcomes that run counter to the intended purpose of WST.

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Is Identity Changed When Fandoms Engage In Betting?

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Summary Statement

It is noteworthy that the identities of a gambler and a sports fan may potentially conflict, as sports fans tend to believe in the success of their supported teams, a steadfast belief that differs from the characteristics of gambling, which seeks instant excitement and tangible gains.

Competitive Short Paper

This study aims to narrate the dynamic relationship and complex interactions between a fan's sports betting behaviour and their personal identity, exploring the fluid boundaries between the passionate sports fan identity and the risk-inducing gambler identity. The primary objective is to reveal the motivations, consequences, and identity implications of this phenomenon, to understand the underlying factors that drive sports fans to engage in sports betting, and how fan community culture shapes the relationship between sports fans and gambling. In-depth exploration of the conditions under which consumption oscillates between the passion of a sports fan (solid) and the risk-induced gambling (liquid) can unveil the consumer perspectives and values of modern sports betting. The focus is on how individuals negotiate and construct their identities between being a sports fan and engaging in sports betting, unravelling the intricate processes of identity struggle. Whether sports betting behaviour is seen as an enhancement or conflict with the sports fan identity involves complex interactions between self-identity, societal expectations, and the sports fan community.

Objectives and Research Questions

OB1: Exploring the Role of Football Betting in the Construction of Fan Identity

RQ1: What is the mutual relationship between fan identity and gambler identity?

How do fans integrate their identities as both fans and gamblers? Is the gambler identity perceived as liquid consumption, emphasizing transient experiences, while the fan identity is seen as solid consumption, focusing on long-term emotionally connected affiliations? How do fans conceptualize their gambling activities, and is their fan identity strengthened when engaging in gambling?

RQ2: The impact of football consumption locations on gambling behavior

How does the location of football consumption influence gambling behavior? Do different football betting consumption locations (such as online platforms, bars, and betting shops) represent distinct types of consumption? Are these locations perceived as more liquid or solid? How do fans integrate the influences of their gambling and fan identities?

RQ3: Identity transformation in football gambling:

Does football gambling signify a shift from solid to liquid forms of consumption? Does it imply that fan identity becomes more instantaneous rather than a long-term stable connection? Do participants seek identity transformation through football gambling?

OB2: Cultural Influences of Football Betting

RQ1: How do interactions within the football community affect gambling decisions?

How do fan interactions and advertisements within the football community influence individuals' decisions to engage in gambling? How do fans share viewpoints and information about gambling? Do these interactions reflect more liquid consumption attitudes or solid community norms and values?

RQ2: Conflicts between fan identity and gambling tendencies

Which aspects of fan group norms and values shape the gambling narrative? How do these factors influence fans' attitudes toward football betting? Are there conflicts between liquid and solid consumption, and how are these conflicts manifested?

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Unstructured Big-Data Predictive Modelling For Fashion Sustainable Consumption Behaviour.

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Summary Statement

This research is a pilot study investigating the most critical factors influencing Fashion Sustainable Consumption (FSC), taking advantage of AI technologies and extensive unstructured Big-Data availability to analyse Social-Media and online discussions and evaluate the application of the Self Determination Theory (SDT). Furthermore, the research intends to extend the SDT conducting a deep learning exploratory analysis with Natural Language Processing to identify dominant sentiment associations that underpin the design of an FSC predictive model.

Competitive Short Paper

Ethical consumption has received a lot of attention from academics and business practices. Furthermore, AI technologies advancements and extensive unstructured Big-Data availability are

increasingly allowing new approaches to collect and analyse data with the possibility of unveiling factors that go beyond those identified in the past and evaluating their impact on enabling and supporting sustainable fashion consumption (Hagger et al., 2020).

In a broader context, consumers' behaviours and attitudes towards sustainable consumption are very relevant to the United Nations' Goal n.12 which emphasises the importance of Sustainable Consumption and Production (SCP). In particular the Johannesburg Plan of Implementation highlighted the need to change unsustainable patterns of consumption and production and was further defined in the 2014 10-year Plan (Unep, 2014). However, how Marketing can contribute to the definition of the next goals seems not to be sufficiently clear and needs additional studies to identify the key influencing factors in supporting sustainable consumers' behaviour and improving SCP future approaches as suggested by Mukendi et al., (2020) and Park & Lin (2020).

This research aims to expand previous studies on fashion consumption, as identified in the systematic literature review by Rahman et al. (2023). Some of those studies applied the Self Determination Theory (SDT), focusing in particular on the Intrinsic and Extrinsic values to evaluate pro-environmental/pro-social behaviours, sustainability and conspicuous purchases (Ki & Kim, 2016) and this research intends to explore whether possible additional influencing factors can be identified.

Therefore, this research has the potential to bridge the gap between applying a behavioural theory and identifying possible enablers of a Fashion Sustainable Consumption (FSC) by defining a new model, based on factors that emerge from Big-Data analysis, thereby potentially enhancing businesses' Corporate Social Responsibility and Social Marketing agendas.

The proposed methodology of this research is based on a systematic collection of unstructured Big-Data, sourced from Social-Media posts and online discussions. This data collection is based on a combination of keywords identified in previous primary research (Kavanagh, 2020) and applied successfully within the SDT framework (Kim et al., 2016). In addition to confirming the SDT theory, this research intends to conduct a deep learning exploratory analysis through a Big-Data Natural Language Processing (NLP) analysis, to extract recurrent concepts and identify any dominant sentiment associations to sustainable consumption behaviour (Balducci & Marinova, 2028) (Granskog et al., 2020), therefore enabling the definition of a sustainable consumption predictive model underpinned by an extended SDT theory (Benoit et al., 2018).

The research will start with a pilot study utilising Brandwatch, a Social-Media consumer intelligence unstructured Big-Data platform, for scraping and extracting consumers' context-relevant mentions with specific keywords to better target FSC focus, avoiding scraping a vast amount of unrelated data (Abbate et al., 2023).

This pilot study is intended to be presented as the first stage of a wider study that will expand the analysis to a larger set of data, to confirm the methodological approach and reinforce an extended model with additional factors.

137 - W

The mobile app; an opportunity to segment audiences in the cycling sector

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Summary Statement

Mobile app expansion in fitness apps sees consumers emphasise this as a new battleground of audiences' healthier lifestyle choices (Zhao & Zhang 2021). The paper focuses on health apps in the cycling sector and adopts the five functions of mobile apps (Zhao & Balugue, 2015). The study, for the first time, segments audiences using mobile app functions using two game-centric themes; Badge of Honour (Strava) and World of Rule (Zwift) (Hofacker et al. 2016).

Competitive Short Paper

The expansion and growth of mobile applications, together with global app revenues, saw a 19% increase between 2020 and 2021, with the market worth $133 billion (Business of Apps 2022a). Specifically, the growth in fitness-based mobile apps has been even more pronounced. In 2021, this market saw an increase of 45% in app downloads and a 54% increase in revenues, with hyper-growth resulting in an estimated 385 million users (Business of Apps, 2022b). The growth in the uptake of fitness apps transfers across to the cycling sector with Strava reporting 95 million active users in January 2022, adding two million users monthly, leading to an increase of 70% in membership levels and $167 million annually in revenue since 2021 (Business of Apps, 2022c). Thus, mobile apps for fitness are the new battleground of audiences' healthier lifestyle choices (Zhao & Zhang 2021). With the phenomenal growth in fitness mobile apps and cycling, this paper will investigate the new battleground (Zhao & Zhang 2021) of mobile apps and an opportunity to segment audiences and marketing strategies. The significant growth of both the cycling sector and fitness apps are under-explored fields in academic research (Romanillos, Zaltz Austwick, Ettema & De Kruijf, 2016).

With high levels of usage of mobile apps, the central elements of marketing strategy (Wang, 2021; Tong, Luo & Xu, 2020) mobile apps have become a central element of human lives presenting 'me time' (Staff, 2013). The apps' ability to form different relationships ultimately leads to engagement (Wang, Liao & Yang, 2013; Kim, Lin & Sung, 2013; Zhao & Balugue, 2015). However, research into mobile apps discovers the average user has 40 apps downloaded, but only 18 are used regularly (Simform, 2021) this results in the question of why consumers engage with certain apps. In reviewing the academic research, the conceptualised framework of Zhao and Balugue (2015) presents the five functions of mobile apps commencing a starting point in theory (tool-centric, game-centric, social-centric, M-commerce-centric, and design-centric). However, Zhao and Balugue (2015) draw further clarity stating the "features included in app designs should be chosen on a case-by-case basis" (p. 313). With this in mind, the study will investigate fitness apps in the cycling sector, their expansion and growth, and adopt the framework of Zhao and Balugue (2015) of functions of mobile apps as an approach to segmenting cycling audiences.

This study collected data through an online survey of 434 responses. Findings utilised two-step cluster analysis to identify four distinct clusters of cyclists using Zhao and Balugue's (2015) mobile app functions in particular the function of game-centric (Hofacker et al. 2016) to segment cyclists. In presenting these four distinct clusters, game-centric functions of mobile apps were used to cluster with two themes of Badge of Honour (aligned to mobile app Strava) and World of Rules (aligned to mobile app Zwift) (Hofacker et al. 2016). The study, for the first time in fitness and health,

uses mobile apps to segment the audience as the new battleground of mobile apps (Zhao & Zhang 2021).

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Examining the Impact of Logic of Marketing Research on Return on Marketing Investment (ROMI): A Socratic / Meta-Analysis Paradigm

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Summary Statement

This research seeks to contribute to marketing rationale/research interdisciplinary streams by strengthening its foundations, tools, and frontiers of philosophical science to enhance strategic marketing streams. This is attained by exploratory research design based on critical literature review on Socratic logic's philosophical foundations, tools/frontiers, marketing research logic current philosophical shortcomings, 4 marketing streams, and ROMI, as well as deductive reasoning to reach an original theorisation for a Socratic paradigm of the aforementioned marketing variables.

Competitive Short Paper

Scholars claim that contemporary marketing practices have significant issues since they rely heavily on partially redundant ontological assumptions. However, marketing researchers/practitioners can overcome these challenges through re-establishing their interaction with philosophy by incorporating new philosophical concepts/methods based on recent but significant philosophical turn. This study selectively focuses on using the "Socratic Science of Logic" and incorporating it into the underpinning ideology and methodology of marketing research to achieve optimal levels of ROMI as long-standing and strategic end for marketing research/practice.

This research aims to examine the impact of 'logic of marketing research' that adopts the Socratic philosophy on ROMI through 4 marketing streams, as reflected in newly conceptualised dimensions of ROMI.

This research's objectives are:

1. Examining the impact of the 'core, rigour, and breakthrough' of the Socratic logic of marketing research on the marketing streams of branding, pricing, customer segmentation, and marketing performance from a Socratic perspective.
2. Examining the extent to which branding, pricing, customer segmentation, and market performance based on a Socratic Philosophy can impact ROMI at its optimal levels.
3. Examining the stepwise and ultimate impact of 'logic of marketing research' through Socratic conception of the designated marketing streams on the 'financial', 'eternal' and 'stakeholders value' of ROMI that also complys with the Socratic ideology.

The Socratic method/paradigm of questioning, known as Elenchus, involves short-questions and answers in dialogue. It is illustrated in Platonic writings, when Socrates and his interlocutors study many elements of a virtue-related issue/concept and come to a dead end, unable to describe what they believe they have comprehended. Thus, employing a Socratic approach in marketing research supports researchers to structure their studies around logical and scientific methodologies, yielding greater comprehensive and dependable conclusions.

In philosophy, logic is the investigation and categorization of argument forms that drive valid conclusions from premises. Hence, the first step in analysing the logic of a marketing research process is to establish the 'core' of logic in terms of the approach's premise, then understanding methodological 'rigour', and finally pursuing a 'breakthrough of marketing research logic' in terms of new inventions of logic used, and the logical imagination to rethink marketing research methodologies.

According to Hegel's science of logic and marketing scholars, well-established philosophies can result in high brand equity, effective pricing strategies, segmentation effectiveness, and competent marketing performance, all of which contribute to optimal levels of ROMI.

The current marketing literature clearly demonstrates a lack of thorough ROMI conceptualisation ROMI as a comprehensive measure of marketing performance. This limitation stems from ROMI's focus on accounting/financial considerations like IRR and WACC, while overlooking crucial marketing dimensions that it should reflect. Thus, this study suggests that at least three significant strategic marketing postulates should be accommodated by the revised notion of ROMI. These postulates include value optimisation/maximisation, temporal agility and eternity, and stakeholder orientation. Those postulates were deliberately selected to reflect the Socratic premise of anchoring infinity and effectiveness for time, people, and value.

Methodology: Employing meta-analysis and path-analysis of data extracted from a sample of real-estate development marketing research reports.

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Resilience, Power and Social Value Among Generation Alpha and Generation Z

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Summary Statement

Using sociotechnical theory, this study compares Generation Alpha (2010-2025) and Generation Z (1995-2010) in their digital values. Utilizing the Rich Picture technique, we identified their traits. Generation Alpha exhibits creativity, social awareness, curiosity, and increased excitability and neurodivergence. Generation Z prioritizes digital connectivity, adaptability, and social awareness, facing challenges like attention deficits and mental health issues. Educators need this insight for effective digital-age pedagogy, aiding policymakers and researchers.

Competitive Short Paper

This study draws from socio-technical systems theory, which holds that the design and performance of any organisational system can only be understood and improved if both the 'social' and 'technical' aspects are brought together and treated as interdependent parts of a complex ecosystem (Sony and Naik, 2020; Lichy and Racat, 2021; Lundgren et al., 2023). As social media are socio-technical information platforms, socio-technical systems theory allows us to capture both the social and technical aspects of social media usage (Wan et al., 2017). We suggest that the socio-technical ecosystem should be extended to integrate *generation logic* (cf., Mannheim), given that "the co-evolution of society and technology is shaped by institutional structures, in which the user behaviour of each cohort is 'formatted' by the generation effect and reinforced by pressure from peers" (Lichy and Racat, 2021: 137).

Accordingly, we set out to examine the values of young people, taking into consideration the ethical issues surrounding collecting data on the *'lived experiences'* of this age group. Actively engaging children and young people in the research process necessitates child-friendly methods (Gibbs et al., 2018), such as Rich Picture Technique (Kurti, Salavati and Mirijamdotter, 2021), aka Rich Picture Methodology (Allen et al., 2022). It is important to involve children and young people in research, to understand their perspectives and their lived experiences (Abma and Schrijver, 2020). This information reflects their current lifestyles and is of value to policymakers and educators (Kelly et al., 2020).

Our study shows how the socio-technical ecosystem is nurturing young people's values through digitally-driven habit formation, contributing to what we consider as our identity, embedded in other self-related constructs and processes, such as our values, beliefs about ourselves, self-esteem and self-regulation (Verplanken and Sui, 2019).

Initial findings (work-in-progress) show evidence of two key values generated by the modern-day socio-technical ecosystem: (i) *paralysis by analysis* – which describes the feeling of being unable to make a decision due to overthinking a problem, and (ii) '*paresse intellectuelle*' – which describes a mindset that avoids intellectual rigour and prefers simplicity or convenience in thought processes.

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Can Mimicry Increase the Persuasiveness of Social Robots?

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Summary Statement

This study adds to the existing body of literature by providing a conceptual framework for understanding how the use of mimicry might enhance the persuasive abilities of robots and influence consumers' intentions to make a purchase. The research aims to assist managers in making informed decisions regarding the use of either high or low levels of robotic mimicry in their stores, with the objective of enhancing their ability to influence and persuade consumers.

Competitive Short Paper

Social robots possess the capacity to actively participate in conversations, successfully communicate, and offer services to consumers. Retail Service Robots (RSR) are social robots that are used in the retail industry. Over the next three years, it is estimated that automation will be used in more than 65% of the retail industry (Cavale & Sophia, 2023). Studies suggest that the replication of human behaviour by social agents can have a negative impact on customers' behaviour (Casasanto et al., 2020). There is a lack of research on how RSR should mimic to persuade consumers (Song and Kim, 2020). Mimicry is the act of imitating or mirroring another person's verbal such as copying someone's accent (Stel & Vonk, 2010) and nonverbal behaviour such as shaking the head (Hess et al., 1999). Researchers have observed human-to-human interactions and focus on methods of persuasion to develop robots with human-like characteristics (He et al., 2023). This field of research is referred to as "mimicry in robotic behaviour" (e.g. Dautenhahn, 1999). To persuade consumers, robots have the ability to employ both verbal and non-verbal communication cues. The majority of research in marketing have explored the acceptance and adoption of the RSR technology (e.g. Kharub et al., 2021) and this research attempts to extend the literature by exploring how social robots should mimic humans to establish social connection.

Furthermore, studies reveal that mimicry yields a range of positive outcomes, enhancing not only the sales process but also customers' perceptions of both the sales persons and the store itself (Jacob et al., 2011). In case of robotic mimicry, social robots' mimics and replicate humans' behaviour. Social robots mimic humans through head movement, body movement, facial expressions, tone, and mannerism (Burgoon et al., 2021). For example, when a user poses a query to the robot, it will reply using a comparable tone and language, while also employing various body expressions to establish a social bond. Based on how effectively the social robot mimics customer, it will impact attitude, subjective norms, perceived behavioural control, empathy, and trust. This in turns will drive purchase intention. The study also proposes that robots will perform differently in low and high involvement retail conditions. When robots behave in a socially acceptable manner by mimicking humans, they are more likely to create an engaging experience with consumers. This will deliver a higher level of service quality.

The findings will aid managers in making more precise decisions regarding the design of RSRs to enhance their ability to persuade consumers in the retail industry. This research helps understand how to develop persuasive social robots and adjust their level of mimicry. It will also show how much should robots mimic to influence consumer purchase intention in low and high involvement retail settings. This study focuses on young consumers interaction with the social robot because they are more likely to be early adopters of the technology Valor & Seiber, (2003). Future researchers should extend and replicate this study with older consumers.

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Applying the Lazy User Theory to Understanding the Perceived Value of Adoption of Fitness Applications in China

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Summary Statement

This study investigates the factors influencing the adoption of fitness applications in contemporary society, where smartphones play a crucial role in health management. It integrates the perceived value model and the Lazy User Model to understand how users choose fitness apps based on benefits (functional, social, emotional, epistemic, financial, and health value) and costs (monetary, time, physical and mental effort). Using a mixed-method approach involving critical incident technique and Structural Equation Modeling.

Competitive Short Paper

Introduction

In contemporary society, the widespread use of smartphones plays a crucial role in many aspects of daily life, including health management(Acikgoz et al., 2023; Cai et al., 2022). Integrating mobile applications and health information systems into personal health regimes has been empirically shown to enhance proactive health behaviours, augment positive health outcomes, and broaden health-related knowledge. A significant subset of these applications comprises fitness apps designed for smartphones. These applications do more than just monitor and log health and fitness activities; they also provide personalized, comprehensive exercise guidance to users. The facilitation provided by fitness apps may substantially aid individuals in maintaining motivation toward attaining their fitness objectives(Beldad & Hegner, 2018a; Conroy et al., 2014; Zhang & Xu, 2020).

The selection of a fitness application by individuals is a complex decision-making process, influenced by many factors(Acikgoz et al., 2023; Beldad & Hegner, 2018b; Cai et al., 2022; Dhiman et al., 2020; Jin et al., 2022). This choice is not random but is based on the value proposition that best suits their needs, tailored to meet specific health and fitness objectives(Kopp-Hoolihan, 2003). Adopting a particular fitness application is crucial, as it significantly shapes market dynamics within the digital fitness industry. Thus, a deeper comprehension of the determinants guiding this selection process is essential.

Theoretical Framework

The concept of perceived value is integral to understanding consumer behaviour in the adoption of technology-based services(Gummerus & Pihlström, 2011; Kuo et al., 2009; Pihlström, 2008; Wang et al., 2020), including fitness applications. According to Zeithaml (1988), this theory posits that users' decision-making is influenced by their assessment of the benefits and costs associated with a product or service. In the domain of fitness apps, the benefits encompass a range of values: functional (convenience and usefulness), social (enhancement of social interaction), emotional (enjoyment) and epistemic (knowledge or novelty acquisition). Additionally, the financial value and health value (impact on health and well-being) are crucial in shaping user perception.

The Lazy User Model (LUM) posits that individuals typically opt for solutions requiring the least effort in fulfilling their needs, whether tangible or intangible(Collan & Tétard, 2007). This concept, applicable to product or service selection including fitness apps, assesses effort in terms of time, money, and physical or mental work involved in the adoption process(Collan & Tétard, 2011).

In integrating the perceived value model and LUM, we align our approach to consider how user choices in fitness apps are influenced by perceived benefits (functional, social, emotional, epistemic, financial value and health value) and costs (monetary costs, time consumption, physical effort, mental effort). The integrated model provides a comprehensive evaluation of user-perceived value, guiding the understanding of user preferences and adoption decisions in the context of fitness applications.

Methods

A mixed-method research approach involving the collection and analysis of qualitative and quantitative data is chosen for this study. The qualitative research applies the critical incident technique to generalize the perceived value dimensions. Quantitative research employs SEM to identify the factors that affect fitness app adoption in China.

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Excessive Social Media Use in Social Isolation: Interaction Between Objective and Perceived Social Isolation

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Summary Statement

Drawing on the theory of loneliness, this study examines the independent and joint effects of two constructs of social isolation on excessive social media use and social media overload. Cross-sectional study 1 shows that the interaction between objective and perceived social isolation reduces excessive social media use, suggesting that individuals use social media in a healthier way during objective isolation. However, longitudinal study 2 demonstrates that perceived social isolation persists. Implications for marketers are offered.

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The Impact of Customer Education on Customer Recommendation Intention: Evidence from the Chinese Invitro Diagnostic Industry.

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Summary Statement

This research examines the relationship between customer education and customer recommendation intention within knowledge intensive business-to-business contexts where high levels of customised technical product application are required to solve complex context specific challenges. Findings identify that customer education has a direct and positive impact on product

application knowledge, relationship strength and overall customer perceived value and that perceived value plays a mediating role between customer education and customer recommendation intention.

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Encouraging Visitor Engagement with Artifacts by Post-visit Engagement or Pre-visit Engagement Activities? An Exploratory Study of the Role of Need For Closure

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Hong Kong Baptist University, Hong Kong

Summary Statement

In the context of museum visits, this study aims to explore whether engagement activities beyond the core service consumption (e.g., pre-visit, post-visit) help strengthen visitor engagement during the museum visit and, consequently, revisit intention and how. The findings found preliminary evidence for the impact of engagement activities beyond the core service on visitor engagement with artifacts and revisit intention. The impact is found to vary based on a visitor's need for closure.

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The Effectiveness of Virtual Influencers on Customer Engagement on Social Media: A Conceptual Model

Kary Lok Yan Chan, Tracy Junfeng Zhang

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Summary Statement

This study proposes a conceptual model to explore the effectiveness of virtual influencers in social media marketing. It is suggested that the type of virtual influencer a company uses (human-like virtual influencer vs. anime-like virtual influencer) should be aligned with the social media marketing campaign objective (transactional vs relational) to reduce the likelihood of uncanny valley effect, which helps enhance influencer credibility and customer engagement.

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The Relationship between Attributes of Online Influencers and Customer Purchase Intention

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Summary Statement

With the burgeon of online influencer marketing, it is managerially important to understand what attributes of online influencers are important to consumers' attitude, engagement and their purchase intention. Drawing upon the TEARS Model, this study empirically examined the influences of six attributes and the potential mediation roles of brand attitude and customer engagement in converting their impact into consumer purchase intention.

Competitive Short Paper

With the rapid growth of social media, online influencer marketing (OIM) has become prevalent. It involves a process where a firm incentivizes potential social media influencers to engage their followers and promote the firms' offerings by leveraging the resources of influencers (Leung et al., 2022). With the increasing consumers' skepticism of traditional third-party endorsement, OIM is a flourishing strategy where firms can reach out to their target customers more effectively. Previous research only demonstrated the mechanisms of OIM (Leung et al., 2022), its effect on followers' trust in influencers' branded posts, and the importance of influencer credibility on brand awareness (Lou & Yuan, 2019). Yet little is known about how to select the appropriate and best-suited online influencers and how the online influencer's attributes affect customers' purchase intention, which makes it challenging for firms and marketers to make the best decision. To provide brand managers or marketing practitioners with clear guidance on selecting an appropriate online influencer for their companies, this paper aims to understand how the attributes of online influencers affect consumers' attitudes towards the influencer and promoted product(s)/service(s), their engagement, and consequently customer purchase intention. Drawing upon the TEARS Model (Shimp, 2006), this study has examined how the six influencer attributes: trustworthiness, expertise, attractiveness, respectfulness, similarity, and influencer-brand congruency contribute to the customers' attitude towards online influencers, and subsequently attitude towards the promotional product(s)/service(s), customer engagement and purchase intention.

An online questionnaire was developed and distributed via different social media platforms such as Instagram. A total number of 190 questionnaires were collected from followers of one or more influencers on any social media platform (e.g., Facebook, Instagram, YouTube, etc.). The collected data has revealed that trustworthiness, attractiveness, respectfulness, and influencer-brand congruency can significantly contribute to consumers' attitudes toward online influencers while trustworthiness has the strongest association. However, expertise and similarity are not significant predictors. Besides, consumers' attitudes toward online influencers can also significantly affect both consumers' likelihood of social media engagement and consumers' attitudes toward the promotional product(s)/service(s), which in turn affects purchase intention. Brand image was found to enhance the relationship between consumers' attitudes towards the promotional product(s)/service(s) and purchase intention.

Mediation tests indicated that consumers' attitudes towards the online influencers could be a remarkable mediator between the influencers' attributes and consumers' attitudes towards the promotional product(s)/service(s). Moreover, consumers' likelihood of social media engagement is a significant mediator between consumers' attitudes toward online influencers and consumers' attitudes toward the promotional product(s)/service(s). Findings also revealed that attitude towards the promotional product(s)/service(s) helps transform the influence of attitude towards online influencers or social media engagement into purchase intention.

Findings have highlighted the importance of developing strategies to foster a positive attitude towards online influencers and boost customer engagement. Both help transform the online influencer's personal attributes into a positive attitude towards the promotional product(s)/service(s) and purchase intention in the end.

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From Fake To Hate: Exploring The Interplay Between Brand-related Misinformation And Incivility On Social Media

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Summary Statement

This research focuses on the interplay of two harmful digital phenomena: misinformation and incivility. It aims to: i) test whether brand-related misinformation is associated with higher levels of online incivility; and ii) compare how the relationship between brand-related misinformation and online incivility unfolds across multiple platforms, topics, and industries. To do that, the authors built a cross-platform database containing 128 social media post sharing brand-related misinformation. The corresponding 50,714 comments were analysed employing a machine-learning approach.

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Marketing's Missing Ingredient: Addressing food insecurity and food well-being through CSA memberships

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Summary Statement

Community Supported Agriculture (CSA) addresses key failures of industrialised food system, however it is mostly inaccessible for low-income households. This study presents findings from a co-produced intervention giving low-income households access to CSA memberships. We analysed interview data from 16 participating households and insights from CSA farmers. Building on Voola's food-wellbeing framework, we analyse the impacts of CSA memberships on food-wellbeing and discuss how marketing strategies can be used to improve accessibility.

Competitive Short Paper

Introduction: This study investigates Community Supported Agriculture's (CSA) potential to enhance food well-being for low-income households (LIHHs). Alternative Food Networks (AFN) are increasingly recognised as potential solutions to the current food system's shortcomings,

particularly regarding food insecurity, health impacts, and environmental degradation (Jarosz, 2008; Bos & Owen, 2016; Cerrada-Serra et al., 2018). CSA, a specific AFN type, has been lauded for its promise to cultivate producer-consumer connections and champion sustainable agriculture (Mert-Cakal & Miele, 2022; Giraud et al., 2021). However, CSA's are currently limited in reaching LIHHs, whilst LIHHs disproportionately experience negative impacts of the current food system and wider environmental impacts (Vasquez et al., 2016; Moragues-Faus & Marsden, 2017). This study explored strategies to bridge the accessibility gap by investigating how CSA memberships can improve food well-being for LIHH.

Approach: The study uses a co-produced intervention developed by four CSA farms in Wales, two food aid partners, and the research team. We interviewed 16 households who received weekly vegetable bags for 2-4 months. Building on Voola et al.'s food well-being framework (2018), we analysed the interview transcripts using thematic analysis (Braun & Clarke, 2006) to assess the impact of CSA membership for food availability, capability, socialisation, and policy.

Results: The results show that CSA membership improves food well-being in several ways. First, it increases physical availability of healthy foods by providing access to fresh, local produce. Second, it strengthens producer-consumer relationships, which can lead to better understanding of food systems and increased trust in food sources. Third, it helps people develop food capability and literacy by providing opportunities to learn about food preparation and cooking. Finally, it contributes to positive food socialisation by fostering a sense of community and belonging among CSA members.

Discussion: (Social) marketing theories can create value for both CSAs and society such as reducing inequality, health and environmental impacts for LIHHs (Mert-Cakal & Miele, 2022; Cairns, 2019). For instance, applying the four P's can help identify ways to improve accessibility to CSA memberships for LIHHs. CSA memberships can be viewed as a 'product' with social and environmental benefits that are made accessibility in local communities (i.e. 'place'). Support for AFN and CSAs in particular has been part of considerations by policy makers, for example, the Welsh Government is developing a Community Food Strategy in which they encourage the production and supply of locally sourced food in Wales (Wales Programme for Government, 2021). In this study we also explored different 'Price' options with the farmers, including external funding and variable payment schemes. Through the project we learned about the importance of a trusted communicator, in our case the food-aid charities that have an existing relationship with the LIHHs, which was crucial to promote the trial CSA scheme. However, underlying barriers including poverty and poor mental health can reduce the positive impact of CSA memberships. Further implications for marketing will be discussed in the workshop.

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An In-Depth Exploration Of Post-Purchase Responses Of Today's FoMO-Prone Consumers

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Summary Statement

This research explores the post-purchase responses of Fomsumers, individuals prone to Fear of Missing Out (FoMO), to FoMO appeals. Interviewing 57 Fomsumers through the Critical Incident Technique revealed short-term positive outcomes and long-term negative effects. The study identifies Fomsumer typologies, introduces a FoMO response model, and offers insights into consumer behavior, emphasizing the need for ethical marketing in the digital landscape.

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Authenticity or Opportunism: Consumers' Perception of Brand Activism Practices in the Fashion Industry

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Summary Statement

This study aims to identify the factors that influence consumers' perception of the authenticity of activism manifested by fashion brands. Based on an online questionnaire designed as a single-factor, two-level experiment, the study concludes that consumers who value brand authenticity are more willing to compensate brands for their authenticity in various behavioural intentions. The results also have shown the mediating role of consumer-brand identification in the relationship between authenticity and behavioural intentions.

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Consumer Paradoxical Empowerment Journeys And The Management Of Relational Well-Being

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Summary Statement

This paper explores processes of consumer empowerment in the understudied context of close interpersonal relationships. Utilising in-depth narrative interviews, the study explores dyadic relationships and the provision of food in a family within a liminal time of emergent adulthood.

Competitive Short Paper

This paper explores processes of consumer empowerment in the understudied context of close interpersonal relationships. Utilising in-depth narrative interviews, the study explores dyadic relationships and the provision of food in a family within a liminal time of emergent adulthood.

Consumer empowerment is often studied in relation to macro categories. For example, studies consider how individual consumers aim to emancipate from wider market structures such as a consumerist based society (Kozinets, 2002) or the mainstream (Thompson and Haytko, 1997). Moreover, on a similar realm, studies explore how female consumers aim to become emancipated from wider gender roles and the patriarchal system (Al-Mutawa, 2013). Such studies provide viewpoints to the relationship between individuals and society rather than the intimate relationships within close networks. Consumer empowerment perspectives are commonly based on an individualistic neoliberal model which privileges individual choice (Shankar et al., 2006) and on the widely held premise that consumers tend to perceive any increase in control as beneficial (noted by Wathieu et al., 2002). However, such an antagonistic understanding of consumer empowerment, based on extreme agency, may be incomplete and misleading for close interpersonal settings based on human ties.

In summary, previous research on empowerment emphasises individualistic consumer agency in a social vacuum, rather than the context of dynamics in a relational world. To address this research gap, this study instead explores consumer empowerment journeys in close dyadic relationships and offers an alternative understanding based on balance and co-operation.

In-depth narrative interviews with 17 Greek consumers and photo elicitation are employed to examine consumer journeys of empowerment within adult children and parental relationships in the context of parental food provision.

The study explores the search and management of balance for relational well-being. Extending literature insights on consumer paradoxical empowerment (e.g. Davies and Elliott, 2006; Han and Broniarczyk, 2022), the data illustrates the consumer ambivalence that may be associated with parental food provision and the journeys in consumer paradoxical empowerment when navigating relational well-being. The findings on the journeys of empowerment experienced by adult sons and daughters problematises notions of empowerment as an antagonistic process based on a heightened degree of individual control. Instead, these journeys point to the quest of a relationally balanced, co-operative form of empowerment, encompassing ambivalence and elements of acceptable disempowerment. Such journeys reflect cooperative rather than conflictual models of social organisation (Kropotkin, 2021), based on mutual aid and social harmony paradigms (paradigms discussed by Marsh, 2013). Contrary to the previous body of literature considering consumer empowerment as a search towards heightened control at the absence or expense of another party, findings from this study point to an alternative relational understanding of consumer empowerment.

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Does Personality Congruency drive Donation Intentions towards a Social Robot?

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Summary Statement

With growing competition between charities, it is imperative to understand ways of influencing d*onation behaviour* among potential donors. Current literature focuses on aspects of brand personality and human personality traits to aid organizations in connecting and forming meaningful relationships with their donors . This research investigates whether introducing *social robots* to promote marketing or collect donations can enhance donation behaviour. Specifically, it explores the *congruency* between *robot personality* and *charity,* and its influence on *donation intentions*.

Competitive Short Paper

Introduction

Non-profit organisations (NPOs) impact socioeconomic processes through community services, and addressing significant matters (Ott & Dicke, 2021). The Australian Government is heavily reliant on NPOs to provide welfare services: aged care, health, housing and legal advice (Knight & Gilchrist, 2014; Rainnie et al., 2012). With growing competition to acquire funding, current trends between Australian businesses and NPOs lean towards an integrative collaboration. Yet, majority remain philanthropic with seventy percent of the funding being raised solely from individuals through crowdfunding, fliers, social media, or lotteries (Department of Families, 2008; Gomes Sakakibara, 2014). Scholars reported most organisations lose on sixty percent of their first time donors (Sargeant & Woodliffe, 2007) resulting from factors linked to ambiguous mission statements, organisation size, funding sources and networking (Zhai et al., 2017). Literature highlights brand personality is a key component for NPOs to clarify their cause to potential donors and connect, forming meaningful relationships (Groza & Gordon, 2016). Furthermore, recent research has explored the capacity of robots to nurture user empathy and positively influence charitable acts in humans (Borenstein & Arkin, 2017). Conjugatively, it is interesting to investigate how *robot personality* could impact donation intentions? For instance, the congruency between *robot personality* and the *charity,* where a social robot assistant is used to promote marketing or collect donations and influence donation behavior in consumers.

Literature Review

Sargeant states charity brand characteristics of emotional engagement, service, voice and tradition can help differentiate among other competitors and prime individual giving behavior (Sargeant et al., 2008). Consumers prefer and relate to brands that are perceived as having a personality in line with their own personality traits. The Big Five Model (Mulyanegara et al., 2009) describes these traits as: extraversion, agreeableness, openness, conscientiousness, and neuroticism. Positive brand personality is proportional to the variables: *consumer attitude* and *purchase intention* (Toldos-Romero & Orozco-Gómez, 2015). Furthermore, a brand's *social presence* is critical to generate *trust* and *empathy,* that drives user's decision-making towards donation (Chen et al., 2019).

Since, *social robots* have the capability to communicate and form relationships, they elicit greater social behaviors, are more engaging and empathetic (Breazeal, 2004). They are able to invoke/trigger prosocial behaviors through human-robot interaction (Oliveira et al., 2021). Ghazali and colleagues explored using robots to promote charitable behavior, however, this was via *ambiguous* charity organizations (Ghazali et al., 2020). Researchers (Andrist et al., 2015) also reported matching robot personality (POR) increased user motivation to engage in a particular (therapeutic) task. POR includes five approaches: visual appearance, language, vocal features, eye contact and movement; all of which affect the behavioral responses elicited from humans (Mou et al., 2020).

Therefore, this research explores whether ***congruency between robot personality and charity influences donation intentions***?

Conclusion

This will be the first study to utilize *social robot* to enhance donation behaviour. It re-visits and analyses theoretical frameworks on *human*, *robot* and *brand* personalities to understand the combined influence on donation intentions which will further help charity organizations to better strategize and execute successful fundraising. The research findings also add to the insights into philanthropy showing complex dynamics involved in charitable giving.

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Bringing the Authenticity of Marketing Assessments into the Classroom to Enhance and Evidence Graduate Employability – An Employer Perspective.

David Gordon

De Montfort University, United Kingdom

Summary Statement

This presentation features the output of an action research project into how organisations view the employability value of commercial university teaching, and particularly assessments. The study considered a spectrum of variables associated with graduate employability; a focus on course content, learning and assessments, and experiences that provide a proxy for internships, and bring live, problem-based commercial situations into the classroom.

Competitive Short Paper

This presentation features the output of an action research project into how organisations view the employability value of commercial university teaching, and particularly assessments. The study considered a spectrum of variables associated with graduate employability; a focus on course content, learning and assessments, and experiences that provide a proxy for internships, and bring live, problem-based commercial situations into the classroom.

The research aimed to identify graduate employers' views of UK university commercial degree (undergraduate) classroom preparation for employment. It aims to explain how bringing real commercial situations enhanced student engagement and involvement (joy) and influenced employability (LinkedIn content, interview discourse and ultimately recruitment). It consisted of feedback from 50 cross-sector commercial organisations who have extensively interviewed and recruited university graduates of Finance, Business, Management, Marketing, HR, and Enterprise.

The study revealed a spectrum of appreciation of commercial higher education, with a focus on two specific areas. A. An overriding recognition that assessments designed with external organisations and are authentic and live in the context, provide the greatest demonstration of experience, and evidence an enjoyable learning process. B. how universities could design authentic assessments

that are representative of industry aligned graduate work and provide illustrative content for evidencing on employability related social media platforms, aiding the employability process.

Additionally, the briefing will summarise an important segment of employers that value models and frameworks, but don't understand the notion of conceptual thinking. The session will provide a perspective on the commercial intrinsic value correlation between education, assessments, and learning environment.

The research comes after 25 years in commercial industry management, 27 years in academia, and 22+ years recruiting graduates. It challenges current perceptions of contextual application pedagogy and reevaluates the importance of assessments. The session will crystalise an employer view of not only *playing* the marketer, but *being* the marketer in practice, through live authentic assessment that are perceived as employability value creators.

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We've got Beef! Media Framing of Beef Narratives and Prospective Tensions for Citizen-Consumer Sensemaking

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Summary Statement

Beef is becoming increasingly politicised, owing to its contribution to disparities in social, economic and environmental outcomes. As dialogues between marketers and consumers are taking place against the backdrop of contested and evolving understandings of beef, it is important to understand media's framing of beef discourse. This qualitative study employs frame analysis to identify, media framings, tonalities, and advocate viewpoints to identify emerging discourse on beef's role in sustainable healthy diets and tensions which arise.

Competitive Short Paper

Introduction: A plethora of consumption activities are becoming increasingly politicised, owing to the continued focus on their contribution to disparities in social, economic and environmental outcomes (Fontenelle, 2013). Consequently, dialogues between marketers and consumers are taking place against the backdrop of contested and evolving understandings of contested consumption spaces. Given the climate crises, this is particularly the case for beef, whereby research suggests a need to reduce consumption (Willett et al. 2019). However, food can engender a combination of hedonic, functional, social and deeply rooted cultural meanings with proposed dietary shifts often facing resistance and product categories such as beef and meat alternatives becoming contested spaces. Indeed, previous research has demonstrated how the politicization of dietary practices has supported food acting as a vehicle for constructing ones' social identity (Chuck, Fernandes & Hyers, 2016).

In recent years, the movement towards sustainable diets has evolved, with the Willett et al. (2019) EatLancet commission, placing an increased emphasis on diets which are both sustainable and healthy, acknowledging both the environmental and social implications of dietary policy. Consequently, emerging and evolving narratives give rise to tensions for consumers reconciling conflicting priorities. With this in mind, an understanding of dialogues pertaining to beefs role in sustainability and health spaces is important to understand the tensions which consumers experience when seeking to make sense of the category and its products and in particular media's role in framing discourse. Although previous research has sought to explore framing and perceptions of media narratives within the media more broadly (e.g. Mroz and Painter, 2023), our study seeks to explore specifically how tensions in the representation of health and sustainability in narratives considering beef's roles within society are addressed in media discourse.

Methods: This qualitative study employs frame analysis to identify, primary and secondary media framings, narrative tonalities, and advocate viewpoints to identify emerging discourse on beef's role in sustainable healthy diets. Frame analysis was chosen as it allows for exploration of media reporting, paying attention to broad organising themes, characters, actions and story elements to interrogate how narratives are constructed and developed (Bennet, 2002: 42). UK newspaper reporting from 2018-2023 was collected through Nexus using key search terms of "health*" & "beef" & "sustainable" & "diet". Following eligibility screening a total 246 articles were included for analysis. A frame analysis approach building on the protocol outlined by Di Gregorio et al. (2013) is employed to identify primary and secondary frames, including frame advocates, priorities and tonality.

Findings: Data analysis is ongoing, however preliminary findings suggest an evolving and nuanced discussion, which exposes tensions and discrepancies in current meanings and understanding of beef's future role as part of sustainable healthy diets. In particular, reporting addressing sustainability and health implications signpost regional variations in values and practices, conflicting ideological stances and responses to calls for sustainable food systems and tensions between desires to support local production, deliver balanced healthy consumer diets and meet sustainability goals with implication for the framing of messaging related to beef products.

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Young Men's Impression Management Through Dietary Behaviour

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Summary Statement

Meat and traditional conceptions of masculinity have been inextricably linked for centuries, while plant-based eating has conversely been viewed as unmasculine or feminine. Little is known, however, about how men may strategically utilise dietary behaviour as a form of impression management. Findings from this study's semi-structured interviews indicate that young British men may manage impressions by consuming meat and avoiding plant-based forms of eating.

Competitive Short Paper

Research regarding consumption stereotypes demonstrates that meat is regarded as an archetypically masculine food source (Herman et al., 2019). The basis for this consensus is thought to go some way toward explaining why men, globally, consume more meat than women, and why men typically prefer meat over all other food sources (Graça et al., 2015). Men's insatiable attachment to meat is problematic for a tripartite of reasons, namely concern around animal rights, threat to human health, and the environmental unsustainability of meat production (Rothgerber, 2013). In order to alleviate these detrimental outcomes, a shift toward plant-based eating has been recommended (Bogueva & Marinova, 2018). The identity-concerning nature of this dichotomous transition, of which simultaneously encompasses the forfeit of venerated masculine symbols for the adoption of those that are stigmatised as unmasculine or feminine, has been identified by scholars as a barrier to male dietary change (Adamczyk et al., 2023). Furthermore, there is indication within the broader mass of masculinities literature, that young men who experience a heightened sense of identity exploration and who gravitate toward risky lifestyle behaviours, may be less willing to make the change (Arnett, 2000; Tseole, 2022).

This study seeks to fill a gap concerning the absence of research investigating male dietary behaviour through the theoretical lenses of impression management and masculine capital (Herman et al., 2019). Researchers have theorised that some men may seek to control the impressions of oneself that they convey to others, in social interaction, through their dietary behaviour (Vartanian, 2015). One's masculine capital, that is the abstract reservoir containing the sum of a man's masculine competencies and traits, or lack thereof, is something perceived both by oneself and others, and has been shown to influence other harmful lifestyle behaviours adopted by young men such as alcohol consumption (de Visser & Smith, 2007). The study, therefore, employs a mixed-methods research design comprising semi-structured interviews and experimental surveys to reveal the latent mechanisms through which the impression management strategies of young, British men emerge through dietary behaviour. Interviews were selected in order to glean a more grounded insight into this under researched phenomenon (Bell et al., 2022). Given the nature of the research, experimental surveys are intended to circumvent any potential inherent validity issues that the interviews may pose (Holter, 2022).

Interview data indicate that most participants view masculinity in accordance with hegemonic doctrines, and that meat consumption may be utilised as a strategy through which to project a masculine impression, whereas plant-based eating detracts from it. The valence of impressions appears to sway men's perceived levels of masculine capital, consequently affecting dietary choices.

This study will extend our knowledge of masculine identity's influence on specific dietary attitudes and behaviours. The findings of this research are intended to draw attention to the need for masculine-friendly commercial and social marketing efforts in the realm of meat reduction and plant-based eating (Bogueva et al., 2017; Stanley et al., 2023).

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Exit the Fast Lane: Exploration of the Switch from Fast to Slow Fashion Using Autonetnography

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Summary Statement

This autonetnography explores a personal journey towards sustainable fashion consumption within an online community. Reflecting on nostalgia for creative reuse in her childhood versus subsequent overconsumption after immigration, introspective meaning-making reveals internal clashes between fashion as identity expression and sustainability aspirations. Discussions expose consumer misconceptions about textile waste and the selective use of sustainability attributes to justify purchases, highlighting the need for greater awareness and transparency.

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Contextual Ambidexterity and Innovation in the Australian Public Healthcare Services Sector: Survey Insights

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Summary Statement

Service organisations facing complexity and market expectations must efficiently exploit existing capabilities and remain flexible to constantly explore new opportunities. We examined the relationship between two organisational-level constructs, high-involvement work systems (HIWS) and contextual organisational ambidexterity (COA), with outcomes being dimensions of employee innovative behaviour (EIB) (i.e. initiation, promotion and implementation). The PLS-SEM results of 133 Australian public healthcare employees found HIWS, COA exploration influences plus a transformational leadership moderation effect.

Competitive Short Paper

Service organisations facing complexity and increased market expectations must efficiently exploit their existing capabilities and remain flexible to constantly explore new opportunities. This include performing such activities as developing new offerings, redesigning existing services and undertaking process modifications to successfully exploit value-creating opportunities for the organisation or other stakeholders to perform and survive in today's constantly changing environment. A major challenge posed by the need to pursue this complex task of both exploring and exploiting is that many organisations, particularly public service organisations, seem inclined to focus more on exploitative initiatives due to their higher chance of short-term success (Kuntz et al., 2023; Plimmer et al., 2017). However, studies of successful organisations that have survived indicate that these organisations simultaneously exploit and explore. This ability to simultaneously exploit existing capabilities (incremental innovation) and explore new capabilities (discontinuous innovation) is referred to as organisational ambidexterity (O'Reilly & Tushman, 2013).

However, there is a gap in understanding of the antecedents and consequences of contextual organisational ambidexterity (COA) and how it influences organisational and employee outcomes in the context of the Australian public healthcare services sector (Dixit & Sambasivan, 2018; Junni et al., 2015). Therefore, this paper examines the relationship between two organisational-level

constructs, high-involvement work systems (HIWS) and COA, with different dimensions of employee innovative behaviour (EIB) as individual-level constructs (i.e. initiation, promotion and implementation). The role of other organisational- and employee-level constructs – employee attitudes towards innovation (EAI), employee creative self-efficacy (ECSE) – was also studied, including the moderating effect of transformational leadership (TL).

A cross-sectional, self-administered online survey of Australian public healthcare employees (e.g., nurses, administrative staff) returned 133 usable responses. Measures were drawn from the literature. Age and role tenure were control variables.

The partial least squares structural equation modelling (PLS-SEM) SmartPLS results showed that HIWS positively influenced both exploitation and exploration COA aspects. Exploration-focused initiatives were found to drive EAI. However, exploitation-focused initiatives did not influence EAI. This finding should be interpreted considering the Australian public healthcare services sector's hierarchical and highly structured working environment. Next, EAI and ECSE both positively influenced all EIBs. The results also indicated that TL influenced the implementation stage of EIB. This finding is in line with prior research on the role of transformational leaders in bringing innovative ideas to life in the organisation. However, this research did not confirm TL's direct influence on the initiation and promotion EIB stages. TL moderated the relationship between EAI and ECSE. However, the other moderating effects were not deemed significant. Lastly, ECSE was found to partially mediate the relationship between EAI and EIB.

This study deepens understanding of COA and adds to the current understanding of how it translates into innovative behaviour of employees in a public-service (healthcare) context. Innovation is considered one of the most critical success factors in challenging knowledge-intensive service environments. Employees at all levels of the organisation can positively contribute to sustainable organisational success by challenging the outdated and unproductive organisational processes and procedures.

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Exploring Consumers' Interpretations and Reactions to Cultural Cues in Advertising

Tashania Harriott, Isha Sharma

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Summary Statement

A growing focus on diversity in advertising has spurred empirical studies examining the impact of diversity cues on consumer actions. There's limited evidence that ethnic representation directly leads to desired outcomes. This study employs Netnography to understand consumer responses to culturally diverse advertising. For example, one Instagram post featuring a Visa ad in a multicultural setting sparked debate on cultural representation. The research aims to offer insights for marketers seeking resonance with culturally diverse audiences.

Competitive Short Paper

Diversity in advertising has drawn increasing attention from scholars in the last two decades. Many empirical studies have assessed the efficacy of diversity in advertising with a focus on whether diversity cues within an ad, for example the use of cultural cues, correlate to desired actions (e.g., purchase intention) among a marketer's target audience (Zuniga, 2016). While some studies on cultural cues in advertising have found that minorities have heightened sensitivity to cultural cues in advertising (Grier & Brumbaugh, 1999), there is scant evidence that ethnic representation in advertising necessarily leads to desired marketing outcomes (Appiah, 2004). In fact, the tactic can have alienating effects on consumers who fall outside of the target audience (Grier & Brumbaugh, 1999). Indeed, when global brands use cultural cues in local marketing strategies, it can have negative effects on consumer's perceptions of the brand (Li et. al., 2020).

At a time when calls for inclusive advertising are gaining momentum (Viglia et al., 2023; Eisend et al., 2023), understanding consumers' interpretation and response construction to ads utilizing cultural symbols to appeal to their target audience is warranted. Using Netnography, this study aims to discern the underlying mechanisms that frame consumers' responses to culturally diverse advertising. Netnography is a nonobtrusive, naturalistic qualitative study which analyses online communities within social media platforms, with an attempt to gain insights into cultures and communities through communication media (Kozinets, 2006).

The research is currently at the proposal stage. The lead author is reviewing existing literature and identifying cases of online ads that use culture-specific cues to appeal to a target audience in a multicultural setting. In one notable example on Instagram, a local blog account with over 600,000 followers and almost 3,000 posts uploaded a video of a Visa ad in a Toronto bus shelter. The ad copy features a middle-aged black woman, smiling while holding a utensil inside a large pot with one hand and the pot lid with her other hand. The ad copy reads:

> **Send money to Mum in Jamaica faster than she can make ackee and saltfish.**
>
> Send money home to her bank account in 30 minutes or less using Visa Debit.
>
> Visa.ca/sendmoney

The post was uploaded on December 2, 2023, with the captions "Only in Toronto" and "Anyone know which intersection this is?" with several emojis denoting laughter and derision. The post garnered more than 92,000 likes and well over 1,000 comments as Instagram users debated whether the ad had missed the mark or was indeed representative of Jamaican culture.

At the time of attending the AM2024 Conference in July, I will be able to workshop thematic insights summarizing consumers' reactions to diversity in advertising from the netnography samples and present supplementary findings from in-depth interviews. This research will provide valuable insights to marketers in their quest to deliver advertisements that resonate with their target audiences, contribute to advertising research, and complement empirical studies exploring the efficacy of diversity in advertising.

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Marketing Outcomes Of Inspirational Messages

Vincent Mitchell

University of Sydney, Australia

Summary Statement

To show the value of inspiring consumers and what benefits it can bring, the paper describes three studies using correlational analysis, an experiment and a field study. Inspirational ads as well as digital banners and websites result in significant improvements for purchase intention, willingness to pay more, brand identification, as well as sharing behaviours, likelihood to recommend, liking vs competitors and monetary donations. Using inspiration more can deliver benefits for marketers and charities.

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Building Brand Authenticity in Digital Entrepreneurship

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National Chung Cheng University, Taiwan

Summary Statement

This study examines the concept of "brand authenticity" in the digital age with a particular emphasis on entrepreneurial startups. It aims to address gaps in the existing literature by exploring how new brands cultivate authenticity through digital media and the perceptions of consumers. To achieve this, in-depth interviews were conducted to gain insights into brand authenticity from both the suppliers' perspectives. The study contributes to marketing and entrepreneurship in the digital realm.

Competitive Short Paper

This study delves into the concept of "brand authenticity" within the context of digitalization, primarily focusing on entrepreneurial startups. Over the past two decades, the concept of authenticity has gained significant traction in marketing and psychology literature, emphasizing its importance in contemporary marketing strategies (Nunes et al., 2021; Södergren, 2021). Studies have explored various aspects of authenticity, such as its characteristics, functional, emotional, and moral dimensions, and its impact on customer trust, loyalty, and brand equity (Hernandez-Fernandez & Lewis, 2019; Kim & Bonn, 2016; Portal et al., 2018). However, there remains a lack of consensus on a common definition (Becker et al., 2019), necessitating a reevaluation of authenticity for consistency and broader understanding. This study aims to fill gaps in existing research by exploring brand authenticity from new perspectives. Firstly, it focuses on new brands created by entrepreneurs, especially in the digital realm, a relatively unexplored area. The rise of digital entrepreneurship has introduced new brands and business models (Giones & Brem, 2017); however, the development of brand authenticity through digital media remains under-researched. Second, while previous studies have primarily concentrated on physical goods, this study expands its scope to include services, social media influencers, and consumer perceptions of brand authenticity through advertising and brand storytelling.

A notable area of exploration is consumer authenticity seeking, introduced as a critical factor influencing the relationship between brand authenticity and outcomes (Bartsch et al., 2021). This study acknowledges the inconsistency in the conceptualization of brand authenticity across different studies, attributing it to contextually driven definitions. To address these gaps, this study focuses on understanding brand authenticity in the digitalization context, particularly for new startups and entrepreneurial companies. This research targets new startups within five years of their business, aiming to understand their perceptions of brand authenticity and how they reach customers digitally. This project explores the essence of brand authenticity for these startups, considering the growing importance of social media technologies in business commercialization and consumer interaction. It seeks to define an authentic brand strategy that differentiates startups from competitors. The research questions include understanding the definition of brand authenticity from both suppliers' and consumers' perspectives, identifying core elements of brand authenticity for new entrepreneurial brands, and determining how to measure these elements in the context of digitalization. This study endeavors to investigate the multifaceted concept of brand authenticity using a mixed-method approach that combines both qualitative and quantitative techniques. By employing this approach, the study seeks to achieve a comprehensive comprehension of the subject matter from the viewpoints of both suppliers and consumers while simultaneously acknowledging the distinct challenges faced by new brands in the process of establishing brand awareness and value. To accomplish this, the study conducted in-depth interviews with start-up executives and consumers, which served as a foundation for developing a preliminary discussion and scale. Ultimately, this project aims to provide a robust interpretation of brand authenticity in the digital age and make a significant contribution to marketing and entrepreneurship.

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Low-Income Consumers Coping Strategies to Tackle Resource Constraints and their Consequences: A Developing Country Perspective

Sohail Kamran[1], Outi Uusitalo[2], Saleem Ur Rahman[3]

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Summary Statement

 Drawing on low-income consumers, consumer vulnerability and coping strategies literature, this study explores the coping strategies devised by low-income consumers to tackle poverty and consequences of utilization of those strategies. The data analysis reveals that low-income consumers cope with their resources constrains by increasing resources, by decreasing expenses and by imagining. The coping strategies devised by low-income consumers to tackle their resource constraints sourced them different consequences.

Competitive Short Paper

Introduction: Half of the world population lives on low-income (Schoch et al., 2022). Poverty limits their access to basic goods and services and isolate them from consumer culture (Hill and Stephens, 1997). Studies related to low-income consumers of developing countries are scarce in marketing

(Reynoso et al., 2015). The limited research on low-income coping strategies they devise to tackle poverty (Ghanem, Nadia & Yacout, 2017; Hamilton & Catterall, 2008) has mostly ignored to comprehend their consequences. Understanding consequences of coping strategies (Hamilton & Catterall, 2008) methods and resources they utilize to tackle poverty can help marketers to serve the poor consumers well (Hammedi, Parkinson & Patricio, 2023; Sofo & Wicks, 2017). Drawing on low-income consumers, consumer vulnerability and coping strategies literature, this study explores the coping strategies devised by low-income consumers to tackle poverty and consequences of utilization of those strategies.

Methodology: Thirty semi-structured interviews were conducted with low-income consumers in 2022 (12 Females, 18 Males) in Pakistan where 77.5% of population lives on low-income (Haider, 2021). The data were analysed using thematic analysis technique which helped us identify, analyse and report the themes and subthemes in the dataset (Braun & Clarke, 2006).

Findings: The participants cope with resource constrains through various strategies which led to mixed consequences.

***1.Increasing Resources*:** The participants used personal, social, and market resources to enhance their income and resources which has mixed consequences for them. First, they used their personal time (e.g. overtime at job), resources (e.g. growing vegetables at home), and skills (e.g. using skills to do second job). Second, they used social networks and community resources to raise money, resources, and goods (e.g. obtaining loan; eatables and second-hand clothes). Third, they used market resources to combat poverty (e.g. selling personal belongings at bazar and taking loan from informal lenders). These behavioural coping strategies provided participants an opportunity to increase their means temporarily, and some degree of control in their lives. Meanwhile, utilizing such strategies also sourced them different kinds of detriment (e.g. embarrassment and stress).

***2.Reducing Expenses*:** Reducing personal, family, and social expenses in various ways were behavioural coping strategies that participants used to tackle poverty. This strategy helped in managing expenses within one's resources in some cases. It also resulted into consumers' withdrawal, escape and self-exclusion from consumption spheres and negative emotions, especially sadness and powerlessness.

***3.Imagining*:** The participants relied on emotional coping strategies, especially when circumstances became uncontrollable to them. These included praying to God for changing one's economic circumstances, dreaming, and fantasizing that things will improve automatically, expecting favours from the rich and powerful and expecting changes in the political system so that their financial vulnerability be mitigated. Sometimes these strategies involved negative feelings and thoughts such as thinking to commit suicide, and robbery to become rich. These passive strategies did not dissipate the participants' powerlessness and sourced negative consequences (e.g. helplessness)

Conclusions: The positive aspects of coping can be utilized by marketers to empower low-income consumers at the marketplace. The findings will be refined once this study is completed.

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Low-income Consumers and Basic Services: Discrimination, Coping and Consequences

Sohail Kamran[1], Outi Uusitalo[2], Saleem Ur Rahman[3]

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Summary Statement

Drawing on justice theory, previous research on low-income consumers, and transformative service research this study explores empirically how low-income consumers cope with marketplace discrimination and what are the consequences of their coping strategies. The participants experienced discrimination in allocation of resources, procedures, and interactions in various basic services settings. They tackled the marketplace discrimination through various proactive, reactive, and passive strategies which resulted into different positive and negative consequences.

Competitive Short Paper

Introduction: Marketplace discrimination involves a differential treatment of customers based on perceived group-level traits (Bennett & Daddario, 2015; Walsh, 2009). Low-income consumers encounter discrimination at marketplace (Fisk et al., 2016; Baker et al., 2005) but little research has addressed this issue, particularly in the developing countries setting (Reynoso et al., 2015; Gebauer & Reynoso, 2013). The findings from research on mainstream customers are inapplicable to low-income customers of developing countries. Therefore, research aiming at understanding consumers' views of discrimination could suggest paths to their wellbeing (Fisk et al., 2016; Reynoso, Valdés & Cabrera, 2015). Drawing on justice theory, previous research on low-income consumers, and transformative service research this study explores empirically how low-income consumers cope with marketplace discrimination and what are the consequences of their coping strategies.

Methodology: Thirty semi-structured interviews were conducted with low-income consumers in 2022 (12 Females, 18 Males) in Pakistan where 77.5% of population lives on low-income (Haider, 2021). The data were analysed using thematic analysis technique which helped us identify, analyse, and report the themes and subthemes in the dataset (Braun & Clarke, 2006).

Findings: The participants experienced discrimination in allocation of resources, procedures, and interactions in basic services settings. The following themes explain the coping strategies and their consequences that low-income consumers devise to tackle marketplace discrimination.

Proactive Strategies: The participants anticipated discrimination in various basic service settings (e.g., Banks, hospital, utilities, and schools) and formed proactive strategies to restore fairness in the service delivery process. The strategies included using social ties and social network resources (e.g. providing references of influential people to service personnels) and personal strategies before going to service facility (e.g., wearing nice dress to create an impression of affluence to service personnels). The proactive strategies mostly resulted into positive consequences.

Reactive Strategies: The participants also relied on reactive coping strategies to restore fairness in basic service delivery. Typical features of these strategies were, for example, giving bribery to get the service in appropriate manner, arguing, requesting, blaming system and service providers, and using

personally created tricks (e.g. lying, exaggerating, and threatening to take public action) to make service personnel behave in fair manner, among others. Such reactive strategies allowed participants to restore fairness in the service delivery process. In some cases, however, their powerlessness exacerbated, which sourced negative consequences.

Passive Strategies: The passive strategies were mainly associated to accepting the discrimination and unfairness in basic services. Participants utilized strategies such as praying God to transform the circumstances in their favour, compliance, avoiding using services, expecting government to do something for them, and not silence and not complaining to the service provider in the event of experiencing unfair treatment. Passive coping leads to negative consequences, such as embarrassment, feeling less than others, helplessness and argumentation and venting anger on family members.

Conclusions: The findings of this study will be refined once the study completes and will enable researchers to suggest path to enhance wellbeing of low-income consumers in various basic service settings.

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Impact Of The Chinese Government's Pharmaceutical Policy Reform On The Foreign Pharmaceutical Companies' Transformative Service (Re)Design And Delivery

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Coventry University, United Kingdom

Summary Statement

This research investigates the impact of China's pharmaceutical policy reform on the redesign and delivery of transformative services by foreign pharmaceutical companies. The study, employing qualitative methods, identifies challenges such as technology barriers, local protectionism, and marketization. Findings emphasize the significance of five social exchange elements in addressing these challenges. The research contributes theoretically by exploring these elements in a supply chain context and offers practical insights for stakeholders to navigate infrastructural and socioeconomic obstacles.

Competitive Short Paper

Impact Of The Chinese Government's Pharmaceutical Policy Reform On The Foreign Pharmaceutical Companies' Transformative Service (Re)Design And Delivery

Background of the issue/problem

Transformative services in medical industry include diverse practise fields, such as medicines, pharmacy, nursing, law, education, government, and other untapped disciplines (Anderson & Ostrom, 2015). The design and delivery of transformative service in pharmaceutical industry of China has been impeded by several infrastructural and socioeconomic challenges, such as, strict market

regulation (Liu & Racherla, 2019; Chen & Wang, 2020), bureaucracy in pharmaceutical industry (Sharma et al., 2020; Tao et al, 2020), challenges in globalization (Mossialos et al., 2016; Wang et al., 2020), less advanced innovative medicines (Xu et al., 2021) and logistics (Wang & Tang, 2021), as well as fragmented and overextended supply chain (Long et al., 2022). To overcome these issues, the Chinese government has reformed the pharmaceutical policy to provide the public with affordable, high-quality, and accessible medicines (Mossialos et al., 2016); however, the process of reform is very challenging for the second largest pharmaceutical market of the world (Jakovljevic et al., 2021). This research will primarily explore the infrastructural and socioeconomic challenges in (re)designing and delivering transformative services resulting from the policy reform, and how the foreign pharmaceutical companies can apply social exchange elements (Wu et al., 2014; Mandal, 2016)-namely trust, power, reciprocity, commitment, and reputation-in (re)designing and delivering the transformative services in response to the Chinese government's pharmaceutical policy reform.

Method

To address the research issue, this study adopts a qualitative research method, comprising two focus groups and fifty interviews. The participants are the stakeholders of the pharmaceutical supply chain (manufacturers, distributors, hospitals/pharmacies, and policymakers). Based on that, thematic analysis is applied with the support of NVivo.

Findings

Foreign pharmaceutical companies face key factors and challenges (technology, local protectionism, excessive marketization) that impact the redesign and delivery of transformative services, as a result of the policy reform, particularly in the domain of supply chain competence. Certain stakeholders, including manufacturers, distributors, and hospitals/pharmacies, prioritize preserving their respective strengths in supply chain competence rather than sharing or addressing certain supply chain deficiencies. These competences encompass sales and marketing, innovation, geopolitical handling, cooperation-competition trade-offs, distribution, and government support.

With regard to the (re)designing and delivering transformative services for foreign pharmaceutical companies due to the policy reform, the findings suggest social exchange elements contribute significantly. This includes exploring the innovative structure of power arrangements among stakeholders (balanced, imbalanced, mutual interventional), establishing higher-level reputation and trust, as well as considering factors such as reciprocity (information sharing, collaboration, network sharing, resource sharing) and commitment (Instrumental).

Contribution

The theoretical contributions lie on the social exchange elements within a supply chain context, capturing their identification/classification, importance, development, as well as levels in improving services. The practical implication provides the stakeholders (e.g., manufacturers), with key insights about the infrastructural and socioeconomic challenges, as well as suggestions about power arrangements, establishing higher-level reputation, trust, reciprocity and commitment for design and delivery of transformative services to deal with the challenges.

Fostering Resilience: Exploring the Impact of Conversations with Strangers on Societal Well-being Among Older Individuals

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Summary Statement

This study investigates the older peoples' experience in talking to strangers post-Covid-19. Rooted in agency and self-efficacy theory, it reveals nuanced patterns influenced by age and gender. Older participants (65+) display heightened willingness, spending more time conversing. Males exhibit greater confidence in navigating risks. Emphasizing acts of kindness, the study highlights how these interactions contribute to societal resilience among older people. Practical implications include tailored interventions to enhance well-being and foster societal resilience.

Competitive Short Paper

After the Covid-19 pandemic, many chatty schemes, promoting talking with strangers, emerged in an attempt to reboot social connections in communities and societies. This is because micro conversations with strangers can help improve individuals' well-being, alleviate feelings of loneliness and reduce social isolation. Nevertheless, there is limited research attention on talking to strangers. Existing studies tend look at one-off experiments of talking to strangers with younger people as participants, focusing on testing whether treating strangers as weak ties make them happier or discusses the psychological barriers that prevent people from talking to strangers. While research on this topic primarily focuses on short-term episodes with younger participants, neglecting the experiences of older individuals, this study aims to bridge the existing literature gap.

Older people often face social health challenges, including loneliness and isolation. With over 1 million people aged 65 and above reporting frequent loneliness, there's a pressing need to explore the benefits of talking to strangers in this demographic. Our study, rooted in agency and self-efficacy theory, investigates how, where, and why older individuals engage in conversations with strangers.

Conducting semi-structured interviews with 23 participants (age 50 to 88) involved in the Happy to Chat campaign, our findings reveal nuanced patterns influenced by age, gender, and self-efficacy types. Older participants (65+) are more willing to engage and spend more time conversing than their younger counterparts (50-64). Males exhibit greater confidence in navigating the risks associated with talking to strangers.

Benefits of these interactions extend beyond personal gains, as participants emphasise acts of kindness and their positive impact on self-esteem, happiness, and contentment. Importantly, our study introduces the resilience factor, highlighting how these interactions contribute to societal resilience among older people. By fostering connections and strengthening community bonds, talking to strangers emerges as a resilience-building strategy, promoting a sense of collective well-being.The study discusses the practical implications of these findings for policymakers and organisations supporting older individuals' well-being. It underscores the need for tailored training materials, conversation aids, and environmental enablers to enhance older people's confidence in enjoying conversations and navigating associated risks.

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Speeding down the market opportunity lane: The need for sensemaking

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Summary Statement

Although decision-making speed has received considerable attention along with its potential antecedents and outcomes (Baum & Wally, 2003), there are increasing concerns about the time compression diseconomies (TCD) it may suffer from. Our preliminary results demonstrate that both market exploration and exploitation do indeed suffer from TCD. Nonetheless, we find that sensemaking does enhance strategic decision-making speed, making rapid decision-making quite effective in seizing market growth opportunities.

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An Exploration of the Experiences of Modern Marketers: Skills Gaps, Mindset, and the Role of Career Stage

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Summary Statement

The findings of this study provide an insight into contemporary marketing from the perspective of the marketing practitioner. Findings also provide a more nuanced insight into current literature.

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Cognitive Challenges in Double Discount Processing: Unravelling Consumer Errors and Mitigating Strategies

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Summary Statement

Consumers often misinterpret a 40% + 40% discount as an 80% total reduction, although the actual discount rate is 64%, especially when attention is lacking or distractors are present. This study reveals that individuals with lower working memory, like older consumers, struggle with double discount calculations but show increased deal proneness. Mitigating this, presenting information on

multiple pages, or using proper background music offers insights into consumer pitfalls and interventions for computation accuracy.

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AI for Marketing: A Comparative Analysis of Marketers' Use or Intention to Use AI between South Africa and the UK.

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Summary Statement

Over the last five years, we have witnessed growing interest in the impact of artificial intelligence (AI) across various sectors and fields. The marketing literature delineates numerous uses and benefits that can be derived from AI technologies. This study seeks to explore and model the variables at play in the adoption and use of AI in marketing.

Competitive Short Paper

In today's dynamic and digitally driven business landscape, integrating Artificial Intelligence (AI) into marketing strategies has emerged as a transformative force with profound implications for organisations worldwide. AI, characterised by its ability to mimic human intelligence, analyse vast amounts of data and derive actionable insights (Bahrpeyma & Reichelt, 2022), is revolutionising traditional marketing paradigms by enabling enhanced personalisation, automation, and informed decision-making (Rosário & Dias, 2022). As AI technologies advance (Davenport et al., 2020; Vlačić et al., 2021), understanding how marketers use or intend to use AI and the factors influencing the use or intention to use AI becomes paramount.

The ascendancy of AI in marketing reflects a convergence of technological innovation and consumer demand for more personalised, relevant, and seamless brand interactions (Campbell et al., 2020; Vlačić et al., 2021; Pathak & Sharma, 2022). However, despite AI's immense potential, the successful integration of AI technologies within marketing functions is contingent upon marketers' acceptance of AI and innovativeness. Acceptance of AI is influenced by a complex interplay of individual, organisational, and contextual factors, making it a critical and multifaceted phenomenon that merits rigorous examination.

This study uses a comparative approach to uncover insights into contextual variations in AI adoption between South Africa and the United Kingdom. South Africa represents a dynamic emerging market characterised by its evolving technological landscape and distinct socio-cultural factors. On the other hand, the United Kingdom embodies a mature and tech-savvy environment where AI has already made significant inroads (Evans & Heimann, 2022). By comparing these two contexts, we aim to shed light on the role of socio-cultural, economic, and technological factors in shaping marketers' perceptions, attitudes and decisions related to AI adoption for marketing purposes.

This study aims to achieve the following objectives:

1. Explore marketers' current and future use of AI: Assess how AI is or can be integrated into marketing practices.
2. Examine the antecedents to marketers' adoption or intention to use AI technologies in their marketing strategies.
3. Identify potential divergences in AI adoption between the two selected countries, shedding light on cultural, economic, and technological factors that may contribute to such variations.

Most of the previous studies on AI in marketing have employed the [systematic] literature review (Campbell et al., 2020; Malthouse & Copulsky, 2023; Mariani et al., 2022; Ngai & Wu, 2022), bibliometric analyses (Han et al., 2021; Thakur & Kushwaha, 2023) or expert opinions (Huang & Rust, 2021; Wirtz & Pitardi, 2022). This study employs a sequential mixed methods approach to explore further and confirm theorisations and opinions about the use and benefits of AI in marketing. The study's first phase will be qualitative, where marketers from small to medium to large corporations will be interviewed. The purpose would be to elicit rich data about the use or intention to use AI, the antecedents thereof, and the challenges and benefits of AI in marketing. The second phase will quantitatively model the relationships among the identified variables. The study findings will provide organisations with evidence for making decisions about AI in marketing investments and usage.

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Impact of Virtual Influencers on Sustainability Promotion

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Summary Statement

This study explores the role of virtual influencers (VIs) in promoting sustainability, examining their emotional impact on audiences through the theory of emotional contagion. Analysing the effectiveness of VIs in sustainability marketing, the research highlights the potential of these digital personas in shaping consumer attitudes towards sustainability practices. It offers insights into leveraging VIs for sustainability campaigns, providing innovative strategies for digital marketing in the context of sustainable behaviour.

Competitive Short Paper

Companies are increasingly embracing virtual influencers (VIs) to navigate the digital marketing landscape (Mouritzen, Penttinen and Pedersen, 2023), to influence public attitudes towards sustainability (Jiang, Zheng and Luo, 2024). For example, Burberry in 2020 created AI avatars and virtual worlds to deepen customer engagement (Piercy, 2020). Similarly, United Colours of Benetton incorporated the VI, Noonoouri to promote their sustainable clothing line, in line with their sustainability initiatives (Jiang, Zheng and Luo, 2024). VIs, defined as digital characters linked to specific social media profiles and managed by individuals, agencies, or brands (Sands *et al.*, 2022), are gaining rapid adoption due to their advantages over human influencers (Mouritzen, Penttinen and Pedersen, 2023). With VIs, there is a decreased risk of brand reputation damage (Lee and Yuan, 2023). Additionally, endorsements through VIs can be more economical, and brands can utilise

these digital personas to engage with a range of environmental and social topics (Jiang, Zheng and Luo, 2024).

While VIs offer distinct advantages, there are some drawbacks. One significant issue is the discomfort consumers may feel when interacting with AI-driven communications (Kamoonpuri and Sengar, 2023). Nevertheless, highly anthropomorphic VIs are generally viewed as more capable and convincing, fostering stronger consumer relationships (Crolic *et al.*, 2021). It is suggested that the closer these digital entities resemble humans, the more consumers are inclined to interact with them (Chae, 2017). Yet, research on virtual influencers in the context of sustainability remains scarce. Some studies have examined the effectiveness of VIs endorsing eco-friendly products (Jiang, Zheng and Luo, 2024), while others have looked into the impact of virtual endorsers on corporate social responsibility (CSR) (Tian, *et al.*, 2023). However, these studies do not fully address how the emotions displayed by VIs influence followers' attitudes towards sustainability. Conversely, there is an abundance of scholarly work on the influence of human influencers on sustainable behaviour (Jalali and Khalid, 2019; Yıldırım, 2021; Johnstone and Lindh, 2022), but a notable gap persists in understanding the specific emotional impact of VIs. To address this gap, this study, therefore, aims to adopt the theory of emotional contagion (Hatfield, Cacioppo and Rapson, 1993).

Emotional contagion describes how emotions transfer from one entity to another through interaction (Morales and Fitzsimons, 2007), such that a person may adopt the emotional state of those they interact with (Liu, Zhang and Li, 2022). While research on influencer marketing often employs this theory (Lee and Theokary, 2021; Meng *et al.*, 2021; Kay *et al.*, 2023), it is sparingly used in studies of sustainable behaviour (Zorell, 2020) and digital domains like cryptocurrency vlogging (Meyer *et al.*, 2023). This study aims to extend the application of emotional contagion to VIs. To do this, a selection of influencers and their content on sustainability will be analysed for emotional cues. Using sentiment analysis, we will decode the audience's reactions. This research will focus on the phenomenon of emotional contagion from digital personas and will offer marketers strategies for harnessing the power of VIs in sustainability drives, potentially revolutionising the way sustainability is promoted.

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Consumer Backlash To Brand Activism

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Summary Statement

This paper investigates how the shared-responsibility myth shapes consumer backlash to brand activism in the context of climate change using the theoretical lens of responsibilisation and collects primary data via semi-structured in-depth interviews regarding individuals' opinions on brand activism and secondary data regarding the UK climate change policy. It is hoped that this research contributes to consumer responsibilisation, and helps brand managers understand consumer behaviour in the overlap of business and controversial issues.

Competitive Short Paper

Brand activism refers to an individual or corporate brand speaking for/against controversial socio-political issues (Bhagwat et al., 2020). Prior literature has explored how companies can engage and become authentic in brand activism at different levels, for example, how macroscopic changes bring branding opportunities (Moorman, 2020); how the congruence between brand values and controversial issues influences the authenticity of brand activism (Mirzaei et al., 2022); how the individuals' stands on controversial issues influence their perceptions of brand activism (Mukherjee & Althuizen, 2020). However, more research is needed to understand consumer backlash to brand activism because the negative response of consumers brings undesirable consequences to the company; theoretically, understanding consumer backlash to brand activism brings profound impacts on understanding the role of brand activism which can fuel existing controversies in the public (Ulver, 2021).

To expand such understanding, this research investigates how the shared responsibility myth shapes the consumer backlash to brand activism in the context of climate change using the theoretical lens of responsibilisation. Responsibilisation theorizes the epistemological consequences of the moralization of market accompanied by the economization of politics (Shamir, 2008). Situated in a hermeneutic tradition, this research conducts semi-structured in-depth interviews to gain an understanding of how and why consumer backlash to brand activism occurs and collects secondary data regarding the UK climate change policy to understand the research context. Data analysis begins by identifying the first-order code through an open coding process of the core dynamics concept of the data. Next, we engaged in axial coding to find the relationships between first-order concepts and to collapse them into second-order codes (Corbin & Strauss, 2008). Through an iterative process of comparison, the second-order codes are categorised into labels, and in the last step, we categorize labels into dimensions (Belk et al., 2012).

Findings show that the shared responsibility myth shapes consumer backlash by encouraging individuals to speak out the controversial approach from companies to climate change. This myth originally from neoliberalism mediating the contradiction between liberalism and democracy (Amable, 2011) is envisaged in the policy to facilitate social entities' participation in the Net Zero goal so that both companies and individuals are mobilised to develop an understanding of environmental ethics to govern themselves. Such self-governance of individuals measures brand activism practices and guides individuals' responses (backlash) to brand activism, whose interventions reversely augment the conflicts in climate change and render the eco-friendly become meaningless to individuals.

This research brings theoretical implications to the responsibilisation by indicating a process of consumer responsibilisation. Findings suggest that consumer responsibilisation not only transforms individuals into responsible subjects as part of the moralistic governance (Giesler & Veresiu, 2014), but also creates consumer backlash to brand activism, where individuals take responsibilities for shaping the company's behaviour. The practical implication is that this research sheds light on understanding consumer behaviour in the overlap of business and controversial issues. Rather than separately viewing consumers and brands, the finding indicates social consciousness of individuals plays a significant role in deciding consumer responses to companies' behaviour.

How is AI Shaping Brand Engagement and Autonomy in the Customer Decision Making Process

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Summary Statement

Today brands are forced to integrate digital technologies, such as AI, into their strategies to remain competitive and connect with customers, without understanding the implications. Customers are exposed to digital technologies without awareness of the ways in which this is impacting their level of autonomy in the decision making process, safety and well-being. Using customer input, we develop guidelines for ethical data-driven marketing strategies and propose a framework that focuses on cultivating brand-customer engagement and trust.

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Being Real? The Relationship Between Authenticity, Life Satisfaction, and Online Self-Presentation

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Summary Statement

Understanding the relationship between authenticity, life satisfaction, and self-presentation in social networking sites (SNSs)

Competitive Short Paper

Abstract-The use of social networking sites (SNSs) has grown exponentially during the last decade. SNSs are online platforms where people form relationships and social groups to enhance their sense of belonging. Today, marketers are increasingly turning to SNSs to communicate with consumers. However, a critical aspect of social media marketing is authenticity. Authenticity, the quality of being real or true, is an essential concept to human existence and therefore relevant to consumption. Authenticity has become an integral element of branding and advertising. Most consumers consider authenticity important when deciding between brands. Authentic content fosters genuine communications and engagement on SNSs. Consequently, Facebook have included an entry for authenticity in their community standards arguing that authenticity creates a better environment for sharing, and that they do not want their users to misrepresent themselves. Despite the significance of authenticity to consumption, the relationship between authenticity and technology is limited and little is known about how authenticity relates to online self-presentation. This is important as the online world affords users the flexibility to choose how to present themselves online to maintain positive interactions.

The self-concept shapes how people see themselves and interact with others; it refers to the beliefs and evaluations that people hold about themselves. Self-concept evolves with developmental stages. Adolescents tend to have a less stable sense of self, which may prompt them to experiment with different types of online self-presentations. However, having a stable self is important for one's wellbeing. Studies have found that issues such as low self-esteem, narcissism, loneliness, and lack of social support are related to presenting an idealized version of the online self. To address the gap in literature, this study explores the relationships between authenticity, life satisfaction, and online self-presentation. Data were obtained from a convenience sample of 130 young adult users of SNSs and analysed through correlation and hierarchical regression. Overall, the results showed significant correlations between authenticity, life satisfaction, and online self-presentation. Authentic living can predict an online self-presentation that is consistent with one's offline self, regardless of life satisfaction or age. However, experiencing self-alienation and lower life satisfaction can predict idealized versions of online self-presentation, particularly for younger users.

This exploratory study makes four key contributions to online consumer behaviour. First, it brings to light the key role of authenticity in explaining different online self-presentations. Second, it contributes to our understanding of self, by showing that people who have a stable sense of self offline tend to carry their true self to the online context, while those who feel self-alienated offline tend to present an ideal self or experiment with various self-presentations. Third, it shows that life satisfaction and age are useful in predicting idealized online self-presentations. In support of the developmental nature of self-concept, younger users who may still feel they do not know themselves and appear less satisfied with life tend to use different personas online. Last, it encourages SNSs to promote authenticity for a more genuine and safer digital experience for users and increase social media marketing credibility.

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"I will return it after I use it (or break it)": examining moral disengagement contingencies in unethical online returns

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Summary Statement

Online sales suffer from higher return rates than when physical store sales. Alarmingly, 10.6% of online purchase returns are deemed fraudulent. This paper focuses on the role of moral disengagement in unethical deshopping behaviour, which we find to be amplified by the individual's prior experience, greed, obsession with shopping and dark triad personality traits. However, we also find that higher levels of honesty attenuate the effect of moral disengagement.

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'Betwixt and Between' the Football Pitch: Liminality in the FIFA World Cup 2022 in Qatar - A CCT Perspective

Sara Al-Lawati, Keith Pyper

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Summary Statement

We explore the prevalence of liminality among Qatari residents during the 2022 FIFA World Cup, using a consumer culture theory perspective. The findings suggest that all three phases of liminality (separation, liminality, and reincorporation) impacted consumption patterns. Culture was shown to play a significant role in the way residents portrayed themselves and consumed products and services during the World Cup. Finally, the reincorporation stage left residents feeling 'transformed', however, this impact varied among participants.

Competitive Short Paper

Liminality is a transitional phase characterised by a feeling of ambiguity and in-betweenness, it is "the state of being betwixt and between" (Belk, 2023, p.167). Traditional thinking is that liminality consists of three rites of passage: separation, liminality, and re-incorporation (Van Gennep, 1960). The study of liminality plays a significant role in contemporary consumer research due to its ability to alter consumption patterns in unexpected ways (Darveau and Cheikh-Ammar, 2021). Mega Sporting Events (MSEs) such as the FIFA World Cup are inherently international in scope and bring changes in the host country (Kaplanidou et al., 2016). Extraordinary consumption experiences are hedonic transformative events (Arnould and Price, 1993) that can shift consumers into a state of liminality. Our study draws upon Consumer Culture Theory (CCT) (c.f. Arnould and Thompson, 2005) to address a gap within the literature regarding the application of CCT in a MSE context. The setting adopted is the Qatar 2022 FIFA World Cup – a previously unexplored contextual setting as no other MSE has been hosted in the Middle East. As a collectivist society, "Qatar is at an important juncture in shifting its growth model from one that is led by the state to a more dynamic and market-oriented one driven by the private sector" (IMF, 2023, p.1). This reinforces the unique setting for our study to explore the ways consumption patterns changed for Qatari residents during the liminal phase of the 2022 World Cup.

Given the lack of prior research, we adopted an interpretivist perspective to gain understanding of the lived realities of consumers (Belk et al., 2013). The empirical research thus consisted of ten in-depth, semi-structured interviews with Qatari residents across a mix of professions and genders. Interviews were conducted online, as participants were based in Qatar during data collection.

The findings suggest that the consumption patterns of Qatari residents were impacted through each stage of liminality. At the separation stage, residents began to relinquish past habits and adopt new consumption patterns. For instance, individuals installed safety measures in their homes to alleviate World Cup-related security concerns. The liminal phase of the World Cup was exacerbated due to the drastic changes in Qatar's atmosphere, allowing individuals to transcend the boundaries of normal life. This manifested in changed consumption patterns, such as the use of public transportation and increased socialisation and participation in events. Resonating with prior work conducted in the field (e.g. Peñaloza, 2001; Steenkamp, 2019) we found culture plays a significant role in Qatari consumption patterns, showcasing the co-creation process between culture and the marketplace. Additionally, consumer identities were constantly being re-evaluated during liminality to balance out cultural influences with the realities of staging the World Cup. Moreover, the liminal

phase engendered "Communitas" – a strong sense of community between the residents and tourists (Turner, 1969). Feelings of transformation were common at the reincorporation stage. Respondents belonging to the migrant population in Qatar; however, described a continued sense of uncertainty due to the constant redevelopments in Qatar, also dubbed Chronic Consumer Liminality (CCL) (Mimoun et al., 2022).

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Making sense of elusive data: Navigating the immaterial of our ethnographic fieldwork

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Summary Statement

The 'corporeal turn' and the adoption of arts-based research have done wonders to broaden our methodological horizons. Yet we continue to gravitate toward conventional, humanist forms of data without fully questioning what counts as 'data', 'a subject', or the 'field'. In prioritising an anthropocentric view and an anthropology of the senses, we risk overlooking more elusive and 'imminent' forms of data that are inherent felt yet harder to capture with our current qualitative methods.

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The role of Phoebe Buffay in the Sustainable Transition: A Deconstructionist Analysis of Sustainable Consumer Stereotyping in TV Series characters

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Summary Statement

Through a literary deconstructionist analysis, this paper explores how TV series, particularly through character construction, contribute to the stereotyping process around sustainable consumption behaviours. Using Friends and the character of Phoebe Buffay, the study reveals the mechanisms of repetition in the text that contribute to constructing characters in TV series. These are reproduction, layering, and evolution. Finally, we discuss possible insights about the role of fiction in shaping social and sometimes stereotypical representations.

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Creating a sustainable story – the case of bio-based material innovations in the fashion context

Chris Kinally, Claudia Henninger, Robert Field, Jane Wood, Alejandro Gallego Schmid, Laura Pottinger, Jenna Ashton, Christopher Blanford, Suneel Kunamaneni

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Summary Statement

This research focuses on communicating sustainability messages in a creative manner using the example of a football jersey.

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From Canvas To Boardroom: Reflective Insights On Painting As A Teaching Tool For Business Education

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Summary Statement

This conceptual paper explores the innovative use and effectiveness of painting in teaching teamwork competencies. Drawing on a 2022 reflective exercise where business students engaged in a collaborative painting activity, it highlights the practical applications of art-based learning in developing skills such as observation, empathy, and resilience. The activity demonstrated painting's unique ability to foster key business skills, including meticulousness and collaboration, illustrating its potential as a novel pedagogical tool in business education.

Competitive Short Paper

This conceptual paper explores the unorthodox integration of painting, traditionally an art discipline, as a medium for imparting professional competencies such as teamwork. Drawing on observations recorded in a reflection journal during a painting activity conducted in 2022, this reflective inquiry elucidates the potential for painting as a novel pedagogical tool in business education.

Art-based learning is increasingly recognised as an effective experiential method that teaches observation, diagnostic skills, empathy, and resilience (Meltzer & Schwencke, 2020; Sutherland, 2012). Painting stands out as a viable medium due to its hands-on approach by cultivating pertinent business skills including patience, meticulousness, and self-identity exploration (Howey, 2014; Tandirli, 2012). Collaborative painting can foster camaraderie, by requiring communication and coordination among participants to create a cohesive piece, highlighting collaboration, and shared problem-solving (Finn, 2018). Studies link teamwork with performance, innovation, and employee satisfaction by fostering a culture of collective achievement and organisational productivity (Černevičiūtė & Strazdas, 2018; Mesmer-Magnus et al., 2017; Muli et al., 2023; Salas et al., 2018).

In the observed activity on March 2022, thirty students from the Bachelor of Business Administration programme participated in a 1.25-hour collaborative painting activity as part of their Organisational Behaviour module at a university in Vancouver, B.C. To illustrate team theories, students divided into six teams and self-assigned Belbin's roles (Belbin & Brown, 2022), before replicating a specific segment of a larger artwork on A3-sized canvases using basic art materials. The task required

precision in colour mixing, time management and stylistic consistency with multiple checkpoints to facilitate inter-team communication, ensuring alignment with other canvases. The activity culminated with the assembly of all canvases into a cohesive final artwork, and a debriefing discussion session.

The activity offered vivid personal insights into the nuances of collaborative work. One student from Team #3 assumed Belbin's 'Resource Investigator' role, and actively sought creative solutions for colour-mixing, enabling the vibrancy and accuracy of their canvas. Conversely, role overlap in Team #5 led to stylistic inconsistencies, highlighting the complexities of role delegation. Team #2 observed that their choice of brushstrokes and colour application was influenced by one member's non-verbal cues, reflecting the subtleties of unspoken cues in teamwork. Team #1 also observed a regression from 'storming' back to 'forming' stage due to conflicts over artistic choices which facilitated by the painting process, offered a clear manifestation of Tuckman's theory in action (Donald & Carter, 2020). During the final assembly of the collective artwork, Teams #4 and #6 also acknowledged that their infrequent communications led to slightly mismatched colour tones, demonstrating the challenges of inter-team collaboration.

Reflective inquiry brings qualitative depth to understanding unique educational practices (Lamb, 2013; Manfra, 2019). While insights were drawn from a limited context, this inquiry reveals the potential prospect of utilizing painting as a practical intermediary to illustrate complex organisational behaviours in a creative manner. As such, this opens future avenues for broadened application in the pursuit of teaching occupational competencies beyond teamwork.

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Are we going in circles? The role of policy in implementing a circular economy in the fashion industry

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Summary Statement

This research is part of a funded project and looks at policy implications on circular economy practices within the fashion industry.

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Representations of moneylenders in literature, film, and TV.

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Summary Statement

From Shakespeare's Shylock to Tony Soprano in his namesake TV series, moneylenders are some of popular culture's favourite villain figures. Drawing on Social Learning Theory (Bandura, 1969) and the Balance Model of Product Placement Effects (Russell & Stern, 2006), the study explores how representations of moneylenders (e.g. bankers, bailiffs, loan sharks) and their practices in media affect the perceptions and behaviour of consumers with varying levels of borrowing experience.

Competitive Short Paper

From Shakespeare's Shylock to Tony Soprano in the popular TV series, moneylenders have been popular culture's favourite villain figures. Drawing on Social Learning Theory (Bandura, 1969) and the Balance Model of Product Placement Effects (Russell & Stern, 2006), the study explores how representations of moneylenders (e.g. bankers, bailiffs, loan sharks) and their practices in media affect the perceptions and behaviour of consumers with varying levels of borrowing experience.

Using a multi-stage qualitative approach to understand this further, the researchers:

1. Collected data through public crowdsourcing and online databases to identify moneylending characters in the media.
2. Analysed over 150 of the identified media sources including written text e.g., novels, scripts, and imagery e.g. film and tv recordings, and literature illustrations, to reveal insights into representations of the industry and its procedures. This focused on observing money lending characters in main roles, or important sub-character roles, specifically focusing on character appearance, persona, language, activities, and role within the plot.
3. Applied a reflexive thematic analysis (Braun & Clarke, 2019) of 25 depth interviews with consumers with varying levels of experience with moneylenders to explore how they understood and interpreted these representations.

The analysis of the identified media sources revealed that most depictions of moneylenders are negative; exaggerated for plot interest. Following a systematic analysis of the media, four broad themes describing the representations of moneylenders were identified: Immorality, intelligence, violence, and the grotesque. These themes can influence how consumers view the moneylending industry.

The interviews however, revealed a gap in consumer perceptions regarding these themes, depending on the level of real-life experience they have with moneylenders. Although respondents recognise the stigma around the moneylending industry created by its media representations, consumers with no borrowing experience are more likely to perceive these representations as realistic, compared to consumers with some experience, who acknowledge that moneylending is misrepresented in the media. Interestingly, this stigma can lead to consumers that could possibly benefit from useful financial services to avoid them, either due to fear or concerns over stigmatisation by association. On the other hand, this misrepresentation of moneylenders as villains can offer a false sense of security to borrowers, who realise that the moneylenders do not necessarily satisfy the four key criteria identified in the movies, ignoring however the real dangers of indebtedness. Additionally, this misrepresentation provides a "justification" of debt – even in cases where this is due to financial management issues – helping indebted consumers to neutralise negative feelings and (self-)blame by shifting the blame to the moneylenders, using them as scapegoats for their financial mishappenings, amplifying as such their villainous public image.

Given the widespread portrayal of moneylenders as villains, consumers develop a negative perception of these services, which impacts how they interact with moneylender and consumer's that associate with lenders. This can lead to fear and avoidance of inexperienced consumers but also mismanagement and neutralisation of negative emotions and blame for indebted consumers who have used these services, which can negatively affect their (financial and personal) empowerment and wellbeing.

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How Meritocratic Beliefs Shape The Relationships Between Gender And Valuing Empowerment On Choosing Women-Owned

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Summary Statement

This research examines how these two value systems – valuing empowerment and valuing meritocracy – interact and affect the relationship between gender and consumers' choice of women-owned.

Competitive Short Paper

The women-owned label indicates that the offering or business is owned and operated by one or more women. Recently, opportunities to be labeled as women-owned have increased as retailers, platforms, and industry associations have launched new initiatives to introduce the label, enable searching for women-owned businesses, or feature women-owned products. These efforts aim to increase awareness, support, and consumer purchases from women-owned businesses.

Consumer purchasing decisions are increasingly influenced by business ownership. The women-owned label aims to increase consumer support for women-owned businesses by specifically drawing attention to the fact that they are owned by women. This label has been described as an opportunity to leverage purchasing power to support entrepreneurs who have historically had few opportunities. Socially conscious consumers, especially women, are considered crucial in increasing purchases from women-owned businesses.

While a consumer's values alignment toward empowerment (e.g., the extent they hold values to empower women) is likely to lead them to choose women-owned, these values may conflict if they believe in meritocracy (e.g., a social system where success is based on an individual's capabilities). In a meritocracy, only relevant inputs, like abilities, should be considered, and irrelevant factors, like gender, should be ignored. This research examines how these two value systems – valuing empowerment and valuing meritocracy – interact and affect the relationship between gender and consumers' choice of women-owned.

Participants (N = 194) were recruited on MTurk to complete an incentive-compatible choice study. Using the PROCESS macro, we first examined the indirect effect of values alignment (M) between

gender (X) and the choice of women-owned (Y) (mediation analysis, 10,000 resamples, Model 4). Second, we examined the moderating role of meritocratic beliefs (W) on the relationship between gender (X), values alignment (M), and choice of women-owned (Y) (moderated mediation, 10,000 resamples, Model 58)

The mediation analysis revealed that in the context of the women-owned label, women react to cues in the marketplace. Women want to empower women. Women, relative to men, more strongly value supporting women financially, and this greater values alignment, in turn, leads to increased choice of women-owned businesses. However, the extent to which individuals value meritocracy significantly affects this relationship. Strong belief in meritocracy diminishes both the relationships between gender, values alignment, and choice of women-owned. Specifically, there was a significant negative interaction of meritocracy on both the gender-to-values alignment pathway and the values alignment-to-choice pathway. Further, the indirect effect of values alignment is significant at low and medium levels of belief in meritocracy but becomes no longer significant when meritocratic beliefs are strongly endorsed. The findings suggest that women's desire to empower women is stronger when they believe that being a woman hurts one's ability to get ahead (limited belief in meritocracy), but this tendency for women to empower women is overruled as societal emphasis on merit increases.

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Customer Dissimilarity in Customer-to-Customer Interactions: A Conundrum?

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Summary Statement

Customer-to-customer interactions (CCI) can either enhance or harm customers' satisfaction. To this end, extant literature repeatedly recommended that firms should only attract homogeneous (similar) customers. This approach is not only unethical, but also economically unfeasible in many situations. Against this background, this research adapts Systematic Literature Review methodology to advance our understanding on how and when dissimilar CCI can be encouraged, nurtured, and effectively managed rather than just evading it.

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Enhancing Smoking reduction with AI Chatbots: A User Experience Perspective

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Summary Statement

Artificial intelligence chatbots have emerged as a promising support avenue in promoting behaviour change. Chatbots are computer programs designed to answer questions, give information, or provide customer service through vocal or text-based conversations to human end users. Considering the high prevalence of smoking among young adults in the UK, this paper aims to understand the use of chatbots in smoking reduction interventions from the user's perspective. Qualitative and quantitative approaches are to be used.

Competitive Short Paper

Enhancing Smoking reduction with AI Chatbots: A User Experience Perspective

Introduction and Background

Smoking tobacco is one of the gravest public health threats the world has ever faced.   It is a risk factor for cancer, respiratory disease, cerebral vascular disease, and other chronic diseases (WHO, 2023). According to the World Health Organisation (2023), tobacco-related deaths globally surpass 8 million annually; this includes 7 million fatalities directly linked to tobacco usage and an additional 1.3 million deaths resulting from exposure to second-hand smoke. In the UK smoking is most prevalent among the 25 to 34 year old age group (Office for National Statistics, 2023).

WHO Framework Convention on Tobacco Control (WHO FCTC) was, developed and adopted by members in 2003 to address the tobacco consumption crisis (WHO, 2023). This framework calls for tobacco smoke protection, a restriction on tobacco advertising, a prohibition on tobacco sales to minors, and the inclusion of health warnings on tobacco packaging. Artificial intelligence (AI) chatbots, or conversational agents, have emerged as a promising avenue to reduce tobacco smoking. Chatbots are computer programs designed to answer questions, give information, or provide customer service through vocal or text-based conversations (Adam et al., 2021). Chatbots can be integrated into mobile apps or on websites to provide instant communication and act as persuasive behaviour change agents (Tussyadiah & Miller, 2019).The anonymity provided by chatbots is a significant advantage for young adults, especially when dealing with sensitive issues like smoking addiction (Brown et al., 2023).

Given the growing number of AI chatbot users, the tool's continued use will be determined by the quality of the user experience (Nguyen et al., 2021). Different chatbot interventions have been examined; for instance, Brown et al. (2023) found that motivational interviewing (MI) chatbots significantly increased smokers' confidence. However, He et al. (2022) found that MI chatbots were not more effective than neutral chatbots.

Although recent research acknowledges the potential of chatbots as an additional option to support smoking cessation, there is a dearth of knowledge on how user experience factors affect chatbot continuance usage and smoking reduction. This paper draws from the technology adoption model (TAM) and the information system success model (ISSM) to investigate how chatbot experiential factors drive continuance usage and smoking cessation among young adults in UK.

Research Questions

- What is the influence of information quality and user satisfaction on the sustained use of AI chatbots for smoking reduction among young adults?

- What are the effects of system quality on the sustained use of AI chatbots for smoking reduction?

- How effective are the AI chatbots in reducing tobacco smoking among young adults?

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The impact of customer analytics capability on retail customers

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Summary Statement

The purpose of this study is to validate the effects of a customer analytics capability in the retail aspect.

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Meta-systematic Review of Base of the pyramid: Is Innovation a Missing Link?

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Summary Statement

Innovation is a key mechanism through which corporates can engage with societal issues including the SDGs, especially at the BoP. Therefore, we conduct a meta-systematic review of 15 BoP SLRs published in the ABDC Journal Quality List (JQL) ranked "A*" or "A" during the period 2002-2023 to determine what has been done, what needs to be done, and what can be done in the space of innovation and the BoP.

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The Influence of Date Labelling on Consumers of Cosmetics

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Summary Statement

The aim here is to test relationships between date labelling, brand type and image, and perceived risk in the marketing of cosmetics. Using a 2x2 between-subjects experimental design, the effects of Period After Opening (PAO) and brand type (science based vs natural ingredients) were tested for a cosmetics product. PAO acted as a marketing signal positively influencing purchase intention, irrespective of brand type. Moderation and mediation effects are demonstrated involving brand image and perceived risk.

Competitive Short Paper

Introduction

While many effects of food expiry date are known, little work exists on cosmetics (Nicoli & Calligaris, 2018; Wang et al., 2022). Using expired cosmetics threatens consumer health (Ng et al., 2016; Bashir & Lambert, 2020). Prior work has demonstrated the potential relevance of perceived risk and both product type and brand image in how consumers can treat Period After Opening (PAO) of a cosmetic product as a marketing signal as well as a piece of information (Kirmani & Rao, 2000; Davies et al., 2018; Wang et al., 2022; Lee & Kwon, 2022).

Method

A 2x2 between-subjects experimental design was adopted: PAO (3 vs 36 months) and Brand Type (science-based vs natural) were manipulated for a fictitious foundation product. The expiry dates represent those used in the marketplace and the two types of product are the dominant positionings in the cosmetics market. 80 UK female cosmetics users were recruited online and randomly assigned to one of the four experimental conditions. Other variables measured included: age, marital status, product/brand imagery (Davies et al., 2018), perceived risk from using expired cosmetics (Wang et al., 2022) and purchase intention.

Results

A two-way ANOVA revealed strong support for the hypothesis that a longer PAO increases purchase intention (PI), irrespective of brand type. A longer PAO also increased product/brand associations (measured as warmth, competence and status) which mediated the influence of PAO on PI. Contrary to prior work (Cuddy et al., 2013) warmth did not have the strongest influence on PI. Further analysis using the Process macro (Hayes, 2013) model 3 found an interesting explanation, whereby the relationship between warmth and PI is moderated by PAO and perceived risk (psychological, financial, environmental risk). Specifically, when risk from using expired cosmetics is high, warmth compensates for a short PAO; when risk is low, warmth only benefits high PAO. Marital status proved to be a significant control variable.

Discussion

This study provides empirical evidence that PAO acts as a marketing signal influencing consumer behaviour in cosmetics. Participants preferred a longer PAO, irrespective of brand type (either science-based or natural cosmetics). The moderating effect indicates that: when the perceived risk is seen as high, marketers need to promote a high warm image (e.g. more honest, trustworthy, socially responsible) to compensate for when the PAO is short; when risk is seen as low, there is no

benefit from a long PAO unless the brand is seen as warm. A high PAO plus a warm brand image gives a positive PI. Additionally, marital status influenced findings, those perceiving high psychological risk were more likely to be in long-term relationships rather than married. This aligns with research on mate attraction motivations for cosmetics use (Mafra et al., 2020). Limitation includes a small sample size. Further research should investigate using other product categories and cultures.

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AI-Enabled Chatbot Customer Experiences in Religious Tourism: A Conceptual Model

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Summary Statement

Our paper introduces the 'AI-Enhanced Customer Journey Model in Religious Tourism' to explore the influence of AI-Enabled conversational agents (AICA) – i.e., chatbots – on tourists' customer journeys within the context of religious tourism. Adopting a view of the journey, our model uses S-O-R theory to show chatbots as key stimuli shaping tourists' cognitive, emotional states and responses. This aims to understand chatbots' holistic impact, contributing to better grasp of their potential to enrich religious tourism journey.

Competitive Short Paper

1. Introduction

Religious tourism faces unprecedented challenges in managing customer experiences (Kim & So, 2022). Marketers must navigate the challenge of crafting personalised, adaptable experiences in response to tourists' evolving expectations for unique, locally-flavoured trips (Godovykh & Tasci, 2020). These complexities are further pronounced in religious tourism, where faith, culture and technology's intersection add another layer of intricacy (Lin, 2023). The rapid expansion and integration of channels/media have created a network of digital touchpoints that complicate the customer-journey experience (He & Zhang, 2023; Tueanrat et al., 2021). This is exemplified by the growing adoption of AI-Enabled Conversational Agents (AICA), i.e., 'chatbots' or 'virtual assistants' (Zhang et al., 2021).

AICAs potentially offer hyper-personalised tourist experiences, reshaping users' travel-industry interactions (Orden-Mejia & Huertas, 2022). However, this is contingent upon thoroughly understanding tourists' attitudes, beliefs and intentions towards adopting AI innovations (Blut et al., 2022; Tussyadiah et al., 2018). Therefore, it is crucial to identify and analyse the drivers and barriers shaping tourists' perceptions of AICAs across the religious-tourism customer journey.

Whilst AICA research has explored direct interactions during the encounter stage, a comprehensive view of the entire customer journey has been neglected (Chaturvedi et al., 2023; Kim & So, 2022). These phases, where AI significantly shapes expectations and aids in pre-, during and post-travel

reflection, are critical for fully understanding AICAs' tourist-experience-enhancing role (Hollebeek et al., 2020). This gap calls for an expanded examination of AICAs' impact across the entire tourist journey, from sparking initial interest to creating lasting memories (Chaturvedi et al., 2023). This paper presents a conceptual model as a step towards improved understanding of this area.

2. Literature Review

Understanding tourist journeys is pertinent for grasping the full range of experiences and interactions – from initial planning to post-trip reflection – to create memorable journeys (Shen et al., 2020; Yachin, 2018). This paper integrates the Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974) with the Customer Journey Model (Lemon & Verhoef, 2016) to understand the customer journey. Tourist perceptions involve the interplay of stimuli (AICA interactions) that influence tourists' cognitive states (e.g., perceived intelligence, perceived ease of use) and emotional states (e.g., frustration, enjoyment) (organism), which then affect their responses in the form of behaviours, from pre-purchase to post-consumption, such as spiritual well-being and continuance use intentions (Husemann & Eckhardt, 2019; Kim et al., 2020; Nieves-Pavón et al., 2023).

3. Conclusion and Next Steps

Our conceptual model broadens the scope and deepens the insight into how AICAs interact with and influence various facets of the religious-tourist's journey. This approach is valuable (Shin et al., 2001) in enabling a comprehensive analysis of the customer experience with AICAs that have been overlooked in previous research (Kim & So, 2022).

Our next steps will employ a mixed-methods approach. Qualitative interviews will delve into religious tourists' AICA perceptions and interactions. These insights will inform a subsequent quantitative survey that assesses the influence of AICA perceptions on tourist behaviours. The expected findings will pave the way for theoretical and practical implications and future research.

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Resource Orchestration in E-Commerce: Navigating Digital Disruption and Decline

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Summary Statement

This study applies resource orchestration theory to e-commerce firms experiencing digital disruption and decline, introducing a new process model that emphasizes reusability and rebridging of resources. Focusing on declining-stage firms, particularly in the context of China's e-commerce sector, it extends the theory's applicability and provides insights into adaptation strategies amid digital challenges. This research fills a significant gap in existing literature and offers practical implications for businesses in disruptive environments.

Competitive Short Paper

Resource orchestration theory, as articulated by Sirmon et al. (2011), addresses a previously underexplored aspect of Barney's (1991) resource-based view. It emphasizes the development and leveraging of strategic resources to create competitive advantages, focusing on processes such as structuring, bundling, and leveraging. This theory posits that the effective management of strategic resources is key to gaining a competitive edge, with its significance varying across different stages of a firm's lifecycle, including start-up, growth, maturity, and decline.

Several scholars have explored resource orchestration theory in different stages separately, such as the start-up stage (Deligianni et al., 2019; Symeonidou & Nicolaou, 2018) and the growth stage (Baert et al., 2016; Haeussler et al., 2019). In contrast, Zeng et al. (2023) adopted a broader perspective, proposing a continuous model for resource orchestration across multiple lifecycle stages, including start-up, growth, and maturity. However, there is a notable gap in empirical research on resource orchestration in firms at the declining stage, where resources are often constrained.

Addressing this gap, our study focuses on e-commerce agencies, a sector currently grappling with digital disruption and decline. This disruption is largely due to the rise of algorithmic self-service products that allow merchants to independently manage their online marketing strategies and analyze operational data, leading to disintermediation of traditional agencies. Disintermediated firms often seek reintermediation, employing strategies such as technology innovation and platform envelopment. Yet, the specific processes through which disintermediated actors achieve reintermediation remain poorly understood.

This research aims to identify the processes by which disintermediated firms orchestrate resources to achieve reintermediation. Leveraging existing models in resource orchestration theory, we propose a novel process model specifically for disintermediated intermediaries. This model underscores the importance of reusability and rebridging in resource orchestration, elements that are often overlooked in studies focusing on other lifecycle stages.

Our study makes several significant contributions through an in-depth qualitative process analysis of e-commerce agencies in China. Firstly, it emphasizes the importance of reusability and rebridging in resource orchestration, particularly for firms with limited resources. This perspective encourages innovative use of existing resources, rather than a sole focus on acquiring new ones. Secondly, the research extends the applicability of resource orchestration theory to firms in the decline stage. While existing literature predominantly examines start-up, growth, and maturity stages, our study fills a critical gap by exploring how firms with constrained resources navigate challenges in their declining phase. Thirdly, the study offers insights into the adaptation and survival strategies of e-commerce agencies in the face of digital disruption. By focusing on these agencies as intermediaries, the research contributes to a deeper understanding of the dynamics in the e-commerce sector and the broader field of information systems.

In sum, our study enriches the resource orchestration theory by introducing new dimensions pertinent to declining-stage firms. It also sheds light on the under-researched area of reintermediation processes in the context of digital disruption, providing valuable insights for both academic research and practical applications in the rapidly evolving digital marketplace.

Unpacking Bulk Consumption: Bulk Purchasing as a Status Symbol

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Summary Statement

Consumers generally perceive bulk consumption as frugal behavior, driven by cost-effectiveness. Drawing on literature on status signaling, however, we hypothesize that external observers attribute higher status to bulk purchasers. We also propose an optimal threshold for bulk purchases, beyond which the perceived quality diminishes, affecting consumer perceptions. We provide preliminary empirical evidence that support our hypotheses.

Competitive Short Paper

Abstract

Consumers generally perceive bulk consumption as frugal behavior, driven by cost-effectiveness. Drawing on literature on status signaling, however, we hypothesize that external observers attribute higher status to bulk purchasers. We also propose an optimal threshold for bulk purchases, beyond which the perceived quality diminishes, affecting consumer perceptions. We provide preliminary empirical evidence that support our hypotheses.

The quest for demonstrating status is a fundamental force behind human actions. Research indicates that consumers' inclination towards conspicuous consumption such as luxury purchases is mainly due to a need for status (e.g., Han et al. 2010). These acts often earn the signaler respect and admiration from others (Bronner et al., 2018; Kwon & Park, 2022). In this paper, we delve into bulk consumption (i.e., purchases of larger packages of goods and services at a lower per item price) (Bauner & Hossain, 2023) that may initially appear as a price-conscious choice (Bell and Lattin, 1998) and an intertemporal money-saving strategy (Orhun & Palazzolo, 2019). However, we suggest that the observers may attribute higher status to those who buy in bulk as only those with sufficient financial means can afford to purchase in larger quantities. Orhun and Palazzolo (2019) indeed have shown that low-income households do not engage in bulk purchases due to liquidity constraints. Remarkably, previous studies have not looked into the perceptions of consumers who partake in bulk purchasing. We formally hypothesize that:

- H1a) Consumers will perceive bulk consumption as a frugal behavior, primarily driven by a desire for cost-effectiveness.
- H1b) External observers will attribute higher status to individuals engaging in bulk consumption.

Our preliminary results reveal that consumers indicated the largest items as the most cost-effective given three options of varying sizes, supporting H1a. (A chi-square test for goodness of fit was conducted to compare the observed percentages. Post hoc comparisons reveal that the bulkier the

package, the more cost effective it is perceived. $\chi^2(2)$ = 14.60, p < .001.) In another experiment, sixty-four participants were randomly assigned to one of two conditions: personal engagement or external observation. In the personal engagement condition, participants were instructed to envision themselves engaging in bulk purchases and participants in the external observation condition were instructed to imagine observing someone else making bulk purchases. A t-test revealed that the mean score for other status (*M* = 4.25) was marginally different from the mean score for self (*M* = 3.53), t(62) = 1.73, *p* = .08, providing initial support for H1b.

We also propose that there exists an optimal threshold for bulk purchases. Beyond a certain quantity, the status attributed to the consumer diminishes. This attenuation arises due to a significant reduction in perceived quality per item in the larger offering (Yan et al., 2014). Consequently, individuals perceive the same item as less desirable and of lower quality after reaching this optimal bulk quantity. Thus, we expect an inverted U shape relationship between status and the size of the bulk offering. These propositions are yet to be empirically tested.

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The Role of Firm Resources and Capabilities in Sustainability-oriented Marketing Strategies: A Multi-study Meta-systematic Review and Research Agenda

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Summary Statement

Scholars have been integrating the Resource-Based View and Dynamic Capabilities Theory (DCT) in exploring sustainability-oriented marketing strategies. Knowledge on how the RBV/DCT impact sustainability-oriented marketing strategies, is fragmented, necessitating more in-depth research. We undertake meta-literature review aims to unify and expand upon existing studies, exploring capabilities at the nexus of marketing and sustainability. A multi-stage systematic literature review (4 studies) relating to RBV, DCT, marketing and sustainability highlight various themes and research opportunities.

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Value Co-Creation in Local Community Retailing: Is Collaborative Working the New Normal?

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Summary Statement

This study explores collaborative efforts among independent retailers and local community stakeholders in Derbyshire, revealing how they contribute to value co-creation, preventing the decline of high streets. Through a qualitative case study approach, the research emphasises the

collaborative nature of value creation, highlighting shared commitment, differentiated strategies, and knowledge exchange. The findings underscore the role of collaboration in sustaining local communities, providing insights into unique and effective collaborative endeavours for value co-creation in community retailing.

Competitive Short Paper

Introduction

British high streets and town centres play a crucial role in contributing to the UK economy and meeting the needs of the local community (Deloitte, 2021). However, since the onset of the pandemic, the high street has witnessed an accelerated decline (Anupam et al., 2021), marked by the closure of physical stores by major national and independent retailers. This exodus has resulted in empty retail units, adversely impacting the community.

Consequently, this decline has prompted independent retailers and other local community stakeholders, particularly, to initiate collaborative efforts to co-create value. They are actively exploring diverse strategies to entice shoppers back to their towns, with a specific emphasis on creating a unique sense of place within the community. Therefore, this study aims to investigate how independent retailers and other local community stakeholders co-create value in their respective communities and understand the impact of that co-creation.

Methodology

This study adopts a qualitative case study approach, utilising interviews, and documents as its primary methods, to investigate collaborative efforts among local community stakeholders. The research focuses on Derbyshire as its main case, exploring the phenomenon in three different towns within the county. This approach allows for an in-depth examination of the phenomenon in a real-life context, shedding light on an area that has received limited attention in previous studies (Creswell, 1994). A total of 37 interviews were conducted, involving various community stakeholders such as independent retailers, local councils, town groups, landlords, community leaders, and partnerships. All interviews were transcribed and analysed using NVivo.

Findings

The findings reveal the collaborative nature of value creation in local community retailing, where independent retailers prioritise collective success over competition. This shared commitment propels them to collaborate, not only for individual prosperity but also for the vitality of local high streets and town centres. Independent retailers employ strategies to co-create value, differentiating themselves by mutually agreeing to avoid stocking identical products and refraining from using the same suppliers. This approach aims to provide customers with a diverse and unique array of products.

Furthermore, the study highlights that value is co-created through knowledge exchange, as retailers actively engage in courses, workshops, and training programmes with universities and government initiatives. This involvement equips them with diverse skills crucial for various aspects of their business, ultimately benefiting both their enterprise and consumers. The analysis also reveals that

certain independents co-create value through promotional initiatives, including joint events, cross-promotions, incentives, and loyalty schemes. These efforts not only promote their town and showcase offerings but, more importantly, foster a sense of community cohesion.

Conclusion

The study contributes to the value co-creation literature by suggesting that independent retailers, collaborating for the greater good of the town, play a crucial role in preserving the vitality of the high street. Through their collective efforts, these retailers not only provide essential community services but also prevent the further decline of the high street. This study underscores the importance of collaboration for sustaining local communities and emphasises its distinctive nature in the context of value co-creation.

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Cats Vs Dogs: Making Sense Of Pathogenic Protozoan Marketing

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Summary Statement

This ethnographic study introduces a novel type of pathogenic protozoan marketing, examining fifty-three consumers infected with *Toxoplasmosis gondii*. We argue that while this infection appears to catalyse positive attitudes towards cats as pets and pet-based consumption, it also invites us to reimagine the theory and practice of marketing, i.e., as a potentially partially parasitic protozoan process.

Competitive Short Paper

Introduction

Many of us will be aware of the ongoing debate about which is the most popular pet, i.e., cats or dogs? (Armstrong, 2022). Although dogs have historically been the favoured species (Ghirlanda et al., 2013), cats are undermining this previous preference via biological 'warfare', to infect between 30 to 80 % of the world with the pathogenic protozoan *Toxoplasmosis gondii* (Flegr, 2013; Tenter, Heckeroth, & Weiss, 2000). Although this protozoan is generally asymptomatic (Flegr, 2007), it is hypothesised that hosts are manipulated to come into closer contact with cats and modify their behaviours to aid the spread of this infection (Lafferty, 2006). Consequently, this paper asks: how does *Toxoplasmosis gondii* influence how consumers make sense and self in relation to cats?

Methodology

Having spent the past twelve years working in cat welfare, we were considered trusted insiders (Layton, 1988; McCracken, 1998), allowing us to observe fifty-three cat owners infected with *Toxoplasmosis gondii* throughout a one-year hybrid ethnography (O'Sullivan, 2016). Due to the

participants being spread throughout the UK, face-to-face data collection was used alongside netnographic technologies (Hamilton, Dunnet & Downey, 2012). In practice, this led to ongoing conversations, interviews, questionnaires, and diary entries including elucidating the consumption of feline-based products and services (Brewer, 2000). Major themes were transcribed and subjected to content- and discourse analyses (Wood and Kroger, 2000) to better understand participant sense- and self-making in relation to attitudes and behaviours towards cats. Critically, all participant information was anonymised and stored confidentially, with ethical compliance maintained throughout. Importantly, this paper embeds sensemaking (Weick, 1995) as an embodied process, beholden to our interactions with the natural world (Thompson, 2010).

Results and discussion

Positive attitudes towards cats were common amongst this sample, as was an ongoing desire to be physically closer to all cats. While this would fit with earlier models showing how animals infected with *Toxoplasma gondii* seek close physical relationships with cats, and thus spread this pathogen (Lafferty, 2006), it is worth noting how the participants claimed to have developed stronger emotional bonds with their pet cats, continually trying to please them through purchasing products and services to satisfy any perceived need or desire (Tsai, Talavera, & Koppel, 2020). Importantly, anthropomorphisation was a foundation of participant sense- and self-making, with this sample routinely telling tales that cats are family members, and that we must break down the species barriers (Magliocco, 2018), which would not only further spread this pathogen (Flegr, 2013) but facilitate new belief systems about how humans and cats should co-exist, in this life and the next (Dean, 2023).

Conclusions

With it being likely that *Toxoplasma gondii* will remain a prevalent global infection over the upcoming decades (Flegr, 2013), we have an ongoing opportunity to better understand how pathogens influence sense- and self-making, particularly through the lens of pet-based consumption. Critically, this will necessitate new consumer behaviour methods and theories to draw out the degree to which we are influenced by microbial life.

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Does the Net Promoter Score affect sales? Evidence from a UK retail company

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Summary Statement

The paper investigates the effects of customers' propensity to recommend a brand measured by the Net Promoter Score (NPS) on the future sales of a leading UK retail firm. We find that the NPS predicts sales in a manner consistent with word-of-mouth recommendation. The sales effects take place through both stores' own NPS and the average NPS of nearby stores owned by the company. Quantitatively, sustained company-wide improvement of NPS can yield substantial financial returns.

A Dynamic View of Consumer Transitions: A Review and Research Agenda

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Summary Statement

Earlier consumer research reveals that consumption facilitates consumer transition, conceptualising it as a stage that bridges the "before" and "after" states. Drawing on recent studies, we highlight the dynamic nature of consumer transitions. Inspired by postmodern and practice theories, we unpack how and why consumer transitions may be fragmented and involve constant disruptions. This conceptual work seeks to review our understanding of consumer transitions and open new research avenues.

Competitive Short Paper

Earlier consumer research has emphasised transitions as bridges between a "before" and "after", focusing on their initiation (Fischer & Gainer, 1993) and aftermath (Schouten, 1991; Üstüner & Holt, 2007). Consumer transitions are often facilitated by changing political landscapes (Wen, 2013), societal norms (Üstüner & Holt, 2007), social and identity roles (Fischer & Gainer, 1993), emerging collective actions (Sandikci & Ger, 2010), and/or personal desires (Roux & Belk, 2019). Successful transitions often lead to enhanced self-esteem (Schouten, 1991). Failures to accomplish desired transitions can result in "a shattered identity project" (Üstüner & Holt, 2007, p. 52). In sum, while past consumer studies of transitions have explored the elements that operate in steering one towards specific consumption trajectories, the focus of most existing research has been how consumption assumes significance in facilitating specific forms of transition and the ensuing potential outcomes.

However, rather than taking a linear view of how transition unfolds, more recent consumer research enlightens a more dynamic nature of transition by studying the uncertainties of the in-between transitional state (Appau et al., 2020; Cheded & Liu, 2022; Eichert & Luedicke, 2022). For example, Appau et al. (2020, p. 168) show that transitions, such as religious conversion, can linger for years, involving "ongoing cycles of separation and incorporation within zones of indeterminacy, in which neither separation nor incorporation is ever completed". Cheded and Liu (2022) discuss the temporal transitions that crossdressers engage in to participate in the processes of doing and undoing gender. Eichert and Luedicke (2022) reveal a "fragmented" transition for gay consumers where acceptance coexists with prejudice and as a result, they must alternate consumption practices to cope with mixed encounters. Studying the flexible consumer lifestyle, Mimoun and Bardhi (2022) further introduce the notion of chronic consumer liminality, characterising how resilient optimism, adaptability, and self-preservation facilitate frequent, multiple, and nonlinear consumer life transitions. These insights suggest consumer transitions are not simply "successes" or "failures," but can endure, meander, or even splinter. Yet, highlighting the dynamism inherent in the processes of consumer transition, extant research devotes limited attention to the interplay of the competing political, ideological and marketplace forces that engender the instability of consumer transition.

Indeed, from a postmodern perspective, constructs like consumer identity politics, political governance, and consumption ideology are not monolithic but fragmented, with multiple competing voices and realities (Firat et al., 1995; Firat & Venkatesh, 1995). While these voices and realities might interact and form relatively stable "routinized" states (Thomas & Epp, 2019), these are not static. Transition arises when these stable states are disrupted, prompting the fragmented voices and realities to re-negotiate their relationships. This dynamism leads to potential embranchments and a constant re-fragmentation of the transition itself. Therefore, inspired by concepts of fragmentation in postmodern theories (Goulding et al., 2002) and routinization in practice theories (Thomas & Epp, 2019), this conceptual work seeks to examine our current understanding of the dynamic nature of consumer transitions and propose new avenues of empirical and conceptual research for understanding why transitions unfold in unpredictable directions.

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WhatsApp ScotsApp? Investigating the marketing activities of Scottish App producers

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Summary Statement

App development for Smart devices is an important and growing sector, and one where a body of literature is beginning to form - but overwhelmingly on the consumer side. This paper reports on an ongoing project investigating the rest of the 'supply-chain' for Apps with a B2B focus - in order to contribute a better understanding of the what, how and why of their marketing activities through data from 52 Scotland based App development companies.

Competitive Short Paper

Context and Literature

App development for Smart-devices is recognized as an already important and growing sector, and it is a sector where the body of literature is beginning to form (Stocci et al, 2021). Whilst amorphous in respect of position and scope, the clear focus and vector of much of this is on consumer issues (e.g. Birenboim et al, 2023) with an almost complete absence of work looking at the rest of the 'supply-chain' for Apps (Piechaczek et al, 2020) – at least within Marketing literature. Other disciplines take this as their primary focus, e.g. Software Engineering (Pandey et al, 2023; Inukollu et al, 2014), and an integration of these tech disciplines with marketing theory and processes will surely be one of the main themes of the next decade. This paper reports on an ongoing project with a research aim of comprehending their B2B marketinging activities, strategies and interactions, contributing needed insight into what they do, and how and why they do it.

Data Collection

Data was collected in the summer of 2023, supported by a small institutional grant with a cross departmental team from Marketing and HRM intending to investigate this sector from several

perspectives. Online searches and use of professional networking based social media resulted in 52 organisations qualifying as being both involved in the production of Apps for Smart devices and being based in Scotland. For each, a profile was produced containing contact information online and offline, collated social media handles, number of employees, speciality services offered, job vacancy descriptions and most importantly Apps and supporting information directed at future clients that these organisations had recently produced. Only one organisation didn't report this information, giving a total of 424 Apps, or 8.3 Apps per organisation.

Outline Findings

Analysis of data is ongoing, and the required submission format precludes exhibits. On average the organisations had been trading for just over 12 years with a low of 4 and a high of 28. The number of staff ranged from 2 to 483 [a clear outlier] with an average of 32 [discounting the outlier]. No evidence of correlation between the age of the company and its headcount was found. Social media presences were clustered on 10 platforms, with Email, LinkedIn and Twitter being omnipresent. There is evidence that some producers specialised in App category (e.g. games, tourism) and/or client category – with the third-sector being disproportionately present and domestic customers the majority. Outwith games, Apps were produced almost exclusively for a client to sit between that client and their own customers. Many more insights will be presented at conference.

Further Investigations

Information about a recently produced App put into the public domain is intended as a promotional instrument. The collation and interpretation of these materials is revealing the appeals used by these organisations to attract clients. Subsequent to this, the collated information will be used to obtain primary interview data from key people within these SMEs in order to better comprehend their Marketing activities and how they see the sector developing.

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View From Reviews: Mining Service Quality From UK Banks Customers Ewom

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Summary Statement

This paper, using electronic word of mouth, explores the vital connection between service quality and bank performance metrics. It emphasises the importance of excellent service in the finance industry, highlighting the need to prioritise customer satisfaction for success and competitiveness.

Competitive Short Paper

Introduction:

We explore the critical relationship between service quality and bank performance (Iberahim et al., 2016; Frank, 2015) utilising the electronic word of mouth (henceforth eWOM). Service quality is considered one of the most critical success factors in an organization's effort to differentiate itself from its competitors (Shayestehfar and Yazdani, 2019). Customer satisfaction plays a pivotal role in the success of the financial services industry owing to intangible nature of its services (Ganesan, 2012). Our primary objectives are to understand the nuances of customer sentiment on Trust pilot regarding UK banking services and to investigate the potential impact of these sentiments on overall banks performance metrics (Isasi, 2023; Mohammed and Turney, 2019). By focusing on an open-ended data, we aim to capture real-time and eWOM of customer experiences.

Methodology:

Our methodology involves leveraging advanced social media analytics to process and analyse large volumes of Trustpilot 70807 reviews data (Saleh, 2018). Our data source includes a diverse range of customer reviews of 33 UK banks. We collected data over period of 3 years from 2018 to 2020 and filtered for relevance to service quality aspects. We utilised natural language processing techniques to extract sentiments and gauge themes social perceptions of banking service quality (Littlechild, 2021a; Littlechild, 2021b; Littlechild, 2021c).

Findings:

Our analysis reveals interesting patterns in customer sentiments on Trustpilot. We observe a correlation between positive mentions of service quality and customer satisfaction for banks. Our findings suggest that eWOM can indeed offer valuable insights into the overall health of service quality in the banking industry (Wang and Li, 2019). The implications of our study are substantial for bank managers. By understanding and acting upon the sentiments expressed on Trustpilot, banks can proactively address service quality issues and enhance customer satisfaction. This, in turn, can positively influence online reputation and overall performance. As we continue this line of research, we plan to explore additional dimensions of social media data and its impact on various aspects of the banking industry. This includes investigating the role of visual content and examining the influence of different social media platforms on customer perceptions.

Conclusion:

In conclusion, our study highlights the potential of electronic word of mouth reviews data, particularly Trustpilot data, as a valuable resource for understanding trends and improving service quality in the UK banking industry. The research enhances eWOM literature, offering a valuable framework for understanding the nuanced relationship between service quality dimensions and eWOM.

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Alliances for social good: The effect of purpose-based aims on alliance governance

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Summary Statement

This theoretical paper investigates marketing for social good within the alliance context. We investigate the impact of purpose-based aims on alliance governance. Specifically, we propose that alliance aims that are purpose-based will drive collaborative success because they function as an extension to relational governance where the usual levers of social exchange – reciprocity and social capital - can be hard to establish and difficult to sustain in complex alliance scenarios.

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Men Are From Mars: Advertising Value Perception Among Males.

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Summary Statement

This study examines the effects of entertainment, irritation, and informativeness on the perceived value and attitudes towards social media advertising (SMA) and television advertising. Using data from 385 male respondents and structural equation modelling, Informativeness and entertainment significantly enhance advertising value and attitudes in both mediums, while irritation has an insignificant effect. The study highlights the growing impact of SMA in shaping advertising strategies and consumer perceptions, particularly in contrast to traditional television advertising.

Competitive Short Paper

Worldwide advertising spending has been increasing steadily and is expected to exceed USD 630 billion in 2024 (WARC, 2024). Advertisers are spending generously on digital advertising and reducing their expenditures on traditional media advertising (Abbasi et al., 2023; Rodgers & Thorson, 2018). Television ad spending is projected to decline from $69.6 billion in 2023 to $67.3 billion in 2024, while digital ad spending is expected to soar from $539.3 billion in 2023 to $580.3 billion in 2024 (eMarketer, 2023). SMA is widely used to communicate and reinforce men's conceptualisation of gender ideals, which exemplify depictions of masculinity with attributes such as strength, wealth and athleticism (Zayer et al., 2019). Nevertheless, many firms are unaware of how SMA enhances men's perceptions of SMA value and attitude towards SMA. Though social media advertising is growing, there is still uncertainty regarding how men evaluate social media advertising relative to traditional advertising, such as television advertising. There must be evidence of benefits from integrating social media advertising into the promotional mix for the continuance of advertising spending on social media. Thus, this study aims to fill the gaps in extant literature by developing and testing theoretical models for SMA and television advertising.

This study investigates how entertainment, irritation, and informativeness enhance advertising value and attitude towards advertising for SMA and television advertising. Data were collected from 385 respondents who had experienced advertising on social media, i.e., Facebook and television. Harman's Single Factor Test was used to assess common method variance, which suggested that common method bias is not a concern in current data (Podsakoff et al., 2003). Data analysis was

undertaken to test the hypothesised relationship using structural equation modelling via Partial Least Squares (PLS) (Hair et al., 2019). The result of the measurement model assessment showed satisfactory factor loadings, construct reliability, convergent validity, and discriminant validity.

In the second stage, the structural models were assessed. Two structural equation models were developed using SmartPLS 3.2.8 statistical software to investigate the relationships between exogenous and endogenous constructs. Assessment of the SMA structural model reveals that informativeness has the strongest positive effect (β = 0.603, p<0.001) on social media advertising value followed by entertainment (β = 0.329, p<0.001). However, the effect of irritation on social media advertising is not significant (β = 0.329, p = 0.975). Similarly, entertainment has a strongest positive effect on attitude towards social media advertising (β = 0.451, p<0.001) followed by social media advertising value (β = 0.245, p<0.001) and informativeness (β = 0.199, p<0.005).

An examination of the television advertising structural model (Figure 3) shows that informativeness (β = 0.438, p<0.001) and entertainment (β = 0.494, p<0.001) have a significant effect on television advertising value, whereas the effect of irritation on television advertising value is not significant (β = 0.035, p = 0.245). Similarly, informativeness (β = 0.139, p<0.05), entertainment (β = 0.410, p<0.001), and television advertising value (β = 0.367, p<0.001) have a significant effect on attitude towards television advertising.

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Community enterprise redistribution markets: Exploring What's App as a platform for consumer empowerment.

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Summary Statement

This paper examines alternative consumption markets through the lens of a community enterprise commodity redistribution as a means to undersrand how consumer action can disrupt the dominant paradignm of retailing and consumer resilience. The aim here is to determine how redirtribution markets contribute to creating a sense of community that fosters mutual emptional and tangible support networks and extends the lifescycle of commodities that supports the sustainability agenda.

Competitive Short Paper

To explore the future of disruption domiant paradigms for consumption and consumer resliance in the era of technology and sustainability, this research examines a consumer-to-consumer redistribution network of 'freesharing' in Maynooth (in the suburbs of Dublin). Maynooth Swap and Recycle is a community formed on What's App (social media), which emerged as a means to support family acquisition of the goods required for mothering. Inspired by a previous mothering What's App group in another Dublin suburb, when the founder moved home she missed the support network

offered through participating in the community, which went beyond providing mothering advice, comradery and information on services and activities to sharing commodities required for child rearing (i.e. clothes, toys, books, equipment). The ethos behind the Maynooth Swap and Recycle is to foster community cohesiveness, support the sustainability agenda by redistributing goods, and provide an alternative means to acquiring commodities, which is particularly relevant during the cost-of-living crisis.

This research advances the literature on sustainable consumption (Henninger et al., 2020), the circular economy and alternative marketplaces (Ozanne and Ballantine, 2010; Cherrier, 2009), that demonstrates consumer action to support their local communities. As such, community theory provides an appropriate lens to examine this research (Ritch, 2019; Albinsson and Perera, 2012). In particular, this study advances the research by Albinsson and Perera (2012) of 'free-sharing', a decade later, during which heightened concern for sustainability has entered into mainstream consciousness (World Economic Forum, 2022), there has been a global pandemic restricting social contact and impacting on supply chains and retailing (OECD, 2020), and many European countries are experiencing a cost-of-living crisis (Schnabel, 2022). Freesharing is a monitory free transaction of exchange that relies on community participation (Albinsson and Perera, 2012), yet examining this colleaboaration through a What's App community has received little attention despite the prominnace of this platform is hosting community activites. The cost-of-living represents an opportunity for growing community enterprise, adding impetus to examining how technology can support design, branding and marketing to support community practice and systems.

This exploratory paper will examine qualitative data collected from the founder and five administrators, and open-ended questions collected from forty of the Maynooth Swap and Recycle users, which have been thematically analysed. Interestingly, from the forty respondents, all are from a specific demographic: female, homeowner, and aged between 31 and fifty years, with 98% engaging with the group daily, providing a homogenic lens. The themes are related to community theory, to determine the importance of locality, the geographical and relational, that emerges from human relationships or a common purpose. Communities emerge from connections, including family and friends and extends to groups with shared values and norms with shared expectations of behaviours that "*widen[s] the circle and pleasure of ownership and utility*" (Albinsson and Perera, 2012: p. 309). The research concludes with implications for design, branding and marketing in the era of technology and sustainability, as well as the cost-of-living crisis.

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Consumer Engagement With Social Media Content: An Investigation Of The Role Of Different Advertising Appeals

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Summary Statement

This research investigates how different advertising appeals—rational, snob, fear, and sex appeal—affect consumer engagement with brand-related content on social media. Analyzing 1006 posts from 25 international brands across various industries on Facebook, the study employs OLS

regression to demonstrate the significant impact of these appeals on likes, shares, and comments. It bridges the gap between marketing communication theories and consumer engagement, providing insights into real consumer behaviours in the digital advertising landscape.

Competitive Short Paper

In an attempt to foster connections and interactions with consumers, brands are spending a lot of money on social media—roughly $270 billion has been spent on it in 2023 (Statista, 2023). This is to nurture relationships and interactions with customers (Ibrahim & Aljarah, 2023). Consumers engage with brands by liking, commenting, or sharing brand-related content (Balaji et al., 2023). As firms aim for more significant engagement potential in their social media brand-related content, careful consideration must be given to selecting the type of advertising appeal in the social media setting (Bauer, 2023). Understanding the appropriate advertising appeal is crucial for developing compelling content (Garaus & Wolfsteiner, 2023). Brands face increasing challenges in engaging consumers with their brand-related content (Li & Xie, 2020). Although some research has explored social media strategies (Bauer, 2023), limited information exists about the advertising appeals influencing consumer engagement with brand-related content, precisely the number of shares, likes, and comments on such content.

Research on consumer engagement in social media has explored various elements of brand-related content, encompassing vividness, interactivity, information, entertainment (Dolan et al., 2019), novelty (Tafesse, 2015), remuneration (Cvijikj & Michahelles, 2013), and emotionality (Swani et al., 2013). These studies highlight the importance of the characteristics and content of brand-related material to enhance consumer engagement. In contrast, studies related to advertising focus on the role of advertising appeals in influencing consumer behaviour (Chandy et al., 2001; Davis & Burton, 2016). These studies emphasise crafting advertising messages in a specific way to evoke the desired consumer response. Although these two research streams have significantly contributed to the current understanding of brand-related communication, each has focused on different aspects of marketing communication, operating in isolation from the other.

This study asserts that advertising appeals, such as rational appeal, sex appeal, fear appeal, humour appeal, and snob appeal, serve as determinants of consumer engagement with brand-related social media content (i.e., the number of likes, shares, and comments). Furthermore, the number of followers and the product category are considered control variables. Content analysis, a technique that has emerged for studying advertising messages (Su et al., 2015), is employed in this study. Data from 25 international brands with an active presence and a substantial number of followers on Facebook, regularly posting brand-related content (i.e., one brand-related content per day), were empirically examined. These brands spanned eight product categories, including food, automobile, cosmetics, alcoholic beverages, luxury outfits, pharmaceuticals, personal hygiene, and charitable trusts.

In total, data on 1006 brand-related content were manually collected. Proposed hypotheses were tested using OLS regression. The results affirm a significant impact of four advertising appeals—namely, rational, snob, fear, and sex appeal—on various engagement metrics, i.e., likes, shares, and comments. This study contributes to the marketing literature in two ways. First, it explores how creative strategies affect consumer engagement. Second, it analyses real consumer engagement data from actual brand posts on social media, offering insights into authentic user behaviours distinct from those observed in traditional advertising channels like TV and print.

Ringing The Alarm: The Persuasive Power Of COVID-19 Awareness Through Caller Ringback Tones

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Summary Statement

This study evaluates the impact of COVID-19 public service announcements (PSAs) delivered via caller ringback tones (CRT) in Pakistan on consumer engagement and behavioral intentions. Using structural equation modelling, it finds that information, irritation, socialisation, and stimulation significantly affect consumer engagement, which in turn influences their behavioural intentions. This research highlights the effectiveness of CRT-based PSAs in promoting public health measures and offers insights for marketers using this novel communication medium.

Competitive Short Paper

The first case of COVID-19 was reported on February 26, 2020. The crucial role of media cannot be undermined in communicating health messages to the public (Mach et al., 2021; McClaughlin et al., 2023). The initial strategic step taken by all relevant stakeholders was to disseminate messages about COVID-19 through all media channels to enhance public awareness of this virus (Ding et al., 2023; Masood & Taj, 2020). The government's response requires better coordination to reduce public confusion, improve interpretation of guidelines, and enhance the dissemination of messages on protective measures.(Aghaei & Mowlaei, 2023; Masood & Taj, 2020). In March 2020, the Pakistan Telecommunication Authority (PTA) suggested that all cellular service providers change their standard ringback tone to public service announcements (PSAs) about COVID-19 preventive measures to spread awareness (Mehran, 2020). The COVID-19 caller ringback tone (CRT), also known as a caller tune or ringing tone, was used to spread PSAs in Pakistan and India (Line, 2020).

Existing research demonstrates that public service announcements (PSAs) transmitted through broadcast, print, and digital media can change consumer attitudes (Shimp & Andrews, 2013). However, research on the effectiveness of PSAs communicated through caller ringback tones (CRT) in creating desired behaviour is largely overlooked. Although some research has been carried out on PSAs, no studies have investigated the customer experience with PSAs transmitted through CRT, consumer engagement with such CRT-based PSAs, and consumers' intention to follow the guidelines communicated through CRT. Consumer behavioural intention, in this case, indicates consumers' inclination to follow the guidelines presented to them in CRT messages. Such guidelines include avoiding social gatherings, getting vaccinated, washing hands, self-isolating, and following other preventive measures to avoid COVID-19 infection. Our study aims to examine the relationship between customer experience with CRT-based PSAs, consumer engagement with such PSAs, and behavioural intentions to follow the PSA message.

The research employed a self-administered online questionnaire to examine the relationships between consumer experience of public service announcements (PSAs), consumer engagement,

and consumers' behavioural intention to follow the PSA. The study gauges consumer experience across four dimensions: information, irritation, stimulation, and socialisation. Data collection began by distributing a survey link to 600 individuals through social media messaging and email, using a purposive sampling approach. A total of 460 individuals responded to the online survey, yielding a response rate of 76.66%.

We examined hypotheses using structural equation modelling via partial least squares (PLS-SEM) (Ringle et al., 2015). All exogenous variables accounted for a variance of 55% in consumer engagement, subsequently explaining a variance of 25% in behavioural intentions. Information (β = 0.11; p = 0.001), irritation (β = -0.11; p = 0.008), socialization (β = 0.61; p < 0.001), and stimulation (β = 0.14; p = 0.006) showed a significant association with consumer engagement. Similarly, consumer engagement had a significant relationship with behavioural intentions (β = 0.50; p < 0.001).

The findings will assist marketers in more effectively communicating their message to their target audience via the novel medium of caller ringback tones. Thus, this study has implications for the advertising industry.

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Why do I buy food with sustainable labels: Exploring Chinese consumers' understanding of food sustainability labels

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Summary Statement

Sustainability labelling is an important tool to address the challenges in the process of sustainable development. Considering that consumers' understanding of sustainable labelling has a significant impact on actual consumption, and that this understanding and the construction of meaning are influenced by cultural differences, this study uses semi-structured interviews and semiotic methods to explore Chinese consumers' interpretations of sustainability labels, their meaning construction and their role in decision-making.

Competitive Short Paper

The rapid development of the Chinese economy has led to a significant increase in food demand, posing significant challenges for both China and global sustainability goals (Zhao et al., 2021). In addressing these sustainability challenges through changes in consumption patterns (Salladarré et al., 2016), sustainability labeling has emerged as a crucial tool (Donato et al., 2022). However, ecological labels have not received higher priority in the decision-making process compared to factors such as quality, brand, and price (Delmas and Lessem, 2017). The potential competitive factors in the decision-making process do not necessarily translate into actual consumption behaviors (Yin et al., 2022). Furthermore, as a redefinition of marketing strategies based on sustainability (Jaiswal and Singh, 2018), consumers' understanding of sustainability labels has a significant impact on their actual behaviors (Kessous et al., 2016). This study therefore seeks to

provide a comprehensive understanding of the role and significance of sustainability labelling in consumer decision-making. 'Sustainability label' is a broad term encompassing a range of consumer-facing environmental and/or social signals, including eco-labels, nature-inspired images and logos (Alevizou et al., 2018).

Distinct cultural differences also have impact on consumer prioritization and decision-making processes regarding sustainability labels (Liobikienė et al., 2016). Therefore, this study situates sustainability labeling research within the context of the Chinese market. It employs semi-structured interviews and semiotics to explore how consumers interpret sustainability labels. The research aims to uncover the "hidden meanings" of sustainability labels in food consumption decisions (Kessous et al., 2016).

This study delves into consumers' interpretation of food sustainability labels, their construction of meaning, and their role in decision-making. The findings not only contribute to the theoretical understanding of sustainable consumption but also offer insights for sustainable food consumption in China. The research is divided into three main parts: the first part emphasizes the complexity of labeling systems, the vagueness of label images, and the lack of distinctiveness, making it challenging for consumers to form associations related to sustainability. Additionally, some sustainability labels come with traceable QR codes, which consumers neither understand nor are willing to spend time scanning and understanding during the decision-making process. Due to the characteristics of Chinese characters as ideographic script, some Chinese consumers have a less profound understanding and impression of label images compared to the Chinese characters themselves. Moreover, grammatical and typographical aspects in Chinese expressions may also influence consumers' interpretations to some extent. Secondly, it is found that the low credibility of labels, unclear issuing institutions, and "labeling for show" behavior diminish the importance of sustainability labels in the decision-making process and may even have negative consequences. Furthermore, the same product sold in different locations can lead consumers to form different interpretations and constructs of meaning, thus linking sustainability labels to specific locations. Thirdly, consumers emphasize the importance of marketing activities by specific brands in helping them discover, recognize, and understand sustainability labels. Integrated marketing and consumer education are also highlighted as significant in the application of sustainability labels and sustainable consumption practices.

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Exploring Cognitive Dynamics and Decision Support in Consumer Purchase: A UK Representative Study.

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Summary Statement

There is a paucity of up-to-date insights into the effect of analytics driven decision support systems on consumer purchase. This study explores the relationship between product enjoyment, information search enjoyment, and the intention to use decision support in diverse consumer purchase scenarios. Importantly, through a UK-representative survey, this study maps the

information search enjoyment and the intention to use decision support; a relationship neglected in extant research.

Competitive Short Paper

The pervasive integration of smart devices and applications in the consumer decision-making process has raised intriguing questions about the extent, necessity, and future trajectory of ceding consumer choice to these technologies (Andre et al., 2018; Schneider & Leyer, 2019). How will the dynamics of consumer decision-making evolve? Specifically, following Smith et al. (2021), will consumers engage in symbiotic cognition, utilising smart devices for assistance, or succumb to surrogated cognition, relinquishing decision-making autonomy? Will it differ for enjoyable as opposed to aversive decisions?

Extensive literature has delved into the hedonic attributes of products and services (Voss et al., 2003; Yim et al., 2014; Motoki et al., 2020). Notably, there is a prevailing trend attributing greater satisfaction to experiential consumption over material possession (Weingarten et al., 2022). Still, very little is known about the enjoyment of a product and the relationship with enjoyment of information search for that specific product (Mourali et al., 2005, Lin et al., 2008), and its effect on the adoption of analytics driven decision support systems (via pervasive computing and smart technology).

The current study explores differential cognition and decision support for purchase decisions. A comprehensive set of products and services was coded by the research team to create a balanced set of enjoyable, neutral, and aversive purchase decisions, coupled with medium to high levels of involvement. An expert panel, mirroring a typical UK consumer, subsequently coded the enjoyment levels associated with product use or consumption and with information search across several purchase scenarios.

The final set of 12 purchase scenarios/vignettes was used in a survey administered to a representative sample of the UK population (N = 500). Participants expressed their opinions on the enjoyment of information search using one item scale (Diamantopoulos et al., 2012; Davidson et al., 2023). Additional one-measure items included intention to use an assisting app (Morris, 2000) and the importance participants attached to having control over the final purchase decision (Shapiro, 1994). For participant-specific (enjoyable, neutral, and aversive) scenarios, respondents indicated their likelihood of choosing online shopping and rated factors influencing the decision to use an app, including time available to search (Pentina et al., 2018), the complexity of the search task (Steffel & Williams, 2017), and trust in the decision support app (Glikson & Woolley, 2020).

The study revealed a strong correlation between product enjoyment and the enjoyment derived from information search. Furthermore, the positive relationship between the enjoyment of information search and the intention to use decision support was pronounced for hedonic, less so for neutral, and absent for aversive scenarios. Online shopping preference was established for scenarios involving choosing a vacation or an energy provider, compared to the preference of in-store shopping for groceries. Trust in the app emerged as the most important factor influencing usage. The robustness of these findings held across demographic variations.

Mitigating the Health Halo Effect with Nutri-Score in Sweet and Savoury Foods: a research proposal

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Summary Statement

The escalating concern for health in food purchases clashes with unhealthy consumption habits worldwide. Healthvertising on packaging accentuates benefits and may convey a health halo effect on consumer choices. This study aims to explore the possible mitigation of the health halo effect via the nutritional information claim Nutri-Score. Employing a mixed-methods approach, it combines qualitative (focus groups) and quantitative (survey) methods. We expect to contribute to consumer behaviour theory, packaging advertising, and public policy.

Competitive Short Paper

Healthvertising refers to the promotion of health through labels and packaging to advise consumers to make healthy choices. However, consumers are often misguided by informative labels that convey a health halo effect, i.e., forming a generally favourable impression influenced by a single characteristic.

The Nutri-Score system was originally developed in France and has been adopted across Europe as an informative food label. This system simplifies the process for consumers to evaluate a product's nutritional content through the use of a color-coded system, from green (A, most healthy) to red (E, least healthy), with an algorithm based on sugar, fat, sodium, protein, and fiber quantities.

Despite the growing use of Nutri-Score, there is a dearth of research focusing on its role in mitigating misguided behaviours driven by food packaging labels. Our research proposal aims to explore how the Nutri-Score influences consumer behaviour, from need recognition to post-purchase evaluation.

Focus group will be conducted to explore consumer attitudes toward health halo elements and Nutri-Score. We expect to shed light on a claim's capability to mitigate the health-halo effect often linked with other informative claims on food products.

For example, Nutri-Score's effect on perceived healthiness variations may encourage substitution within categories (e.g., replacing sugary cereals with whole-grain alternatives). Consumers can also leverage Nutri-Score as an effective tool to rank products according to their nutritional quality, aiding them in making healthier choices across various food categories.

We expect to contribute to an enhanced understanding of packaging claims by analysing and comparing the Nutri-Score system and health halo effect as information mechanisms, offering new insights into how visual cues and packaging claims influence consumers food purchases. Specific packaging elements, including colours, nutritional information ingredient highlighting, and sustainability cues, will be explored. Also, by exploring Nutri-Score's possible alleviation of the

health halo effect, we will extend our understanding of how this system affects consumers in different labelling and packaging contexts.

At a theoretical level, we will base this study on McGuire's Communication Persuasion Model, which outlines a sequence of steps integral to effective communication and subsequent shifts in behaviour. This research focus will center, specifically, on exposure, attention, liking, and comprehension. These foundational elements will provide valuable insights into the early stages of the communication process analysis, contributing to an understanding of how the Nutri-Score system and other claims communicate, inform consumers, and influence purchase behaviour.

As society grapples with rising diet-related diseases, there is a crucial need to comprehend how consumers navigate food labels for informed choices. Nutri-Score warrants in-depth exploration across diverse categories and contexts, and understanding its impact is vital for shaping future interventions that allow food advertisers to better inform and market food product labels.

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Visibility through clutter: How could brands cut through advertising clutter on Instagram?

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Summary Statement

This paper examines the role of bottom-up processing in explaining the attention of Instagram users towards ironic food advertisements in the Arab world. Ironic advertisements were found to trigger Instagram users' attention and their intention to explore and engage with the food brand. Famous opinion leaders are also important in explaining the engagement of Instagram users with food brands in the Arab world.

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Football Member Satisfaction and Engagement: Preliminary German Findings

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Summary Statement

We extend the previous multi-attribute satisfaction studies to posit a six-dimension model of season ticket holders (STHs) satisfaction. Using a sample of German Bundesliga football STHs, we evaluate our STH satisfaction construct in an S-O-R based nomological net as a driver of consumer engagement's psychological state and COBRAs (consumers' online-related brand activities), which

then influence attitudinal and behavioural loyalty. The findings provide initial support for our model and its role in our nomological net.

Competitive Short Paper

1. Background. Running professional football (soccer) clubs means creating memorable fan experiences (Rahman et al., 2024). Fan satisfaction is thus important (Sarstedt et al., 2014), especially for members or season ticket holders (STHs) (McDonald et al., 2018).

Consumer engagement (CE) – consumers voluntarily playing an active part in a brand's offering (McDonald et al., 2022) – and online engagement are important areas of sports research (Byon & Phua, 2021). CE is essential in developing fan connections with the team, other fans and the sport (Yun, Rosenberger & Sweeney, 2021), contributing to the team's long-term growth and profitability (Yoshida et al., 2023). However, there is a need for improved understanding of CE's antecedents (Vander Schee et al., 2020) and the accompanying nomological network in a sporting context (McDonald et al., 2022).

To address these needs, based on the S-O-R paradigm and engagement theory, we advance a model of fan STH satisfaction (stimulus) driving CE-P (CE's psychological state) and COBRAs (consumers' online-related brand activities) (organism), which drive fan-loyalty outcomes (response) of attitudinal loyalty (AL) and behavioural loyalty intentions (BLIs). We report the preliminary results of a study of German Bundesliga football fans.

2. Literature. Given the multifaceted, experiential nature of the football consumption experience (Rahman et al., 2024), we build on a multidimensional STH satisfaction scale (McDonald et al., 2013; McDonald et al., 2018). It assesses club activities and services across five areas: service to members; on-field performance; personal involvement; club administration; and home-ground quality. We extend their work with a sixth dimension: marketing and communication.

We focus on CE's psychological state (CE-P, McDonald et al., 2022) and behavioural manifestations – COBRAs. Two COBRAs feature: consuming is participating without actively contributing to or creating content, whilst contributing denotes both user-to-content and user-to-user interactions about brands (Achen, 2019; Muntinga et al., 2011).

2. Methodology & Results. Data is part of a larger study. Measures included STH satisfaction (McDonald et al., 2013; McDonald et al., 2018), CE-P (Vivek et al., 2014) and COBRAs – reflective-reflective HOCs – AL (Stevens & Rosenberger, 2012) and BLIs (Achen, 2016). Age and gender were controls. An online survey of a Bundesliga club's members returned 6630 usable responses, randomly split into model-development and validation subsamples (n = 3315 each). Respondents were typically 39 years old, male (80%) and owned 3-4 items of club merchandise.

PLS-SEM analysis used SmartPLS v4 (Ringle et al., 2022) with 5,000 bootstraps. HOCs used the repeated-indicator approach. First-order constructs largely satisfied relevant criteria: item significance, composite reliability, AVE, collinearity (inner-model VIFs) and discriminant validity (HTMT).

STH satisfaction HOC had a significant, positive influence on COBRA HOC and CE ($p < .001$). COBRA HOC and CE both had a significant, positive influence on AL and BLIs ($p < .001$). CE also had a significant, positive influence on COBRA HOC ($p < .001$).

3. Conclusion and next steps. The findings support our 6-dimension STH satisfaction construct and its role as a driver of CE and COBRAs and their loyalty outcomes. At submission time, further analysis and conceptual development is in progress.

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The contribution of CSR activity to perceptions of a place brand

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Summary Statement

Socio-economic cohesion might otherwise be described as the integration of 'social and environmental topics' into 'business activities', which Öberseder et al (2014) describe as corporate-social responsibility (CSR). Previous studies have investigated the 'brand personality' of places, yet little is known about the contribution of place-specific CSR activities to brand perception. This paper therefore makes an important theoretical contribution whilst also encouraging further consideration of place-based CSR when marketing a place brand.

Competitive Short Paper

This paper presents a new investigation of the impact of sustainability and environmental/social responsibility within a tourism orientated society. Socio-economic cohesion might otherwise be described as the integration of 'social and environmental topics' into 'business activities', which Öberseder et al (2014) describe as corporate-social responsibility (CSR). Previous studies have investigated the 'brand personality' of places, yet little is known about the contribution of place-specific CSR activities to brand perception. This paper therefore makes an important theoretical contribution.

Our paper reports initial findings from a collaborative research project with Visit West. As part of a cohesive national structure of destination management, Visit West is accredited by Visit England as a Local Visitor Economy Partnership. Marketing city brands such as Bristol & Bath therefore supports the development of a coherent country brand.

We seek to understand the importance of sustainable activities within a city, in order to encourage further collaborative efforts in this area. In part, this paper replicates a scale developed by Rodrigues, Borges, and Vieira (2021) for assessing perceived CSR activities of a tourist destination.

When describing a brand, including cities, observers tend to use words that might otherwise describe human personality traits. The most cited and robust measures of personality have arrived at five main factors for humans (such as Costa & McCrae, 2008). Jennifer Aaker (1997) found five

factors that relate to brands in a wide variety of contexts: sincerity, excitement, competence, sophistication, and ruggedness.

Attempts have been made to identify specific traits relating to place brands (such as Kaplan et al, 2010, and Hanna & Rowley, 2019), yet there is little consensus to date around a generic scale. Aaker's original brand personality model remains the most widely-cited starting point for investigating a wide variety of brands such as cosmetics (Guthrie and Kim, 2008) and social media platforms (Cortez and Dastidar, 2022), as well as places (such as Bekk et al., 2016; Xie & Lee, 2016; Glińska & Rudolf, 2019).

This paper presents results from the first part of a large study into perceptions of the Bristol brand. Study 1 is an investigation into the intended brand identity communicated by destination managers within the region. We look at relationships between perceived brand personality (using Aaker's scale) and sustainability (using the Rodrigues, Borges, and Vieira [2021] scale), as well as gauging the perceived importance of a range of common city features (Vinyals-Mirabent, Kavaratzis and Fernandez-Cavia, 2019).

In a later stage (Study 2), social media content promoted by these communicators will be presented to an external audience to assess whether the desired brand personality, important aspects, and sustainability are recognised by recipients. Study 3, in 2025, will then compare the Study 1 findings to views of international visitors, including students, investors, and tourists.

Study 1 is underway now, but data collection will be complete before the conference, meaning that results will be presented through this paper. We welcome commentary on the results as well as feedback on the overall design of the project ahead of further data collection.

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Nudging Social Connection: The Happy to Chat Badge Experiment

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Summary Statement

This study evaluates the Happy to Chat badge's nudge effect as a social intervention to alleviate post-COVID loneliness and isolation. Our findings (n=865) reveal that badge wearers are perceived as friendlier, more trustworthy, and more inclined to engage in conversations. Notably, older females benefit most from this nudge effect. These findings contribute valuable insights into fostering social connections for improved well-being.

Competitive Short Paper

In the post-COVID era, combating loneliness and social isolation has become imperative for maintaining well-being. This research explores the effectiveness of "Happy to Chat," a social intervention designed to encourage interpersonal communication by nudging strangers to

acknowledge others' social presence and conversation needs through wearing a Happy to Chat badge. Rather than forcing people to talk to each other, the Happy to Chat badges serve as subtle hints that nudge people to recognise others willingness and desire for social connections (Thaler & Sunstein, 2009).

Using a representative sample (n=865) from the population in England, we conducted an experiment where participants evaluated images of individuals with and without Happy to Chat badges. Our findings demonstrate that individuals wearing the badge are perceived as friendlier, more trustworthy, and more interested in conversation, leading to increased social acknowledgment and a higher likelihood of engaging in conversation compared to those without badges.

We employed regression analyses to establish correlations between badge-wearing and perceived traits, exploring the mediation effect of perceived friendliness, trustworthiness, and conversation interest on social acknowledgment and actual conversation engagement. Additionally, we conducted independent sample t-tests to discern differences among demographic groups, revealing that older females derive the most substantial benefits from the Happy to Chat badge's nudge effect.

This study contributes to the literature by showing how a simple badge can serve as a powerful nudge to facilitate social interactions amongst strangers (Sandstrom & Dunn, 2014; Sandstrom & Boothby, 2021). The findings underscore the importance of perceived friendliness, trustworthiness, and conversation interest as mediators in encouraging social acknowledgment and conversations.

However, certain limitations exist, including a focus on images of white individuals, neglecting other ethnicities, and a confined scenario (bright and safe shopping centre). Future research should explore reactions in diverse environments and consider additional mediators and moderators. The study emphasises perceived perceptions and intentions rather than actual behavioural actions, paving the way for future investigations into real-world social interactions.

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Service Recovery and the Role of Prior Experience: Empathise or Reimburse?

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Summary Statement

This paper focuses on understanding the influence of customers' prior experience with the service type on the outcomes of double deviation recovery situations. The study examines the impact of prior experience on the effectiveness of empathy of apology and monetary overcompensation at alleviating customers' revenge desires following multiple service failures.

Competitive Short Paper

The aim of this study is to understand whether the level of prior experience of the service type influences customer responses to service recovery tactics following double deviations. Double deviations concern situations in which the firm fails to provide a resolution following service failure (Van Vaerenbergh et al., 2019, p. 104). The intended contribution to theory is the incorporation of the evaluability hypothesis (Hsee, 1996) into models of customer revenge following double deviations (Grégoire et al., 2010). The evaluability hypothesis indicates that attributes vary in the extent to which they are easy to evaluate (Hsee et al., 1999). This theory has been utilised to explain why people emphasise different product attributes in their product evaluations when they are provided with more information about the attribute (Hsee, 1996).

The evaluability hypothesis has also been extended to explain why prior experience with a service can lead to differences in the emphasis customers place on service attributes during service evaluations (Dagger and Sweeney, 2007). Similarly, Bonifield and Cole (2008) note that disparity in the evaluability of attributes may extend to service recovery attributes, but do not consider how this might influence the trade-off between empathy and monetary compensation. Equally, research has gained pace into the clarification of the effects of empathy in service recovery (Herhausen et al., 2023) and the trade-offs between psychological and monetary compensation (Wei et al., 2020). In contrast with previous service recovery research, which focuses predominantly on the impact of the relational aspect of prior experience (e.g., Grégoire and Fisher, 2008; Grégoire et al., 2009), this study aims to elucidate the knowledge-based effects of prior experience. This leads to the following research question: Does the effectiveness of empathy of apology and monetary overcompensation differ for customers with different levels of prior experience with the service type?

We utilised a hypothetical scenario-based experiment to study the underlying relationships. The hotel context was adopted to enhance the comparability with previous studies of compensation and apology. Customers' prior experience with hotel services was measured utilising a measure of hotel trip purchases. Three service recovery conditions were tested: control, monetary overcompensation and high empathy of the apology. To measure customers' post-double deviation recovery responses, we utilised Likert-type measures of anger and revenge desires.

The study indicates that customers' revenge desires following empathy of apology and monetary overcompensation vary depending on the level of prior experience with the service type. However, the effects of the recovery tactics on anger appear to be similar for customers with low and high levels of prior experience. This study provides three key theoretical contributions. First, the study extends the evaluability hypothesis to explain differences in service recovery according to customers' level of prior experience. Second, the findings extend our understanding of what shapes customers' reference points for the appropriate level of monetary compensation. Third, the finding that anger and revenge desires differ in the extent to which they are influenced by prior experience highlights the importance of studying alternative mediational paths to revenge beyond the emotional routes.

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Getting Pleasure Through Pain: The Role Of Emotional Contagion In Interpersonal Relationships

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Summary Statement

This study aims to investigate the role of interpersonal relationships on consumers' perception of painful pleasure. Based on emotional contagion theory, a two-stage design with semi-structured interviews is adopted for this study. Our preliminary findings demonstrate that vicarious pride emotions from interpersonal interactions can increase consumers' perception of painful pleasure, which contributes to the literature on painful pleasure by providing new perspective and improving the empirical evidence of the emotional contagion theory.

Competitive Short Paper

In modern consumption, numbers of people select to participate in painful experiences to pursue pleasure (Kastanakis et al., 2022), like military style competitions (Scott et al., 2017), Burning Man festivals (Kozinets, 2002) or visiting haunted attractions in groups to experience the jumping scare caused by a hidden zombie (Andersen et al., 2020).

Based on this popular phenomenon, previous studies have investigated the antecedents for participation (Bench and Lench, 2019; Norfelt et al., 2023), the effects of sensory cues for painful experiences on willingness to pay (Liu et al., 2018), the process of transforming pain into pleasure (Scott, 2017; Lin et al., 2018; Tamir et al., 2007), the relationship between the degree of pain and pleasure (Rozin et al., 2013; Andrade and Cohen, 2007; Andersen et al., 2020), and outcomes consumers achieved by engaging in such experiences (Kastanakis et al., 2022). However, a salient issue that needs to be addressed is that most studies adopted an individual perspective, disregarding the role of group and interpersonal relationships, one of the most frequently occurring components in the experience of painful pleasure (Kastanakis et al., 2022).

Consumers may rely on their emotions when evaluating a hedonic activity (Pham, 1998). According to emotional contagion theory, one's emotion and behaviour can be influenced by others or groups through conscious or unconscious emotional states (Barsade, 2002). Previous research on consumer behaviour has mainly aimed at explaining the role of emotional contagion in the decision-making process for understanding the behavioural synchronicity that results from emotional contagion (Herrando and Constantinides, 2021; Lee and Theokary, 2021). Notably, despite the processing of emotional information can be influenced by individual psychological states and interpersonal relationships, there is still little empirical work in this area in marketing research (Herrando and Constantinides, 2021; Salice et al., 2016). Therefore, based on the theoretical foundation, this study aims to explore how emotional contagion in interpersonal relationships affects consumers' perception of pleasure in painful experiences.

A two-phase design is adopted for this study. Combined with the research aim, the first phase of this study, through in-depth interviews with six haunted house managers and 13 consumers with extensive haunted house experiences, preliminary found that vicarious pride emotions from peers can enhance consumers' perceptions of pleasure (Wondra and Ellsworth, 2015). In Phase 2, we plan to collect semi-structured interview information from roughly 80 participants to conduct in-depth investigations of this emotion and other potential influence mechanisms. According to the existing literature, it is reasonable to suggest that vicarious pride can not only increases participants' and peers' perceptions of painful pleasure but may also stimulate a desire to re-engage, which may be more apparent in romantic relationships (Depow et al., 2021).

This study outlines two preliminary contributions. First, it contributes to the painful pleasure literature by exploring how emotional contagion affects the perception of pleasure from the interpersonal level. Second, our preliminary findings demonstrate that interpersonal level can facilitate contagion, providing strong empirical evidence for the literature which examines emotional contagion from an external perspective (Herrando and Constantinides, 2021).

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AI-KMS for productivity, planning and strategic marketing decision-making

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Summary Statement

The study aims to examine Artificial Intelligence-enabled Knowledge Management System (AI-KMS) implementation on key performance indicators such as revenue, employee and customer engagement, customer satisfaction, branding, sustainability practices, and overall efficiency within adult social care providers (SCPs) in England. This research seeks to investigate approach to productivity issues. The research also aims to propose and validated AI-KMS scale and empirically test the effects of AI-KMS on productivity and strategic marketing decision-making.

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Brand-Audience Interconnectedness: Bridging the communication gap in Single-use plastics campaigns through Integrated marketing communications.

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Summary Statement

In the context of pro-environmental behaviour change campaigns, audiences are overwhelmed by the abundance of green communication, confusing their understanding of the desired behaviour change. This study aims to understand how social marketing practitioners disseminate the brand promise in campaigns addressing the issue of single-use plastics to ensure the meaning of messages is not lost and is consistently relevant to the audience.

Competitive Short Paper

Designing campaigns addressing single-use plastics is complex. Environmental non-profit organisations (ENPOs) call for replacing a simple and practical behaviour such as throwing away a plastic bottle, with a series of inconvenient behaviours such as cleaning and remembering to refill the bottle (Peake et al., 2020). Social marketing's role is to change the meanings attached to this behaviour (Hargreaves, 2011) by communicating the benefits and value of change (Andreasen,

2002). In the context of climate change communications, audiences receive a variety of green messages conveyed by different stakeholders such as governments, opinion leaders, different ENPOs, and businesses. This lack of control over the meaning of the information generated leads to a lack of consistency of the creative product of ENPOs' campaigns (Bortree et al., 2012), which might jeopardise the behaviour change opportunity.

In Integrated marketing communications (IMC) research, consistency at the campaign level refers to keeping the same voice to communicate the brand promise (Alden et al., 2011). In health-oriented behaviour change campaigns, this consistency refers to a unified behavioural branding (Hawkins et al., 2011; Dahl et al., 2015). However, these conceptualisations do not consider the segmentation challenges in pro-environmental communications, such as the divergence of values and beliefs around climate change issues amongst the audience (Lorenzoni et al., 2007; Griskevicius et al., 2012). Given these particularities, this research investigates the meaning of consistency of communicating the brand promise and how it is implemented in this context.

Through a qualitative study, this paper considers practitioners' understanding and application of IMC through brand content provision in campaigns addressing single-use plastics. Interviews were conducted with 19 individuals who developed or coordinated single-use plastics campaigns within or on behalf of UK and Ireland-based ENPOs. The sample included individuals from ENPOs receiving both private and public funding to consider the particularities of funders' agendas in the creative process. This was followed by the analysis of 3 campaigns' materials exclusively addressing single-use plastic in the UK and Ireland.

The preliminary findings of this study revealed four characteristics of IMC campaigns to address the segmentation issues in this context:

1- Interconnectedness of the brand message to the wider social and political context through campaigns' narrative and intersectionality.

2- Interconnectedness of the brand message to the different influencers of the behaviour change meaning at the macro, micro, meso, exo and individual levels.

3- Inclusivity of the brand message to a diverse audience by associating the brand message with fun, non-environmental, practical, and simple call to actions.

4- Relatability of the channels by communicating the brand promise through relatable and multiple touchpoints.

Findings also indicate a tension between consistency and relevance in IMC meaning and implementation in this context, particularly in addressing the divergent communication needs between upstream stakeholders and downstream audiences. These findings provide insight into how pro-environmental behaviour change campaigns could achieve a consistent brand promise to influence behaviour change meaning around single-use plastics.

This study contributes to the theoretical and practical advancement of the IMC concept in both traditional and social marketing settings.

Harnessing the PLANET Framework for Effective Sustainability Communications to Stakeholders

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Summary Statement

This article explores the PLANET framework as a tool to develop successful strategies for integrating sustainability into marketing, aiming to bridge the gap between organisational goals and consumer perceptions. It advocates for a genuine commitment to ethical communication, stakeholder engagement, alignment with the Triple Bottom Line, and adherence to Sustainable Development Goals. The framework encourages transparency, inclusivity, and continuous evaluation to ensure marketing strategies responsibly promote sustainability and stay competitive in the evolving digital landscape.

Competitive Short Paper

Incorporating sustainability into marketing involves navigating complex challenges (van Doorn et al., 2021) that extend beyond traditional environmental concerns. The challenges in the current paper will focus on a range of examples from various industries, such as fashion and cosmetics. It demands a sophisticated approach that considers stakeholder engagement (Freeman, et al., 2018) and the intricate nature of the constantly evolving digital space (Cioppi et.al., 2023). This article tackles the gap between an organisation's sustainability goals and consumer perceptions, focusing on communicating sustainability effectively. The aim is to identify tactics that resonate with consumers' growing eco-awareness and align with responsible business principles, placing ethics at the forefront of communications. This way, marketers strive to remain competitive while promoting transparency and sustainability in a responsible manner.

To address sustainability challenges in the realm of marketing, a structured and comprehensive approach is necessary. This is where the PLANET framework is introduced as an invaluable tool to plan sustainability driven communications. By offering a detailed guide, this framework assists organisations in integrating sustainability into their marketing strategies. The framework emphasises prioritising sustainability principles such as Triple Bottom Line as championed by Zaharia & Zaharia (2021), ensuring that every action taken in marketing aligns with sustainability principles. It suggests linking marketing strategies directly with sustainable outcomes, using the United Nations' Sustainable Development Goals as a current operationalisation guide. Stakeholder engagement (Freeman, et al., 2018) is also crucial, in thinking beyond consumers, as it ensures that strategies are inclusive and consider the perspectives of all affected parties. The framework advocates for transparency and honesty in marketing campaigns and discouraging deceptive practices. Lastly, the framework highlights the significance of assessing the effectiveness of sustainability messages and adapting strategies based on feedback and evolving standards. We will delve into each component of the PLANET framework, providing practical insights for its implementation.

For successful implementation of the PLANET framework, the following strategic steps are proposed: Firstly, a thorough stakeholder analysis should be conducted to identify all parties that could be impacted by their strategies and understand their needs and expectations. Secondly, it is vital to prioritise the most relevant Sustainable Development Goals that align with the organisation's context and ensure that marketing strategies contribute to broader sustainability objectives. Marketers should not only focus on promoting sustainable products/ services but also adopt sustainable practices in the business models and marketing process themselves. Ethical communication is crucial, and marketers must aim to maintain honesty and transparency in their messaging, therefore planning for quality assurance and enhancements. Lastly, continuous evaluation and adjustment of strategies based on stakeholder feedback and sustainability standards are necessary to ensure that marketing efforts align with broader sustainability goals.

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Branded content through podcasts: Would they work as a tool for positive brand reputation for Fashion Brands?

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Summary Statement

This paper investigates the role of branded content in the form of podcasts as a tool of corporate brand narrative. In line with Janssen et al., (2012) we argue as other tool for branded content, use of podcasts for corporate brands in fashion industry, will be helpful to build **brand reputation** . it is important to know the use of podcasts in more effective way, through understanding the type and characters being used .

Competitive Short Paper

As Dowling (2006) notes in order to get recognised and to be given seal of approval by stakeholders, corporations need to communicate their narrative and good deeds to their stakeholders . Corporate narrative through different ways of storytelling could help large organisations restore and maintain their reputation amongst their key stakeholders (Spear & Roper, 2013; Van Riel., 2003). These narratives in the form of brand stories and voices can help with brands strategic positioning in the mind of their target audience (Balmer & Berghausen, 2019).

It is important to have a clear definition of brand narrative. Van Riel & Fombrun (2007) define a corporate story as:" structured textual description that communicates the essence of the company to all of its stakeholders, and successfully positions itself towards its rivals (P. 144). Martin et al., (1983) define orgnaisational story as one single and unified events all linked to organisational past. Pecot et al., (2019) emphasise corporate stories should include beginning, middle and end structure with the importance of main message being highlighted as "pass along" as they distinguish these elements who can give brands' their heritage and past identity.

On the other hand , Janessen et al.,(2012) argue argue tin order to stand out in your narrative you need to follow a coherent similar theme to others as well as try to include your own unique story. They argue it is through this incorporation of similar contextualisation alongside uniqueness in your narratives that your brand story (Phanes at el., 2022) could come to stand out. That is why although organisations' narrative and story telling , on how it was founded, maintained and changed is one important (Phanes et al., 2022), aspect but it does not guarantee the dynamic of brand storytelling . In order to stay dynamic, you also need to incorporate common and similar structure being used as a generic formula (Janessen, et al., 2012)

Inline with Spear & Roper (2013) application of IM theory on corporate brand story communication we distinguish the dimensions including : **Assertive, defensive, demonstrative, and illustrative**. In line the reference to IM strategies for communications, certain behaviours could be adopted to make the communication strategies work (Bolino et al., 2008).

Our aim is to question to what extent Podcasts have been adopted to communicate these messages to their target audience and are they useful tool in aiding positive brand reputation from consumer side?

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The Changing Use of Facebook: The Impact for Marketers

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Summary Statement

Much of the research on social media usage focuses on young adults, and more recently, older adults. This paper focuses on social media usage of middle-aged adults on Facebook. A mixed method approach is used to examine how this age group uses Facebook and engages with brands on the platform; and explores how their behaviour has changed over time. A set of strategic recommendations for brand engagement with this age group is then developed.

Competitive Short Paper

In 2024, Facebook (now Meta) is still a formidable organisation. In 2023, Facebook was the most commonly used social media platform among marketers worldwide as well as the most important driver for web traffic from third party websites among social media platforms globally (Dencheva, 2023).

However, there has long been a perception that Facebook is 'out' and 'uncool' (e.g. Sutter, 2012; Buchmann, 2022). This perception has been driven by a pronounced shift in user demographics. In 2013 25% of UK users were in the 15–24-year-old age group (Dixon, 2023, Aug 25) but this decreased to 19% 2018. In contrast, the use of Facebook by over 55-year-olds rose from 13% in 2013 to 24% in 2018 (Dixon, 2023, Aug 25), thus creating a perception of a platform that is left by young people and being 'taken over' by a much older demographic. This perception has been compounded by

academic research focusing on the use of Facebook by young adults and more recently also on older (65+) adults (Lim et al 2022; Wilson et 2023).

There is, however, a lack of attention concerning middle aged adults (35-54 years). This group of Facebook users constitutes 33% (Dixon, 2023, May 22) but has not attracted much attention. They are an economic active group with disposable income (Clark, 2024), technology aware and socially connected. Even more importantly, research has shown that Facebook use among this group is more stable with less attrition than in younger age groups (Bosak and Park, 2018).

It is the aim of this paper to explore the social media usage behaviour of middle-aged UK adults, with a particular focus on Facebook. A secondary aim is to establish if individuals perceive to have changed their Facebook usage behaviour over time.

The project consists of two studies. Study 1 uses a deductive, quantitative approach based on an online survey to empirically test the importance of a range of motivational dimensions on Facebook use for middle-aged adults. Respondents are recruited through the authors' social and professional networks, and by distributing posters with a link and a QR code to the survey in community hubs.

The motivational dimensions include Relationships (e.g. Whitney and Li-Barber, 201; Newman et al, 2021) Virtual community (e.g. Hollenbaugh, 2014; Kang and Shin, 2021); Self-expression (e.g. Carpenter, 2012); Archiving self/memories (e.g. Kang and Shin, 2021); Diversion/Entertainment (e.g. Newman et al, 2021; and Information sharing; Renumeration (e.g. Saradikis et al, 2016) and Empowerment (*ibid*).

Study 2 consists of a series of online Focus Groups to explore behavioural changes and motivations of Facebook use for middle aged adults in more detail. This study is based on an inductive, qualitative approach. The focus here will be on exploring changes of Facebook use and brand engagement on the platform over time.

The ultimate outcome of the paper is the development of strategic recommendations for brands to tap into key motivations for Facebook use by middle aged adults and thus increase brand engagement on the platform.

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A Longitudinal Study of the Antecedents and Impacts of Using Game-Based Cognitive Training Apps

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Summary Statement

As the population aged, providing digital game-based cognitive trainings to the elderly may improve their cognitive health and well-being. However, empirical studies on how the features of technology-based cognitive trainings impact the well-being and usage behaviours of elderly individuals remain limited. We developed a research framework based on the computation theory of mind and six common cognitive therapies. This framework was tested through a three-stage longitudinal study.

Competitive Short Paper

Introduction

The aging population has led to an increase in elderly individuals experiencing cognitive decline, which can eventually lead to dementia (Cullum et al., 2000). Cognitive training has been suggested as a way to enhance cognitive function in the elderly (Gross et al., 2012). One form of gerontechnology that addresses this challenge is digital game-based cognitive training (Cota et al., 2015). However, empirical studies on how the features of technology-based cognitive trainings impact the well-being and usage behaviours of elderly individuals remain limited. It is suggested that future study should aim to explain the mechanism of how game features influence the well-being of older adults based on a theoretical framework (Sosa & Lagana, 2019).

Theoretical   Framework

To address this research gap, we integrated the computation theory of mind (Brakus et al., 2009; Pinker, 1997) with the concepts of six common cognitive therapies (Hong Kong Hospital Authority, 2017)   to   develop   our   research   framework.

Six cognitive training experiences were identified: intellectual, affective, sensory, behavioural, nostalgic, and social experiences. These experiences were hypothesized to influence the usage, continuance intention, cognitive improvement, and mood improvement associated with the use of cognitive   training   apps.

Methodology,   Analysis   and   Results

We conducted a three-stage longitudinal study in collaboration with elderly service organizations, recruiting members aged 60 or above. A gerontechnology company provided the cognitive training mobile game. At T0, qualified participants were given a training workshop. At T1 (one month after T0) and T2 (3 months after T1), we collected data on training experiences, usage, continuance intention,   cognitive   improvement   and   mood   improvement.

Data from 341 participants were analysed using the two-step structural equation modelling (SEM) approach suggested by Anderson and Gerbing (1988). Both the confirmatory factor analysis and the structural equation path models demonstrated a good fit to the data according to the criteria of CFI, TLI, RMSEA, and SRMR. All measurement scales passed the reliability and validity tests according to   the   criteria   of   composite   reliability,   AVE,   and   HTMT.

The results from the longitudinal SEM model indicate that affective experience is the most effective factor in inducing usage and continuance intention, as well as improving cognitive health and mood improvement, followed by intellectual and sensory experiences. In the short run, usage may not

predict the improvement of cognitive health and mood as in T1. However, the effect can be observed with longer usage of the cognitive training app as observed in T2. Therefore, future studies may require longer period to reveal the true effects. The finding provides insights for the design of better cognitive training apps that will be used by the elderly to improve their cognitive health and mood, as well as to understand their adoption behaviour.

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Exploring Self-Fulfilling Prophecy in the BAME Agenda

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Summary Statement

The study aims to explore the BAME agenda in higher education and review if it has had any impact on students by creating a potential self-fulfilling prophecy. Research will seek to cover an experiential perspective utilising qualitative inquiry that examines how students have or have not engaged with the agenda and how it feels expectations have been managed for them in regards to their performance within higher education.

Competitive Short Paper

The BAME agenda for higher education was established to address an achievement gap between students who fit the acronym and their white counterparts in relation to achievement, retention and participation within HE (Panesar, 2017; Bale et al, 2020; Kauser et al, 2020). Despite research being performed to examine this phenomenon, reasons for this deficit has been largely unexplained (deSousa, 2021) despite covering areas such as differences in prior education and social positioning (Kauser et al, 2021), cultural learning styles and teacher impact (Zadja, 2019) and support provided from the educational establishment, presence of educational role models and awareness of the racial profile of staff (Rana et al, 2022).

These elements may be considered relevant factors, but none of them directly look at BAME as a process within itself which has been a topic of controversy in its own right and could potentially create self-fulfilling prophecy (SFP from here on in) (Hamilton, 2020). In essence, the BAME agenda could be sending a direct message that less is expected in regards to achievement and thus influencing both student attitudes and treatment from teachers in the classroom.

SFP was coined by Merton (1948 in McCrie 2016) with initial studies for this concept based in education where teachers were told that some of their students were 'late bloomers' who were expected to excel in the year against their counterparts (creating the divide for the condition). Rist (cited in Askar 2011) developed this research further and outlined a study that differentiated by

asking teachers to state to particular students that they were either fast or slow learners and treated them differently leading to a recognition of teacher bias based on social status and racial background. Two fundamental questions can then be asked:

- How is the BAME agenda interpreted amongst staff and students?

- Can the language, promotion and positioning of the BAME agenda be linked to Self-Fulfilling Prophecy against the students and teaching staff?

It has been documented that SFP has a home in an educational setting as noted by several research papers focusing on this environment (Acar, 2011; Rosenthal, 2012). Educational establishments provide a clear progression for the pathway of SFP to be outlined as you have a 'perceiver' (i.e. the lecture/academic institution) and the 'target' (Stuckas and Snyder, 2023) who is the student. In this case the BAME agenda itself will be looked at in order to investigate if it sends messages of expectancy levels to students/lecturers, and what the impact of that might be in relation to SFP. This conference paper will seek to show results from the pilot study and initial findings.

The research will follow an interpretivist qualitative inquiry to explore the lived experiences of the participants. Qualitative inquiry provides realism when examining participants lived experiences with the terminology of BAME as a receiver (Students), as executors of the BAME policies in the University (academics and leadership team). The data will be collected by semi-structured in-depth interviews to understand participants' perceptions, beliefs, and values (Öberseder et al., 2011).

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Unveiling the Ethical Landscape in Influencer Marketing: A Review and Future Research Agenda

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Summary Statement

The paper follows a systematic literature review approach utilizing the SPAR-4-SLR framework to synthesize and consolidate existing fragmented literature on the ethics of Influencer Marketing. Employing descriptive and thematic analysis, the paper identifies five key themes that encapsulate the ethical concerns within influencer marketing. The study fills gaps in current knowledge and concludes by outlining a future research agenda in the domain, contributing to a comprehensive understanding of ethical considerations in influencer marketing.

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Reciprocity And Relationships: Exploring The Gift Paradigm In Marketing

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Summary Statement

Grounded in the Theory of the Gift and M.A.U.S.S. principles, our study explores the nexus of anthropology and marketing, unveiling a paradigm shift in understanding consumer behaviour. Emphasising reciprocity, autonomy, and symbolic significance, our research contributes to micro and macro perspectives on consumer insights. Proposing an innovative marketing framework, we highlight gift principles to be adopted in consumer research. This inquiry beckons scholarly engagement with the fundamental dynamics of meaningful consumer-brand relationships.

Competitive Short Paper

Exchanges play a central role in marketing (Bagozzi, 1975). In a business context, they are important to understand how consumers interact and engage with the brand and, therefore, increase the brand value and equity. The amount of interaction provided, and the existence of reciprocity can develop authentic experiences that resonate with the target audience and consequently foster long-term relationships.

In consumer research, most of the discussion focuses on the acts of giving presents. As Sherry (1983) presented the stages of gift-giving, Belk & Coon (1993) included agapic love and gifts impacting relationships (Ruth et al., 1999). Davies et al. (2010) suggested that the field should recognise two types of gifts and a new perspective on this topic. Gift-giving has also been used to analyse online social behaviour and communities (Skågeby, 2010). Bibliometric research (Gupta et al., 2022 and Givi et al., 2022) emphasises the need for interdisciplinary approaches, incorporating insights from humanities to comprehensively understand gift-giving behaviour. The gift economy is mentioned as a concept operating on principles of reciprocity, serving to establish social bonds and express gratitude.

The movement named M.A.U.S.S. (Mouvement Anti-Utilitariste dans Les Sciences Sociales) seeks to demonstrate the misconceived ambition of utilitarian and economic thought in the marketplace as a central variable in the construction of social life (Revue du Mauss, n.d., and Mauss International, n.d.). The Theory of the Gift consists of acts of give-receive-reciprocate, establishing strong social bonds among people due to the moral obligations network promoted in exchanges (Mauss, 2002). In this process, market value loses meaning, and the exchange's intention and purpose become what counts. Therefore, it helps us understand exchange practices, what precedes them, and their consequences. The longitudinal overview is essential, involving intentions, people, practices, and material goods. The basis of society is reciprocity (Levi-Strauss, 1971), playing a role in forming and maintaining social bonds where people engage in gifted relationships (Rezende-Pereira & Strehlau, 2016). However, if they wish to leave this relationship, they might use market logic to escape (Marcoux, 2009). The acts of give-receive-reciprocate need to be encouraged to maintain the gifted cycle, and core principles are freedom and risk, pleasure in the gesture, disinterested action, interaction and sociability, not equivalent action, moral debt, and symbolic value (Godbout & Caillé, 1998; Caillé, 2002).

The Theory of the Gift paradigm is a framework for understanding consumers at the micro and macro levels. On the micro level, it is possible to evaluate consumer dynamics in the consumption cycle and understand the value of the good and the person, including transactional and gifted bonds. On the macro level, it involves comprehending our society and businesses and how markets are structured. Marketing can use this framework to build stronger relationships, increase brand

engagement, and foster loyalty. Digital marketing would also benefit from this approach, applying it in user-generated and experience fields. We propose a gift-based theory framework where transactions are opportunities to establish connections and reciprocity in an era where consumers seek authentic relationships with brands through more creative, resonant, customer-centric campaigns.

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Consumer activism through brand shaming on social media: Triggers and outcomes

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Summary Statement

Brand shaming is a consumer activism tool that is particularly relevant on social media. It relates to performative actions enacted by consumers to foster justice in response to brands engaging in transgressions that are unethical. These unethical actions can be, for example, greenwashing and human rights violations. The purpose of this research is to (i) explore brand shaming and its conceptual characteristics and (ii) examine its triggers and outcomes in marketing.

Competitive Short Paper

Consumer activism has been an important mechanism for addressing issues concerning, amongst others, global warming, human rights violations, and brand transgressions (Kozinets & Handelman, 2004; Roser-Renouf et al., 2016). It focuses on the collective movement of individuals to demand change which may not have been possible otherwise (Stewart & Schultze, 2019). Most importantly, due to the power of social media, consumers now have a platform to collectively voice their concerns and opinions and hold companies, brands, and governments accountable for their wrong or unethical actions.

In this research, we focus on a special tool of consumer activism that is relevant in marketing and social media: brand shaming. Drawing on the theoretical lens of justice theory (Darley & Pittman, 2003; Lotz et al., 2011) and social movement research (Kozinets & Handelman, 2004), we define brand shaming as performative actions enacted by consumers to foster justice in response to brands engaging in transgressions that are unethical. These unethical actions can be, for example, greenwashing, using child labour as part of the supply chain, or making false or misleading claims about product benefits.

Although prior research in marketing offers knowledge into the consumer activism phenomenon (e.g. Mirabito & Berry, 2015; Nøjgaard, 2023), it offers limited insight into new tools and mechanisms that are particularly relevant on social media, such as brand shaming. In particular, the marketing literature has not adequately conceptualized and examined the implications of brand shaming on social media in terms of what it means, why consumers engage in it and how does it make them feel. As such, to address the above limitations, the purpose of this research is to (i) explore brand shaming

and its conceptual characteristics and (ii) examine its triggers and outcomes that are particularly relevant in marketing.

To address our research purpose, we first applied grounded theory (Strauss & Corbin, 1997, 1998) and interviewed 37 respondents who have engaged in brand shaming on social media. Based on our exploratory work, we identified three underlying dimensions of brand shaming: **exposing transgressions** (i.e. raising awareness), **taking a stand** (i.e. showing opposition), and **punishing** (showing retribution) brands for their unethical actions. Subsequently, through a series of quantitative research work, we identified that when consumers feel dehumanized by brands that engage in unethical actions, it triggers their engagement in brand shaming. This happens because experiences of dehumanization make one feel morally repulsed and fosters a sense of hostility against brands. As a result, brand shaming empowers consumers and promote a sense of justice. More importantly, brand shaming reinforces the moral identity of individuals as consumers take a stand against unethical brands.

Based on our research findings, we contribute to consumer activism literature by weaving brand shaming as part of its ongoing discourse. We also introduce the notion of dehumanization into activism research as an underlying reason why consumers engage in brand shaming. Finally, we suggest consumer empowerment, sense of justice, moral identify reinforcement as the outcomes of brand shaming.

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The Impact of Short Video Content on Consumers' Purchase Intentions for Financial Products: A Case Study of TikTok (Douyin) in China

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Summary Statement

This study aims to address the literature gap by investigating the impact of short video content on Chinese consumers' willingness to purchase financial products on Douyin (TikTok). By examining the key characteristics of effective short-form video content and the psychological and social mechanisms influencing purchase intentions, this study intends to offer insights and guidance for financial product marketers seeking to effectively use Douyin (TikTok) as a marketing tool.

Competitive Short Paper

Short videos have emerged as a significant medium for Chinese netizens to access news and entertainment (Zhou, 2021; Wang, 2021). The low creation threshold, strong social aspects, and fragmented entertainment nature of short videos make them ideal for public participation, resulting in rapid dissemination and popularity, solidifying short videos as one of the most prevalent media forms (Xiao et al., 2019). Short videos have not only transformed how users consume content but also facilitated new modes of social dialogue and interactive spaces (Afify, 2020; Zhao & Wang, 2020). According to Sheth (2021), the most substantial surge in information across the worldwide

web and social media is anticipated to be in video content. Short videos, in particular, viewed predominantly on mobile devices, are becoming the primary information source for most consumers (Song et al., 2021). Research indicates that content quality, information value, and the credibility of short video ads can influence users' attitudes toward the ad and the brand and subsequently affect their purchase intentions (Lu, Chang, & Chang, 2014). For instance, engaging and relatable short video content that successfully communicates product benefits can lead to favorable brand attitudes and increased purchase likelihood (Kim & Johnson, 2016).

Presently, social media platforms like Douyin have become a crucial platform for Chinese businesses to engage and market to their target audience (Kaye et al., 2021). Simultaneously, consumers can actively engage through interactions, comments, and sharing, further strengthening the bond between brands and customers (Xie et al., 2019). This is particularly relevant in the financial industry, where establishing brand trust and loyalty demands substantial time and effort and traditional marketing methods have limited reach. It's recognized that consumers undertake a complex process when deciding about financial services due to the intangible nature of the products, uncertain outcomes, and significant financial risk involved in poor decision-making (Byrne, 2005).

The rapid growth and importance of China's financial markets have generated a growing interest in research (Hu & Wang, 2022; Hu, Pan & Wang, 2018; Allen et al., 2017; Carpenter & Whitelaw, 2017). Short video marketing appears to be underutilized in financial products' marketing, despite being identified as a promising strategy for audience engagement on platforms like Douyin (Liang et al., 2022). As the Chinese financial market continues to expand and diversify, identifying effective marketing strategies that reach and impact potential customers is crucial (Mensah & Amenuvor, 2021). While research on traditional advertising's efficacy on financial product purchase intentions exists (Dogra & Sharma, 2019), the effect of short video content remains relatively unexplored. Furthermore, TikTok's unique features, such as its algorithm-driven content distribution and user-generated content, may necessitate distinct marketing approaches (Haenlein et al., 2020).

This study identifies the consumers' purchase intentions as the focus of the analysis because they reflect the effectiveness of content marketing (Febriyantoro, 2020) and their final decision and attitude are important (Sallam & Algammash, 2016). The aim of this study is to investigate the impact of short video content on consumers' purchase intentions for financial products, with a particular focus on TikTok (Douyin) in China.

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Communicating the Dark Side of Carbon Intensive Foods: The Influence of Health versus Environmental Labelling in Inducing Sustainable Food Consumption

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Summary Statement

This study intends to tackle three psychological barriers to sustainable food consumption by investigating the role of interventions designed to make consumers aware of the negative impact of carbon-intensive food products on the environment (cognitive barrier) and human health (motivational barrier), by using a newly developed logo (sensory barrier). The results, including a newly developed logo, will offer valuable insights for policymakers in crafting legislation or regulations as behavioral interventions to curb carbon-intensive food consumption.

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Bringing Health and Sustainability to the Table? Priorities and Practices in Parents' Food-Related Consumer Socialisation

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Summary Statement

Establishing sustainable food habits in childhood is important as this will affect the health of future generations and the sustainability of our planet. Marketing scholars have identified the family unit as crucial in the transference of sustainable consumption patterns related to the "green" transition of societies. The objective of this study is to uncover parents' priorities and practices regarding their children's food consumption, focusing on the importance of health and sustainability in food socialisation practices.

Competitive Short Paper

Background

Eating habits and dietary principles acquired in childhood affect the health of future generations (Moore, Wilkie, & Desrochers, 2017) as well as the sustainability of our planet (Willett et al., 2019). Therefore, how sustainable food habits in childhood and adolescence are established and maintained is a key sustainability issue. Parents are considered to be the most important actors in this process (John, 1999), but other family members, especially siblings, may also have a direct or indirect influence on the (food) socialisation that takes place at home (Kerrane, Bettany, & Kerrane, 2015). "Food socialisation" in this context is understood as how children learn about (in)appropriate food-related values, norms, and practices (Moore et al., 2017).

Parents' influence is of higher importance when it comes to young children's (food) consumption, though parents remain important for children's and adolescents' food socialisation, and for the negotiation and transference of sustainable food consumption patterns throughout childhood and adolescence (Hesselberg, Pedersen, & Grønhøj, 2024), and well into adulthood (Carrigan, Wells, & Athwal, 2023). However, how parents relate to food socialisation when it comes to the establishment and the composition of a healthy and sustainable diet for their children has only been sparsely elucidated in the marketing literature (e.g., Cairns, Johnston, & MacKendrick, 2013), even if marketing scholars have identified the family unit as a nexus for the transference of sustainable consumption patterns and crucial for the "green" transition of societies (Davies et al., 2020). A

recent study in an adjacent field revealed that approximately 75% of parents of 6-8-year-old children consider sustainability to be important when buying food for their children, while just under 30% indicate trying to strengthen children's awareness of sustainability issues (Halicka, Kaczorowska, Rejman, & Szczebyło, 2021).

It is important to uncover how parents navigate or strive to influence their children's eating habits, and particularly to study to which extent health *and* sustainability are taken into account in this process. Besides contributing to the much-needed insights into the mechanisms for inter-generational transmission of sustainable consumption patterns within families (Davies et al., 2020), this knowledge can assist social marketers and public policymakers in the pertinent challenge of changing food habits for health and sustainability.

Research objectives

The aim of this study is to examine parents' considerations, priorities and practices when it comes to their children's eating habits. Of particular interest is the extent to which (and how) health and sustainability (with special focus on climate, i.e., meat reduction) are emphasised (or not) in connection with parents' food socialisation practices.

Methods

A mixed-methods sequential, exploratory study design is used, including qualitative, semi-structured, in-depth interviews with parents (n=21), who have at least one child in one of the following age groups: 2-5 years; 6-9 years; 10-13 years; 14-16 years. This is followed by an online survey of approx. 1,600 parents of children between 2-16. While the preliminary analysis of the qualitative data is completed, the survey is currently in progress. The results of both studies will be ready for presentation at the time of the conference.

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Value Co-Creation in Social Services

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Summary Statement

The project aims to understand how social services organisations can innovate through the facilitation of co-creation initiatives. The paper presents the results of the initial analysis of perceptions and motivations to engage with the organisation in general and their community in particular.

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Discount fashion culture: reversing the race to the bottom to invigorate society and the planet

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Summary Statement

MacInnis (2011) called for more conceptualisations into the role of marketing to explore novel perspectives that cannot yet be supported empirically; in response, this conceptual paper explores the social and economic implications of discount culture in the UK. To explore responsible marketing that can support the reframing of value creation, this paper will examine concepts of exchange and consumer empowerment, and recognise the exchange of productive community.

Competitive Short Paper

MacInnis (2011) called for more conceptualisations into the role of marketing to explore novel perspectives that cannot yet be supported empirically; in response, this conceptual paper explores the social and economic implications of discount culture in the UK. The growth of discount retailing has grown significantly over the last twenty years and now dominates city and town high streets (Mintel, 2021), yet has been neglected within academic discourse. Discount culture is highly relevant for the fashion industry and inexpensive fashion represents the dominant social paradigm of retailing markets and marketing, both online and physical. With prices falling to as low as 10 pence GBP (Blackall, 2020), low prices do not reflect material or production costs, and supported by marketing tactics, low pricing leads to impulsive frequent consumption (Ritch and Siddiqui, 2023). While this may appear to support consumers financially, particularly when the costs of other commodities are increasing (i.e. food and energy)(Sit, 2023; Lapavitsas, 2022), it does not benefit society long-term (Raworth, 2017; Shell, 2009), especially given the significant detrimental impact that inexpensive fashion has on the environment (United Nations, 2020); or support economic prosperity for all, given the rise of poorly paid jobs and insecure employment contracts (Francis-Devine and Orme, 2023; Schulz, 2023; Lapavitsas, 2023).

Discount culture is highly relevant for marketing, which is often blamed for encouraging hedonistic consumption. Marketing has been found by the Competition and Markets Authority as encouraging impulsive consumption by framing urgency with limited discounts or implying scarcity of the product (Partridge, 2022). However, marketing could be part of the solution. Socially beneficial marketing was evident during the COVID-19 pandemic where Nudge Theory was utilised to encourage behaviours limiting the spread of the contagium (He and Harris, 2020). During the pandemic there was also some evidence of consumers strategically supporting local traders to contribute to the local economy (Hall, 2022). While the pandemic was hailed by the World Economic Forum (2023) as 'the great reset' and an opportunity to consider markets, society and the environment, post-pandemic recovery reverted back to growth-based neo-liberal economic systems (Brown, 2020) and traversed into the cost-of-living crisis (Hall, 2022; Sit, 2022; Whiting, 2022). This paper explores how marketing can be a vehicle for encouraging consumers to see beyond commodity acquisition and understand how consumption can contribute to wider social and economic conditions (Helm and Little, 2022).

To explore responsible marketing (Dholakia, Ozgun and Atik, 2020) that supports the reframing of value creation, this paper will examine concepts of exchange and consumer empowerment (Balderjahn et al., 2022), and recognise the exchange of productive community (Avidsson, 2011;

Ross and Kapitan, 2017). This will be set within the context of the fast-fashion industry, which has received much criticism for exploiting the environment and garment-workers to reduce fashion pricing, contributing to landfill, and encouraging frequent impulsive consumption. The paper will cumulate in presenting a revised theoretical framework and conclude with ways in which socially responsible fashion marketing can encourage a new economic and environmental paradigm (Grinstein *et al.,* 2022; Lapavitsas 2023; Tomlinson, 2023).

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Exploring Ethical Considerations in Gamification: A Qualitative Study in Primary Education

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Summary Statement

This study addresses ethical considerations related to the use of gamification in primary education, emphasising the need for responsible implementation to safeguard students' well-being. Qualitative findings reveal three key ethical dimensions: Overuse, Intimidation, and Psychological Pressure. These themes highlight the importance of inclusive design, considering diverse student capabilities and suggest a balanced integration of gamification with other teaching methods. The study offers insights that promote positive outcomes and ethical implementation of gamification in primary education.

Competitive Short Paper

Incorporating digital tools and tactics into education has changed how students learn and interact with educational content in an era of fast technological breakthroughs (Dicheva et al., 2017). Among these strategies, *gamification*—incorporating game principles and design elements into non-game contexts—has emerged as an entertaining and interactive way to increase student engagement and motivation (Dicheva et al., 2017). However, gamification also presents a complex landscape of ethical considerations that warrant scrutiny (Smiderle et al., 2020). Ethical concerns related to gamification include demotivation, psychological distress, manipulation, exploitation, lack of performance, privacy issues, addiction, strain, and social overload (Al-Msallam et al., 2023).

Despite the growing interest in this domain, there is a notable gap in the literature regarding the ethical concerns associated with the use of gamification in primary education. As students at primary level are particularly vulnerable to the effects of various stimuli, it becomes essential to investigate how the introduction of gamification impacts their psychological well-being, social interactions, and overall educational experience (Smiderle et al., 2020). Addressing this gap ensures responsible and ethical implementation of gamified learning environments that safeguard the well-being of young learners during their educational experiences. The aim of this study is to explore the multifaceted ethical concerns associated with the use of gamification in primary education.

This qualitative study delves into the experiences of ten educators who have integrated gamification into their teaching practices at primary level. The thematic analysis revealed three prevailing ethical

dimensions: Overuse, Intimidation, and Psychological Pressure. The findings highlight the need for a thoughtful and balanced integration of gamification that considers inclusivity, student well-being, and alignment with pedagogical objectives.

First, Overuse refers to the excessive use of gamification design that overshadows the intended learning outcomes. Educators highlighted the need for a balanced integration of gamification practices to harness the potential benefits of gamification to enhance student engagement and social interaction in class, without obscuring the focus from the educational learning goals. Educators recognise gamification as a complementary tool to other teaching methods and resources, rather than a standalone solution.

Second, Intimidation emphasises the need for inclusive design to address the diverse capabilities of students. Participants mentioned the risk of instilling a sense of excessive competition amongst students, bullying and potential exclusion. Educators suggest tailoring gamification practices to ensure accessibility for all learners and encouraging the use of game elements that foster collaboration and teamwork.

Third, Psychological Pressure delves into the psychological toll on students. Participants mentioned that students may feel intimated or overwhelmed by the pressure. Educators warn against using gamification as a means for assessment or examination. The findings highlight that the use of gamification in the classroom needs to promote positive emotional well-being.

This study offers insights for educators to responsibly integrate gamification, aids policymakers in developing ethical guidelines, and guides future researchers toward refining best practices. Future research could explore the longitudinal impact of gamification, cross-cultural ethical considerations, and innovative strategies to mitigate the identified ethical concerns.

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The countervailing effects of 'Dyssynchronas' within communities of consumption: An ethnography Study of Jessica Jung's toxic Fandom Community in China

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Summary Statement

Consumption can be the source of conflict, rivalry, and competition and nowhere is this clearer than in fandom where members vie for the attention of their idols. Based on a three-year online and offline ethnography of the fan community of K-Pop artist Jessica Jung which included interviews, observations, and netnographic material, we introduce the concept 'dyssynchronas' as the obverse to communitas. Through dyssynchronas we explore the de-synchronizing and de-stabilizing activities and experiences of marketplace cultures.

Competitive Short Paper

Significant scholarly attention has focused on the synchronizing function of communitas within marketplace cultures, highlighting the positively valenced and unifying outcomes of collective and communal forms of consumption (Arnould & Price, 1993; Celsi, Rose, & Leigh, 1993; Cox & Turner, 2019; O'Leary et al., 2019). Communitas derived from Turnerian philosophy of interpersonal relations is characterized by the suspension of the daily structures and orders that separate, atomize, and individualize members of a group (Turner, 1969). Through communitas, an egalitarian and horizontal organization emerges between group members, enhancing solidarity and fostering collective identification around shared values and beliefs. Less explored within consumer research however is the negatively valenced, disunifying and anti-social or corrosive character of consumption communities. Consumption can be the source of conflict, rivalry, and competition and nowhere is this clearer than in fandom where members vie for the attention of their idols. Based on a three-year online and offline ethnography of the fan community of K-Pop artist Jessica Jung which included interviews, observations, and netnographic material, we introduce the concept 'dyssynchronas' as the obverse to communitas. Through dyssynchronas we explore the de-synchronizing and de-stabilizing activities and experiences of marketplace cultures.

Much of the data we considered is replete with instances of inter-fandom experiences that are contradictory to communitas, suggesting pettiness and rivalry are crucial to in-group social functioning and status. Drawing upon important instances in the data, we conceptualise dyssynchronas as the inter-competitive, fractious, and dysfunctional character of fandom, characterised by three main features: jealousy, vengeance, and what we call 'crusading'. These three features incur certain behaviours in the fan community that are antagonistic to and countervail communitas, ranging from the assignment of blame within the community to the rationalization of aggressive behaviours.

Our conceptualization of dyssynchronas offers a more critical perspective on human interaction within marketplace cultures, acknowledging and dissecting the complexities and conflicts that coexist within communal consumption environments. Our paper thus offers a novel and more cynical perspective on shared consumption pursuits – or "marketised communality" (Wickstrom et al. 2021: 75) – particularly in the context of celebrity fandom. We explain how irreconcilable tensions between individuality and communality within shared consumption-related environments can manifest in truculent, agonistic, and onanistic types of 'acting-out' that fetishize fragmentation and disharmony rather than relationality and co-operation. These negative – or 'toxic' – effects reflect an entire category of consumer behavior that contradicts and complicates the assumed primacy of harmonious social experience in shared consumption interests, presenting marketing theorists within the 'terminalist' (Ahlberg et al., 2022) or 'de-romanticist' (Cronin and Fitchett, 2022) space with further evidence of consumer culture's alienating consequences.

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The role of AI and human influencers in enhancing social marketing messaging - towards sustainable consumption

Rebecca Beech, Husni Kharouf

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Summary Statement

The study aims investigates the steering of virtual and human influencers towards a 'good cause' and the persuasive powers of influencers for consumers sustainable behaviour by using social marketing as a lens. Using an experimental design with UK and German participants.

Competitive Short Paper

The evolving technological landscape has transformed how we communicate with others, be that consumers, organisations and policy makers and in particular how we use the internet to inform our lifestyle choices, consumption of products and services and for inspiration. The advent of social media influencers, defined as public figures that evolved from being online personality amongst various online platforms, include examples such as micro-celebrities or internet users who gained a large fanbase online (Yang et al. 2023).

In recent years, a new type of influencer has gained presence on social media, these are virtual influencers, defined as computer-generated avatars that hold an expansive following online (ANA, 2020) and can effectively appeal to target groups via their digital personalities (Audrezet and Koles, 2023). Early examples of virtual influencers start from 2016 and are already argued to be prominent opinion leaders (Ameen et al., 2023). Virtual influencers are found to be increasingly used by brands as part of their influencer marketing strategy and alongside existing social media influencers, to promote their products and services with the advantage of further customised content (Bradely, 2020). Studies argue further benefits of virtual influencers that entail the reduced risk of reputational damage, via augmentation they would not be involved in reputational crises or make in politically correct statements (Bradley, 2020). The multiple advantages of virtual influencers as a result of augmentation, is due to the use of artificial intelligence (Hiort, 2023).

Another phenomena that has gained traction is the need for brands to be responsible in their in positively impacting on the world's most significant issues (Chandy et al., 2020). The latter advocates the need for brands to engage with social marketing. Social marketing is evidenced by a number of studies as having the ability to bridge theory and practice, whilst offering benefits for stakeholders, individuals and communities that are served this approach (Dibb and Carrigan, 2013; French et al., 2015; Kassirer et al., 2019). Thus, demonstrating and effectiveness of using social marketing as a strategy to advocate change.

To date, studies that explore virtual influencers via the lens of sustainability and responsibility is limited (Yang et al., 2023). To the authors knowledge scholars have not used social marketing to understand how influencers (human or non-human) can encourage pro-environmental behaviour.

The developmental paper proposes the following research questions:

Research question 1: Explore consumers' perception and understanding of AI social marketing and sustainability messages.

Research question 2: Assess the extent to which consumers are likely to respond to AI and human influencers messages on sustainability using strength-based framing.

Research question 3: Explore how AI messaging affects/changed consumers sustainable behaviour

There will be a series of four online scenario experiments designed to manipulate the message (type of message and source, i.e. AI or human), to assess which of these have the strongest impact on consumers. There will be four scenario-based experiments in total involving 1200 participants from all over the UK/Germany (approximately 300 respondents per experiment). The sampling approach is based on the National Readership Survey.

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Wellbeing of Consumers in an Emerging Market and Impact of Sharing Economy Services

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Summary Statement

Consumer and financial well-being should be the ultimate goal of every business or economic activity. The factors influencing low-income customers' financial well-being in an emerging market setting are critical from an academic, social, and sustainable business perspective. The study investigates the antecedents that influence the financial well-being among low-income consumers in an emerging market context. Also, the role of use of sharing economy services is explored in this context.

Competitive Short Paper

Introduction & Objective:

Well-being is a dynamic and ever-changing notion (Kushwaha et al., 2023). The United Nations Sustainable Development Goals priorities human well-being (Henderson and Loreau, 2023). Every human being consumes a commodity or service. As a result, consumer well-being (CWB) has become a catchphrase among marketers, researchers, and regulators. There is evidence in the existing literature that well-being has numerous aspects/dimensions depending on the unique situation or industrial concern, such as social well-being (Kazemi, 2017; Yong, 2023), financial well-being (Nanda and Banerjee, 2021; Rodrigues et al., 2023), Food well-being (e.g. Batat et al., 2019), shopping well-being (El Hedhli et al., 2016) etc.

Post-COVID-19 world economy arrives at the vagueness and unpredictability of the political environment (Lim, 2022), and academicians, researchers, and policymakers are more anxious about financial well-being (FWB). Individual FWB leads to the individual's overall well-being (Singh and Malik, 2022), which propels our research to investigate the antecedents that significantly lead to Financial wellbeing. Netemeyer et al. (2018) already demonstrated that FWB is a predictor of the overall well-being of the consumer. From an academic, social, and sustainable business standpoint, the determinants of the well-being of emerging market customers in a developing market scenario are critical. The study investigates the impact of specific elements on FWB in an emerging market.

In a resource-constrained setting (Bhatt et al., 2019; Hota et al., 2019), pooling resources can aid in crisis management and one of the critical aspects of the sharing economy is to address the resource

constraints (Bhatt et al., 2021). The impact of the sharing economy on facilitating sustainable economic growth in an emerging market economy has grown in prominence (Hussain et al., 2023). The study also attempts to demonstrate the role of sharing economy services as a key factor in the connection. The study is unique in that it is the first of its kind in an emerging market scenario.

Research Methodology:

The current study used a survey for more than two months to obtain the data needed to evaluate the model. The adult population for this study was drawn from urban and sub-urban areas, with the majority belonging to India's middle-class or lower middle-class strata. People who were discovered to use sharing economy services and were available to be respondents were included in the sample.

A total 467 responses were received from the 650 people we contacted. Responses that were incomplete or outliers were removed, leaving 410 usable responses. All respondents were a minimum of 20 years of age, and the median age was around 34.

The research instrument for determinants of consumer wellbeing was adopted from existing scales. The items for sharing economy services were self-developed.

Findings of the study:

The study is still under process and the authors are analyzing the data to test the key hypotheses.

Implications of the study:

The findings may confirm that the use of sharing economy services positively or negatively contributes to consumer well-being among low-income customers in an emerging market, which has policy implications.

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"Social Media and Marketing: Towards a Better Future"

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Summary Statement

This conceptual paper is a review of social media and marketing literature. An online consumer behaviour literature identified and highlighted eight key research topics, including cognitive issues, user-generated content and many more. Wang (2017) further analysed the influence of social identity on consumer behavior like cognitive, interpretive, and evaluative, in the social media context. According to this study, dimensions have different effects on use and purchase behavior with evaluative identity having a more substantial influence.

Competitive Short Paper

In today's dynamic digital world, the idea of an online identity plays a significant role in shaping consumers' behaviours, especially on social media platforms (Wang, 2017). Studies in the hospitality industry have shown that social media reviews and ratings matter to customers. People tend to be more influenced by negative reviews than positive ones (Tantrabundit, 2018). The emergence of the internet has also been directed towards herding behaviour, where opinions affect the purchasing decisions of the consumers (Kwon, 2011). Therefore, it has been discovered that the quality-of-service interactions, encompassing emotional, social, and functional aspects, significantly shape how customers engage online. (Zhang, 2020). A review of online consumer behaviour literature by Cummins (2014) identified and highlighted eight key research topics, including cognitive issues, user-generated content and many more. Wang (2017) further analysed the influence of social identity on consumer behaviour, such as cognitive, interpretive, and evaluative, in the social media context. According to this study, dimensions have different effects on use and purchase behaviours, with evaluative identity having a more substantial influence. Reed (2002) emphasised the value of social identity as an aim to understand self-concept-based consumer research, highlighting its relevance in the context of online consumer behaviour. These studies underscore the significance of social identity theory and self-presentation theory in shaping online consumer behaviour.

The vivid nature of online identities, influenced by digital interactions and social media, significantly influences consumer behaviour and preferences (Mukhtar, 2023; Cetină, 2012). Endorsements from social media platforms, peers, discounts and rewards play a crucial role in online purchases (Mukhtar, 2023). The study of emotional and social factors is essential to understanding the influence of these factors on online consumer behaviour (Cetină, 2012). The expansion of technology and the Internet has created a gap between real and virtual worlds, with online identities impacting offline relationships (Mishra, 2011). Research on the impact of online identity on consumer behaviour has influenced the role of shaping purchase intentions (Leparoux, 2019; Bhuvaneswari, 2021). This effect is robust in online courses, where elements like reliability, knowledge, and the appeal of influencers are essential (Bhuvaneswari, 2021). The idea of online identity described as being public, shared through media, performed, created together, and done on purpose has been investigated on Instagram. (Barbour, 2017). Studies have also examined how traits like being socially active and having good self-confidence can affect how extensive someone's online social network is and how they talk about brands. (Acar, 2007). The alignment of online identity and consumer behaviour brings both marketing opportunities and ethical challenges.

In summary, promoters must balance persona with respect for consumer privacy, especially in the online environment where privacy threats are often hindered (Franzak, 2001). To address these challenges, Martin (2017) emphasises the need for a diverse approach to data privacy in marketing, considering the value of society, psychology, and economics. The significance of ethical and personalised marketing strategies that align with consumers' online personas and suggests directions for future research to explore these relationships further and identify best practices in ethical digital marketing.

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Leveraging Influencer Framing Strategies for Sustainable Behaviour Change: An Analysis of Engagement on TikTok

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Summary Statement

This study analyzes how influencers frame messages about sustainability on TikTok, comparing general posts to specific campaigns like #deinfluencing. Using machine learning on 501 videos with over 139 million interactions, we find specific campaigns drive higher engagement, especially video saves. This research enriches understanding of influencer sustainability campaigns and their online impact, providing insights for effective messaging strategies to encourage environmentally conscious behaviour.

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Salutogenic Marketing: The Online Marketing of Private Medical Scanning Services.

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Summary Statement

This study focuses on the online marketing activity of private medical scanning services in the UK. We build a dataset of 20 scanning services identified by the hashtag #healthscan and apply content analysis. Findings are framed using the Salutogenesis paradigm from the health sociology literature. We provide a foundational mapping of online marketing communications and contribute a new approach in our use of the Salutogenic marketing model.

Competitive Short Paper

There is growth in preventative health services, particularly those that utilise technology (Liu, Gupta & Patel, 2023, Wu et al, 2023). Understanding the nature of the direct-to-consumer marketing of preventative health services is important as this is an unregulated activity which impacts upon the individual and the wider healthcare system. Neoliberal health discourse frames health self-monitoring as taking responsibility and empowering the individual (Fries, 2008). However, there is an argument that independent health self- monitoring can result in negative outcomes such as cognitive pressures and disempowerment (Brosnan et al 2023). For example, self-referral for CT scanning results in radiation exposure and healthcare challenges of arranging any treatment (Iles et al 2003).

This study focuses on the online marketing activity of private medical scanning services in the UK. Private medical scanning includes both ultra-sound, CT, and MRI scanning. We focus on companies offering diagnostics and exclude pregnancy scanning.   An example company would be Liverscan, an Edinburgh-based start-up which performs hepatic scans to advise customers of their liver health and of actions which may prevent or mitigate serious illness risk factors like fatty liver. Our research seeks to identify the messages and appeals to customers. By exploring how these services are communicated, we aim to produce a clear picture of how scanning companies are creating a sustainable value proposition (Brown et al, 2022, Botti and Monda 2020).

We build a dataset from the websites and social media presence of 10 scanning services identified by the hashtag #healthscan. Content analysis is an established communication research technique that has proved valuable when researching online marketing (Ho et al 2020). Our analysis applies Social Impact Theory (Latane 1981) to determine source strength (message sender), immediacy (temporal and geographical) and source numbers (frequency of message). We identify the prevalence of advertising appeals (i.e humour, fear, rational, emotional etc) (Chandy et al 2001) and brand tone of voice (Barcelos et al 2018).

In our analysis we discuss how our findings can be usefully framed by using the Salutogenesis paradigm from the health sociology literature (Antonovsky 1996). The Salutogenic model argues that a strong sense of coherence helps people maintain and improve their health. Coherence comes from comprehension, attributing meaning and feeling that events are manageable. Salutogenic marketing differs from traditional marketing in the "pathogenic" paradigm by adopting a holistic view of health, emphasises the role of consumers as active and empowered agents in active and collaborative relationships with health providers (Antonovsky 1996). Therefore, salutogenic marketing does not target specific diseases or symptoms, but rather aims to enhance the overall quality of life and well-being of consumers.

To date there has been limited attention paid within the marketing discipline on how self-funded preventative diagnostics are marketed to consumers. In this paper we analyse the marketing communications techniques of medical scanning services in order to understand the nature of the messaging and information provision. We provide a foundational mapping of online marketing communications and contribute a new approach in our use of the Salutogenic marketing model.

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Unravelling Student Experiences With Arts-Based Assessment Methods in Marketing Education

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Summary Statement

Photo-elicitation is widely accepted as a learning and assessment tool in marketing and business education, yet, students' encounters with such a method have remained underexplored. Addressing recent calls to investigate 'the experiential learning processes' of arts-based methods, this study aims to understand students' experiences with photo-elicitation as an innovative and arts-based assessment method. Being at the early stages of analysis, our evidence demonstrates nuances of students' experience with photo-elicitation as an assessment method.

Competitive Short Paper

Enhancing student experience is an area of pronounced interest in business education (Benckendorff et al., 2009; Morgan, 2012). Specifically, how students experience assessment methods is important for enabling engagement with a module and program of study (Kahu et al.,

2020). Art-based methods, in particular photo-elicitation, are widely accepted as learning and assessment tools in marketing and business education, although these are still perceived as innovative approaches by students and educators (Sutherland, 2013; Ancelin-Bourguignon et al., 2020). Several of photo-elicitation's characteristics enable students to uncover experiential (Machin, 2016; Wee et al., 2013), reflective (Madden & Smith, 2015) and collaborative (Pierce & Longo, 2019) elements of the learning experience. Learning outcomes of photo-elicitation and ways to achieve those (Das, 2012; Machin, 2016) have also been explored in extant literature. Yet, students' encounters with such a method have remained underexplored.

In this light, this study aims to understand students' experiences with photo-elicitation as an innovative and arts-based assessment method, addressing research calls for investigating 'the experiential learning processes of arts-based methodologies' in business students (Madden and Smith, 2015; Sutherland, 2013, p. 25). We approach photo-elicitation as an arts-based method (Stavraki & Anninou, 2022) in order to understand how its arts-based characteristics affect student experience. We draw upon 11 interviews and equal collages created by students studying for a Business degree in a UK Business School. All participants had prior experience with the photo-elicitation method, which was used as part of the assessment strategy (i.e., group assignment) during an undergraduate marketing module they all attended.

Being at the early stages of analysis, our evidence demonstrates nuances of students' experience with photo-elicitation as an assessment method. Emerging areas of student experience relate to 1) the practical element of student experience with the method, which entails dimensions like *working outside the classroom*. In this way, photo-elicitation is activated when taking photographs of the real world of consumption outside a normal learning routine, which then actively engages students into a meaningful learning experience. 2) The transformative element, which develops meaningful learning opportunities by inviting students to overcome their initial distress (confusion, fear, or concern) over a novel learning experience and transform this distress to exhilaration (excitement, pride) about the outcome. We understand this element as enhancing student reflexivity, and as such moving beyond habitual learning experiences (e.g., engendering imagination and opening-up possibilities for learning). 3) The 'self and others' element, where students discuss their own experiences with photo-elicitation and blend their own personal experience with that of the group. This study focuses on understanding students' experiences with photo-elicitation method in an attempt to explain how such an assessment method promotes learning. The paper also provides opportunities for further enriching the assessment possibilities of marketing educators.

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Consumer Retrospection Of Forgone Life Paths: Consumption Narratives From First-time Older Mothers

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Summary Statement

Consumer research has overlooked consumers' identity work related to forgone life paths. Focusing on older first-time mothers, this study explores consumer retrospection of forgone life paths and its

impact on consumption narratives framing identity work. Participants frequently reflect on forgone life paths, constructing related counterfactual selves. Their self-comparisons stimulated consumption choices to support, affirm and reward their current selves. The study highlights the importance of counterfactual selves from forgone life paths in consumer identity work.

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Beyond The Silence: Integrating SDGs For A Sustainable Marketing Education Through Transformative Learning And PRME

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Summary Statement

This article gives voice to the need to include the Sustainable Development Goals (SDGs) in marketing education. It enhances the ongoing discussion by employing a thorough and multidisciplinary approach, highlighting proactive engagement with the PRME initiative and transformative learning. It considers how overcoming cognitive barriers can facilitate fundamental transformation in the attitudes of future marketers regarding sustainability challenges.

Competitive Short Paper

Introduction

Today's sustainability challenges mean that 'silence' and conventional approaches in marketing education must evolve into transformative and innovative methods for integrating the SDGs. Studies in higher education institutions, for example, in Portugal (Leal et al., 2023) and the UK (Ndubuka & Rey-Marmonier, 2019), corroborate the growing importance of sustainable practices in academy. This article argues specifically for evolving marketing curricula to incorporate SDGs. The PRME initiative (Abdelgaffar, 2021; Gentile, 2017) and transformative learning theories (Luckett & Shay, 2020; Mayo, 2003) are postulated as instrumental in this process.

Conceptual Framework

Adopting holistic pedagogical practices is needed to incorporate SDGs into marketing curricula effectively. Realizing this through interdisciplinary methods and a commitment to the principles of the PRME initiative (Deo et al., 2023; Hübscher et al., 2023; Ndubuka & Rey-Marmonier, 2019; Russo et al., 2023) is essential. Capitalizing on current efforts in sustainable marketing strategies and promoting transformative learning should facilitate the synchronization of students' values with sustainable development goals. In synthesizing SDG integration in marketing education, this study uniquely applies PRME principles (Abdelgaffar, 2021) and transformative learning (Mayo, 2003). By doing so, it advances beyond existing literature, crafting an educational model that not only incorporates sustainability but also actively shapes future marketers' values toward sustainable development.

Discussion

Some of the inertia that explains the difficulty in integrating the SDGs into marketing education can be explained by institutional resistance and the depth of knowledge required about sustainability in the teaching community (Avelar et al., 2019; Leal Filho et al., 2021). As a facilitator, transformative learning provides a critical perspective within business education, raising awareness and deepening understanding of sustainability issues (Corazza et al., 2022; Mayo, 2003). Authors like Singer-Brodowski (2023) reinforce this pedagogical approach, highlighting the crucial role of transformative learning in empowering individuals and organizations to face sustainability challenges and promote meaningful change. Transformative learning is about acquiring knowledge and changing perspectives and behaviors. It aims to transform problematic assumptions "to make them more inclusive, discriminating, open, reflective, and emotionally able to change" (Mezirow, 2003, p.58). The PRMEs, focusing on ethical principles and social responsibility, align perfectly with these goals, offering a platform for critical reflection and evolving perspectives. Together, they create the foundation for a holistic education of future marketers, enabling them not only to respond to current environmental and social challenges but also preparing them to be agents of change for sustainable development (Cottafava et al., 2019; Hübscher et al., 2023; O'Grady, 2023). The extended presentation associated with this manuscript offers a framework for combining these perspectives.

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Exploring the Relationship Between Place Attachment and Drinking in the Home.

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Summary Statement

This qualitative study explores drinking behaviours in the home and its relationship with people's feelings of attachment and belongingness to the home. Interviews were conducted with 15 UK adults who exhibited a range of drinking habits. Emerging themes include opening the home as an entertainment and social space, placemaking activities including making homemade 'bars', the creation of alcohol-related rituals within the home and other social and practical factors.

Competitive Short Paper

Place attachment describes the emotional bond between people and place (Scannell and Gifford, 2010), and the home is a significant aspect of place attachment research (Windsong, 2010). However, few studies have explored the relationship between drinking behaviours in the home with people's sense of attachment or belongingness at home (Sandiford and Divers, 2019). Research shows that home drinking allows both celebration and the smoothing of differences within domestic relationships. Drinking at home can also stimulate different affective states compared to drinking in other locations, and reinforces the home as a place of comfort and respite (MacLean et al., 2022). Home drinking has previously been associated with the consumption of wine often with meals and as part of domestic and family life. Such regular home wine drinking has been perceived as respectable and sophisticated, or 'middle class' (Brierley-Jones et al., 2014). Drinking at home has increased in popularity in recent years with figures suggesting 34% of UK adults like to drink at home

(Drinkaware, 2021). Post pandemic changes in consumer behaviours such as the rise in online shopping and online food delivery services (Dsouza and Sharma, 2021; Eger et al., 2021) have also made it easier for people to spend more time at home. Along with the cost-of-living crisis, more people working from home, and increasing pub closures (The Guardian, 2023), it is timely to explore the drivers behind drinking alcohol in the home and whether and how this influences people's feelings about their homes.

Based on semi-structured interviews with 15 UK adults who exhibited a range of drinking habits and conducting a thematic analysis of the transcripts, the findings demonstrated expected feelings of attachment with the home through familiarity, security, and comfort associated with the home. Emerging themes connecting place attachment and home drinking included:

- opening the home as an entertainment and social space which has evolved in line with contemporary home trends such as open plan kitchens and the investment in garden living spaces.
- placemaking activities including creating homemade 'bars' which are perceived as shrines and considered social hubs in the home.
- purchasing quality glassware, the practice of collecting 'nice' wines or craft beers and displaying certain alcohol brands in cabinets or wine fridges which align with individuals' self-image.
- bringing the restaurant into the home which helps bonding and quality time among family members.
- practical factors including the cost effectiveness of drinking at home, the ability to control who is invited into the home to share in the drinking experience, reduced social pressure of not having to go out and not having to 'clock watch'.
- the freedom to experiment with new or unusual alcoholic drinks, and the development of nuanced cocktail making rituals.

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Way of Zen – Interweaving religion in the mindfulness-sustainability framework

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Summary Statement

The study adopted *Mindfulness-Sustainability* framework to look into *interventions* in engaging consumers with more sustainable brands and behaviours. Using curation method, in which participants co-curate an exhibition about 'way of Zen', we offer rich explanations as to why and how people respond to interventions. A focus on the Zen Buddhist tradition highlights the roles religion can play in developing *Mindfulness Interventions* and the synchronicity between the tasks of healing ourselves (mindfulness) and healing the planet (sustainability).

Competitive Short Paper

Over the past 50 years, scholars and practitioners have continued to develop *Sustainability-Interventions* to engage consumers with more sustainable brands and behaviours. While consumers respond to specific messages (Olsen et al., 2014; Winterich et al., 2019) and appeals (White and Simpson, 2013), studies have also found that consumers develop resistance towards sustainability-interventions which present their conduct as being responsible for societal issues (Bardhi and Eckhardt, 2017; Shove, 2010). This resistance is caused by physical and psychological discomfort (Gonzalez-Arcos et al., 2021); an inability to comprehend complex environmental problems within the limited time they engage with an advertising message; or a lack of context for or empathy with the message presented (Ćirović, 2022). Communicating effectively to consumers and educating them about sustainability, therefore, must now accommodate strategies for reducing consumer resistance.

Prominent among present efforts to engage consumers with the sustainability agenda, studies have observed the significance of *Mindfulness-Interventions*. Jacob et al. (2009) suggested regular meditation practices enable people to commit to an ecologically-sensitive lifestyle. Emotional awareness and self-regulation have clear value in contributing to the disruption of unsustainable habits (Ericson et al., 2014). Recently, Sajjad and Shahbaz (2020) developed an integrative framework to formalise the connections between 'meditative mindfulness' and social sustainability. In line with this growing interest in *Mindfulness-Interventions*, further empirical studies are needed to understand the processes by which mindfulness and sustainability interact, and how the benefits from the individual level (mindfulness) can be taken and integrated into society (sustainability) (Thiermann and Sheate, 2021). Further, this research strand calls for qualitative studies that can offer rich explanations as to why and how people respond to interventions (HM Treasury, 2020; Sheate et al., 2016).

To contribute to this study field, we adopted the curation method (Persohn, 2021), an arts-based qualitative approach, into our research context. From September to December 2023, we invited 62 consumers to co-curate an exhibition entitled 'Zen Studio – The healing journey' in London that focussed on enhancing wellness in urban environments. Through contributing their own insights, concepts and sketches, identifying their own pathways to finding their 'way of Zen', project participants illustrated how the world is shaped and changed by individual decisions and actions. The quest for regular meditation practices has inspired them to develop a commitment to ecologically-sensitive space and adjust their unsustainable habits, which include decluttering; moving towards dematerialisation (Eckhardt and Dobscha, 2019); learning; and spending on new cultural activities rather than on alcohol and smoking for leisure. A focus on the Zen Buddhist tradition enables us to gain fresh insights into the roles religion can play in developing *Mindfulness-Interventions*, illuminating the connection between the human body and nature, and the synchronicity between the tasks of healing the planet and healing ourselves. Our analysis supports and expands extant studies on integrative mindfulness-sustainability frameworks, which see the transformation of the inner dimensions of individuals as the root of a successful transition towards a sustainable society (Wamsler, 2019; Ives et al., 2019) and demonstrates how fuller understandings of contemporary spiritualities can profitably inform marketing communications.

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The Irreducible Value of Care in Market Interactions

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Summary Statement

This paper discusses the irreducible value of genuine care in market interactions and calls for a move from an abstract view of exchange, which leaves no room to consider such care, in favor of broad consideration of what motivates the people involved and what they gain. Building on care ethics and based on in-depth interviews and introspection, we uncover the ways in which this care is perceived as being enacted and how this creates value.

Competitive Short Paper

Within marketing, firms and consumers are often conceived of as agents with preferences, who engage in "mutually satisfying exchange relationships" (Baker, 2016: 4), with value generated by and for both parties (Kotler *et al.*, 2024). We argue that important elements of market activity are missed in this theorization, which falls into the trap of assuming "that social life and economic life happen in distinct spheres" (Nelson, 2011: 35) and neglect the social embeddedness of value (Edvardsson *et al.*, 2011). Specifically, we investigate how *care* given by particular people working in a company to a particular customer can dramatically affect these exchanges and how the elements of the consumption experience that arise from this care can make up a significant part of the value gained by the customer. Relying too much on a reified concept of companies or consumers harms our ability both to understand some of the value customers take from market encounters and to envision ways of curbing harms of marketing practice. This is because the people engaged in the interaction are able to *care*, in a way that the abstraction of the organisation simply cannot, and consumers are typically assumed not to. This supports Pirson and Varey (2014) who noted the limitations of the exchange paradigm and called for a more humanistic approach to marketing. Ravald and Grönroos's (1996: 19) seminal discussion of value mentions "taking care of" customers but does not build on the idea. More recently, Heath (2022) suggested the importance of weaving care into marketing systems to mitigate malpractice. To advance this agenda, we employ an ethics of care (Held, 2006) as a theoretical lens and draw on in-depth interviews with consumers and on researchers' introspection to investigate the value of care in people's experiences with marketing. Data analysis follows an interpretive approach (Elliott and Timulak, 2005) and data collection (ongoing) will be completed upon achieving theoretical saturation.

Care ethics is a well-developed tradition in philosophy that specifically focuses on the sorts of concrete relations of care that are overlooked in typical marketing rhetoric and can serve as counterbalance to the dehumanising effects of excessively economistic thinking (Held, 2006). The focus, in an ethics of care, on relationships, interdependence, and the specifics of a context (and of those involved) supports the human development and well-being of both the carer and the cared for (Hawk, 2011).

Our preliminary findings suggest the importance for participants of the perception of being cared for in market interactions and identify ways in which care is transmitted (e.g. sellers sharing their enthusiasm for products they sincerely love; making sure the customer's children are kept amused; protecting local people and the surrounding nature). This perception of *genuine care* endows consumers experiences with a level of great specialness (e.g. calling the place a "sanctuary") and

impacts positively in their well-being and their will to care back. This causes customers to value an interaction as something other than only a transaction and feeling that they are more than interchangeable "abstract" (Liedtka, 1996) customers.

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Igniting brand-led online community management's social spirit: questioning the process and implications of prioritising public value above commercial enterprise

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Summary Statement

Taking the place of traditional religious and cultural communities, the new places where people gather are online brand communities. This has prompted marketers to redefine their custodial role of these communities for social value, not just commercial gain. Defining this custodianship and aligning it with social value becomes crucial. The study seeks to bolster theory around online community management and addressing the role of marketers in establishing socially valuable communities.

Competitive Short Paper

Social media participation is higher than ever before with 4.76 billion actively involved social media users participating for an average of over 2 hours per day (Wearesocial, 2023). This has led to brands "increasingly becoming keen on the creation of online brand communities (OBCs) to manage customers" (Kumar & Kumar 2020, p.101949) due to the associated positive effects on brand equity dimensions: perceived quality, brand loyalty, brand awareness, and brand association (Muniz & O'guinn 2001; Nadeen et al., 2020). Authors such as Halcrow (2021) have argued that online communities are similar to traditional physical communities in that they take their constructs and behaviours from the participants' co-creation process that shapes their interactions, in much the same way as the well-researched traditional community would do. In the case of traditional communities, traditional institutions – religious, cultural, governmental, and others – have held the reigns of maintenance and oversight. In an online context, brands have been thrust into this position, either willingly and wittingly or inadvertently. With time, brands have become some of the main co-custodians of the new places where people gather – brand-led online communities.

Of importance and interest to marketers is the issue of what this custodianship should look like and what following the spirit of community and social value means, when they consider this as an end in itself, instead of a means towards commercialisation.

Using theories such as self-disclosure, social penetration and conspicuous consumption aids in understanding the interaction that ensues within these communities, but not what the role of brands is, beyond leveraging the community for commercial growth. The aim of this study is to bolster marketing theory around online community management by (re)considering the role of brand custodianship and the practical implications of the role, from a social value frame. Towards this aim,

the study has two main objectives. First, to construct a model that highlights the main phases and courses of action that brands take in online community custodianship and its alignment to their core brand principles. Second, to create typologies related to different social media platforms' online community management behaviour, showing how community co-creation is shaped by these platforms' characteristics. The multi-phase study will involve qualitative empirical explorations towards this end but is currently within a conceptualisation phase where it problematises the following four questions:

- *To what extent are current brand-led online communities geared towards public value as opposed to commercial enterprise and what key performance areas are associated with each?*
- *How does the social capital that online communities offer brands amount to brand capital or equity?*
- *What is the role of marketers in establishing brand-led online communities with social value and what actions do they need to take towards this?*
- *Should there be key differences between social capital in online community management and core brand principles?*

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"It's The Journey, Not The ...Ecolabel": Exploring Sustainability Labelling In Tourism

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Summary Statement

Tourism is facing scrutiny due to its environmental impact, and ecolabelling has become a widely used soft policy instrument. There is a lack of research on ecolabelling, particularly in the East. This study was conducted in Margaret River, the first certified Eco Destination in Western Australia, in order to explore ecolabels from a stakeholder's perspective. The study concluded that stakeholders are keen on communicating sustainability, but it comes with its own set of challenges.

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Luxury Resale or Recycling: Sustainable Fashion's Future

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Summary Statement

The fashion industry can set itself apart from the competition, lessen its impact on the environment, and add value for its stakeholders and customers by adopting circularity through the utilization of recycled and reused materials, which has also been criticized for luxury fashion. Luxury resale

would be a better choice and a more efficient approach to accomplish sustainability goals in the long run, although there are some conflicts and contradictions between luxury fashion and sustainability.

Competitive Short Paper

The societal objective of sustainability is to enable coexistence between flora and fauna by further looking after natural resources for long-term goals. Over the past decade, the fashion industry has started to tackle sustainability, by the growing public concern for such issues.

"Fast fashion," the current prevailing paradigm, describes inexpensive apparel lines that replicate high-end fashion trends. Fast fashion firms therefore make it possible for people who want to wear high-end labels but cannot afford them to achieve their ambitions by offering identical styles at affordable prices. On the other hand, luxury fashion emphasizes originality, longevity, durability, workmanship, and quality; hence, it can have a stronger correlation with sustainability, prompting research on the subject. Although there are certain conflicts and contradictions between luxury fashion and sustainability, luxury resale would be a better option for the next generation and a more effective way to achieve sustainability goals in the longer term. Purchasing preowned items rather than brand-new ones can cut the carbon emissions associated with fashion by up to 90%. Fashion resale is expected to surpass fashion retail in size within the next ten years, according to some industry observers.

Textile recycling has increased because of growing consumer awareness of environmental issues. Closing the loop on a product's life cycle is a beneficial technique for attaining sustainability. There is no doubt that recycling fabric is not only possible but also profitable for fashion firms to stay contemporary and ethical. The fashion industry uses synthetic polymers, which are more affordable, versatile, and long-lasting than invasive animal wastes, to raise the global rate of textile recycling. This will conserve plastic and reduce the number of materials that end up in landfills by gathering plastic waste and transforming it into recycled polyester yarn. Many high-end producers use this yarn in their sportswear and shoes to cut out virgin plastic from their supply chain. With recycled plastic at its core, luxury businesses are spearheading the shift towards a truly circular product lifestyle. The circular economy, which bases manufacturing on coordinated regeneration and reconstruction as well as the utilization of recycled and reused materials, has also been criticized for luxury fashion.

Though recycled fibers from post-industrial waste are now largely employed in Bangladesh, fabric recycling still requires a fundamental change in the laws, customs, and economic model of the fashion industry. Adopting a circular economy would necessitate a large investment in new technologies and infrastructures, which could be expensive for many Bangladeshi enterprises due to the limited capabilities of recycling textile waste. To ensure that waste is used sustainably within the framework of the circular economy, there is currently a significant knowledge gap regarding the volume of post-consumer waste generated annually and their disposal system. A few obstacles must be overcome including the supply and quality of recycled fibers, the cost-effectiveness and scalability of recycling technology, and consumer attitudes and actions towards recycled clothing. The fashion business may be effectively transformed from a linear and wasteful one to a circular and wearable regenerative one by fabric recycling.

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From Digital Aisles to Virtual Smiles: Determining the Value Recipes Affecting Customer Engagement and Well-being in Metaverse Retailing

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Summary Statement

The paper explores the various combinations (or 'recipes') of perceived benefits and costs of metaverse retailers, that can affect customer value, engagement and well-being. Drawing on Social Exchange Theory, we use fuzzy set qualitative comparative analysis (fsQCA) on data collected from 298 Australian consumers through a scenario-based survey to identify the key characteristics of metaverse retailers and the several recipes combining their positive and negative attributes that support high customer engagement and subjective well-being.

Competitive Short Paper

Introduction

The metaverse can revolutionize retailing by enabling businesses to create virtual experiences that enhance customer engagement and well-being (Hennig-Thurau et al., 2022; Dwivedi et al., 2022). For that to happen, customers need to see value in these interactions, considering the perceived benefits and costs of engaging with retailers on the metaverse. Nevertheless, in advanced technological environments (e.g., metaverse), we need to capture the complex trade-offs and variety of ways value can be created. Therefore, this paper explores the multiple distinct combinations (or 'recipes') of benefits and costs that can create value for the consumer and affect customer engagement and well-being in the retail metaverse. The aim is to inform marketing strategies on the metaverse by identifying *value recipes that facilitate or impede customer engagement and subjective well-being while interacting in the retail metaverse.*

Theoretical Background

Social Exchange Theory (Blau, 1964) is the overarching theory used to conceptualise how perceived benefits and costs can influence value, customer engagement, and subjective well-being. Unlike earlier studies that have focused on the drivers of engagement in the metaverse, we consider the trade-offs between benefits and costs to investigate their impact on customer engagement and well-being. Therefore, we adapted the value typology proposed by Leroi-Werelds (2019), which offers a classification consisting of fourteen positive (benefits) and ten negative (costs) value 'types', the combinations and trade-offs of which can provide marketers with the recipes to understand the perceived value.

Against this backdrop, we propose the following:

Proposition 1: *The presence of both positive (benefits) and negative (costs) value types is a prerequisite condition for a metaverse value recipe to predict customer engagement and subjective well-being in a retail metaverse.*

Proposition 2: *The metaverse value recipe of positive and negative value types will differ for different outcomes (customer engagement and subjective well-being).*

Methodology

Data were collected using a scenario-based survey design, using real-life examples of metaverse interactions. The measurement scales of the constructs (positive values, negative values, customer engagement and subjective well-being) were adopted from existing literature and adapted for the metaverse context. Fuzzy set qualitative comparative analysis (fsQCA) was used to analyse data from 298 Australian consumers and identify recipes.

Results

Eight positive (relational benefit, novelty, control, personalization, enjoyment, experience, excellence, convenience) and six negative values (financial risk, security risk, performance risk, privacy risk, effort required, physical risk) were evaluated as the antecedents capable of influencing customer engagement and subjective well-being in the retail metaverse context. Contributing to existing studies, our fsQCA analysis reveals several recipes combining these positive and negative values, supporting high customer engagement and subjective well-being. This supports proposition 1, which suggested that positive and negative values are prerequisite conditions for a metaverse value recipe.

Nevertheless, rejecting our second proposition, identical combinations of positive and negative values effectively influenced two different outcome variables, i.e., customer engagement and subjective well-being.

Implications

The contribution lies in the development of a theoretical model that explains engagement and well-being in customer-metaverse interactions, and the guidelines offered to practitioners for capitalizing on the metaverse retail landscape.

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Getting The Best Of Both Worlds: Consumer Satisfaction And Loyalty In Mixed-Reality Banking

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Summary Statement

This study explores customer satisfaction and loyalty in mixed-reality banking, addressing the gap between digital and physical banking experiences and customer expectations. Alongside known antecedents like procedural and emotional involvement, it explores novel factors like perceived closeness. Incorporating cultural values as moderators, the research uses focus groups and survey to estimate its model. Findings highlight the importance of customer involvement, emotional connection, and the significance of cultural values in looming mixed-reality banking experiences.

Competitive Short Paper

Given the prevalence of online banking and new possibilities for online customer experience (Dudovicz, 2023), banks have been closing less profitable branches (Adarkar et al., 2022; Flinders, 2021; Reider, 2019). However, despite consumers' appreciation of AI's performance (Dudovicz, 2023) and high personalisation (Croquet, 2022) now offered by banks, consumers still expect some in-person features. Indeed, inspired by the customer experience from other service industries (Afshar, 2023) banking customers are expecting integrated and seamless digital and in-branch experiences (mixed-reality) (Marous, 2019a; Wren, 2023). Some banks have thus called for research with a specific focus on mixed-reality customer experience (Marous, 2019b).

This paper investigates the role of antecedents and moderators to customer satisfaction and loyalty in the context of mixed-reality banking. Previous studies have demonstrated that the customer's procedural involvement in the experience (Act) (Gentile et al., 2007; Kyguolienė & Makutėnas, 2018) and the customer's emotional and sensorial involvement in the product (Feel and Socialize) (De Keyser et al., 2020; Ladhari et al., 2017) are important antecedents to customer satisfaction. Indeed, consumers enjoy human touch, want face-to-face conversations (Dudovicz, 2023), and value the emotional component of their banking experience (Wren, 2023). Satisfaction determines purchase behavior and attitude change as it antecedes customer loyalty (Cambra-Fierro et al., 2017; Klaus & Maklan, 2012). Unfortunately, most of the recent research on these outcomes pertains to online banking exclusively (Ciunova-Shuleska et al., 2022; Picoto & Pinto, 2021).

Given the looming mixed-reality banking experience, we propose two additional antecedents that have not been explored: perceived closeness in terms of (1) appropriation and (2) suitability (Margulis et al., 2020). We also test the moderating role of Hofstede's 6 cultural values (Heydari et al., 2021; Sharma et al., 2020; Yoo et al., 2011).

To examine our proposed relationships, we first qualitatively explored the antecedents and cross-cultural moderators analysing the data from two focus groups. Having confirmed the variables of our proposed model, we then conducted a survey (n=289) and estimated a structural equation model with Mplus.

Our preliminary results indicate that banking customers not only prefer a higher involvement in banking processes (*Act*, g=.247, *p*<.005), but they also need to understand and master its technological components (*Appropriation*, g=.062, *p*=.033). Moreover, customers accord high importance to the lifestyle *Suitability* (g=.224, *p*<.000) of the new mixed-reality components of retail banking. Furthermore, respondents confirmed their desire to socialize with bank employees and other customers in the branch (*Socialize*, g=.281, *p*<.000). Additionally, overall positive emotions were also important to customer satisfaction (*Feel*, g=.241, *p*<.000). Finally, the moderating role of some cross-cultural values has been confirmed with a multiple-group structural model invariance test. Our research contributes to the understanding of mixed-reality banking theory via new

antecedents and moderators. Our paper also provides useful guidance to bank managers on implementing consumer-approved mixed-reality experiences.

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Large Language Model tailoring of market segment specific vaccine uptake messages

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Summary Statement

Mass-media health campaigns produce only modest positive effects on health behavior change. To improve health intervention uptake, the World Health Organization advocates for segmenting audiences with customized messages. Our research-in-progress has confirmed that populations can be segmented by risk and efficacy beliefs, and psychographic factors are associated with the segments. The project aims to develop an AI architecture and prototype system that produces bespoke messages for each market segment audience using associated psychographic factors.

Competitive Short Paper

During the 2023-2024 respiratory virus season, only 27% of adults aged 18 years or older in the United States expressed a definitive or probable intention to receive vaccinations against influenza, COVID-19, and Respiratory Syncytial Virus. Vaccine risk and efficacy misperceptions could hinder the uptake of new vaccines (e.g. HIV). Public health, health systems, and corporations have conducted media campaigns to improve vaccine uptake. However, systematic reviews of mass-media health campaigns, found only modest positive effects on behavior change and knowledge, with only small positive self-efficacy effects[1, 2].

The World Health Organization (WHO) advocates for segmenting audiences and customization of messages to segments to improve health intervention uptake. Despite the effectiveness of market segmentation in commercial contexts, it is infrequently utilized in the development of social marketing campaigns. We use the Risk Perception Attitude (RPA) framework to segment groups because a person's disease outcome risk and vaccine efficacy perceptions have shown to be primary immunization decision drivers [3, 4, 5, 6]. The RPA's risk and efficacy themes align with the Elaboration Likelihood Model, which posits that information processing varies based on an individual's pre-existing attitudes. We extend on prior findings that psychographic factors have been found to have higher effect size than sociodemographic variables[7, 8, 9]. Our research-in-progress has confirmed that psychographic factors are associated with vaccine uptake and vary across RPA groups. Hence, they may be valuable in defining vaccination uptake segments and as a basis for tailoring messages.

As an example, messages that emphasize vaccination social benefits may not be as effective in a high disease risk perception group[10]. We have found high disease risk groups are associated with mental health clinical diagnoses, loneliness, lower cognitive ability, and concern about personal finances. Identifying groups before presenting tailored messages could help increase vaccination

uptake and reduce unintended consequences. This analysis provides us with clearly defined target audiences and prompts which can be useful in using Artificial Intelligence (AI) and Machine Learning (ML) tools to generate tailored messages for each RPA subpopulation.

The aim of the project is to develop a concept AI architecture and prototype system that produces bespoke messages for each RPA audience using associated psychographic factors.

Platforms, such as OpenAI, provide Application Programming Interface (API) secured models to generate text and graphics using AI. OpenAI API allows for integration of advanced language models and offers a greater degree of customizability and security. One major advantage of utilizing OpenAI is that we can employ API encryption to implement strict access control on our data by limiting availability only to those who need it. These models utilize inputs, or prompts, to generate outputs based on specific instructions provided by the researcher. In this case, the characteristics of each RPA subpopulation will act as primary inputs with additional instructions provided in the code to specifically request an vaccination message as output. Message tailoring involves approaches like gain-loss framing, fear appeal, and easy to understand graphic formats. OpenAI DALL-E API can be used to generate graphics form textual prompts.

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Digital Playgrounds: Exploring the Impact of Child Influencers on YouTube in the Socialization of Young Audiences

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Summary Statement

This paper investigates the growing influence of child influencers on YouTube and their role in the socialization of young audiences. It highlights how digital engagement with these influencers contributes to children's understanding of societal norms, values, and behaviours. Emphasizing the active role of children in the digital realm, the study underscores the importance of recognizing their agency in media-mediated socialization and the need for content that supports their developmental and educational growth.

Competitive Short Paper

The rising phenomenon of child influencers on YouTube, capturing global children's attention, raises various interests and concerns (Pinto et al., 2023; Tur-Viñes et al., 2022; García Jiménez et al., 2020; Coates et al., 2020; Neumann and Herodotou, 2020). This trend signifies a shift in consumer behaviour among young audiences, transforming them from passive content consumers to active digital participants influencing market trends and brand strategies (Folkvord et al., 2019).

Children, often viewed as a vulnerable consumer group (Spotswood and Nairn, 2016), demonstrate significant capabilities in digital interactions (Gripton and Hall, 2017). The digital environment, especially platforms like YouTube, has become an integral part of children's social lives (Marsh,

2017). Moving beyond "technopanic" views of technology use (Pires et al., 2021), understanding children's engagement in these digital spaces is essential.

YouTube plays a crucial role in the socialization process, offering access to youth culture (Balleys et al., 2020). Socialization involves absorbing societal norms, values, and behaviours through interactions (Mead, 1963). Children's media-mediated socialization via digital platforms is an area needing more scholarly attention (Riesmeyer, 2020).

It is essential to gain insights into how children engage with child influencers via social media platforms (Sampaio et al., 2020). In the realm of global digital culture, children interact with their culture, including YouTube's child influencers (Maropo et al., 2019). Acknowledging children as today's agentic beings, crucial in order to comprehend their engagement with child YouTubers, exploring the nuances of digital socialization and its broader implications.

This study provides insights into children's cognitive and emotional development through their interaction with digital media and child influencers. As digital natives, children's fluid and intuitive interaction with technology makes it a fertile ground for academic exploration (Livingstone and Blum-Ross, 2020). This study seeks to bridge the gap in understanding the unique relationship between child viewers and child YouTubers. It focuses on how children's engagement shapes their perceptions, attitudes, and behaviours. The findings are expected to contribute to the body of knowledge on digital media's role in children's socialization, offering fresh perspectives on child development in the context of new media.

This study redefines children's interaction with digital media, highlighting their agency as active participants. It specifically examines how child influencers shape the socialization and learning experiences of their young viewers, offering relatable and engaging content. This shift in perspective provides valuable insights for parents, educators, and content creators, underscoring the importance of recognizing children's active engagement and the influential role of peer-produced content in their digital experiences. In essence, this study will provide a clearer picture of how children interact with and are influenced by digital content, highlighting the potential educational and developmental benefits of these interactions. Recognizing children as active digital participants, this research underscores the importance of creating enriching content for young minds.

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Investigating Young LGBTQ+ Consumers' Perception of Authenticity in LGBTQ+ Advertising and Its Impact on Brand Image and Engagement

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Summary Statement

This research explores the perspectives of young UK LGBTQ+ consumers regarding authenticity in LGBTQ+ advertising and its impact on brand image and engagement. Using Morhart's brand authenticity dimensions, the study identified seminal facets through semi-structured interviews,

highlighting the significance of consistent support, community engagement, value-action alignment, meaningful symbol integration, and inclusive product design. The study introduces a new dimension—holistic inclusivity—emphasizing brands' need to address the specific demands of the LGBTQ+ community beyond advertising.

Competitive Short Paper

This paper explores the attitudes of young LGBTQ+ individuals in the UK towards authenticity in LGBTQ+ brand advertising, and their role in consumers' engagement and brand image. Despite legal and social strides, LGBTQ+ marketing progress has been moderate (Formby, 2017), facing criticism as 'rainbow-washing' (Lubitow & Davis, 2011). This study explores the LGBTQ+ community's frustration with the lack of authenticity in current advertising and provides foundational insights for brands to connect meaningfully with LGBTQ+ consumers.

We report findings from 10 semi-structured interviews with individuals aged 18-35 who self-identify as LGBTQ+, recruited through snowballing techniques (Noy, 2008). Interviews lasted between 60 to 90 minutes. First, participants shared their opinions on LGBTQ+ commercial advertisements they were familiar with, focusing on perceptions of authenticity (or its lack thereof). Then, we included a video elicitation phase, featuring ten video advertisements with LGBTQ+ themes or imagery strategically selected from AdRespect's Commercial Closet. We drew on Morhart's et al. (2015) brand authenticity dimensions—Continuity, Credibility, Integrity, and Symbolism – to develop the interview guide and subsequently analyse the data into themes.

Our findings identified seminal facets underpinning authenticity perceptions among young LGBTQ+ consumers in the UK.

First, participants stressed the importance of a brand's *consistent* support of the LGBTQ+ community as an essential condition to perceived authenticity, favouring steadfast brands over temporary campaigners. This underscores the importance of transitioning beyond ephemeral Pride initiatives towards lasting, value-driven strategies.

Second, participants emphasized the significance of community-centred engagement for establishing brand *credibility*. They indicated that collaborations between brands and LGBTQ+ groups can foster nuanced and influential representation on delicate matters, echoing calls for community collaboration and input (Ginder & Byun, 2015).

Third, participants suggested that coherence between a brand's stated values and tangible actions in supporting the LGBTQ+ community enhances perceived *integrity*. Participants criticized Bud Light's Pride Month campaign due to allegations of the brand supporting an anti-LGBTQ+ group. In contrast, they favoured brands' transparent communication about their support and backed their claims with concrete evidence.

Fourth, participants stressed the meaningful integration of *LGBTQ+ symbols* in advertising, distinguishing it from mere rainbow-washing, and aligning cultural symbols with tangible efforts (Um, 2012). An example cited was BMO's 'Rainbow Deposits' campaign, where rainbow pictures were deposited, and for each deposit, BMO pledged a $1 donation to a non-profit supporting persecuted 2SLGBTQ+ community members worldwide.

Finally, participants underscored the importance of customizing and inclusively designing products for LGBTQ+ needs paralleling effective advertising. For example, participants wish to see more transgender-inclusive products in ads (e.g., products formulated for unique skin health and hormonal needs). It appears therefore that while advertising shapes perceptions, inclusive policies, research, and designs are essential drivers for sales. This reveals a new dimension of brand authenticity – *holistic inclusivity*, showcasing a brand's commitment to leverage inclusivity beyond advertising, in research, product, and service design, to meet the specific needs of the LGBTQ+ community. It reflects the extent to which a brand actively considers and addresses the unique needs and preferences of the LGBTQ+ community, with particular relevance to transgender individuals.

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Introspection as Play: Methods and Practice

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Summary Statement

In contributing to this workshop, this paper seeks to share some methods and practices that use play to foster engagement in critical and introspective thought. My approach follows a macro, meso, micro style of analysis where different methods are used to elicit and distil critical thought in relation to societal issues, other consumers and how students themselves consume.

Competitive Short Paper

I am a teaching magpie. I 'borrow' good ideas, good practice and generally what I view as shiny pedagogical activities. In contributing to this workshop, I seek to share some of the shiny objects I have borrowed and curated over the years. The focus of my contribution coalesces around using play to foster engagement in critical and introspective thought. A sample of one or more of the below methods will be presented at the workshop, however they are shared here for other magpies to 'borrow'. My approach follows a macro, meso, micro style of analysis where I use playful activities to foster engagement and critical thought in relation to societal issues, other consumers and how students themselves consume.

1. 'Analysing Society' - Documentary Session

I show two short documentaries, subsequently discussing and debating the issues they raise. Specifically, I use an academic videography from Chatzidakis and Maclaran (2018) 'Skoros: Anti-Consumption in Crisis' to discuss sustainability, consumption and ethics, and a conventional offering called the 'Shed at Dulwich' to discuss digital marketing, social media, and the spectacle of consumption. This session alters students' perceptions of sustainable consumption, digital marketing, and consumer desire.

2. 'Analysing Consumers' – Trash Bag Task.

I display twelve trash bags that include items which have been recovered from real households. While I am privy to the demographic and psychographic profiles of these households, students are not, and they are tasked with compiling a consumer profile based on the objects that are displayed. This task is highly playful and practical, where students take pictures of the trash, google brand names, discuss perceptions of objects, products, activities and discuss household types, social classes, and gender ideologies. This session elicits discussions on consumer stereotypes and makes students question their assumptions of people based on their consumption choices.

 3. **'Analysing You'** – **Download your data/Your House is on Fire/If I were a Mayfly.**

I employ three different games to engage students to think about their own consumption patterns, predilections, and tendencies.

- 'Download your data' – I ask students to enact a digital data download, primarily through Tik Tok, where users request access to data on their social media usage. Students then discuss this in small groups to reflect on their search history, time spent on the app and their social labour on social media (Anderson et al. 2016)
- 'Your House is on Fire' – Students are tasked with the fictional scenario that their house is on fire and they must choose one item to save. Students are then asked to stand and as I list off obvious items they sit down e.g. phone, cash, passport, laptop. I then focus in on the remaining students with items left such as gifts from family to demonstrate the importance of 'contamination' to our extended selves (Belk 1988).
- 'If I were a Mayfly' – Students are to asked to describe their perfect day of consumption if they were a mayfly and had one day to live. This discussion elicits insights into hedonism, extraordinary experiences, family consumption, rituals and sacredness.

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Zeroing In: Exploring the Impact of Zero Waste Influencers on Sustainable Intentions and Practices

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Summary Statement

This study investigates the influence of zero waste influencers in shaping attitudes and intentions of their followers towards sustainable living. Drawing on Social Cognitive Theory, the research explores the interconnectedness of parasocial relationships, attitudes toward sustainability content, intentions to engage with such content, and their subsequent impact on attitudes towards eco-friendly living and intentions to adopt more sustainable practices. The study utilizes self-reported data from 200 participants in Malaysia engaged in consuming zero waste content.

Competitive Short Paper

In recent years, the heightened interest in adopting a zero waste lifestyle, particularly through social networking platforms, has attracted significant attention (Vladimirova et al., 2023). Some studies have emphasized the potential benefits of these platforms, suggesting they could promote more sustainable behavior by enabling users to explore and express their commitment to zero waste practices (Lu, 2024). However, a substantial body of research has highlighted the negative effects of social media consumption on eco-anxiety (Pasek, 2023), satisfaction with personal sustainability efforts (Starik et al., 2023), and the development of eco-friendly habits (Guthrie, 2023). Despite the widespread use of these platforms, findings suggest that sharing about zero waste practices online might not significantly impact the actual level of sustainable actions undertaken (Khan et al., 2023; Kirmani et al., 2023). Understanding how to effectively leverage social media for promoting zero waste lifestyles remains a limited area of knowledge. Additionally, the role of social media influencers in encouraging sustainable behavior through social media has received limited attention in research literature.

Certain social media profiles create engaging content focused on zero waste living and attract substantial followings, earning them the title of "zero waste influencers" (Chertkovskaya et al., 2023) Several studies have demonstrated that these social media influencers have a significant impact on the eco-conscious decisions of their audience (Buczyńska-Pizoń, 2020; Handojo et al., 2023; Yıldırım, 2021). In addition to promoting eco-friendly brands and products, zero waste influencers also convey their values and sustainable lifestyles to their audience (Aboelenien et al., 2023). Platforms like Instagram and TikTok transform influencers into creators who act as content producers, speakers, and performers on their channels. Similar to figures in traditional media, influencers serve as models for observational learning, potentially shaping or altering the eco-conscious beliefs of their audience (Jacobson & Harrison, 2022). Therefore, it becomes crucial to understand how these zero waste influencers and their content influence various attitudes, intentions, and behaviors of their followers beyond just their eco-friendly purchase decisions.

Instagram and TikTok profiles often revolve around specific topics, and zero waste influencers on the platform commonly showcase their sustainable practices, share eco-friendly experiences and tips, provide online guidance for adopting zero waste lifestyles, and offer practical advice on reducing waste to their audience. The question arises: can these zero waste influencers effectively guide their viewers toward adopting more sustainable lifestyles, and if so, to what extent? This study aims to explore the correlation between the consumption of zero waste content from social media influencers and their followers' attitudes and intentions regarding sustainable living.

Building upon models proposed by previous studies and rooted in Social Cognitive Theory, this study explores the interconnectedness between parasocial relationships with zero waste influencers, attitudes toward sustainability content, intentions to engage with such content, and their subsequent impact on attitudes toward eco-friendly living and intentions to adopt more sustainable practices. Our study employs self-reported data collected from 200 participants from Malaysia who engage in consuming zero waste content on social media.

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To Binge Or Not To Binge: Exploring Young Adults' Drinking Places

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Summary Statement

This paper explores the characteristics of places that contribute to binge drinking. A qualitative study with 14 different online, focus group forums was conducted with 45 young adults participated, ranging in age from 15-24. Participants recalled a time when they drank too much and another when they chose to drink less. Results indicate the different social and physical aspects of where the drinking took place and the events and behaviours that enabled or inhibited drinking.

Competitive Short Paper

Although alcohol consumption among young adults is on the decline (Ludmir, 2023), binge drinking is an issue in many countries. Research shows binge drinking, defined as five or more standard drinks for males and four or more for women on any one occasion, is most problematic among younger adults. In Australia 33.7% of 18-24 year olds reported heavy drinking at least monthly in 2022 (Australian Bureau of Statistics, 2022). In the UK, over 40% of men and women aged 16-24 who drank reported binging (Office for National Statistics, 2017). In the US 29.5% of 18-25 reported binge drinking in the past month (NIH, 2023).

In this paper we explore the characteristics of places that contribute to binge drinking. We conducted a qualitative study with 14 different online, focus group forums. A total of 45 young adults participated, ranging in age from 15-24. We asked participants to recall a time when they drank too much and another when they chose to drink less. We compared the different social and physical aspects of where the drinking took place and the events and behaviours that enabled or inhibited drinking.

Our analysis indicates the need to be in control as the main reason participants chose not to drink, or they drank less. Certain features of place activated this response. When the physical or social aspects of place were unfamiliar, like a party with "outsiders" or a professional situation, some didn't drink. They wanted to be alert, attentive and prepared to deal with precarious situations. Participants tended to drink less in places with family members, setting an example for younger siblings and respecting parents. Finally, the atmosphere or "vibe" of the place influenced drinking. Less drinking occurred in relaxed places, when hanging out with mates or family in the afternoon, soaking up the sun.

Binge drinking mostly occurred in the evening at house parties among friends, celebrating much anticipated events like a 21st birthday, end of exams, or Halloween. With little to no supervision, there was no reason to "hold back", they had "permission to do what they wanted." Typically, the vibe was "pretty wild", "crowded", "high adrenaline" with "loud, pumping music to put everyone in the party mood". People just wanted to "let loose". Many "pre-loaded" before the party so arrived already "buzzed". Drinking games were frequently involved, with everyone trying to "one up" each other and "get noticed". Whether at a party, club or pub, "free flowing alcohol" was a main enabler of binge drinking. People encouraged others to drink, pouring each other drinks and offering shots. Even when the alcohol ran out, someone got sick, passed out or hurt, there seemed to be someone who was sober enough to go get more alcohol, clean up the mess or make sure others were safe. In such

places, for some "there was no reason to hold back" and "nothing to stop them letting loose". As one participant noted: "All house parties come with risks."

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The resilience of evoked nostalgia: Exploring brand attitude and personal continuity in the case of Disney and Disney+

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Summary Statement

Evoked nostalgia and the relationship thereof with behavioural outcomes for brands, such as brand loyalty, purchase intention and active consumer engagement is scarce and even more so in South Africa. To address this knowledge gap, a study was conducted to investigate personal continuity and brand attitude as possible mediating variables of the relationships between evoked nostalgia towards Disney (a mother brand) and brand loyalty, purchase intention and active consumer engagement towards Disney+ (a brand extension).

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Harvesting Customer Boycott in Livestream Commerce: The Spillover Effects of Broadcasters' Transgressive Behaviour

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Summary Statement

This paper explores the impact of influencer transgressions on endorsed brands in China's livestream commerce, a booming sector with significant economic impact. Using Jiaqi Li's controversial behaviour as a case study, the research investigates how influencers' negative actions can affect consumer engagement and brand loyalty. The study aims to understand if such transgressions lead to consumer disengagement or brand-switching, filling a gap in the existing literature on the spillover effects of influencer behaviour on brand.

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Artificial Intelligence (AI) in Circular Fashion: The Next Level of Environmental Sustainability

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Summary Statement

Circular fashion (CF), based on the ideology of circular economy, works towards addressing the sustainability issue of fashion industry as it emphasises using sustainable materials, repairing, remaking, reusing and recycling of the outputs. However, its implementation is fraught with complex challenges where advanced data-driven technologies like AI can play an important role. With data from key stakeholders of the RMG sectors of Bangladesh, this study explores the role of AI in CF to achieve sustainability.

Competitive Short Paper

Fashion industry exerts serious negative impact for the environment (UNEP report 2018). The annual demand for fashion products will increase around 100 billion tonnes by 2030; however, within a year, almost half of the garments are discarded into landfill (Schumacher & Forster, 2022).) To address the environmental issue of fashion industry, the notion of "circularity" has gained considerable momentum through innovations like recycled fibres, process technologies, collaborative consumption, take-back schemes. This pledges the industry to be more restorative and regenerative in the flow outputs and waste management and energy efficiency (Pal and Gander, 2018; Abdelmeguid, et al., 2022). Circular fashion (CF), based on the principles of circular economy, creates a closed-loop system of production that reduces waste and maximizes the lifespan of textiles. Key aspects of CF include sustainable materials, Repair, Remake, Reuse and Recycling of the products and materials (https://www.thesustainablefashionforum.com; de Leon, 2019). However, the transition to a circular economy is full of complex challenges such as, business model innovation, regulatory and financial pressures and unavailability of advanced data-driven technology (Abdelmeguid, et al., 2022). Due to lack of technology, less than 1% of materials in clothing are recycled into new textiles and fibres, as per report from Google's Your Plan, Your Planet tool (https://yourplanyourplanet.sustainability.google/)

In this regard, advanced data-driven technologies like Artificial Intelligence (AI) can play an important role in circular economy (Ghoreishi & Happonen, 2020; Wilson et al., 2022; Bai et al., 2022; Francombe, 2023). AI technology can provide exponentially accurate data about collection, sorting and valuing of textiles and their material composition. Several big brands (e.g., H&M and Tommy Hilfiger) have invested in AI technologies to understand the environmental implications of the materials (Daimagister, 2023). It leads us to the Research Question: ***How can AI be used in CF to achieve sustainability?*** To address this issue, drawing on the dynamic capability (DC) view (Teece, 2007), this research will address the following objectives:

- To understand how advanced data-driven technologies like AI can integrate and optimize the stages of CF
- To understand the implication of the AI-enabled recycling efforts for the ready-made garments (RMG) manufactures

Method:

We addressed this research objectives by interviewing 22 respondents (managers, industry and IT experts and policy makers) from the RMG sectors of Bangladesh which is one of the largest RMG

exporters, and also hosts the highest number of certified "green" garment manufacturers, in the world (BGMEA, 2023). Data were analyzed using thematic analysis.

Findings and Discussion:

Findings indicated that AI can support in every step of the CF by providing accurate details about the trackable collection, identification, sorting of the fashion items and recyclable material fibre composition. To develop the AI for CF, the organizations need technological, people and management and policy related capabilities. Drawing on the DC and sustainability literature, this study adopts a multi-stakeholder approach to advance the strategic application of AI in CE by exploring its role in every stage of CF. Apart from academic contributions, the findings will have significant implications for the practitioners and policy makers.

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What is the viral marketing process? Empirical evidence on how to get viral

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Summary Statement

The current study offers empirical evidence of the relationship between various factors and viral marketing outcomes. A scenario-based experiment is utilized to test the research hypotheses. The findings indicate that utilising different factors when creating content and choosing appropriate channels results in both intended and unintended outcomes. Furthermore, the study delves into how the research findings impact both theoretical knowledge and real-world implications.

Competitive Short Paper

Traditional marketing tools are losing their effectiveness as they seem to be diminishing, with consumers frequently perceiving advertising as either irrelevant or excessively overwhelming in quantity (Lance & Golan, 2006). In response to this shift, creative marketing strategies like viral marketing have gained widespread acceptance for reaching mass audiences (Ashley & Tuten, 2015; Granata & Scozzese, 2018). Viral marketing's adaptability has led to numerous opportunities for its application across different industries (Fjelldal et al., 2022; Kusuma & Ernawaty, 2020). Different social media and distribution channels have fostered the creation of both user- and business-generated content, significantly influencing customer decisions (Krishnamurthy, 2001). Furthermore, customer behaviour is notably influenced by social dynamics, a phenomenon amplified in social media environments (Battilani & Bertagnoni, 2015; Botha & Reyneke, 2013). Despite the growing interest in viral marketing among practitioners and researchers, the field is still emerging. However, few studies have attempted to understand the viral marketing process.

Research on viral marketing has evolved over the last two decades. Extant research has focused on different aspects of viral marketing. That includes choosing the appropriate media channels (Kaplan & Haenlein, 2012), the replication process (Fox & Lind, 2019), outcomes (Daif & Elsayed, 2019;

Purwanto et al., 2023) and the measurement of virality (Kaur & Sharma, 2022; Reichstein & Brusch, 2019). Moreover, authors Reichstein & Brusch (2019) shed light on the decision-making process of individuals in viral marketing. Additionally, Pescher et al. (2014) delved into factors influencing consumer referral behaviour through mobile devices. Previous studies have endeavoured to understand the concept of virality. However, a comprehensive description of the viral marketing process emphasizes a gap in the existing research.

A scenario-based experiment is conducted to understand the viral marketing process from the perspective of consumers. The experiment investigates how different factors such as source, content, environment, psychological and technological-related impact the viral marketing process. Moreover, the current research bridges the gap in the literature by revealing both intended and united outcomes of the viral marketing process.

The findings of the current experimental research present both practical and theoretical implications that can guide researchers, businesses, and marketers in leveraging viral marketing effectively within their current strategies. Firstly, the approach to content creation emphasizes the need to tailor content for shareability by understanding the preferences of the target audience. Secondly, acknowledging the platform-specific nature of viral dynamics, marketers are advised to adapt strategies based on the characteristics and user behaviour of each social media platform. The research underscores the significance of emotional engagement, urging marketers to craft campaigns that evoke emotions for increased shareability. Lastly, viral marketing efforts should align with overall marketing and business objectives. Marketers should seamlessly integrate viral campaigns into the broader marketing strategy for consistent brand growth and awareness.

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"How Fast the World is Moving": Resilience of Marketing in a World Beset by Disturbances

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Summary Statement

Resilience, while a topic of growing importance in business, remains relatively undertheorized in marketing. Drawing on a fully-qualitative survey of 560 marketing experts, this study provides a conceptual framework of resilience in marketing, including the disturbances, actions, and actors involved, taking a multi-level perspective. In addition to identifying new theoretical relationships, this paper provides concrete advice to organizations and marketers alike on how to navigate at world increasingly beset by challenges.

Competitive Short Paper

The world is facing a myriad of interconnected disturbances, such as climate change, wars, and pandemics. To handle these and other disturbances – that is, situations threatening individuals and groups (Norris et al., 2008) – resilience is needed. Resilience is the ability of systems to maintain

functioning despite such disturbances (Allenby & Fink, 2005) or even adapt and transform as needed (Bene et al., 2014).

Practitioners are increasingly recognizing the importance of resilience (PwC, 2023; McKinsey & Company, 2023; Deloitte 2023). Likewise, scholars are calling for further theoretical and empirical work on resilience in business (Baker, 2009; van der Vegt et al., 2014, Linnenluecke, 2017). In marketing, resilience remain relatively understudied and undertheorized (Hutton, 2016; Huang et al., 2020; Tang & Blocker, 2022), with some exceptions. For example, marketing scholars have begun to explore resilience of consumers (e.g., Bhattacharyya and Belk, 2019; Koos et al., 2017; Huang et al., 2020), service communities (Tang & Blocker, 2022), salespeople (Bande et al., 2015), markets (Beninger & Francis, 2021), brands (Kang et al., 2023), and retailers (Teller et al., 2016). While this emerging research has identified some disturbances impacting marketing and some actions marketing actors have – or could – take in response, much more remains to be understood.

Crucially, marketing lacks a comprehensive framework reflecting the array of disturbances impacting marketing actors and their organizations, as well as actions suggested in response. Such an oversight is noteworthy: Marketing is heavily impacted by technological, social, cultural, and regulatory shifts, where marketing involves many activities and actors, including marketers, consumers, and organizations. Given these interconnections, marketing has the potential to make a distinct and important contribution to resilience theory not only marketing thought, but also that of other disciplines.

Towards addressing this gap, inductive research was conducted. A qualitative approach, which allows for development of theoretical frameworks, is an appropriate approach given the paucity of research on resilience in marketing. This study conducted a fully-qualitative survey of 560 marketing experts. Fully qualitative surveys are an underutilized – and time-intensive – approach, but one that provides rich data from diverse participants in a way that avoids presupposing knowledge (Braun et al., 2021). The findings, analyzed through inductive coding, suggest an array of disturbances including micro- (e.g., company funding deficiencies; personnel limitations), meso- (e.g., consumer tendencies; competitive pressures), and macro- level (e.g., growing inflation; technological changes; resources shortages) plaguing marketing, where the participants suggest that such disturbances can be tackled through a myriad of targeted actions at the marketer, department, company, and industry-level.

The contributions of this paper are twofold. First, this paper provides a conceptual framework of resilience in marketing, including the disturbances, actions, and actors involved, taking a multi-level perspective. Through identifying new theoretical relationships, this paper offers a way forward for marketing to not only better understand, but also deal with, disturbances, while contributing the marketing lens to the wider resilience literature. Second, this paper provides concrete advice to organizations and marketers related to resilience and offers suggestions as to how challenges can be navigated in an increasingly disturbed world.

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Why And How Influencers With Disabilities Portray Vulnerability On Social Media?

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Summary Statement

This paper aims to understand how influencers with a disability portray themselves on social media and their motivations for doing so. This is achieved by discussing with thirty such influencers how they display their vulnerability on these platforms, their motivations to do so, and the associated advantages and challenges. We find that a sense of responsibility pervades this group and the drive to educate others about living with disabilities is a key motivator.

Competitive Short Paper

Influencers have the power to raise awareness, inspire others, and encourage engagement (Lokithasan et al., 2019). Influencers with disabilities have emerged as a powerful force (Cassidy, 2021). They raise awareness and provide their audience with valuable insights about their disabilities through showcasing their day-to-day lives and highlighting daily challenges they face in society online which helps to socially normalise disability (Bonilla-del-río et al. 2022). Further research is required to understand how these influencers communicate with their audience on these platforms, and why they do so. This paper dissects how influencers with disabilities leverage their vulnerabilities as a prompt for advocacy and societal change by utilising the platforms to challenge stigmas, overcome misconceptions, and promote inclusivity and equality.

This paper aims to understand how influencers with a disability portray themselves on social media and their motivations for doing so. This is achieved by discussing with them how they display their vulnerability on these platforms, their motivations, and the advantages and challenges of displaying vulnerability. The data was collected using online interviews, with the use of Microsoft Teams and Zoom, as well as email interviews. A total of 30 participants participated with a diverse range of disabilities. The data was analysed using thematic analysis.

The findings correlate with previous research as it is found that social media provides an opportunity to visualise identity to overcome the stigmas associated with having a disability (Bitman, 2023; Borgström et al., 2019; Södergren & Vallström, 2022). Following prior research, we found that influencers with disabilities on social media platforms draw narratives of empowerment, playfulness, resistance, and responsibility, which is achieved by displaying vulnerability (Södergren & Vallström, 2022).

Overall, we find that influencers with disabilities have a high level of motivation and feel a sense of responsibility to generate awareness about disabilities to overcome the stigmas and misconceptions associated with their disabilities in today's society. This is achieved by educating their audience about issues in confronting stigmas associated with disabilities (Babik & Gardner, 2021; Södergren & Vallström, 2022). Influencers we interviewed see the importance of accessibility features on social media platforms, as it is found that social media platforms still currently lack accessibility features (Sonnenberg, 2020). Previous research highlighted that influencers with disabilities have a clear drive for "promoting equality, achievement of their goals, personal acceptance and self-realisation" (Bonilla-del-río et al. 2022, p. 230). We also found that these influencers with disabilities view themselves as advocates as they are continually displaying their vulnerability and activism on social media. It is found that social media platforms have provided

"opportunities for self-expression and activism, and disability activists have embraced those opportunities" (Stewart et al. 2019, p. 45).

This paper enhances the literature in social media marketing through examining the rise of influencers with disabilities on social media platforms. It builds on the studies of Södergren and Vallström (2022), Bonilla-del-río et al. (2022), and Borgström et al. (2019). This study provides insights for practitioners who should endeavour to prioritise inclusivity, accessibility, and education regarding disability awareness in their campaigns.

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Encouraging The Development of Sustainable Brands: An Authentic Industry Approach

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Summary Statement

This paper provides an example of embedding SDGs into the marketing curriculum by tasking students to develop sustainable brands and supporting integrated marketing communications activities for key stakeholders. Through active learning sessions and an iterative brand development process reflecting current industry practice, using primary and secondary research, students examine market and consumer trends to produce a sustainable brand and an IMC plan that seeks to close the 'green action behaviour' gap (Essiz et al., 2023).

Competitive Short Paper

Universities should play a central role encouraging graduates to recognise the importance of achieving the United Nations (UN) Sustainable Development Goals (SDG) (Chang & Lien, 2020). However, as Collier et al., (2022) argue, to achieve this, business schools should now accelerate teaching and learning around the UN SDGs, by focusing on the power of businesses to drive social change. Alongside this, companies are also keen to develop successful brands, realising sustainability issues are fundamentally linked to reputation and development of brand trust (Charter et al., 2006). Therefore, future marketing graduates should consider how this can be achieved through brand development and supporting communication activities, by being given the educational stimulus to do this and understanding how this relates to industry practice.

With this in mind, the Brand Portfolio level 6 module, delivered across a range of UG marketing programmes, requires students to create a brand concept supported with an integrated marketing communications (IMC) plan, aimed at trade and consumer audiences. This provides students with an opportunity to recognise consumer and market trends and deliver new ideas for a sustainable brand. The module also addresses the 'green action behaviour gap' (Essiz et al., 2023) exhibited in consumers' sustainable behaviour, through the brand offering and activities delivered in the IMC plan. Students are asked to put sustainability at the heart of their brand purpose and reflect commitment to the brand purpose through core brand values and strategic benefits and attributes (Kapferer, 2012) with intrinsic and extrinsic properties, driving the brand's core positioning (Calder

et al., 2023). The IMC plan, involves students developing a range of activities establishing key associations that help positioning and drive sustainable consumption.

Tasked with developing the brand concept, students present their developments through action-based seminar sessions (Lier, 2007), involving initial peer to peer focus groups as a precursor to wider research with the brand's intended target market. Through subsequent stages of their brand development and IMC launch plan, students adopt a conversational learning and reflective practice approach (Baker et al., 2002), moving through a process of discussion around their own brand and those of their peers, and reflecting on different viewpoints, not only for their own brand development but that of the other students. This leads to the development and application of a primary research proposal, which provides the justification for their final brand concept. This iterative process, enables student to develop their critical thinking, problem solving and communication skills and importantly their professional ethical identity (Voola et al., 2022).

The use of an authentic assessment on this module helps to develop important graduate competencies and develops skills that consider marketing activities through a sustainability lens (Shrivastava, 2010). With increasing emphasis from employers for students to develop soft and transferable skills, applying theoretical knowledge to industry practice allows students to do this (Montana et al., 2023). Students on this module have used their final Brand Portfolio, to demonstrate their readiness for work at graduate interviews by providing them with key graduate competencies and vocabulary to communicate their achievements.

301 - W

Balancing Tradition and Innovation : The exploration and the Exploitation of a Traditional Performing Art Organization

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Summary Statement

Despite traditional performing arts have historical significance, they face declining appeal. The rise of short video platforms makes it more challenging to admire traditional performing arts characterized by longer durations. This study explores how GuoGuang Opera Company in Taiwan navigates exploration and exploitation tensions, adapting Peking opera to attract new audiences. It investigates the organizational strategies adopted by a traditional performing art organisation to balance the sustainability and preservation of its traditions.

Competitive Short Paper

Traditional performing arts are not only the crystallization of human's creativity, but also the reflections of its times and places in the context of economics, culture, history and politics. Ancient Greek bards, Chinese Peking opera and New Zealand's Haka dance, whatever form it is, performing arts are the vehicles of history and folk stories, and it can even demonstrate military powers.

However, traditional performing arts are dramatically losing its attraction in recent years, especially to young audiences. Even if its ticket price is only half of musical concerts, young people are more likely to turn its back to traditional performing arts (Alexandri et al, 2018). The increasing popularity of online short video platforms, such as TikTok and YouTube Shorts, makes it even more challenging to focus on traditional performing arts characterized by longer durations (Mark, 2023). Meanwhile, UNESCO points out how traditional music's potential is constrained by the globalization trend. Additionally, the decline of traditional mentorship systems has impacted the inheritance of traditional performing art organizations (Zhao & Zhou, 2018).

From an organizational strategy perspective, successful organizations facing external environmental changes must balance exploration and exploitation (March, 1991; Tushman & O'Reilly, 1996). March (1991) proposes that exploration involves flexibility, risk-taking, and experimentation, while exploitation focuses on refinement and execution. He & Wong (2004) further defines exploration as developing a new technology in new markets, whereas exploitation is enhancing the quality of products in existing markets. However, organizational resources are limited, and the structures and routines for exploration and exploitation within the organization differ (Eisenhardt & Martin, 2000; He & Wong, 2004). Managing the interaction of these two within the organization is highly challenging, particularly in the context of traditional performing arts, where the exploitation of tradition and the exploration of innovation represent entirely opposing concepts.

When most traditional performing arts organizations choose between tradition and innovation, the case in this research, GuoGuang Opera Company in Taiwan, opts for simultaneous exploration and exploitation. Peking opera, blending drama, music, dance, and special effects, follows strict procedural guidelines for every movement, vocalization, and stage positioning. As the only official Peking opera troupe in Taiwan, it holds significant cultural importance. The troupe continuously practices to uphold standards, and refine performances for aesthetic appeal. Since 2004, it has adapted Peking opera, collaborating with symphony orchestras and incorporating 4D technology for attracting new audience. This study explores how GuoGuang Opera Company juggles between exploration and exploitation, and accesses whether exploration enhances or diminishes its value. It also examines how, while maintaining the essence of Peking opera, the company engages in extensive cross-disciplinary exploration.

The aim of this research is to understand how a traditional performing art organization contemporize their operations and service (the performances), by employing a strategic approach to innovative exploration that create value. Furthermore, the management strategies adopted by a traditional performing art organisation to balance the sustainability and preservation of its traditions will be explored in this study.

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Airportscape And Its Effects On Emotions And Satisfaction: The Moderating Roles Of Sense Of Place And Environmental Responsiveness

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Summary Statement

This study delves into travellers' experiences, including an in-depth evaluation of both physical and human-related aspects that contribute to the airport environment. Specifically, the study investigates the impact of the airport environment on the emotions evoked, observing these emotional reactions and the environment as preceding factors to airport satisfaction. Notably, the study digs into the effects of two key moderators, sense of place and environmental responsiveness, reviewing their significant impact in this academic context.

Competitive Short Paper

In recent decades, there has been a shift in airports, propelling the industry towards new marketing-oriented strategies. Several studies have determined airport experience using environmental stimuli such as layout, signage, and ambience, focusing primarily on physical dimensions. Nevertheless, employees and the human factor in general are stated as an important element in a servicescape (Roy et al., 2019). Even though "emotions are core to tourism experiences" (Hosany et al., 2021, p. 1391), their exact effect remains a significant lacuna in the tourism literature (Ali et al., 2016). Echoing earlier inquiries for expanding research on travellers' behaviour, research calls for additional examinations of the way the airport environment affects visitors' emotions and perceptions, such as satisfaction. From previous measurements, satisfaction is considered to be a reliable indicator of future behaviour intentions (Yerimou & Themistocleous, 2023). Besides, currently, it is thought that there is a necessity to portray local values and symbols (Ariffin et al., 2015), however, the effect of communicating a sense of place remains ambiguous (Van Oel & Van den Berkhof, 2013). Similarly, travellers' environmental responsiveness has been stated to have significant effects (Eroglu et al., 2003) yet it has not been explored in this context.

In this study, we examine how the broader categories of ambience, space, signs, employees, and safety affect travellers' emotions and satisfaction. We explore in this process the moderating effects of sense of place and environmental responsiveness. Using an integrated-immersive approach, we employed a concurrent mixed-method study of 25 interviews (n=25) and 384 researcher-administered questionnaires (n=384) to international travellers from over 20 countries. Thematic analysis was used to examine qualitative data, while structural equation modelling (SEM) was used to assess the study's hypotheses and proposed model.

Our findings revealed that the airport environment has considerable effects on travellers' emotions (Pleasure and Arousal). Findings identify emotions and airport environment as significant and direct predictors of travellers' satisfaction. Notably, the analysis of the hypotheses indicated two significant moderating factors. Environmental responsiveness appeared as an important moderator in the interaction between airports and emotions, while sense of place significantly moderated the association between airport environment and satisfaction.

Our study sheds light on the integration of cognitive and emotional responses towards the airport environment. Findings from both interview and questionnaire data help us understand the interplay between various environmental stimuli and their influential roles on travellers' emotions and perceptions. Through these findings, airports can customise methods to improve the physical environment and consequently emotional reactions and satisfaction respectively – a major gap in the context of travel (Tubillejas-Andrés et al., 2020). Complementing this, the identification of environmental responsiveness and sense of place as key modifiers provides useful information for airport marketing managers and destination marketers looking to improve the overall travel experience and communicate their country brand within airport servicescapes.

Value Co-creation Behaviours in Higher Education. The Role of Subjective Internalisation and Collective Sense-making of the Corporate Identity.

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Summary Statement

This conceptual and empirical study on the relationship between perceived university identity and student value co-creation behaviors investigates two mediating mechanisms: subjective brand values internalization (i.e., brand identification) and collective sense-making constructing the university perception, judgment and behavioral response (i.e., legitimacy). A PLS-SEM analyses a representative sample of southern Italy university students. This study contributes to understanding the antecedents of value co-creation and the role of corporate brand orientation, opening managerial implications in higher education.

Competitive Short Paper

The marketing debate entered the higher education sector (Hemsley-Brown et al., 2016; Grewal et al., 2022) in the face of education marketization and internationalization, and growing expectations from higher education institutions (HEIs) to deliver high-quality education, cutting-edge research, and societal impact (Hemsley-Brown et al., 2016). Marketing approaches and techniques can support HEIs (Veloutsou et al., 2005; Hemsley-Brown & Goonawardana, 2007), but a critical engagement with marketing theory and empirical studies is needed (Palmer et al., 2016; Hemsley-Brown et al., 2016).

HEIs' capacity to address contemporary societal challenges while potentiating their public value needs multiple stakeholders' effort and active contribution. Understanding how and to what extent the university brand influences and steers stakeholders' positive attitudes and behaviors towards HEIs is one relevant goal of the marketing agenda.

Scholars focused on student value co-creation behaviors (Palmer et al., 2016), defined as customer participation and citizenship behavior (Yi and Gong, 2013 cited in Foroudi et al., 2019; Zarandi et al., 2022), acknowledging how students contribute to HEIs' innovative practices and knowledge production (Zarandi et al., 2022; Elsharnouby, 2015; Foroudi et al., 2019). Special attention has been drawn to the consequences and outcomes of students' co-creation behaviors, while the antecedents remain largely unexplored. Some attention has been drawn to technological drivers (Foroudi et al., 2019; Ghorbanzadeh and Sharbatiyan, 2022), while "culture and ethical values" as students' motivators have been overlooked (Zarandi et al., 2022).

This paper addresses this research gap by investigating the university brand as an antecedent of student value co-creation behaviors. Conceptual and empirical attention is drawn to students' perceptions of the university identity, which can boost stakeholders' commitment and the institution's brand building (Melewar and Akel, 2005; Melewar et al., 2018). Embracing the corporate

identity definition, the university identity encompasses an organization's purpose, vision, activities, ethos, and values, summarising "what [the organization] does, how it does it" (Balmer, 2017). University identity integrates visual identity, communication, culture, and corporate behaviors (Melewar et al., 2018; Cachon-Rodriguez et al., 2020).

This research investigates the role of two mediating mechanisms to deepen the causal relationship between the perceived university identity and the student value co-creation behaviors. The first mediator under scrutiny is the individual and self-referential process of brand cognition driving an internalization of subjective brand values (i.e., brand identification, Balmer and Podnar, 2021). The second is the individual understanding of the collective sense-making that socially constructs HEIs' perceptions, judgment, evaluation, and behavioral response (i.e., legitimacy, Johnson et al., 2006; Deephouse et al., 2017; Miotto et al., 2020).

The study adopts a PLS-SEM approach and empirically tests the proposed mediation hypotheses through an original dataset collecting a representative sample of students from a university in southern Italy. The results confirm the hypotheses, leaving room for discussing the implications of designing and managing university branding programs. This research examines the broader theoretical implications and suggests future directions to advance knowledge on corporate brand orientation.

306 - W

Generation Z's Trust in TikTok Influencers, and Analysing the Impact of TikTok Advertising on their Usage

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Summary Statement

This research examines the impact of TikTok influencers' content on Gen Z's TikTok use and whether sponsored posts disturb the intention to use the platform. Drawing from the Technology Acceptance model (TAM) (Davis & Davis, 1989), this study examines the antecedents of TikTok usage: perceived ease of use, capabilities, perceived playfulness, trustworthiness of application, trustworthiness of social media influencers, intention to use, and whether social media influencer advertising has an effect on actual use.

Competitive Short Paper

Expenditure in influencer marketing (IM) is increasing exponentially (Lou & Yuan, 2019). Social media influencers (SMIs), through the platforms in which they engage, play a critical role in raising brand and product awareness and impact users' decisions (Barta et al., 2023). Brands collaborating with well-known influencers gain exposure to large audiences. IM reached an all-time high of US$21 billion in 2023 (Statistica, 2024). After viewing a dynamic showcase ad on TikTok, 74% of Generation Z (Gen Z) weekly TikTok users seek more information about the advertised product (TikTok, 2024).

TikTok influencers use short form content, which is more aligned to the interests of younger cohorts, namely Gen Z (Barta et al., 2023). Influencers develop trusting and credible relationships with users (Johnstone & Lindh, 2022). Sponsorship disclosures make IM content more transparent and facilitate Gen Z viewers in recognising the commercial intent of TikTok IM videos (De Jans & Hudders, 2020). However, sometimes social media(SM) users are unable to identify trustworthy information (Sharma et al., 2023). TikTok followers not only view influencers as trendsetters, but also as credible sources of information, who sway their decisions, leading to increased purchase intentions and brand endorsements (Alcántara-Pilar et al., 2024).

Gen Z users are glued to their mobile devices, their phone addiction is pronounced, their behaviour and well-being are altered (Mason et al., 2022). Studies indicate higher SM usage is associated with lower well-being (Boer et al., 2022; Boniel-Nissim et al., 2022). Studies focused on the issues Gen Z face in using SM, include FOMO (fear of missing out) (Brailovskaia et al., 2023), phubbing (phone snubbing) (Bröning & Wartberg, 2022), and information overload, all of which may contribute to SM fatigue (Sharma et al., 2023).

Gen Z responses to TikTok IM may differ to responses made on other SM platforms (Barta et al., 2023). Hence, theorising and understanding user attitude and TikTok influencers' behaviour is fundamental to understanding how brands can access users on this platform. This research examines the impact of TikTok influencers' content on Gen Z's TikTok use and whether sponsored posts disturb the intention to use the platform. Drawing from the Technology Acceptance Model (TAM) (Davis & Davis, 1989), this study examines the antecedents of TikTok usage: perceived ease of use, capabilities, perceived playfulness, trustworthiness of application, trustworthiness of social media influencers, intention to use, and whether social media influencer advertising has an effect on actual use.

To examine these relationships PLS SEM is applied to survey data drawn from Gen Z students from Ireland (n-243). The findings confirm students do not use TikTok to stay in touch with friends; they use it to connect with brands and businesses. The majority of Gen Z users trust the SMIs they follow and the brand and product reviews these influencers post. Hence, Gen Z users are more likely to buy a product if it is recommended by their preferred SMIs. Users believe advertisements on TikTok did not negatively affect their experience. Although, they find TikTok to be time-consuming, addictive, and intrusive, especially in relation to their studies.

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Ethnic food purchasing: local trader or national supermarket chain?

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Summary Statement

This research dives into the halal meat market, an area of significant interest since Muslims occupy nearly a quarter of the global population. Using semi-structured interviews, this study uncovers the decision-making processes guiding Muslim consumers in their choice of halal meat retail outlets,

framed by the context of an Islamic resurgence. Our research emphasises the interplay of traditional marketing factors like price and approach with deeply-held Islamic values and principles.

Competitive Short Paper

In today's multi-racial society, ethnic food consumption is an emerging phenomenon that deserves attention from scholars and practitioners, not only to analyse the ongoing changes in food purchasing and consumption habits (Khokhar et al., 2010) – but also to monitor ongoing evolution in the ethnic food market as it becomes an economic force (Wibowo and Ahmad, 2016) and a social phenomenon (Adinugraha et al., 2021). A combination of factors has drawn attention to the growth of the ethnic food market, including better consumer education and an increased knowledge of food by media exposure (Ting et al., 2016), as well as international travel and tourism , global interaction and the creation of large ethnic immigrant sub-cultural communities (Ayyub, 2015).

Market growth and consumer interest has been shaped by food scares, with the result that many people are now more conscious about the quality and provenance of the food that they consume Mathew et al., 2014). Specifically, consumers are increasingly concerned about animal health and welfare, origin, hygiene and quality (Abd Latif et al., 2014; Mathew et al., 2014). Halal food offers certification labelling that reassures customers on such elements (Al-Teinaz and Al-Mazeedi, 2020). Consequently, the ethnic food market has grown steadily over the past decade into a global industry (Ha and Jang, 2010; Jeaheng and Han, 2020).

Media reports have fuelled consumer concerns about food contamination, triggering growing awareness of food purchasing and an evolution in consumption behaviour in multicultural societies (Benerjee & Quinn 2022). However, existing studies have explored and reported – yet only partly addressed – the issues behind ethnic food consumption. Ethnic-related consumer behaviour remains an under-researched field of interest, particularly in France since, unlike other European countries, French colonial history makes the identification and ethnicity of immigrants extremely complicated (Lefranc, 2010).

This position supersedes the specific rights of any minority – be they ethnic, linguistic or religious (Badea et al., 2015). Under the 'assimilation-citizenship' acculturation ideology (cf., Berry, 2005), immigrants are strongly encouraged to adopt French culture and language. Linguistic legislation in France sends out a clear message:

As migration transforms the composition of populations, the Halal food sector has emerged as one of the largest consumer food markets worldwide (Bonne, Vermeir, Bergeaud-Blackler and Verbeke, 2007; Ab Talib et al., 2016, Iranmanesh et al., 2022). In France alone, this market is estimated to be worth over €5.5bn (*Les Echoes*, 2011). Consequently, supermarkets compete fiercely with Muslim butchers (Lever and Miele, 2012; Wright & Annes, 2013). While religious beliefs may explain consumer choice for meat that observes Islamic law, it does not explain the preference for purchasing this meat from a local butcher rather than from a supermarket. The authors set out to investigate the reasons that lead Muslim consumers, representing around 10%of the French population (Firdaus, Ikhsan and Fernando, 2023), choose one retail outlet over another for purchasing Halal meat. We respond to calls from Khan and Pandey (2023) for researchers to consider consumers' deeply rooted values, cultural habits, lifestyles and dietary patterns.

The Power Of Words And Images: How Message Framing And Gender In Anti-Domestic Violence Advertising Campaigns Affect Charity Donations.

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Summary Statement

This study aims to determine the impacts of a positive versus negative message framing in charity advertising on actual donating behaviors, and examines the moderating role of the victim's gender on this relationship. It is expected to contribute to the enhancement of prospect and social role theories by understanding the nuanced impact of message framing and victim's gender on donation behaviours. The findings can, also, guide charities in optimizing their communication strategies to attract more donors.

Competitive Short Paper

Purpose: The charitable sector grew increasingly competitive globally, particularly for causes like domestic violence (Charities Aid Foundation, 2022; Immordino et al., 2020, Sung et al., 2023). Although there was a rise in charity giving in developed countries, a decline was noted in developing countries such as Mauritius which was among the biggest fallers recently (CAF World Giving Index, 2022). This emphasizes the urgency for resilient and impactful advertising strategies. Building on prospect theory (Kahneman and Tversky, 1979) and social role theory (Eagly and Crowley, 1986), the study aims to determine the impacts of positive (i.e., hope) versus negative (i.e., disgust) message framing on actual donating behaviors, and examines the moderating role of the victim's gender on this relationship.

Methodology: This study employed a quantitative approach to explore the efficacy of message frames on donation behaviours by integrating a between-subject online experiment. Given the defensive reactions from negative frames (Shanahan et al., 2012), it was noted that both hope and disgust were to be explored carefully with different levels (high versus low). While, adopting a 2 (disgust: low/high) x 2 (hope: low/high) x 2(gender of victim: male/female) between-subject experiment, the pilot study involved 102 participants, divided into control (n=19) or experimental (n=83) groups, thereby enhancing the study's internal validity. The experimental group was exposed to one of eight advertisements, each varying the emotional message frame and imagery of victims (male v/s female), followed by a survey to assess their donation behaviours.

Findings: Analysis revealed that among 83 respondents exposed to the advertisements, 45.7% (n=38) chose to donate, while 54.3% did not. Adverts featuring high disgust and high hope did not significantly alter donation behaviors, regardless of the victim's gender. However, low disgust frames elicited a stronger donation response, particularly with male victims. This suggests a nuanced, gender-sensitive approach to levels of emotional framing in charity advertising, as posited by the social role theory. Moreover, low hope frames led to a reduction in donations, highlighting a required balanced while crafting messages that resonate with the public spirit. It was observed that

85.9% of respondents (i.e. 61 out of 71) had never donated to charities against domestic violence, aligning with the challenges noted from literature.

Research limitations/ implications: The study faced some limitations, such as a lower completion rate of the survey and the presence of structurally missing data. Out of the 83 participants from the experimental group, only 62 completed the survey, which could have resulted from participants withdrawing post-exposure to the advert.

Expected contributions: With adjustments for a larger sample size (n=405) in the main study, this research is expected to significantly contribute to the enhancement of prospect and social role theories by understanding the nuanced impact of message framing and victim's gender on donation behaviours. From a practical standpoint, the findings can guide charities in optimizing their communication strategies to attract more donors. This research will foster resilience in the charitable sector and emphasising the social spirit of marketing in a rapidly evolving global landscape.

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Student as co-creator rhetoric or reality in a marketised higher education landscape?: A study of business schools in post-92 universities

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Summary Statement

The positioning of student as co-creator has been gaining traction in a marketisation induced English higher education landscape instead of the controversial metaphor 'customer'. The rhetoric of which is now extolled in initiatives and charters especially amongst marketing oriented and brand positioning conscious business schools in post-92 universities. This qualitative study envisages contributing to the research gap within academic literature of the actual interpretations and perceptions of academics in the reality of an education setting.

Competitive Short Paper

Study Description

The project investigates the notion of student as co-creator (SAC-C) in Higher Education (HE). The controversial debate positioning students as customers (SAC) heightened since the tripling of fees for English universities since 2012. The proponents argued that SAC would raise quality of student experience by making fee paying students more discerning whilst those opposed were concerned that it would lead to the commodification of HE. The alternative proposed that SAC-C would signal a more nuanced characterisation than SAC, underlined by students and academics collaborating as part of a community (Banwait and Hancock 2021).

The concept of co-creation gained traction in marketing literature since 2004 (Prahalad and Ramaswamy 2004) as an opportunity for organisations to co-create new ideas by involving their customers and other stakeholders in the innovation process. Marketing literature (Saha et al., 2022) since has developed towards developing different forms of co-creation, the enablers and barrier to co-creation. However, literature is emergent, and limited to conceptual and generic prescriptions of co-creation in a HE context (Geurts et al., 2023) with the need to identify the actual interpretations and perceptions of practicing co-creation in HE largely unanswered.

The proposed qualitative study is based on a thematic analysis (Braun and Clarke 2006) of 36 one to one semi-structured online interviews with academics in business schools of Post-92 universities. The main aim of these interviews was to seek their perspectives and interpretations to evaluate the gap between the marketisation-underpinned rhetoric versus the reality of practicing co-creation in a HE environment. The study will help fill the lack of scholarship within the HE research context on the gap between rhetoric and reality of practicing co-creation envisaging providing an empirical framework as well as practical implications for business schools in post -92 HEIs.

Initial findings and discussion

Contrary to literature in which SAC-C is a proposed alternative (Guilbault 2018) participants interpret it as an extension or even an implicit acceptance of the notion of SAC to acknowledge them as key stakeholders. It is viewed more as a positive aspiration and an explicit response to escalated marketisation of HE rather than a practical activity in an attempt to encourage collaboration at the macro and micro levels in a bid to improve metrics driven outcomes. In reality respondents felt that some elements of co-creation are practiced but full adoption is mitigated by a number of challenges.

Participants were sceptical about viewing SAC-C in entirety citing structural, motivational, cognitive and cultural factors as major challenges. Respondents rejected the literature portrayal of co-creation as a one size fits all approach (Konings et al., 2021) instead they characterised it as more of a laddered approach or continuum building varying levels of co-creation within the student journey.

Although literature espouses co-creation as a win-win for academics and students respondents (Bovill 2019) sensed that students now largely viewed their relationship with them as transactional and contractual against a backdrop of consumerist expectations. The exception being those students who possess the intrinsic motivation to remain actively engaged as learners.

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Introducing the Clinical Approach to Marketing and Consumer Research

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Summary Statement

We live in a world of economic and societal challenges. However, marketing research for the most part continues to mine the same methods and analytics as it has done for a long time. We believe

marketing scholarship can contribute to the solution to a number of the challenges by incorporating a clinical perspective.

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The Significance of Understanding the Sustainable Consumer Journey from the policymaking perspective: A Systematic Literature Review

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Summary Statement

This paper explores the importance of understanding the sustainable consumer journey and its connection with the policymaking process in the tourism industry. The study will further provide analysis of the main gap and provide a mechanism that can assist policymakers align their interests with the interests of tourism policy end-users.

316

The Use of Colours in Tourism Marketing: A Systematic Review

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Summary Statement

This paper presents a systematic literature review on the topic of tourism marketing in line with colours. The concept of colour plays a vital role in discerning tourist experiences and exerting an impact on their emotions within the contexts of tourism and marketing literature. The paper systematically examines the existing body of literature, categorising it based on major topics and methods, and proposes a plan for furthering research in the field.

Competitive Short Paper

The concept of colour is crucial in identifying tourist experiences and influencing their emotions in the fields of tourism and marketing literature (Ozkul et al., 2019; Yu & Egger, 2021). Despite the recognition of the significance of the colour impact, there is a lack of marketing research on this topic (Labrecque & Milne, 2012). Additional factors that have had a significant impact, such as the colour, their arrangement, editing techniques, and the presence of face features in tourism marketing, have often been disregarded in previous research (Li et al., 2023). Existing colours in tourism marketing studies tend to focus on the role of colour on social media (Yu, Xie & Wen, 2020; Sheng, Wang & Amankwah-Amoah, 2021; Yu & Egger, 2021; Barnes, 2022), the image of cities (Jasinski, 2021; Gao & Iqbal, 2023), food & beverage (Piqueras-Fiszman & Spence, 2014; Gilbert, Fridlund & Lucchina, 2016; Liu et al., 2022), logo design (Séraphin et al., 2016), and customers' aesthetic perceptions

(Kim, Hyun & Park, 2020). However, there is no study on bibliometric review, particularly in the use of colours in tourism marketing.

Starting from these considerations, the objective of this study is to review and analyse the existing body of literature about the use of colours in the context of tourism marketing. This endeavour seeks to enhance comprehension of the advancements made in this field and to propose recommendations for prospective research attempts. The current study aims to present a conceptual framework for the implications of colours on tourism marketing and to identify future directions for research in the intersection between colours and tourism marketing studies.

Specifically, the multiple search terms were '(("colour" OR "color") AND ("Tourism" OR "Tourist" OR "Travel" with Marketing))' used within the search fields title, abstract and keywords to optimise the incorporation of appropriate literature. Only the articles and reviews in English were included. Conference review, conference paper, book chapter, book and notes discarded. Furthermore, irrelevant, duplicate, and ineligible papers were discarded. From a longitudinal perspective (2006-2023), 25 articles retrieved from the Web of Science (WoS) and Scopus databases were systematically selected and bibliometrically analysed. Accordingly, the present study aims to address the following inquiries:

(1) Which source of scholarly work has been the most influential in developing the use of colours in the tourism marketing domain? (2) What are the knowledge domains on which the use of colours in the tourism marketing literature is built? (3) What are the current research areas in the use of colours in the tourism marketing literature?

Preliminary findings reveal that the most frequently employed research method was quantitative. The most commonly used keywords are colour, marketing, tourism, brand, and destination. The findings point out the main groups of topics (destination, social media, foods & beverages) and major gaps identified in the literature (a larger framework of factors such as different cultures, behaviours, digital/physical environments, tourism servicescapes, colour terms and patches, and emotions to compare the impacts of colours). The results and findings of this study underline the crucial and central role of colours in tourism marketing.

319

Regulating the Sharing Economy: A Multi-Stakeholder Perspective

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Summary Statement

This study examines regulatory preferences within the sharing economy, analyzing the perspectives of various stakeholders, including service providers, customers, incumbents, residents, and government bodies. Employing intergroup social dilemma theory and a video-based experiment with 323 UK participants, it reveals a divergence in regulatory desirability, with service providers favoring self-regulation and incumbents preferring government intervention. The findings highlight the need

for a collaborative regulatory framework that balances diverse stakeholder interests in the sharing economy.

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The Gay Tax: LGBTQ+ Experiences of Private and Self-funded Fertility Treatments in the UK

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Summary Statement

For LGBTQ+ couples to start a family in the UK, it often requires expensive fertility treatments (FT) from private clinics and self-funded healthcare. This is known as 'The Gay Tax'. The scarcity of clinics results in customers experiencing high costs, poor quality, and exploitation. Extant literature on consumers of FT, concentrates primarily on heterosexual couples or individuals. This study therefore uses interviews and diaries (n=30) to explore the lived experiences of LGBTQ+ couples undergoing FT.

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A Motivational Approach on Examining Consumer Perception of CSR Motives

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Summary Statement

This study examined when and how consumer's perception of CSR motives explain for behavioural outcomes. Specifically, this study examined whether different drivers, value, stakeholder, egoistic, and strategic of corporate social responsibility (CSR) strategy affect consumer's interpretation of firm's CSR motives under the situation of company-cause fit and brand attachment. Our study tested whether such interpretation can indirectly lead to consumer's behaviours through perceived value fit and brand trust on a survey of 317 UK consumers.

Competitive Short Paper

What Affect CSR Motives?

Firms use corporate social responsibility (CSR) for building strong reputation. Firms take initiative of improving welfare of society and environment (Du et al., 2022). Ellen et al. (2006) suggested that there are four types of CSR motive, namely egoistic, altruistic, stakeholder, and strategic. Nevertheless, scant research has been done on determinants of perceived CSR motives, when and how these motives influence consumers to have favourable responses.

Conceptual framework

Firms take initiatives of doing CSR which enhances brand evaluations and purchase intentions (Mohr & Webb, 2005; Saeidi et al., 2015; Min et al., 2023). Consumers reward firms of which taken CSR which benefits society and punish those which did not. The consumers may associate motivation of firms to CSR due to societal concern (Chen et al., 2019; Lin et al., 2022), and that result in stronger intention to recycle, intention to repurchase, and more brand advocacy (Walker et al., 2010; Su et al., 2020; Lee and Cho, 2022). However, less has been done on what motivates a firm to do CSR and how such motivation affects consumers' interpretation of firm's CSR motives, which in turn affect their behavioral outcomes.

Taken above, this study examined drivers of CSR strategy, namely relational, moral, and instrumental, and their effect on Ellen's typology (Ellen et al., 2006) of perceived CSR motives, i.e., both positive attributions: value-driven and strategic-driven, and negative attributions: stakeholder-driven and egoistic-driven attributions, and further, examined impact of these motives on behavioral outcomes. We also examined moderating effect of brand attachment and company-cause fit of relationship between of CSR driven strategy and motives of CSR. This study also tested mediating role of brand trust and perceived value fit on CSR motives-outcomes. Our framework is based on attribution theory which individuals explain a certain event (Marin et al., 2016). Consumers interpret motives behind firms to perform CSR for judging their behind intentions (Min et al., 2023).

Methodology

This framework is tested on a random sample of 317 customers in food & and beverage industry of United Kingdom. Structural equation modelling was used to test hypothesized relationships of related constructs. Drivers of CSR strategy was found to associated with consumers' perceived CSR motives. The moderating effect of company-cause fit on the effect of the relational driver on value motive and stakeholder motive is reported to be insignificant whereas brand attachment was able to moderate the effect of drivers of CSR strategy on consumers' perceived CSR motives. Brand trust was also found to fully mediate the relationship between CSR motives on all outcomes whereas perceived value fit partially mediated CSR motives-intention to recycle relation.

Implications

Theoretically, this research is among a few to develop and validate the antecedents of CSR motives from consumer perspectives. This study enriches attribution theory on answering when and how consumers assess CSR-driven strategy which affect their interpretation of CSR on influencing behavioral outcomes. Practically, our findings guide a company on its initiative to invest amount of CSR effort and allocate company resources to yield desired outcomes of CSR initiatives.

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The Impact of Source Credibility, Tie Strength and Homophily in Diverse and Inclusive Micro Social Media Influencer Campaigns: A Comparison between the Generation Z LGBTQ+ Communities in the UK and China.

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University of Manchester, United Kingdom

Summary Statement

This research is positioned to examine the impact of influencer marketing campaigns on consumers. Specifically, this study investigates the impact of diverse and inclusive micro social media influencer campaigns on Generation Z LGBTQ+ communities in the UK and China.

Competitive Short Paper

Within the retail sector, there has been a recent interest in targeting much broader and diverse social groups within society beyond the mainstream. Concurrently, the widespread use of social media platforms has empowered both social media influencers and consumers to express their opinions about retail brands and their approaches to diversity. Evidence suggests that consumers are inclined to generate positive electronic word-of-mouth (eWOM) when they are satisfied with campaigns (Sharma, 2023; Chu et al., 2022). This study will focus on the LGBTQ+ community because this group has been shown to be significantly influenced by campaigns advocating for social diversity and inclusivity (Hu et al., 2022; Li, 2022). Specifically, this study further examines the impact of diverse and inclusive social media influencer campaigns on the positive eWOM for retail fashion brands among the Gen Z LGBTQ+ community. The novelty of this study lies in its focus on a cross-cultural comparison from Eastern and Western perspectives, with a specific emphasis on Generation Z LGBTQ+ communities in the UK and China. This study develops a conceptual framework that integrates constructs from the Theory of Planned Behaviour (TPB) with the Online Social Network (OSN) Model. Specifically, a quantitative approach is employed to test the influence of source credibility, tie strength and homophily among micro social media influencers, as well as the impact of their diverse and inclusive campaigns on the attitudes and positive eWOM intentions within the Gen Z LGBTQ+ community in the UK and China. A survey was conducted on social media platforms—Instagram and Xiaohongshu—with a sample size of 400 respondents. The theoretical significance of this study lies in gaining an in-depth understanding of the factors influencing positive eWOM among specific minority groups in the contemporary online retail environment in the UK and China. In terms of social and practical implications, this study helps to raise business awareness of the impact of diverse and inclusive campaigns, thereby assisting retailers to develop more effective social media campaigns.

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Driving Sustainability: Unraveling the Dynamics of User Engagement on Organization-generated Social Media Content on Electric Vehicle and its Impact on Sales

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Summary Statement

We investigated the drivers of user-engagement on organization-generated social media content on electric vehicle (EV) across government, non-profit, and corporate organizations using a vast dataset

from 2.56 million Facebook posts (Jan 2021-Dec 2023). Employing text mining and topic modeling along with cross-sectional and time-series-based econemetric and machine-learnine models, the study explores how these drivers evolve over time, effect user-engagement and influence on actual EV sales. Theoretical contributions and practical insights are discussed in detail.

Competitive Short Paper

Although the role of social media in new product adoption is well established, the role of organization-generated social media content in adoption of sustainable products such as electric vehicles has remained understudied. This research delves into exploring the antecedents of user engagement with organization-generated social media content pertaining to electric vehicles (EVs) and the consequential effects of such user engagements and its drivers on the EV sales. The primary research questions are: 1) What are the drivers of user engagement on organization-generated social media content on electric vehicles? 2) How does the relative importance of these drivers vary across different organization types: government, non-profit, and corporate? 3) How do these drivers influence user engagement over time? 4) What is the impact of user engagement and its drivers on the actual sales and adoption of electric vehicles?

To achieve these objectives, the study employs a multi-faceted approach. Spanning a dataset of 2.56 million Facebook posts from January 2021 to December 2023, text mining and LDA-based topic modeling are utilized to determine the volume and valence of topics within the social media content. Cross-sectional and time series econometric modeling, along with machine learning techniques, are applied to discern the relative importance of topics in both the short-run and long-run. Additionally, readability and emotions are considered as predictors of user engagement. Furthermore, the research explores how these drivers evolve over time, providing insights into the dynamic nature of user engagement in the context of EV-related content Using EV sales data from top 20 economies of the world, the paper also finds which topics(volume and valence) and emotions contribute to EV sales.

The investigation provides valuable theoretical contributions to sustainability literature and the literature on new product adoption. The managerial implications of this study are significant, offering a novel approach to predicting the growth prospects of sustainable products. By combining text mining and topic modeling with cross-sectional and time-series analysis, organizations can gain a deeper understanding of the factors influencing user engagement with their content. This, in turn, enables them to refine their social media strategies for promoting sustainable products, particularly electric vehicles. The findings provide practical insights for managers seeking effective ways to enhance user engagement and ultimately drive sales and adoption of EVs.

However, it is important to note the limitations of the study. The research could not conduct a brand-level analysis, which may have provided more granular insights into the specific impact of individual brands on user engagement and subsequent sales. Despite this limitation, the study contributes valuable knowledge to the field and lays the groundwork for future research to explore brand-specific dynamics in the context of EV promotion through social media channels.

Questioning Our Assessment Value System: Are We Undermining Student Employability In Marketing?

Jenny Lloyd

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Summary Statement

Employability is cited as a primary motivation for students yet the CMI reports that 80% employers feel that graduates are not work ready. Interestingly, examples cited in the report are not grounded in student knowledge or understanding but attributes associated with work-based values. This paper posits that universities are undermining academics' attempt at delivering an 'authentic' marketing education through the imposition of processes that unintentionally reinforce poor professional values.

Competitive Short Paper

This paper reflects upon the extent to which current practices in marketing education may actually undermine students' employability prospects in the longer term.

Reviews of literature suggest that there is limited consensus about the purpose of higher education. Certainly, from the perspective of students, employability and preparation for the labour market appears a priority (Brookes et al 2021). However, literature also suggests that entry into higher education is seen as a platform personal growth and development (Buckner and Strawser 2016) and a springboard for social mobility. The economic growth agenda is also a common theme at both a personal and national level (Ma et al 2016)/

Universities have responded with a range of employability initiatives that include work placements, external engagement with potential employers, business simulations and competitions, accreditation with professional bodies like the CIM and 'study abroad' opportunities. At module and programme level, there appears an increase in the use of 'authentic' pedagogies and assessment practices which, by being grounded in real world context, aim not only to engage students but also to prepare students for life post full-time education (Ashford-Rowe, Herrington & Brown 2014).

However, these efforts are clearly failing as, according to the CMI (2021), up to 80% of UK employers believe that graduates are not 'work ready' on entering the employment market. Skills that are so important in marketing roles - communication, self-motivation, attention to detail and the ability to meet deadlines - are all cited as particular challenges.

Twenge (2010) and Buckner and Strawser (2016) posit that that this lack of work-readiness might be a manifestation of a weaker work ethic, declining self-reliance, and growing narcissism. According to Morreale and Staley (2016) this might be limited to the millennial generation and the result of 'helicopter parenting' which has also resulted in a sense of academic entitlement, defined as 'an expectation of academic success, regardless of their degree of personal investment to earn it" (p. 370).

This paper proposes that whilst extensive efforts are being made to support student employability, the time has come to reflect upon whether the value system embedded in our processes actually exacerbates this behaviour. In particular, it focuses upon the process of assessment as research suggests that this plays a pivotal role in establishing student priorities (Boud and Falchikov 2007) and therefore shapes student values. It posits that the unquestioning use of certain processes associated with assessment may unintentionally telegraph a value system that is damaging to the employability that students claim to seek so badly. Examples of potentially flawed process - so often lauded as 'good' - Will be appraised and alternatives discussed.

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Collaborative Strategies, Actors, and Institutional Work in the Zero-Waste Consumer Movement: Insights for Food Marketing Scholarship and Social Change

Lucina Odoi, Anne Marie Doherty, Paul Hewer

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Summary Statement

Addressing the issue of food wastage within the domain of food marketing, our study offers insights through an ethnographic and netnographic investigation of the zero-waste movement, where reducing food waste is key. We invite a dialogue on the active role that food marketing academics and practitioners can play in driving societal change by contributing insights from the zero-waste movement, capturing the essence of actor collaborations and the breadth of institutional work at various levels.

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I'd Like What She's Having- How Patrons As Visual Stimuli Influence Restaurant Footfall And Consumer Purchase Intention

Jenny Ma, Zihan Gao

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Summary Statement

Testing hypotheses developed from social proof and theory of behavioural immune system (BIS), this study examines how patrons and their characteristics (gender, and race) influence restaurant footfall and purchase intention in both offline and online settings.

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Can Narcissists Be Managed To Promote Customer Referral Reward Programs: Investigating A Social Relationship Perspective

Annie Pei-I Yu

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Summary Statement

The main purpose of this research is to examine how incentive types, narcissism, and social ties affect consumers' likelihood of referral behavior. The project argues that 1) narcissism and incentives type interaction affect consumers' likelihood of referral. 2) Incentive types and the recommender's social ties with the receiver will affect their likelihood of referral behavior. 3) There is an interaction effect between incentive types, social ties, and narcissism on the likelihood of referral behavior.

Competitive Short Paper

Innovative financial service providers are increasingly implementing customer referral reward programs (CRPs) to motivate customer referrals and broaden their customer base, as delineated by Dose, Walsh, Beatty, and Elsner (2019). Commonly, banks employ 'public' CRPs, which involve a unique code provided to a recommender for promoting the service. The referral recipient uses this code upon registration, allowing both parties to gain rewards, such as bonuses for opening bank accounts, applying for new credit cards, or utilizing FinTech services like mobile app integrations with bank and social networking accounts. Promotional tools and referral schemes have become a mainstay in the contemporary business landscape, especially in retail. Their efficacy has been the subject of extensive research (Dose et al., 2019; Song et al., 2019; Van et al., 2018; Wirtz et al., 2019). Nonetheless, specific research on financial services is limited. The rise of FinTech has led to the development of new platforms and financial service forms by financial institutions, aiming to attract more potential customers and enhance financial inclusion (Alt et al., 2018). This project explores the use of traditional sales promotion incentives (monetary versus non-monetary) in financial service referral programs, considering the impact of consumers' social ties and personality traits, such as narcissism, on their adoption and referral likelihood. The study investigates the potential differences in referral reward program preferences between narcissistic and non-narcissistic consumers of financial services. It examines how various factors influence narcissistic consumers' propensity to refer to these programs. A key inquiry is how narcissists and non-narcissists respond differently to monetary and non-monetary rewards in CRPs. Prior research has focused on the impact of incentive types and the dynamics between recommenders and recipients on the effectiveness of referral programs (Jin & Huang, 2014). Narcissism literature suggests a linkage between narcissists' concerns and purchasing behaviors (Cai et al., 2015; Cisek et al., 2014). This project hypothesizes that different incentive types may trigger various levels of value expression or entertainment in individuals, influencing their referral behavior. The study aims to connect the dots between incentive types, social ties' strength, narcissism, and referral likelihood. Additionally, it proposes that the effectiveness of CRPs is mediated by a "sense of value expression" and "sense of entertainment needs," with "narcissism" playing a moderating role in this mediation. The study also suggests that "financial literacy" could moderate the interactions among these factors. This research aims to enrich the understanding of promotional strategies and personality in consumer behavior literature. It seeks to offer practical insights for designing effective promotional programs, particularly in the digital financial services context. The primary research questions include the extent to which incentive types, narcissism, social ties' strength, and financial literacy influence referral behaviour, and the mediating and moderating roles of various factors in this dynamic. This project contributes

to the literature on consumer behavior and sales promotion. It also provides an initial investigation and insights regarding the promotion of digital financial services platforms for financial services marketing practitioners.

333 - W

Non-Fungible Tokens (NFTs): Evolution, revolution or fad in the creative industries? Evidence from UK creators and artists

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Summary Statement

This submission reports on the findings of a primary research funded by a British Academy-Leverhulme small grant on how UK visual artists and creatives view NFTs. It uses a value creation/value destruction lens to analyze interview data and generate insights into the ambivalent relationship with this blockchain-enabled application.

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Situated Explorations of Ethical Consumption: The Case of Reusable Nappies in London

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Summary Statement

Although disposable nappies are one of the biggest contributors to domestic waste in the UK, uptake of reusable cloth nappies remains low. This qualitative, exploratory project explores the situated lived experiences and spatial constraints on parents using cloth nappies within the metropolitan city of London.

Competitive Short Paper

Disposable nappies are one of the biggest contributors to domestic waste in the UK, taking 400 years to decompose, and one of the greatest issues on a pathway to net zero (Long, 2020). Most parents state that they would like to adopt a less wasteful lifestyle (The Guardian, 2021). British councils are incentivising waste reduction through voucher schemes for reusable nappies. Yet, uptake of them remains low resulting in nappy waste costing Londoners £20 million/year (Real Nappies for London, 2021).

Our goal is to inform policy towards waste reduction through relaying families' experiences. We explore how the spaces reusable nappies are used in affect how they are consumed within a metropolitan context. Further, through the lens of emplacement, we consider how new modes of consumption are created within families and the wider communities they are situated within. Hence, our research questions is: How do spaces and places affect the reusable nappy consumption of London based families? To answer, we join the spatial turn in ethical consumption research that delves into the situatedness of consumption practices by contextualising them within space and place (Chatzidakis et al, 2012; Hoelscher & Chatzidakis, 2020).

Conceptually, this draws on seminal geographical works such as Tuan's (1979) distinctions between space and place or Massey's (2005) concept of space as a meeting up of histories. Practices around the use of nappies are deeply steeped in care work, who carries it out, and what choices they can make within their budgetary, social, and spatial constraints. Within the harsh realities of parenting, metropolitan cities such as London are steeped in the inequalities that hyper-capitalism brings (Massey, 2007; Harvey, 2013).

This qualitative project encompasses an auto-ethnography situated in London spanning 3.5 years, ethnographic observations of 4 community events, and 15 ethnographic interviews (Spradley, 2016) with London-based families who use reusable nappies and were recruited with the help of our NGO partner Real Nappies for London using a purposive sampling strategy (Lune and Berg 2017). We analysed our data comprised of (auto-)ethnographic notes, audio-recorded interviews, and photographic materials through thematic analysis (Braun & Clarke 2006).

Our analysis identifies space both as a facilitator and a disabler of reusable nappy consumption that intersects with gender and class. Being situated in a supportive community was perceived as supportive of the practice. Further, participants reported hedonically consuming reusable nappies as they found their *flow* within domestic spaces, repurposing rooms and finding joy in cycling through them. Conversely, spaces that were unmodifiable due to physical or legal restrictions, impeded reusable nappy consumption as participants found that their spatial requirements for drying and storing reusable nappies were not fulfilled. Our findings further reveal that reusable nappy consumption has a strongly gendered component with mothers being perceived as the keepers of domestic spaces. Intersecting with these aspects of space and gender, participants voiced their perception of reusable nappies as upper middle-class consumption necessitating large domestic spaces dedicated to the practice such as laundry rooms.

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We're Not Deviant, You Are! How Consumption Communities Neutralise Accusations of Deviance

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Summary Statement

We draw from a netnographic study of a prominent influencer gossip forum and use neutralisation theory to examine how community members collectively justify and sustain their involvement in

consumption communities that are routinely accused of being deviant. Our study contributes to the literature on consumption community conflict and continuity by revealing how community members contribute to community continuity by collectively neutralising accusations of deviance from external sources that threaten to destabilise the community.

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Customer complexities during interactions with conversational AI agents: A systematic literature review and future research agenda

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Summary Statement

This study investigates customer negativity towards conversational AI agents, revealing key reasons for avoidance and resistance. Through a systematic literature review of 129 articles, it introduces a framework to analyze negativity's causes and effects, offering strategies for managing such challenges. The findings enhance understanding of customer-AI interactions, providing insights into improving AI adoption and mitigating negativity, thus offering valuable guidance for future research and practical application in the field.

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Behind the Screens: Exploring Third-Level Students' Trust in TikTok and TikTok Advertising's Impact on Social Media Usage

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Summary Statement

This study focuses on third-level students' social media usage of TikTok, whether they find the influencers they follow trustworthy, and whether sponsored posts disturb their intention to use the platform. Drawing on the Technology Acceptance model (TAM) (Davis & Davis, 1989), this study examines the antecedents of social media usage: *perceived ease of use*, *capabilities*, *perceived playfulness*, *trustworthiness of application*, *trustworthiness of social media influencers*, *intention to use*, and whether *advertising attitude* effects *actual use*.

Competitive Short Paper

Third-level students are more likely to view short video social media (SVSM) content than other age groups (Liu et al., 2024). Launched in 2016, TikTok videos transformed the social media environment; shifting from desktop application users to mobile users, a preference for short-video content, and the proliferation of innovative ads. TikTok has approximately 1.1 billion global users, which is

projected to increase by 15% year-over-year (Statistica, 2024), with 78% of TikTok users purchasing a product after watching TikTok creator content (TikTok, 2024).

Brands have turned to social media advertising for the organic attractiveness and digital interaction that these platforms offer. Short form video (SFV) platforms offer an opportunity for brands to connect with their users (Yin et al., 2024). Advertising on TikTok, specifically influencer marketing videos, are increasingly popular for promotional purposes for younger cohorts (van der Bend et al., 2023).

Studies involving Facebook and Instagram examined the effectiveness of advertising in social media (Zimmermann et al., 2024), social media engagement (Reimer, 2023), information credibility (Hussain et al., 2023), and purchase intention (Onofrei et al., 2022). Theorising and understanding user attitude and usage behaviour of TikTok is fundamental to understanding the deployment of emerging social media technologies.

This study focuses on third-level students' social media usage of TikTok, whether they find the influencers they follow trustworthy, and whether sponsored posts disturb their intention to use the platform. Drawing on the Technology Acceptance model (TAM) (Davis & Davis, 1989), this study examines the antecedents of social media usage: perceived ease of use, capabilities, perceived playfulness, trustworthiness of application, trustworthiness of social media influencers, intention to use, and whether advertising attitude effects actual use.

To analyse these relationships, a variance-based structural equational modelling (PLS SEM) is applied to a survey data drawn from third-level students from Ireland (n-243). The results indicate third-level students use TikTok to research products prior to purchasing and their intention to use TikTok correlates to actual use. Advertising attitude on TikTok neither affects students' intention to use TikTok, nor their actual use of TikTok. The majority of students believe advertisements on their TikTok feed are relevant to their interests and are personalised. Indeed, advertisements on TikTok did not reduce their loyalty to the brand. Regarding, students' intention to use TikTok, the majority of students believed they had much in common with the SMIs they followed.

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USP-based Destination Branding: Wales' Cultural Heritage Narratives

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Summary Statement

This study explains why a USP-based destination branding strategy is most effective in promoting Wales. While exploring the potential of leveraging Welsh culture and myths as a unique selling proposition (USP) in a roundtable discussion with 36 Welsh stakeholders, we identified three key themes rooted in Welsh culture: the dragon, Welsh language + mythology, and Welsh stories. Stakeholders emphasized collaboration and proposed practical implementation suggestions, providing a strategic roadmap for promoting Wales globally.

Competitive Short Paper

Destination branding, characterized by unique selling propositions (USPs), aims to both identify and differentiate itself from another destination (Ritchie & Ritchie, 1998; Morgan et al., 2011). Recent studies show that the effectiveness of USPs peaked during the first decade of this century and has since declined (Almeyda-Ibáñez & George, 2017). Instead, destinations have started to embrace the attraction diversity strategy, which works well for promoting tourism to returning visitors or for well-known tourism destinations with a larger mix of diverse attractions. Nevertheless, the USP-based approach is still deemed the most relevant when promoting destinations that are new to tourism, at the phase of creating awareness, or have low awareness.

Wales, lagging in tourist spending and global awareness compared to other UK nations, serves as a case in point (Yen et al., 2023). This study explores the potential of leveraging Welsh culture and myths as a unique selling proposition (USP) to promote Wales globally. It is based on a roundtable event conducted in July 2023 with 36 Welsh stakeholders from diverse fields, including local government, tourism and hospitality, education, and the creative industries. Three themes rooted in Welsh culture were identified at the roundtable. Firstly, the dragon, acknowledged as a national symbol deeply associated with Wales, emerged as a powerful means of promotion. Secondly, combining the beauty of the Welsh language with mythology was seen as a winning recipe, leveraging the exclusivity of the language as a cultural asset. Finally, the workshop identified Welsh Stories as a potential USP for Wales. From ancient legends to contemporary narratives, the promotion of Welsh stories was considered essential by amplifying existing cultural assets. The discussion also highlighted the importance of synergy among stakeholders, advocating collaboration for cohesive promotion. Despite praising Visit Wales' past efforts, participants expressed disappointment at its absence from discussions, urging further engagement for shared vision and joined-up conversations.

Several practical implementations also emerged from the discussion. First of these is the use of XR/VR technology in showcasing Welsh places, linking to the ancient myths and legends. Secondly, the development of luxury package tours, with dedicated tour guides narrating stories throughout the journey, to curate an immersive experience that is particularly appealing to older, more affluent visitors. Thirdly, working in partnership with Welsh celebrities to pronounce the names of Welsh towns in Welsh, adding a personal touch and cultural authenticity to promotional efforts. Fourthly, the creation and leverage of computer games like "The Legend of Zelda" was seen to be useful to raise the profile of Welsh legends and myths to promote Wales and attract gamers. Finally, stakeholders at the workshop suggested initiating story-telling competitions for school children to instil a sense of ownership and pride of Welsh culture in the younger generation. These findings provide a strategic roadmap for promoting Wales by embracing its cultural identity as its USP, fostering collaboration, and leveraging innovative approaches. The study also encourages Visit Wales and stakeholders to collectively contribute to the future promotional strategies of Wales as a global tourist destination.

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Challenging Beauty Norms in Advertising: Exploring Consumer Perceptions and Social Impact

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Summary Statement

This study explores public perceptions of breaking beauty standards in advertising, focusing on Nike/Adidas' use of non-standard models. Surveying 394 respondents, it finds personal attitudes influence beauty standards, impacting social issues like discrimination and self-esteem. Growing awareness of diverse beauty can bolster societal self-esteem. Brand ambassadors and models significantly affect beauty standards perceptions, and Nike/Adidas' inclusive approach boosts brand engagement. The study offers crucial insights for promoting inclusive beauty standards in advertising.

Competitive Short Paper

Introduction

Beauty standards based on idealized representations are perpetuated through media and advertising, leading to issues like objectification, body shaming, and low self-esteem, especially among women (Bryant, 2013; Bridgers, 2016). Advertising often uses attractiveness as social capital, causing negative self-comparisons to unrealistic models (Praxmarer, 2011; Krejcie & Morgan, 1970). While cosmetics and surgery provide temporary "fixes", they suggest beauty equals acceptance (Alhaddad, 2015). However, advertising also impacts brand equity by reaching wider audiences on social media (Barroso & Llobet, 2012). As Nike and Adidas feature non-standard models, they defy typical beauty norms (Vogue Business, 2022). This study explored public perceptions of breaking beauty standards in Saudi Arabia, focusing on Nike/Adidas' use of diverse models.

Methodology

An online survey of 394 respondents in Saudi Arabia used a 28-item questionnaire on demographics, brand loyalty, attitudes on beauty standards and advertising, and self-confidence. Exploratory factor analysis of 13 Likert-scale questions identified key factors: Advertising, People, Self-Confidence, Good Quality, and Individual Attitudes.

Results

The exploratory factor analysis revealed five main components the Likert scale questions: Advertising, People, Self-Confidence, Good Quality, and Individual Attitudes. The sample was mainly female (73%), aged 16 25 years old (48%), bachelor's degrees. All respondents were aware of Nike and Adidas, with most purchasing brands. Instagram and TikTok were top channels where participants viewed ads. When examining attitudes beauty standards, most people felt beauty norms depend on individual attitudes, but lead to misunderstandings and like discrimination and in society. Many noted people are becoming more aware of diverse beauty, helping boost self-confidence. However, expectations from beauty standards still lower self-worth for individuals. Participants indicated that ambassadors and advertising models have a strong influence in shaping people's perceptions of beauty ideals and norms. Regarding breaking beauty standards, Nike and Adidas' approach positively increased brand engagement for many but also created some controversy among people unaccepting of change.

Discussion

This study provides insight into how restrictive beauty ideals impact Saudi society, as well as people's perspectives on advertising aimed at breaking beauty stereotypes. The findings demonstrate that beauty standards significantly rely on individual attitudes, but also contribute to harmful social issues like bullying and discrimination when normalized in media. However, growing awareness of diverse beauty representations can help counter the negative effects on self-esteem. Brands like Nike and Adidas that defy beauty stereotypes in advertising see increased consumer engagement, indicating an appetite for change. Yet, backlash highlights that for some, these efforts confront ingrained biases and norms.

Conclusion

In Saudi Arabia, beauty norms based on idealized models contribute to self-esteem issues while restrictive standards lead to problems like discrimination. As advertising historically perpetuates beauty ideals, brands like Nike and Adidas that break stereotypes help promote inclusivity and diversity. However, persistent biases show the need for sustained effort from advertisers and policymakers to advance progressive representations benefitting both individuals and society. Further research could provide more nuanced insights across cultural boundaries and demographics. Overall, this study highlights that advertising plays an influential role in both shaping and challenging beauty standards.

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When, Why, And Wherefore Of Dysfunctional Customer Engagement: A Systematic Literature Review Of The Dark Side Of Customer Engagement

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Summary Statement

This paper is one of the first to integrate literature on the dark side of Customer Engagement (CE) by providing a systematic literature review of the published work, indexed in the Web of Science, Elsevier Scopus, and EBSCOhost databases. Four dominant areas which were identified through thematic analysis of 60 papers are: Drivers of Dark Side of CE; Firm-centric Outcomes; Customer-centric Outcomes: Contexts. This paper suggests major gaps in literature and potential areas for further research.

Competitive Short Paper

Background

Customer Engagement (CE) has been heralded a key success factor for firms (Kumar and Pansari 2016). It has been acknowledged as a marketing imperative of the current era, catalysing an expeditive surge in the scholarly CE research (Brodie et al.2013; Harmeling et al.2017; Hollebeek, et

al.2016;). Albeit its glory, CE can pose considerable threats for firms depending on how a firm handles it (Harmeling et al.2017).

Negative CE being contagious and viral in nature (Bowden, et al.2017), adversely effects customer well-being and thus may indirectly result in an unhealthy society and a weak economy (Do et al.2023). Despite the perils of CE, previous literature lacks a systematic and integrative conceptualisation of the dark side of CE (Hollebeek and Chen 2014; Naumann et al.2019; Steinhoff, et al.2018). Investigating the dark-side of CE will provide guidance to the practitioners on how to detect and reduce the virality (Herhausen, et al.2019).

Purpose

This paper aims to provide a systematic literature review (SLR) of the existing scholarly work related to the dark side of CE and answer the following research questions (RQs):

RQ1: *What are the dark sides of CE?*

RQ2: *When and why CE becomes dysfunctional?*

RQ3: *What are the outcomes of dysfunctional CE?*

Methodology

The SLR followed Tranfield et al., (2003) approach and employed Bibliometrix R package to analyse the data resulting from the key-word search, like, but not limited to, "Customer Engagement AND (disengage OR negative OR dark OR anger OR disappoint* OR ill-being); "Customer Disengagement". It includes published work from 2012 to 2024, indexed in the Web of Science, Elsevier Scopus, and EBSCOhost databases. Only 'articles' were considered, resulting in 145 articles. Further, only articles from ABS indexed journals were included resulting in 60 articles from 30 journals.

Findings

Descriptives

The *Journal of Business Research*, *Psychology and Marketing* and *European Journal of Marketing* published 30% of the papers. 34 papers are quantitative; 13 qualitative; 8 mixed-methods; and 5 conceptual. Some theoretical underpinnings being used are S-D Logic, S-O-R Model, Social Exchange theory, Stakeholder theory, and Tri-dimensional framework of negative CE.

Thematic analysis allowed the identification of the topics and patterns covered in the existing literature, resulting in the following themes:

- **Drivers of Dark Side of CE** - *Data breach* – Angelis, et al.2024, *Visual content* – Azer et al.2023, *Customer's Coping Mechanisms* – Abboud et al. 2023, *Gamification* – Eisingerich et al.2019, **Use of New-age technologies** – Kumar et al.2022

- **Firm-centric Outcomes:** *Customer Disengagement* – Vatavwala et al.2022, *Negative CE* – Bowden et al.2015, *Negative WOM* – Naumann et al. 2020
- **Customer-centric Outcomes:** *Customer's Reduced Well-being* - Abboud et al. 2023
- **Contexts** - online brand communities, social media, hospitality

Future Research Propositions - This paper suggests major gaps in literature and potential areas for further research organised around three areas: theory, methodology, and context.

Value

The paper is one of the first to integrate literature on the dark side of CE and presents a comprehensive synthesis of the widely used theories, constructs and methodologies in the study the dark side of CE.

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From Top To Toe, Holistically Examining Customers' Value Creation In Public Transport.

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Summary Statement

A holistic examination of customers value creation in terms of joint value co-creation, social value co-creation, independent value creation and negative value-in-use in public transport services. At present, research on value creation has examined the above processes separately, but not holistically, leading this study to be the first to examine the above value creation processes in a single integrated model.

Competitive Short Paper

Services marketing has focused on value for customers that emerges during various interactions (Grönroos & Voima, 2013). Additionally, Service Dominant Logic has highlighted the importance of joint value co-creation for providers during service development and delivery (Vargo & Lusch, 2016). Whilst using services, customers can interact with providers (i.e., joint value co-creation), other customers (i.e., social value co-creation) and resources (i.e., independent value creation) (Grönroos, 2017). Such interactions can also result in value destruction for customers that leaves them feeling worse off after service usage (i.e., negative value-in-use) (Sweeney et al., 2018). These value creation processes have been examined separately and to differing extents by research. For example, joint value co-creation has been examined in terms of co-production and positive value-in-use (Ranjan & Read, 2014). Research on social value co-creation has remained largely conceptual, although it has been examined in terms of interaction typologies (Heinonen et al., 2018; Pandey & Kumar, 2021). Independent value creation has been examined in different service contexts from providers and customers perspectives (Turner & Shockley, 2014; Zainuddin et al., 2016). Negative value-in-use has been examined in terms of tangible and behavioural costs for customers

(Sweeney et al., 2018). Together, these all contribute to customers' value creation (Gronroos and Voima, 2013), although research has not yet explored them holistically, creating a research gap.

This study aims to fill this gap by operationalising customers' overall value creation in terms of joint value co-creation (i.e., co-production and positive value-in-use); social value co-creation; independent value creation and negative value-in-use. The service context of public transport was used to examine these processes, as it holds widespread impact in society as a public good and has been underexplored by value creation research (Gebauer et al., 2010). A sample of 406 public transport passengers was used to estimate the relative contribution of each value creation process to value creation overall and examined using PLS-SEM. Overall value creation was estimated as a third-order formative factor and a satisfactory measurement model was achieved for the construct. Joint value co-creation reported the strongest contribution to overall value creation, followed closely by social value co-creation and to a lesser extent independent value creation. Negative value-in-use was not significantly related to overall value creation.

The findings make three contributions to services marketing. First, by showing the relative contribution of each type of value creation process and how they combine we advance the understanding of value creation holistically, rather than as separate processes. Second, the study draws attention towards the importance of social and independent value creation processes, which have been largely neglected in previous research. Third, the study offers practical contributions for research in services marketing by developing a generalisable model of customers combined value creation that may be applied to other service contexts.

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Determinants Of Customer Satisfaction And Continuance Intention In Smart Retail Technology: A Theoretical Integration And Empirical Evaluation

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Summary Statement

This paper explores the influential factors of customer satisfaction and continuance intention leading to retail store loyalty in the context of Smart Retail Technologies (SRTs). It integrates multiple theoretical frameworks, including the Expectation-Confirmation Theory (ECT), the theory of Consumption Values (CV), and e-satisfaction and e-loyalty theory (SLT), supplemented by contemporary dimensions such as technological hedonism, perceived novelty, sustainability perception, electronic Word of Mouth (eWOM) and perceived cognitive efforts.

Competitive Short Paper

Introduction:

Integrating advanced technologies into retail, Smart Retail Technologies (SRTs) bridge the physical and digital commerce, providing a unique value proposition to consumers through convenience and

enhanced interaction (Porter & Heppelmann, 2017; Kim, 2021). Morgan (2018) predicted that AI would facilitate the majority of customer interactions by 2025, and recent research has underscored SRT's role in sustainable consumerism and technology readiness (Chen & Chang, 2023; Grewal et al., 2020). Despite extensive research on SRT adoption (Blut & Wang, 2020; Park & Zhang, 2022), gaps remain in understanding the direct and indirect influences of modern variables on e-satisfaction and continuance intention.

Aim of the Study:

The primary objective is to identify key drivers of customer satisfaction and continuance intention that foster loyalty in retail settings empowered by SRTs, addressing the research gaps by examining the influence of contemporary variables.

Literature Review:

SRTs encompass a range of technologies improving retail experiences and customer engagement (Lavoye & Tarkiainen, 2021; Kumar, 2021). The literature review uncovers the relationships between SRTs and customer attitudes and behaviors, highlighting the need for a comprehensive framework integrating traditional IS models with contemporary consumer values (Pillai et al., 2020; Pizzi & Scarpi, 2020).

Consumption Values (CV) theory is instrumental in assessing SRTs, where functional, emotional, social, epistemic, and conditional values play critical roles in customer satisfaction and continuance intention (Sheth et al., 1991; Foroudi et al., 2020). Sustainability Perceptions (SP), Technology Hedonism (TH), Perceived Novelty (PN), and Perceived Cognitive Efforts (PCE) have been identified as impacting e-satisfaction and SRT usage (Lee, 2020; Ahmad et al., 2017). The paper posits hypotheses to examine these relations. ECT posits that customer satisfaction and subsequent loyalty are influenced by the confirmation of expectations (Bhattacherjee, 2001). This research considers the role of eWOM in the relationships between CVs, contextual values, and customer outcomes, acknowledging its growing influence in retail (Cheung & Lee, 2012; Ng et al., 2019).

Research Methodology:

A survey methodology is employed to collect data from users of SRTs in Bangladeshi retail chains. The selected location allows for the examination of the proposed model in a culturally diverse market. Data will be collected from 420 smart retail customers using a mixed research strategy based on longitudinal setting using a purposive sampling technique (i.e., judgmental sampling) and will be analyzed with structured equation modeling (SEM) using SMART PLS 3, SPSS, FsQCA and Nvivo software

Expected Outcome:

The study predicts analyze influence of consumption value, cognitive efforts, sustainability perception, technology hedonism, novelty, and the expectations' confirmation on customer satisfaction and continuance intention, smart retail customers' loyalty to use SRTs. Moreover, the research hypothesizes the indirect influence of customer satisfaction and continuance intention on

customer loyalty. The study will enormously contribute to bring considerable practical implications for respective stakeholders in retail industry, including employees, managers, owners, customers, industry analysts, and respective government authorities.

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From Clicks to Purchases: A Deep Dive into IoT Consumer Behaviour

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Summary Statement

This study examines IoT consumer behaviour, investigating influencer credibility, product functionality, trust, and social comparison. Utilizing a quantitative approach with 391 participants in Turkey, it reveals distinctions between intention and actual purchase behaviour highlighting the positive impact of influencer credibility and product functionality on trust. Social comparison impacts intention rather than actual behaviour. This study offers valuable insights for businesses navigating IoT adoption, emphasizing the importance of functional excellence and trust-building in marketing strategies.

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External Marketing Environment Pressure on Microfinance Managers' Decision to Develop Green Microfinance Products for the Base of the Pyramid

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Summary Statement

Although Microfinance Institutions (MFIs) play an important role in poverty alleviation, they often finance environmentally unsustainable activities. Green microfinance can address this concern by offering products that support sustainable practices, but its implementation is still negligible. We explore MFI managers' drivers to develop green microfinance products, focusing on their perceptions of the external marketing environment. We conclude that they are motivated by pressure from partners but a lack of regulatory pressure delays the green transition.

Competitive Short Paper

Low-income people, conventionally called the base of the pyramid (BoP), are disproportionately affected by environmental threats. For example, floods can damage their homes, soils for

agriculture, livestock, and health (Dowla, 2018; Lobell et al., 2011). Additionally, in their search for means of subsistence, poor people often engage in unsustainable practices, such as deforestation, hunting of endangered species, and soil contamination (Lal & Israel, 2006; Shahidullah & Emdad Haque, 2015). Therefore, when pursuing their mission of poverty alleviation, microfinance institutions (MFIs) may contribute negatively to the environment by funding these activities (Anderson et al., 2002; Archer & Jones-Christensen, 2011). To address this scenario, MFIs start offering their clients products specifically designed to reduce environmental threats or promote sustainable practices, generally referred to as green microfinance (Forcella & Hudon, 2016; García-Pérez et al., 2016). However, despite the potential benefits, its implementation is still underdeveloped (Archer & Jones-Christensen, 2011; Forcella & Hudon, 2016). The perceived pressure from the external marketing environment, particularly from government and organizations to ensure environmental protection, and the MFIs' quest for legitimacy can accelerate this process (Ashraf et al., 2022; Uddin et al., 2021).

MFI managers, typically highly influential in the new product development process, play an important role in this green transition (Allet, 2017). Thus, this investigation aimed to explore how MFI managers' perceptions about the external context affect their decision to develop and promote green microfinance products. In particular, we analysed how managers are influenced by the assessment of the market's needs and pressures from other stakeholders. Using a qualitative multi-case study approach, a total of 36 semi-structured interviews were carried out with MFI managers and other informants in two developing countries, Cabo Verde and Brazil. In Cabo Verde, the sample comprised 12 MFIs and five experts. In the case of Brazil, 15 MFI managers and four experts contributed to the study.

Despite the MFI sector being in different stages in these two countries, the results are consistent among the cases. In general, managers are aware of their market's needs and the consequences of environmental threats, and they appreciate the value of green microfinance products to address some of these needs. They identify the benefits for both their clients and the MFIs, namely in terms of reputation and the integration of such offerings into their portfolio. Managers' willingness to develop green microfinance products is also motivated by the pressure exerted by partners. They show interest in meeting the recommendations of national and international pro-environmental organizations and an interest in pursuing green microfinance strategies adopted by peer organizations. On the contrary, their willingness to create or expand their green offering is limited by the lack of specific environmental laws for the microfinance sector, the lack of pressure from the government, and scepticism concerning the performance of governments in this respect.

The results contribute to the understanding of the new green product development decision process and offer policymakers insights into possible ways to expand green microfinance at the bottom of the pyramid.

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Disability in brand activists discourse: A strategy in fashion

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Summary Statement

We are exploring whether brands that engaging with inclusivity initiatives (e.g., employing a physically disabled model) will lead them being seen as a brand activist and impact brand responses (e.g., engagement and consumer willingness to buy the brand)

Brand activism, physical disability model and brand responses

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Artificial Intelligence From A Consumers' Perspective

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Summary Statement

The widespread use of artificial intelligence (AI) tools calls for a deeper understanding of variables that underlie AI attitudes. The present work provides an overview on the various factors determing consumers' acceptance of AI and showcases empirical research on a new potential building block for explaining AI attitudes: Eudaimonic technology experience. In doing so, we provide guidance for fellow researchers and aim to stimulate future research to better understand AI from a consumers' perspective.

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The Impact of Social Media Marketing on Mental Wellbeing: A Generational Cohort Perspective.

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Summary Statement

Generation-X have witnessed many technological changes (Katz, 2017). Generation-X are technologically savvy, however, they have concerns in relation to the negative impact that social media is having on younger generations. Consequently, this research explores Generation-X, their own experiences of social media and their concerns around the impact of excessive social media usage on younger generational cohorts.

Competitive Short Paper

Generation-X born between 1965-1980 have been at the fore of many technological changes (Katz, 2017). Generation-X are thought to be a unique demographic having a robust understanding and acceptance of both the digital and analogue world (Jones, 2015). Whilst their formative years have

given them an appreciation for technology, they are also cautious of digital technology. According to Twenge (2023), Generation-X are a technologically savvy generation, however, they have a number of concerns in relation to the negative impact that social media usage is having on the digital native generation (Generation-Y & Generation-Z). Consequently, this research explores Generation-X, their own experiences of social media and their concerns around the impact of excessive social media usage on younger generational cohorts.

The data collection method employed for this study was the Zaltman Metaphor Elicitation Technique (ZMET). ZMET uses images to evoke conscious and subconscious thoughts in the minds of consumers to develop an understanding of consumer perceptions (Zaltman & Coulter, 1995). The sample for the study was 15 Generation-X women with an interest in fashion and technology. Participants selected 8-10 images that represented their thoughts and feelings about the topic, these images guided the interview. Interviews were transcribed, qualitative analysis tool Nvivo was used to allow for a deeper analysis to be undertaken. Thematic categories and deep metaphors were developed as per the analysis guidelines set out by Zaltman (Zaltman & Coulter, 1995).

Preliminary findings suggest that whilst social media enables users to stay connected, excessive social media usage has led to many Millennials and Gen-Zers becoming known as 'FOMO networkers' having developed a fear of missing out on social media (Li et al., 2022: Mander & Winther-Paisley, 2018). The FOMO experienced by younger social media users has caused them to experience social media fatigue, suggesting that FOMO can have a negative impact on mental wellbeing (Zheng & Ling, 2021). To combat social media fatigue younger generations are likely to embark on a social media detox, taking a break from all social media platforms. Social media detoxes can be detrimental for businesses as their social media content will not be seen by those on a detox, ultimately reducing the effectiveness of social media marketing efforts (Mander & Winther-Paisley, 2018).

Further findings suggest that social media platforms are subjecting younger generations to unrealistic beauty standards (BBC, 2019). Generation-X women are following 50-plus fashion influencers on social media and believe that these influencers are having a positive impact on their mental health by promoting body positivity for their age group (Veresiu & Paramentier 2021). Whilst Generation-X had a positive experience of influencers there are concerns surrounding the impact of influencers on younger demographics (Chang & Chang, 2018). Influencers are often promoting unrealistic beauty standards, using filters to enhance their appearance whilst often promoting invasive cosmetic procedures such as fillers and Botox (Aparicio-Martinez, 2019). Whilst Generation-X have reported positive experiences with influencers, they are causing young social media users to develop body image issues and therefore marketers should work to ensure that influencer marketing campaigns do not promote unrealistic beauty standards.

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Enhancing Eco-labelling effectiveness using visual imagery and customer journey mapping

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Summary Statement

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Unveiling Consumer Behaviour Influences on AI Recommendation Systems through Machine Learning Analysis

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Summary Statement

This paper looks into consumer trust in AI recommendations by conducting a survey to assess various behaviours. The machine learning algorithm analyses survey data to identify key trust factors.

Competitive Short Paper

This study aims to investigate and determine the main factors that influence consumer trust in Artificial Intelligence (AI) recommendations and decisions. By combining a wide range of consumer behaviours with a focus on AI interactions, the aim to identify the critical factors that influence consumer trust in AI-driven recommendations. Amidst the increasing influence of AI in consumer decision-making, it is imperative to comprehend the intricacies of trust. The study combines quantitative survey methods with qualitative interviews, followed by machine learning techniques to analyse the gathered data. Our study will capture a wide range of consumer behaviours such as information search, brand loyalty, impulse buying, post-purchase behaviour, value seeking, social media influence, sustainable buying, personalisation preferences, e-commerce shopping habits, ethical consumption, comparison shopping, customer loyalty programmes, risk aversion, technological adoption, and cross-cultural consumer behaviours.

The introduction of AI into consumer markets has transformed the way people search for, compare, and buy products and services. Despite AI's potential to improve decision-making and personalise consumer experiences, consumers' level of trust in AI recommendations has a significant impact on their adoption and effectiveness. This paper looks into the main factors that influence consumer trust in AI recommendations, to gather data on various consumer behaviours and interactions with AI technologies. The intention behind this study is to elicit insights into the complex dynamics of consumer trust, covering topics such as the impact of AI on purchasing decisions, the role of social media, ethical considerations, and the impact of personalisation, among others.

This study not only uncovers the complexities of consumer trust in AI, but also provides a predictive perspective on the factors that influence trust. This can help businesses and decision makers develop more effective strategies. By combining mixed methods with machine learning, this research offers an innovative viewpoint on the interaction between technology and consumer psychology. It also presents new opportunities for future research in establishing and maintaining consumer confidence in artificial intelligence.

Embedding SDGs in Marketing Curriculum: Examples from Current Practice in Bath Business School, Bath Spa University (BSU)

Deborah Bowe, Meryem Akin

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Summary Statement

There are currently few examples of how the SDG goals be embedded in the Marketing curriculum in HE. BSU as a PRME UK signatory, recognizes the responsibility of educators to prepare the next generation for the complexities associated with contemporary environmental and social issues (Sengupta, 2020 PRME,2024). Its commitment to putting sustainability at the core of its programmes involves a proactive approach to curriculum design in both the renewal of existing programmes as well as the design of new courses.

Competitive Short Paper

The transformation of the marketing sector needed to meet future planetary challenges that will require a realignment of its purpose and a rethinking of the way marketing is practiced.Employer demand for graduates equipped to design sustainable marketing programmes is increasing (CIM,2023) and sustainability can no longer be relegated to the margins of marketing curricula.There is an urgent need, therefore, to disrupt and innovate traditional marketing education to better equip marketing students to face these complex global challenges in their future careers (Sengupta,2020; PRME,2024).

The Sustainable Development Goals(United Nations, 2015), provide a comprehensive framework for tackling global issues like poverty, inequality, climate change, and environmental degradation.The need for marketing educators to rethink curriculum, design via a SDG perspective, has been emphasised by Singh and Murad (2021), who advocate course content in line with the objectives and guiding principles of the SDGs can support a comprehensive approach to SDG integration.Using the SDGs in marketing education provides a revolutionary way to teach students about social responsibility, ethics, and sustainability. Schaltegger and Burritt (2018) concur that incorporating the SDGs into business education promotes a paradigm change that results in graduates who are not just skilled marketers but also responsible global citizens.

However, there are currently few examples of how the SDG goals be embedded in the Marketing curriculum in Higher Education. Bath Spa University as a PRME UK and Ireland Chapter signatory, recognizes the responsibility of educators to prepare the next generation for the complexities associated with contemporary environmental and social issues (Sengupta,2020;PRME,2024).Its commitment to putting sustainability at the core of its programmes involves a proactive approach to curriculum design in both the renewal of existing programmes as well as the design of new courses.,

This paper showcases a case study of a new course development at BSU illustrating how the SDGs can be embedded and taught in an undergraduate Marketing programme, through the principles of

critical pedagogy (Freire,1970) and by fostering the integration of the three interrelated dimensions of learning as described by UNESCO as a requirement for effective sustainability education: Cognitive Learning, Social and emotional leaning and Behavioural learning (UNESCO,2023).

Whilst this paper explores and argues for what may be an appropriate definition of sustainability in this context that may be used to underpin such course design (Upadhyaya et al:CISL), the paper's key contribution is in detailing the methodology and frameworks of reference used to embed the SDGs in the Marketing curricula, and frameworks used to anticipate and navigate challenges (Albareda et al.,2020: Parry &Metzeger,2023), to arrive at a programme where students are engaged with the SDGs, sustainability thinking and frameworks from year one Rushinko,(2010), moving along a transformative continuum from awareness to critical consciousness and empowerment with sustainability education firmly embedded throughout the learning experience (Botman,2010 & Dlouha & Burandt,2015).

Ultimately the aim of this case study is to encourage other academics to take up the challenge to empower their Marketing students by creating further opportunities for offering them the knowledge and skills to become tomorrow's 'Marketers for Good'.

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Identity disruptions and online communities of resilience: An examination of British South Asian LGBTQ+ consumers.

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Summary Statement

This paper aims to understand how a diverse consumer group, specifically LGBTQ South Asians engage in online spaces as mechanisms to build collective resilience and restore culturally relevant practices in light of disrupted identities.

Competitive Short Paper

Heteronormativity prioritises heterosexuality as 'superior and natural' compared to other forms of sexuality (Warner, 1991) and has allowed space for homophobia and discrimination to take place within complex social structures (Robinson, 2016). Movements such as the Stonewall Riots and Pride highlighted the cause for 'gay liberation', allowing visibility for LGBTQ individuals through concepts such as 'coming out' and 'gay pride' (Anderson, 2017). 'Gay liberation' disrupted the notion of heteronormativity and allowed for collective action to take place for gay and lesbian rights, enabling safe spaces (Hanhardt, 2013). However, those who benefitted significantly from 'gay liberation' were classified as white, male, and privileged.

People of colour who identify as LGBTQ face higher levels of racism within gay communities and their associated safe spaces (McKeown *et al*., 2010). These spaces are predominantly structured around the white, middle-class experience where, as Oswin (2008) found, there exists racism and

islamophobia towards visibly minoritised groups. Due to the socio-political narratives of LGBTQ identities within the UK, LGBTQ British South Asians face identity disruptions due to culturally ascribed norms and intersectional identities (Crenshaw, 1991; Collins, 2019) that create ruptures around concepts such as 'coming out' and gay identity formation (Ghunman, 1994; Bhugra, 1997; Siraj, 2018). This reinforces power structures, inequalities and systems of oppression (McCall, 2005; Moran, 2000; Taylor, 2009). Frameworks on LGBTQ identity formation (Cass, 1979; Kitzinger & Wilkinson, 1995; Vincke and Bolton, 1994) incorporate an individualistic Eurocentricity omitting the lived experiences of the 'other' (Spivak, 1998, Bhabha, 2010). LGBTQ identity cannot be applied universally due to the complexities around race (Brainer et al., 2020), culture (Bhugra, 1997), religion (Jaspal and Cinnirella, 2010), and class (Parker and Aggleton, 1999).

This research aims to understand how LGBTQ South Asians engage in online spaces as mechanisms to build collective resilience and restore culturally relevant practices in light of disrupted identities. Bryson (2004) identifies online spaces as a space for cultural transformation, identity formation and community participation, allowing LGBTQ individuals a space for self-exploration and identity-building. This is an emotional experience (Dym et al., 2019), but how these spaces are used as a form of resistance to mainstream narratives (Moitra et al., 2021) for British South Asians is a significant omission within the literature. Crenshaw (1991) states that identity politics often ignores intersectional individuals of colour. LGBTQ British South Asian individuals navigate between opposing concepts of collectivism and individualism, the Global North and the Global South ideologies. Hall (2015) describes embodying cultural identity as both becoming and being; it is the past and present intertwined, which gives a feeling of belonging within time, place, history, and culture. To understand this within the context of British South Asian LGBTQ individuals, they must navigate their intersectional identities of British culture and South Asian culture, though they have opposing values (Dey et al. 2017). British South Asians can find it challenging to embody the LGBTQ identity within the Global North context, which creates internal and external disruptions (Singh, 2021; Bhugra 1997; Patel, 2015; Siraj, 2016; Jaspal 2011; Dwyer, 2000).

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Exploring social media engagement during an event: the effects on recall and recommendation of a service experience

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Summary Statement

This project addresses the frequently asked, but seldom researched question of whether social media engagement during a service experience enhances or inhibits memories of the experience, and the effects of social media engagement during the event.

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Value co-creation and co-destruction in cosmetics' social media brand communities.

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Summary Statement

The rise of social media is transforming how value is created in customer-brand relationships, especially within social media brand communities (SMBCs) that link consumers with brands. Despite their importance in value creation, the SMBCs' role in enhancing consumer value is not fully understood. Using netnography, this study investigates value co-creation and co-destruction within cosmetics SMBCs, revealing complex value dynamics and highlighting the necessity for more research on how co-destruction affects brand loyalty and consumer relationships.

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The Irish Pub: Heritage, Community and Sense of Place

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Summary Statement

Despite its global popularity, the pub is a declining phenomenon in Ireland; almost 2000 pubs have closed in Ireland since 2005. Pubs contribute to the economy, but importantly, they are missed as a meeting place, a social space or 'third place'. The research focuses on pubs with a long history of family ownership, using narrative interviewing and documentary evidence to examine the impact of the Irish pub on sense of place and community.

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Evaluating the Impact of Utilizing AI in Marketing Content to Perceived Uniqueness, Favourability, and Credibility: The Moderating Role of Product Category Knowledge.

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Summary Statement

This study investigates the impact of utilizing generative artificial intelligence (Gen AI) to generate content on credibility, favourability, and uniqueness of a brand. The study utilises an experiment featuring content created by Gen AI without human supervision for two hypothetical brads in two product categories: a fashion brand and smartwatches. Postgraduate students in marketing programs participate in an online questionnaire, with variance analysis employed to assess differences in responses.

Competitive Short Paper

Marketers increasingly turn to generative artificial intelligence (Gen-AI) to handle not only repetitive tasks like AI-powered chatbots but also at all stages of digital marketing activities (Spais et al., 2023). Thanks to the benefits such as reducing costs, boosting productivity, and revealing insights, it is widely used by marketers. One of the common ways of utilising Gen-AI in marketing is to create visual and text content for brands. Gen-AI can create and optimise quality content for all channels. Furthermore, it can analyse customer data and generate personalised recommendations or content to enhance the customer experience. Therefore, utilising Gen-AI for content creation and optimisation will be even more common (DMI, 2024). However, due to the legality of creative content, experts highlight that marketers may have to disclose on the content or post if it is created by Gen-AI without a human supervision (Francis, 2024).

Customers' levels of familiarity with and attitude towards Gen-AI may vary. Although almost all people perceive AI as a technological frontier, some may view it as a tool for simplifying tasks, raising concerns about authenticity due to its reliance on internet-derived data. Gen-AI can be perceived as decreasing creativity and hindering individuality with limited outputs for text and image-based content through machine learning (Spais et al., 2023). This perception presents a challenge for brands striving to leverage Gen-AI in their branding and promotion activities regarding credibility, uniqueness, and favourability. In this line, this research seeks to unveil the role of messages highlighting brand differentiation and authenticity in visual content created by Gen-AI on customers' perceptions of credibility, uniqueness, and favourability, which are the key factors in brands' success. Credibility is defined as believability of the brand regarding delivering what is promised on the content in line with the work of Erdem and Swait (2002). Differentiation, which is defined as perceived difference from competing brands, and favourability, which is defined as likability by the customer, are defined in line with (Fuchs & Diamantopoulos, 2010).

We design an experiment including content created by Gen-AI without human supervision. The content highlights emotional appeals which are differentiating from competitors and favourable to customers. We included two different product categories represented by hypothetical brands: a fashion brand and smartwatches. In the online questionnaire, respondents will be presented with one of the product categories with content tagged as either created/designed by a human or Gen-AI. In other words, for a product group, half of the respondents will be presented with the content generated by Gen-AI and the other half as if it was created by a human. Then, respondents were asked what they think of the credibility, favourability, and uniqueness of the brand. To measure credibility (Erdem & Swait, 2002), favourability, uniqueness (Fuchs & Diamantopoulos, 2010), and product category knowledge (Park et al., 1994), existing measurement models will be used. Data will be collected from postgraduate students studying on a marketing-relevant programme since they are frontiers in utilising AI in marketing. We will conduct variance analysis to test the difference between the respondents' answers.

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Investigating consumers' perception of green consumption– A netnograpy approach

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Summary Statement

Although theoretical relationships and new constructs have been examined to explore and understand green consumption, little attention has been paid to exploring consumers' discussions of green consumption on social media. This study adopts netnography as a qualitative approach to explore this phenomenon on Facebook. The findings will extend the knowledge of green consumption, its delineations and nature, the drivers and provide managerial implications for marketers and policy makers to better understand consumers' green consumption.

Competitive Short Paper

In the past decade, consciousness towards the environment has become a primary issue (De Moura et al., 2012). Climate change and resource crises have emerged as great challenges for all countries (Huang et al., 2021). Therefore, it is essential to adopt a more responsible lifestyle where the impact of consumerism on the environment can be reduced. Green consumption, an environmentally responsible behaviour characterised by advocating nature and protecting the ecology, has drawn enterprises and consumers' attention in recent years (Gonçalves, Lourenço and Silva, 2016; Semprebon et al., 2018).

Nguyen et al. (2019, p.119)'s study suggests green consumption is regarded as 'purchasing and consumption behaviours by an individual which are related to environmental and resource problems and are motivated by not only a desire to satisfy an individual's needs but also a concern for the welfare of society in general (Antil, 1984).' Green consumption is an important approach to help to achieve the United Nations Sustainable Development Goals (SDGs). Promoting green consumption is beneficial not only for sustainable industrial development but also for the efficiency of resource utilization (Zhao et al., 2020).

Although theoretical relationships and new constructs have been examined to explore and understand green consumption (Semprebon et al., 2018), little attention has been paid to exploring consumers' discussions of green consumption on social media platforms. Most studies on green consumption have been either quantitative, using surveys to collect data (Huang et al., 2021), or qualitative, using interviews (Young et al., 2010). Few studies in this area have used netnography as a novel qualitative approach to explore this phenomenon thoroughly on social media platforms. Social media websites such as Facebook, LinkedIn and Twitter have become extremely popular, and they usually provide abundant text-based posts and discussions as raw data for scholars. Through analysing these posts and discussions, scholars and marketers will be able to identify the themes and trends and understand consumers' perception of green consumption. Therefore, the authors adopt this approach in this study. A public Facebook group was chosen for the authors to collect archived data (posts and comments). The netnography approach is valuable as in today's environment where digitalisation is even more relevant than before (Simmons, 2008; Heinonen and Medberg, 2018), and it is cost effective compared with fieldwork methods in ethnography and provides more insights into a naturally occurring community (Kozinets, 2002).

Based on the above discussion, this study aims to answer the following questions: what green consumption themes and trends are communicated by means of social media? What are the drivers behind green consumption?

This study contributes to the literature by shedding light on/ in providing insights about consumers' perception of green consumption communicated on social media and green consumption drivers using netnography as a novel qualitative method. The findings of the study will extend the knowledge of green consumption, its delineations and nature, and the drivers to it as well as providing managerial implications for marketers and policy makers to better understand consumers' green consumption from the point view of consumers.

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The Ex-Factor: A Study of Consumer-Brand Breakups in the Mass Corporate Exodus from Russia

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Summary Statement

In the face of escalating international tensions, companies hastily withdraw from markets, leaving behind a trail of ex-customers. As brands sever ties due to sanctions, millions of customers experience a breakup, prompting company-directed public outrage. Our analysis of the Russian corporate exodus brand communications and corresponding public sentiment reveals that compassionate exit communications mitigate negative backlash, emphasizing the inadvertent consequences of sanction-driven brand breakups and proposing damage-mitigating practices.

Competitive Short Paper

Amid rising international tensions, many companies rapidly withdraw from markets where they've built their brands for decades. Influenced by normative pressures from international stakeholders (Meyer & Thein, 2014), these abrupt withdrawals transform millions of customers into ex-customers within days. Widespread social acceptance of such withdrawals from sanctioned markets provides a certain exemption for brands from ethical responsibility (Weber and Stępień, 2020), leaving them to manage and communicate exits as they see fit. The mass brand exodus from Russia, with about 2000 companies exiting within a year in response to the Ukraine invasion, exemplifies this trend (Interfax, 2023). Unprecedented in scale, it mirrors the increasing scope and frequency of imposed sanctions worldwide (van Bergeijk, 2021), potentially signalling that more brands may be abruptly severing longstanding relationships with consumers in the near future.

The theory of consumer-brand relationships (CBR) views the brand as a relationship facilitator aiming to foster brand love (Fetscherin & Heinrich, 2015; Fetscherin et al., 2019). Consumers with strong emotional connections to the brand actively engage not only with the brand but also with like-minded individuals spreading positive word-of-mouth (Wallace et al., 2014). Similar to human relationships, these connections can end (Lopez, 2021). Research on consumer-brand relationship dissolution typically centres on termination initiated by consumers in response to brand transgressions (Lin & Sung, 2013; Trump, 2014), changing contexts and needs (Huneke, 2005; Sussan et al., 2012), shifts in the personality or symbolism of the brand (Sussan et al., 2012), or the allure of a more attractive brand (Mazursky et al., 1987). Notably, literature on consumer-brand relationship dissolution initiated by the brand is limited (e.g., Morrish et al., 2016; Hemetsberger et al., 2009).

From the customer's view, brand exits due to sanctions may resemble being "dumped." The former customer becomes an ex-customer, falling into the cracks of company marketing and social responsibility practices. This is evident in exit communications of companies leaving the Russian market, with most either "ghosting" ex-consumers or avoiding responsibility for the break-up. That has sparked nationwide company-directed media outrage, serving as an indicator of the harm inflicted on the well-being of former customers. This research contends that company-directed public outrage can potentially result in long-term financial and reputational losses for the brands, while also posing a challenge to the intended objectives of economic sanctions.

To assess brand-initiated break-ups' impact on ex-customers, we analysed 265 market exit announcements during the initial month of the Russian corporate exodus. Sentiment analysis on over 650,000 online reactions reveals differences in communication strategies and their impact. We demonstrate that, a lot like with human relationships, incorporating compassion and providing detailed exit explanations in marketing communications during a market exit can significantly mitigate negative reactions. This study's results underscore the unintentional harm caused by sanction-driven brand break-ups and highlight practices that significantly mitigate it, enabling both sides to part ways with less damage.

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Influencer marketing on TikTok: How content credibility, perceived similarity, and authenticity impact consumer attitudes.

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Summary Statement

The study aims to investigate the impacts of content characteristics (central cues) and perceived similarity (peripheral cues) on consumer product attitudes from the perspective of the elaboration likelihood model (ELM). Further it examines the role of authenticity and influencer type on these interrelationships. It employs an within-subject experimental design by incorporating two different TikTok videos as stimuli based on the number of followers (micro and macro) into an online self-administered survey.

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Materialism, Influencers and Mental Health: An Exploratory Study of Negative Impact of Social Media

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Summary Statement

It is undeniable that social media influencers have amazing power and almost unparalleled reach in today's consumeristic society. Influencers can be very effective in terms of increasing brand awareness, enhancing customer engagement, changing consumer attitudes, and reaching new customers. The negative impact of the dominance of influencers in our media landscape is often less mentioned. This paper seeks to explore how materialism and influencers affect mental health and wellbeing.

Competitive Short Paper

It is undeniable that social media influencers have amazing power and almost unparalleled reach in today's consumeristic society. Influencers can be very effective in terms of increasing brand awareness, enhancing customer engagement, changing consumer attitudes, and reaching new customers. The negative impact of the dominance of influencers in our media landscape is often less mentioned. Perhaps one of the most damaging aspects of the obsession with influencers is their active role in promoting materialistic values, especially among adolescents.

Belk (1985) suggested that materialism is a personality trait associated with possession, the lack of generosity, and envy. Materialism can be defined as personal values that pursue the acquisition and possession of material goods as a person's journey toward the fulfilment of life objectives (Richins, 2017; Richins & Dawson, 1992). The key characteristics of a materialistic lifestyle are the dominance of acquisition of material goods and consideration of material goods as cues of success and self-evaluation, (Noguti & Bokeyar, 2014). Materialism is not a modern phenomenon, it dates to very ancient civilisations (Rigby & Rigby, 1944). However, one emergent facet of materialism is the effectiveness of traditional mass media and social media influencers in promoting materialist values (Seo & Hyun, 2018; Lou & Kim, 2019; Kim et al. 2021). Kahle and Homer (1985) suggested that the attraction of celebrities often increases an individual's materialism level and high materialistic values expressed in Instagram influencers' posts positively increase followers' consumption and purchase intentions, (Kim et al. 2021). This connection is particularly problematic for adolescents. Adolescents are often influenced by media celebrities in terms of brand choices, and they are more prone to use products that are disseminated by media attractive celebrities (Martin and Bush, 2000). In today's context, celebrities are often social media influencers and vice versa. For adolescents in addition to their physical appearance, their idols also had some influence on their ethical and moral values. Influencers promoting physical possessions such as luxury goods and sports cars are likely to encourage adolescents towards a materialistic lifestyle. Furthermore, materialism has a greater impact on adolescents with lower self-esteem, (Pinto et al., 2017). Social media could have detrimental effects on adolescents' mental health such as body image, self-esteem, stress, interpersonal relationships and loneliness, anxiety, and depressive symptoms, (Blanchard et al., 2023).

This study seeks to understand how materialism and social media influencers affect our well-being and mental health. Content analysis will be utilised to analyse social media posts and identify what types of materials are most harmful. The second stage of data collection is to conduct in-depth qualitative interviews to understand the psychological impact.

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Corporate Digital Responsibility in Virtual Reality Tours of Scottish Destinations

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Summary Statement

Through the lens of Corporate Digital Responsibility, this study seeks to explore the meaning of responsible practice in the use of Virtual Reality to offer virtual tours of Scottish destinations. It examines the perspective of academic experts, consumers and providers of such experiences, to highlight current issues and debates facing practice and policy, and to raise questions for future research in this area.

Competitive Short Paper

Applications of Virtual Reality (VR) in tourism and tourism marketing have grown in recent years, attracting research interest (Beck et al. 2019). VR is utilised to provide virtual tours in immersive platforms with varying degrees of sophistication (Bogicevic et al. 2019), the appeal of which can help promote lesser-known or popular destinations (Bec et al. 2021). Further, VR enables consumers to visit places without travelling, with potential implications for environmental sustainability (Talwar et al. 2022) and accessibility (Ozdemir 2021). As VR is developing, providing more enjoyable, user-friendly and affordable experiences, wider adoption in tourism is anticipated. In Scotland, tourism is the most important dimension of reputation, attributed to its natural landscape, historical sites and vibrant urban environments (Scottish Government 2023). Scottish tourism is expected to increasingly incorporate VR experiences to remain current and competitive.

Studies have explored the commercial potential of VR in tourism and tourism marketing (Adachi et al. 2021), implications for consumer well-being (Merkx & Nawijn 2021; Li et al. 2021), emotions (Yung et al. 2021), sustainability (Loureiro & Nascimento 2021) and accessibility (Ozdemir 2021). Despite arising concerns of negative implications (Han et al. 2021; Merkx & Nawjin 2021), questions pertaining to the physical, emotional, and social impact on consumers, alongside environmental and security implications, remain largely unexplored. Additionally, there has been little consideration of responsible practice from the side of the main service providers; VR developers and tourism organisations offering VR experiences. This study aims to explore the meaning of responsible practice in the use of VR tours of Scottish destinations, and considers the literature on Corporate Digital Responsibility as a suitable starting point. CDR applies to a multitude of contexts and has been examined through its potential dimensions (Herden et al. 2021) and actors (Lobschat et al. 2021). Environmental dimensions include digital waste and issues around carbon footprint, digital dimensions include digital cohesion, empowerment, freedom, self and inclusion, and governance dimensions are related to issues of reliability of systems, data storage and data security (Herden et al. 2021).

The research will follow a qualitative, emic approach and a combination of inductive and deductive logic (Azungah 2018). After an initial literature review, 8 semi-structured interviews with academic experts will be conducted to explore the various perceptions and interpretations of responsible practice in VR tours (Bogner et al. 2009). The next phase involves 25 semi-structured interviews with consumers and providers of VR tours, with varying levels of prior experience. Semi-structured interviews will be based on topics from CDR and maintain a flexible structure with sufficient openness to change (Brinkman & Kvale 2018). Concurrent think-aloud protocols, often used in user

research to explore cognitive processes, will precede interviews with participants who have limited experience with VR tours (Fan et al. 2019). The primary contribution of this study lies in the organised presentation of key themes in CDR in the context of VR tours of Scottish destinations, elucidating the specific details and priorities they may encompass and proposing future research questions, highlighting the most pressing issues and debates at present.

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Creating Memorable, Engaging and Authentic Cultural Consumption Experience: Istanbul Bazaar

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Summary Statement

Drawing upon value creation theory and Kolar and Žabkar's (2010) Consumer-Based Model of Authenticity (CBA), this paper develops a theoretical model to explore three stages of cultural consumption at Istanbul Bazaar—a venue showcasing Turkish heritage and culture for distinctive visitor experiences. Using a mixed-method approach, the study extends the CBA model, assessing drivers of cultural consumption and exploring the resulting consequences of behavioural outcomes in the non-Western service industry setting.

Competitive Short Paper

In today's competitive marketplace, destination managers and service providers place great significance on creating memorable experiences and offering distinctive services to visitors (Prebensen et al., 2018), ultimately creating a better experience (Gannon et al., 2019). Tourism consumption inherently generates value across journey phases (Prebensen et al., 2018), contributing to a comprehensive understanding of the value creation process (Grönroos and Voima, 2013; O'Cass and Sok, 2015). To provide a broader perspective on consumption experiences, Kolar and Žabkar's (2010) Consumer-Based Model of Authenticity (CBA) is deemed to be a useful basis.

Over time, academic attention to the CBA model's nuanced, crucial role in understanding consumer encounters with physical, cultural, and social environments has become evident (Zhou et al., 2013; Taheri et al., 2020; Kesgin et al., 2021). Drawing on this foundation, this research extends CBA model and incorporates value creation theory, offering insight into the understanding of value within heritage destinations. It accomplishes this by gaining a detailed, contextualised understanding of consumers' journeys through engaging cultural and service experiences and exploring the consequences of these interactions. Specifically, it adds value by examining sociability, tourist engagement and perceived value along with cultural motivation, host sincerity, perceived authenticity, and memorable tourism experience, within the distinctive context of the non-Western service industry.

This research employed a sequential exploratory mixed-method design in two phases. Phase I involved qualitative data collection in Istanbul Bazaar through semi-structured interviews (N=27),

constructing a theoretical basis for heritage experiences. Phase II used an online questionnaire, building on Phase I findings. The final model was based on 852 valid questionnaires, analysed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Findings indicate positive correlations between visitors' pre-visit behaviours and on-site experiences. Cultural motivation positively influences host sincerity ($\beta=0.281$, $t=7.443$), object-based authenticity ($\beta=0.375$, $t=9.385$), existential authenticity ($\beta=0.161$, $t=4.445$), and tourist engagement ($\beta=0.395$, $t=10.692$). Similarly, sociability also shows positive correlations with on-site experiences, including host sincerity ($\beta=0.200$, $t=5.388$), object-based authenticity ($\beta=0.196$, $t=5.334$), existential authenticity ($\beta=0.075$, $t=2.482$), and tourist engagement ($\beta=0.147$, $t=4.281$). The findings also suggest that post-travel behaviours correlate positively with both pre-visit and on-site attributes. Specifically, perceived value correlates positively with object-based authenticity ($\beta=0.288$, $t=6.544$), existential authenticity ($\beta=0.108$, $t=2.356$), and tourist engagement ($\beta=0.325$, $t=6.146$). Host sincerity, however, shows no significant relationship ($\beta=0.022$, $t=0.570$). Memorable tourism experiences have a significant relationship with on-site experiences, while no significant relationship is found with pre-visit attributes.

Additionally, the findings reveal on-site mediating experiences, suggesting that visitors are more likely to have memorable and meaningful experiences when their engagement with heritage sites, sincere interactions with hosts, and perceived existential authenticity align with their intellectually-based motives and extraversion needs.

This research offers insight into cultural consumption experiences by integrating separate concepts into the CBA model and embedding them into the larger perspective of service logic in a heritage context. As such, the findings identify significant components and issues in visiting heritage destinations and attractions. Destination managers and tourism policymakers can use the findings of this research to calibrate and convey authentic offerings, ultimately creating authentic, engaging, and memorable experiences.

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Gamification as a Tool of Persuasion: Consequences of Gamification Recognition

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Summary Statement

By integrating persuasion knowledge and self-determination theories, we explore the repercussions of consumer recognition of gamification on intrinsic motivation and subsequent behavior. Our study introduces "perceived gamification" as a vital construct, emphasizing its role in shaping consumer responses. Through empirical analysis, we demonstrate how perceived gamification significantly impacts customer advocacy and participation in promotions, with playfulness mediating intrinsic

motivation. The findings offer crucial insights for marketers navigating the ethical implications and effectiveness of gamification strategies.

Competitive Short Paper

Studies on gamification predominantly focus on testing specific game elements without accounting for variations in perception. However, recent research reveals that users often repurpose game elements differently than intended, suggesting the need to explore gamification effects beyond self-determination theory (Ding, 2019; van Roy, Deterding & Zaman, 2019). In marketing contexts, gamification is primarily seen as an engagement tool, yet it has a transformative impact on consumer behavior that requires a closer examination of ethical implications of gamification implementation (Nobre & Ferreira, 2017; Leclerq et al., 2018; Thorpe & Roper, 2019). To address these challenges, this paper integrates persuasion knowledge theory and self-determination theory to clarify the consequences of consumer recognition of gamification, exploring its influence on intrinsic motivation and subsequent behavioral intentions (Friestad & Wright, 1994).

Persuasion knowledge activation denotes a person's ability to recognize the persuasive nature of marketing tools and develop coping mechanisms (Friestad & Wright, 1994). Studies show that when consumers both recognize a persuasion attempt and consider it manipulative, the effect on outcomes is negative (Wojdynski & Evans, 2020). Because gamification is implemented to change behavior or attitudes, it can be considered a persuasive experience. Gamification embedded in brand promotion, if identified by consumers, can therefore lead to attributing the game elements to manipulation attempts by the promoter (Wojdynski & Evans, 2020). That is why it is crucial to understand how the fact that a consumer can recognize some type of promotion as gamification would influence attitudes, behavioral intentions towards the brand, product, or loyalty program.

The paper introduces perceived gamification as a distinct construct, emphasizing its role in consumer responses. The study proposes measuring perceived gamification alongside gameful experience estimation and manipulation recognition to discern positive and negative effects resulting from engagement with the gamified system and potentially registering corresponding persuasion attempts. Consumer persuasion knowledge would then manifest through awareness of gamification in promotions, guiding assumptions about its purpose (Friestad & Wright, 1994).

To validate the study hypotheses, a survey among homogeneous respondents was implemented to assess behavioral intentions towards a gamified promotion, perceived gamification levels, attitudes towards games, and brand attitudes. McDonald's promotions—MacFest and Monopoly—were chosen to represent varying degrees of gamification obviousness. Structural equation modeling affirmed the positive impact of perceived gamification on customer advocacy and promotion participation, with brand attitude playing a significant role. Mediation and moderation analyses indicated that playfulness mediated the impact of perceived gamification on intrinsic motivation. Inferences of manipulative intent moderated the direct positive impact of perceived gamification on playfulness, suggesting a mitigating effect (Wojdynski & Evans, 2020).

This study contributes to understanding the intricate relationship between perceived gamification and consumer responses, shedding light on the mediation and moderation effects that shape the impact of gamification on intrinsic motivation and behavioral intentions. The empirical findings underscore the importance of perceived gamification in the consumer response model, providing valuable insights for marketers seeking to leverage gamification effectively.

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Plant-based food products and faith-Based segments: a case-study of Muslim in the UK

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Summary Statement

The green food market continues to grow as consumers become more aware of the environmental and social consequences associated with their buying choices. Targetting faith-based segments in the UK can create opporunties for companies to venture into lucrative new pathways. Thus, this paper aims to explore the impact plant-based product offerings can have on Muslims in the UK.

Competitive Short Paper

The demand for sustainably sourced, organic, and environmentally friendly food options has been on the rise, reflecting a broader trend toward conscious consumerism. Often overlooked is the appeal of targetting marketing efforts towards faith-based segments. Prior research has demonstrated that spiritual beliefs can exert a substantial and positive impact on consumer behaviour when it comes to environmental matters. Despite this, there was difficulty in locating research on sustainable food consumption practices of faith-based segments in the UK. Understanding the role of religion in sustainable consumption requires an examination of specific religious teachings, the interpretation of those teaching by followers, and the cultural contexts in which they live and consume. It should be noted that individual beliefs and practices within a religious community can and do vary widely.

In recent years, research conducted in Muslim countries have linked Islamic values with sustainability and environmental marketing. It appears that cultural shifts towards environmental consciousness, health awareness and animal advocacy have prompted Muslims to reconsider the concept of halal. While this creates opportunities for the sustainable food industry in the UK, there is limited research exploring the acceptance and appeal of sustainable foods among Muslims in the country. Adherent of Islam are heterogeneous, as reflected in the growing number of individuals choosing a vegetarian and/or vegan diet. Cultural assimilation, widespread availability, and clear labelling contribute to making plant-based foods an appealing option for this religious community. It is within this context, the study will fill a gap in knowledge by investigating the feasibility of offering plant-based food products to Muslims living in secular societies. First, the paper will identify the shift towards sustainable products among Muslims consumers in the UK, and the impact religion, religious beliefs and religiosity have on consumption. Second, it will the uncover the the intersection between plant-based foods and halal compliance, and consider the contribution of halal governing bodies in the certification process. Third, the study will report the value of the halal sector in the UK, and the Muslim consumer's spending power. The implication of the research enables food companies to enhance their position and effectively target Muslim consumers by providing relevant information on product labels to reduce risks and cultivate trust.

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#HashtagYourChange: Social Media and the Power of Individual Action in Academia

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Summary Statement

Introducing #HashtagYourChange amplifies silenced voices using social media's reach, but echo chambers and power imbalances lurk. This movement can spark real change through diverse alliances, offline action, and holding institutions accountable. It's a novel fight for equity, but true progress demands relentless dedication

Competitive Short Paper

Introduction

Academia is committed to progress, yet systemic inequalities persist, stifling diverse voices (Karataş-Özkan and Chell, 2015). Discrimination based on gender, race, and class remains prevalent, exacerbating the marginalization of individuals (Dobele, 2022). This issue is evident in the marketing field, as highlighted in the 2021 special issue of the Journal of Marketing Management titled "#MeToo and Beyond: Inequality and Injustice in Marketing Practice and Academia" (Prothero and Tadajewski, 2021). This paper introduces #HashtagYourChange, a social media movement aiming to amplify silenced voices in academia and drive positive change. While holding potential for empowerment, the movement needs to transcend performative activism to achieve lasting transformation.

Harnessing   Social   Media

Social media platforms provide fertile ground for #HashtagYourChange campaigns, leveraging features like virality and audience engagement to share experiences and raise awareness (Subbaraman, 2020). Choosing the right hashtag is crucial, considering its relevance, search volume, and potential to resonate with the target audience. For instance, the #BlackInTheIvory movement (Subbaraman, 2020), highlighted the experiences of Black academics and researchers, fostering solidarity and prompting discussions on racial bias in universities. Similarly, the #MeTooAcademia (Eckert et al., 2022) campaign brought to light the prevalence of sexual harassment and misconduct, empowering survivors to speak out and demanding institutional accountability. These campaigns have demonstrated the power of individual narratives to spark collective action, bypassing traditional gatekeepers and fostering a sense of community among those   facing   similar   challenges.

Beyond   Echo   Chambers   and   Silencing   Tactics

#HashtagYourChange encounters limitations inherent in social media dynamics, including echo chambers and algorithms can create filter bubbles that limit the reach of critical messages and reinforce existing power structures (Diaz Ruiz and Nilsson, 2023). Additionally, navigating academia's power dynamics may lead to backlash, career repercussions and silencing tactics against advocates for change. Overcoming these challenges requires building coalitions across

diverse groups to ensure the representation of marginalized communities (Settles et al., 2019).

From Likes to Action: Translating Online Buzz into Lasting Change

Moving from online awareness to concrete action is crucial for #HashtagYourChange's success. Sustained engagement, akin to building a loyal customer base (Sashi et al., 2019), involves organizing offline events, mobilizing resources, and engaging with institutional leaders for advocacy. Measuring progress, akin to marketing ROI measurement (Kumar & Reinartz, 2012), fosters transparency and motivates continued support. The success of #HashtagYourChange hinges on its ability to bridge the gap between online discourse and offline action, fostering sustained pressure for change within academic institutions.

Conclusion

#HashtagYourChange represents a significant development in the landscape of academic activism. While recognizing its limitations and navigating the complexities of power within academia, it offers a valuable platform for individual and collective action towards positive change. By harnessing the affordances of social media strategically, building inclusive coalitions, and translating online momentum into concrete action, #HashtagYourChange can empower individuals to become agents of change and contribute to a more equitable and just academic environment.

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The AI-enabled Customer Experience Measurement Scale

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Summary Statement

Acknowledging the transformative impact of incorporating AI-ETs in customer experiece, this paper addresses the absence of a dedicated measurement scale for the experiential path featuring AI-ETs. It responds by developing a scale through rigorous qualitative and quantitative methods. The AICX scale introduces an innovative tool tailored to the unique characteristics of AI-ETs while prioritizing the customer's perspective. It offers significant academic and practical implications for the strategic implementation of AI technologies in service-oriented contexts.

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Exploring The Role Of Service Providers In Place Branding Activities Through The Case of Saudi Vision 2030

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Summary Statement

This work explores the role of experience-based sub-brands and the service providers' stakeholders in place branding. We draw insights from investigating the case of Saudi Vision 2030 through in-depth interviews with two groups of policymakers and senior-level stakeholders involved in nation branding and apply thematic analysis. The findings suggest policymakers' lack of recognition of the sub-brands role and their stakeholders at the planning stages and identify a problematic gap between strategy and implementation.

Competitive Short Paper

Geographical regions are increasingly turning to place branding in a bid to remain competitive. The purpose of this activity is to promote a positive image of a specific location, such as a city or a country (Acharya & Rahman, 2016), to help regions attract investment and economic development (Boisen et al., 2018), as well as create a sense of pride in the cultural identity of the region (Eugenio-Vela et al., 2020). The branding of regions involves collaborative efforts and engagement with various stakeholders, including residents, businesses, government entities, and other community members (Anholt, 2007). Place branding, therefore, is not solely created by marketing professionals but, rather, emerges from the collective efforts and perspectives of those who live, work, and interact with   the   place.

While this co-creation approach to place brand is intrinsic to the nature of the activity, it is unclear how the multitude of stakeholders, each delivering different operational aspects of the place brand programme, are managed by the place brand policy leaders. From a visitors' perspective, place branding depends heavily upon operational partners to deliver the brand interactions with visitors, which can be crucial for shaping visitors' experiences of the place. However, very little empirical data explains how place brand leaders and their respective commercial partners conduct this aspect of place   branding.

To address this issue, Two groups of interviews were held first with senior members of the place branding initiative in Saudi Arabia, namely the Saudi Vision 2030, who were directly involved in the brands' initiatives. Second, senior stakeholders involved in the tourism and hospitality aspects of the vision. The purpose of the interviews with these key officials was to explore how these leaders engage with hospitality partners, how they encourage the operationalisation of the place brand, and to gain a deeper explanation of the key performance indicators of the project.

Our initial findings indicate that the most frequent type of interaction with external visitors is hospitality services. Such interactions are assigned less attention by place brand leaders, who believe that such operational aspects of the programme fall within the role of their commercial partners: the managers responsible for hospitality performance. Second, less consideration was given to the visitor experience of the place brand. The suggestion here was that commercial partners continue to use their autonomy to determine their intended interactions with visitors to produce a positive   experience.

The implications of this work are that (i) there needs to be more explicit guidance produced for operational aspects of place branding programmes, and (ii) place band leaders need to consider the commonalities between the experiences of their commercial partners, particularly within the hospitality sector. Visitors' experiences of a place are impactful and can be instrumental in the production of positive associations of place brands, resulting in more favourable word-of-mouth.

Duplicating the dupe: what happens when a leading brand humorously imitates a copycat?

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Summary Statement

Copycats are common across FMCG segments. Leader brands respond in three typical ways. However a new case has responded in an entire new way. In this paper we discuss the impact of this case.

Competitive Short Paper

Copycats are everyday products that are packaged in a style that closely follows the packaging design of leader brands, frequently using similarities in the product name, logo, colour, graphics, and three-dimensional shape (Van Horen and Pieters, 2012). By using a highly similar appearance copycats attempt to signal their products are "the same" as leading brands, but crucially at a significantly lower price (Crettez et al., 2018). This visual similarity to the brand leader's packaging, therefore, can encourage substitution by implying that the copycat product has a similar origin, product quality, and performance characteristics as the leader brand (Rafiq and Collins, 1996; Warlop and Alba, 2004). Furthermore, high similarity can trigger mistaken purchases, caused by confusion, where consumers purchase the copycat brand under the impression that they are purchasing the leader brand.

Because copycat products are well established in many segments, leader brands have developed their own tactics for dealing with this type of practice. One approach is for the leading brand to negotiate with copycat brand owners and request the withdrawal of the copycat packaging from the market; related to this is the request for the packaging to be redesigned, so that it is less similar in appearance (Kapferer, 1995). Alternatively the leader brand could change its own packaging, attempting differentiate from the copycat product. Another option is to release a 'fighter brand' that is a lower-cost version of the leading brand, or respond with promotional strategies (Rafiq and Collins, 1996). The last option is for the leading brand to take legal action against the copycat product for trademark infringement or passing off (Mitchell and Kearney, 2002).

A recent case however has taken a more innovative approach to responding to copycat practices. Using comments posted on social media in relation to the dupe campaign, we discuss customers' responses to the leader brand's humorous approach to imitating the copycat product. TikTok was selected as the most appropriate platform, drawing from content that generated 80 million views.

The findings in this study suggest that the campaign did not significantly change consumers' behaviour or understanding of copycat products. Rather, the campaign seemed to encourage consumers to debate the cost comparisons, becoming more conscious about their purchase decisions. As consumers were already familiar with such products, they tend to purchase products with better utility and better value over expensive haircare products.

The implications of this work are that leader brands might consider involving more effective price and promotion strategies in an attempt to decrease the extreme price disparity with other available products on the market.

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Escaping the "Iron Cage" of Digitalized Music Platforms: A Weberian Perspective on the Vinyl Resurgence

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Summary Statement

By drawing on Weber's conflict theory, this study aims to explore how the growing popularity of vinyl records with mainstream consumers may be an escape from an 'iron cage' increasingly imposed by digital music providers. We found that mainstream consumers increasingly feel oppressed, exploited and trapped into an iron cage created by the digital music providers' irrational rationalisation of their services. The resulting tensions encourage them to turn to vinyl records' materiality for comfort.

Competitive Short Paper

Introduction

For the past 25 years, marketing scholars have championed the digitalisation of recorded music as a disruptive technology that is revolutionising and 'democratising' how consumers would access and listen to recorded music from now on (Datta et al., 2018; Giesler, 2008). Hence, every newly emerging digital format from CDs (Downes, 2010) over MP3s and digital downloads (Denegri-Knott, 2015) to streaming (Ovedele & Simpson, 2018; Sinclair & Tinson, 2017) has been hailed as the future of we access and enjoy listening to recorded music – only for it soon to be replaced by the next emerging digital format.

However, the resurgence of the 'obsolete' analogue vinyl records has called recently this dominant discourse into question. Yet, vinyl consumers are still discussed as the 'other' in today's digital society, be it as nostalgists with a romantic affection for vinyl's materiality (Fernandez & Beverland, 2019; Goulding & Derbaix, 2019) or as counter-cultural subcultures (Bartmanski & Woodward, 2015). But is it possible that there is a different explanation?

By drawing on Weber's (1922) conflict theory, this ethnographic study seeks to explore whether, and, if yes, how the vinyl records' deep resonance with mainstream consumers may be an escape from an 'iron cage' increasingly imposed by digital music providers.

Methodology

The data were collected through participant observation over a period of 24 months at record stores, record fairs and World Record Store Days and through in-depth interviews with 18 vinyl consumers. A hermeneutic data analysis was used to identify underlying patterns in the data and interpret them for deeper meanings by drawing on Weber's (1922) conflict theory.

Findings and Discussion

The findings suggest that consumers turn to vinyl records to escape from an 'iron cage' they increasingly feel trapped in by the digital music providers' drive towards deownership of recorded music, which evolved over three phases:

1. The Promised Land

After a compromise between the remaining record companies and legal digitalised music providers, i.e. Apple's iTunes, ended the 'Wild West' of illegal file-sharing, consumers believed to have found the 'promised land of a user-friendly democratisation of music consumption and freedom of choice. But digital music providers viewed consumers' playful use of their devices as 'too liberal'.

2. The Digital Future Used to Be Better

Digitalised music providers began to control how consumers use their services, what they listen to and that they only buy 'in-house', making it impossible to move or listen to music files obtained elsewhere. Informants complained about purchased albums disappearing from their cloud storage and their choices becoming restricted by logarithms.

3. Let's Go Back to the Good Old Days

As digital music providers push consumers towards their streaming services and restricting access to other formats (i.e. Amazon), our informants felt bullied into becoming trapped into never-ending subscriptions. Hence, they seek comfort in the materiality and ownership of vinyl records.

Conclusion

The research illuminates why the growing rationalisation of the digital society and digital services is locking consumers increasingly into an iron cage from which they seek to escape by moving into a more material, analogue direction.

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Dignity matters in B2C service encounters

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Summary Statement

This study defines dignity and explore its dimensions in B2C service encounters. We build our argument that dignity is an essential dimension of service delivery. The empowerment of customers through the gain of knowledge (Pranic & Roehl, 2012) and consumerisation have led to a growing need among customers to be treated with dignity in service encounters. As a result, we advocate a tight connection between co-creating value, delivering outstanding service and improving customers' well-being.

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Incorporating The UN SDGs Into Marketing Curricula: Spread It, Box It or Zip it?

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Summary Statement

The incorporation of the UN SDGs into our marketing curriculum is required today across Higher Education institutions (PRME; Rosenbloom, 2022). This paper discusses how marketing faculties can incorporate the UN SDGs within today's courses. An evaluation and assessment of options was undertaken during an internal reaccreditation of a Master's level course at an AACSB and EQUIS accredited University. The results of the analysis including the varying options and challenges are presented.

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Factors Affecting the Use of Gamification in Higher Education insititutes : The case of an emerging economy - Egypt

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Summary Statement

Gamification has emerged as a prominent concept over the last few decades. With the advent of innovative technologies, and an action-oriented mindset, new teaching techniques have emerged to meet the demands of the fast-paced 21st-century world. In Egypt, the concept of gamification has witnessed significant development and awareness within higher education. This paper quantitatively explores factors that may positively or negatively impact the implementation of gamification within the classrooms of non-governmental higher education institutions.

Competitive Short Paper

The independent variables considered in this paper include: Age, involvement and understanding, financial resources, legalities and regulations, and classroom time. The dependent variable is the

gamification implementation in higher education institutions in Egypt." Our primary method of data collection involved conducting in-depth interviews. These interviews were analysed using narrative analysis to delve deeply into the narratives provided by the interviewees, uncovering hidden meanings, distinctive stories, and plot elements.

The hypotheses could be collectively presented as follows :There is a positive relationship between age, finances, Legalities and Regulations, Classroom Time, the Involvement and understanding of gamification and gamification implementation. "Gamification Implelentation" is the dependent variable.

Data Collection Method:

Interviews would be used to directly take specific information from the professors and decision-makers. It is semi-structure with rigid objectives that aims to uncover the opinions and recommendations of the participants. In total, around 14 interviews were conducted.

Data Analysis Method: Predictive

Predictive analysis revolves around expecting what would be happening in the future given the variables discussed. At first, all the interviews was conducted online and recorded for review. This condition made it hard for the researcher to see some emotions, facial expressions, and some minor disconnections occurred. Also, it was easier for most interviewees to conduct the interview in a mixed language between Arabic and English. Thus might act as a cultural barrier.

According to the collected data:

H1A: Based on the conducted interviews, most professors and decision-makers confirmed an inverse relationship between professors' age and their ability to implement gamification. Some also mentioned that personality and character are additional factors to consider.

- H1B: Unsurprisingly, respondents clarified that their organizations would be open to creative gamified experiences if they proved beneficial enough and were within a healthy economic environment.

- H1C: The results indicated that private organizations have the freedom to adopt various learning systems without significant government interference. However, the organizations' hierarchies and management systems differ among universities.

- H1D: There was a consensus among most respondents that classroom time is insufficient for professors to implement gamification due to factors such as facilities, additional tasks, material preparation, and administrative work.

- H1E: The awareness and involvement of professionals were as expected. All of them were aware of the concept, but most were unaware of its implications.

Recommendations could be: Prepare the young generation, starting from their first academic positions, to utilize innovative technologies and leverage their partial awareness of gaming culture.

This can be achieved through regular training sessions and by granting them the freedom to innovate new learning technologies within the classroom.

Assist relatively older professors in adopting simple technologies and games that align with their preferences.

Academic decision-makers, such as owners and deans, should advocate for investments in gamification technologies, including both software and hardware.

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Supply chain order fulfillment efficiency: Its drivers, moderators and performance outcomes

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Summary Statement

We present the results of a study focusing on the role of knowledge resources and organizational learning as drivers of supply chain order fulfilment efficiency and its subsequent impact on financial performance. We also examine the moderating role of environmental uncertainty, technological turbulence and competitive intensity on these relationships. These associations are theoretical based on knowledge-based view, organizational learning and industrial organizational theory. All associations were confirmed leading to significant theoretical and managerial implications.

Competitive Short Paper

Competing in today's dynamic and volatile business environment, supply chains (SCs) need to capitalize on both knowledge and their learning competences to minimize risks to improve the efficiency of their operations (Yang et al., 2019). In fact, a number of scholars (e.g., Flothman et al., 2018; Kaur et al., 2019; Yang et al., 2019) have emphatically stressed the need to examine the strategic role of knowledge-based resources and capabilities in SCs to be able accommodate the challenges of the rapidly changing business environment and achieve superior performance outcomes, which is something missing from the extant literature.

In response, we present the results of a study that conceptualizes knowledge resources and organizational learning (OL) capability as higher-order construct, representing key factors driving supply chain (SC) order fulfilment efficiency (measured in terms of speed, quality, cost, and flexibility) that subsequently helps to improve financial performance. The relationship of both knowledge resources and OL, and order fulfilment efficiency is also hypothesized to be moderated by the level of environmental uncertainty, technological turbulence, and competitive intensity surrounding the SC.

This conceptualization is anchored on three theories, namely: (a) *Knowledge-based View*, which views knowledge as a foundational value-creating source since it enhances established and current resources and capabilities and helps to learn faster than rival firms (Grant, 1996; Hult et al., 2004); (b) *Organizational Learning Theory*, which posits that "organizational learning is the development of new knowledge or insights that have the potential to influence behavior" (Slater and Narver 1995: 63); and (c) *Industrial Organization Theory*, which suggests that a favorable strategic position of the firm depends on industry-specific elements that influence that way organizations adjust their structure to achieve superior performance (Mackelprang et al., 2017; Porter, 1980).

To test the hypothesized associations between constructs of our conceptual model and based on a randomly selected sample, we received 215 completed questionnaires (45.5% response rate). Data were analyzed using structural equation modeling, based on the EQS program. The results of the analysis gave support to most of the hypothesized relationships between constructs of the conceptual model. Specifically, knowledge resources and OL were found to positively impact SC order fulfilment efficiency which in turn had a favorable effect on boosting SC's financial performance. Environmental uncertainty and competitive intensity strengthened the association between the driving forces and order fulfilment efficiency. Technological turbulence boosted the link between knowledge resources and order fulfilment efficiency, but had no significant effect on the relationship between OL and order fulfilment efficiency. Finally, SC age was found to have a control effect on financial performance.

Theoretically, our findings provide a holistic approach to understand the crucial role of knowledge and OL on SC chain order fulfilment efficiency, by combining complementary theories focusing on organizational resources/capabilities and external environment environmental conditions. *Managerially*, our study highlights the crucial role of investing in knowledge and OL to improve SC order fulfilment efficiency in an uncertain, technologically turbulent, and competitive environment, that will subsequently lead to improved financial results.

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Customers becoming entrepreneurs: The role of communications in convincing the cyber-sceptics.

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Summary Statement

This study explores how end-consumers perceive customer-entrepreneurs, and the subsequent impacts on attitudes and behaviours. The authors present a conceptual model and hypotheses exploring the pathways between end-users' perceptions of both the motives and authenticity of customer-entrepreneurs, their level of scepticism towards the customer-entrepreneurs, the effect of previous experience, and the outcomes of satisfaction, loyalty, and purchase intention.

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"When you just can't stop scrolling" – Exploring the Link Between Problematic Smartphone Use, Impulsivity and Well-being

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Summary Statement

Smartphones can provide a vast array of functions that are instantly at our fingertips. Consequently, some users may struggle to resist the urge to excessively check their device, which can lead to Problematic Smartphone Use (PSU). This study investigates the relationship between PSU, impulsivity, and the potential impact on one's sense of psychological and subjective wellbeing. This research contributes knowledge towards the ongoing theoretical debate regarding the underlying psychological drivers of problematic smartphone use and the potential effects on wellbeing.

Competitive Short Paper

Problematic smartphone use (PSU) refers to the compulsive and excessive use of smartphones (Billieux 2012). And whilst the definition of PSU seems to be ever evolving, and its recognition as a potential behavioural addiction is still a topic of debate, as the popularity of the smartphone increases, so too has the number of researchers exploring both the positive and negative influences these devices have on our day-to-day lives (Lapierre and Custer 2021). Whilst some studies found that excessive use of smartphones can lead to negative consequences for our subjective and psychological wellbeing (Horwood and Anglim 2019), the evidence for the link between PSU and well-being is inconclusive (Olsen et al., 2022). This is partly due to different measurements for screentime, PSU and well-being.

Impulsivity appears to be the most influential and consistent of personality traits associated addictive disorders (Lee et al. 2019), and whilst debate surrounding the classification of PSU is ongoing, many agree that impulsivity in decision-making, and consequently delay discounting, is a relevant influence in the context of PSU (Canale et al. 2019; Lyngs, Lukoff et al. 2019). The dual systems theory is a key theory underpinning research relating to impulsivity (Ryan and Vansteenkiste 2023; Herrmann-Pillath 2019). The dual systems theory maintains that impulsive or self-controlled behaviour hinges on the interaction between two distinct cognitive systems: system 1, also referred to as the hot or impulsive system, and system 2, otherwise known as the cool or executive system (Kahneman 2011). Applying a dual systems approach, this research hypothesises that an excessive use of smartphone technologies is the consequence of a hyperactive impulsive system, which in turn, results in weakened self-regulatory skills that fail to control the "habit" of engaging in PSU (Sosa and Dos Santos 2019).

For the initial phase of this research (Study 1) a quantitative, cross-sectional survey with 18–35-year-old participants was conducted to determine the strength of the correlational relationship between objective smartphone usage, PSU, impulsivity and well-being (subjective and psychological). A total of 460 participants (Mage=27.9, 61% full-time employment, 54% females) recruited via Prolific participated in an online survey utilising previously validated scales (Impulsivity: α=.788, PSU:

α=.768, PANAS: α=.883, Psych Well-being: α=.813). For smartphone usage both self-reported and objective data (screenshot times) were collected.

Mediation analyses confirmed that smartphone usage (objective and estimated) had significant negative direct and indirect effects via PSU on subjective and psychological well-being. Furthermore, results indicated that the negative relationships between smartphone usage and well-being was moderated by impulsivity, suggesting that higher levels of impulsivity increase the negative impact of smartphone usage on subjective and psychological well-being. However, findings varied across different smartphone usage and well-being measures.

The next stage of the project will examine the effectiveness of smartphone-based interventions (e.g., mobile Apps controlling impulsivity to reduce smartphone usage) via experiments. This research contributes knowledge towards the ongoing theoretical debate regarding the underlying psychological drivers of problematic smartphone use and the potential effects on wellbeing. The results are relevant for the development of effective smartphone/technology-related policies and treatment practices.

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Resisting Assimilation: The Plight of Historic Ethnic Minorities (AoM Funded Project in 2023)

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Summary Statement

This paper draws on acculturation and resistance scholarship to understand the experience of historical ethnic minorities as consumers. We focus on the context of the Roma consumers in Romania and present emerging findings from a qualitative study comprising interview, focus-group and observation data. Initial analyses illuminate strategies and practices that Roma consumers use to negotiate their positioning in rapport with the dominant culture and to each other.

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Exploring Goldilocks Duration: Optimum In-Content Ad Length in YouTubers' Content

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Summary Statement

In-stream ads dominate YouTube, yet in-content ads signal a shift towards creator-driven brand integration. This study explores optimal in-content ad length balancing viewer utility and ad effectiveness. Using a mixed logit model and choice experiment, we find 6.94% of total video length as the sweet spot. These insights benefit advertisers, YouTubers, and YouTube itself, fostering better in-content ad practices for enhanced engagement and sustainability.

Competitive Short Paper

Influencer marketing on YouTube has surged, with in-content ads offering a more authentic and customizable marketing form compared to traditional ads. However, unstructured in-content ads can damage viewer-influencer relationships. Our study underscores the need for quantitative analysis to inform effective advertising strategies, particularly concerning ad duration. The debate over ad duration's impact on ad effectiveness persists. While longer ads allow for storytelling and emotional connections, shorter ads capture attention swiftly. Our study aims to quantify an optimal ad duration for in-content ads, an area largely unexplored in research. We employ a choice experiment based on random utility theory to gauge viewer preferences regarding ad attributes. Results indicate viewer reluctance towards longer ads and a preference for a skip option.

Advertisers can use these insights to craft more engaging and less intrusive ad experiences. For YouTubers, striking a balance between ad revenue and viewer satisfaction is crucial. Allocating 6.94% of content for ads allows for optimal brand promotion without compromising content quality. Understanding viewer segmentation aids in tailoring content and ad strategies to resonate with specific audiences. YouTube itself stands to benefit from our findings by shaping platform policies around in-content advertising. Offering a skip option for in-content ads could enhance viewer experience and sustain viewer-influencer relationships, essential for YouTube's model.

Limitations exist, such as cultural nuances and viewer position in the purchase funnel, which may influence ad effectiveness. Continuous research and empirical analysis are warranted to address these limitations and refine advertising practices. In conclusion, optimizing in-content advertising on YouTube requires understanding of viewer preferences and effective collaboration between advertisers, YouTubers, and the platform itself. Our study serves as a call to action for advancing practices in YouTube advertising and enhancing viewer experiences in the digital landscape.

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Exploring The Para-social Interaction Between Virtual Influencers and Social Media Users with Brand Value as The Mediating Factor

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Summary Statement

This study delves into the dynamics between virtual influencers and social media users, examining how brand value plays a mediating role. Virtual influencers, as digital personas, engage with users on social platforms, potentially impacting brand perception and consumer behavior. By analyzing

the interplay between these elements, the research aims to uncover insights into the effectiveness of virtual influencer marketing strategies and their implications for brands seeking to maximize their online presence and consumer engagement.

Competitive Short Paper

In the contemporary digital age, individuals' buying choices and overall consumer experiences are profoundly shaped by social media platforms (Kim and Park, 2023). Those belonging to Generation Z, who came of age amidst the rise of the internet and global connectivity, are now the primary focus of social media platforms like Instagram, Snapchat, TikTok, and Douyin (TikTok's Chinese version). These platforms are used extensively by retail fashion brands to foster a connection with their consumers (Vițelar, 2019). This study aims to test the para-social interaction between virtual influencers and Generation Z consumers in China, focusing on the platform Douyin. Building upon existing frameworks which include the Source Attractiveness Model (McGuire et al., 1985) and the Theory of Persuasion (Masuda et al., 2022), this study delves into the intricacies of consumer purchase intention in the digital sphere, especially analysing how virtual influencers, epitomized as digital avatars, affect purchase decisions through para-social interactions (Kim and Park, 2023; Vițelar, 2019). This study dissects the attributes and perceived credibility of virtual influencers in comparison to their human counterparts, to examine these subsequent influences on Generation Z's brand value and purchase intentions (Farivar et al., 2022; Ki et al., 2020; Arsenyan and Mirowska, 2021). Through a captivating case study centred on Yexi Liu (a prominent virtual influencer), the theoretical contribution resides in providing a theoretical framework to examine and better understand this emerging phenomenon within the digital landscape. This research will utilize 500 surveys to test the correlations between the online shopping behaviour of followers and their para-social interactions with virtual influencers on Douyin. The SPSS package, including Exploratory Factor Analysis (EFA) is used to analyse the data. This scholarly endeavour aims not only to augment the existing body of literature on parasocial interactions, but also to equip both the academic community and practitioners alike with novel and original insights to navigate the ever-evolving social media terrain effectively, fostering informed decision-making in influencer marketing strategies.

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The impact of informational incentives on urban sustainable sharing mobility schemes, a practical study of electrical vehicle sharing services

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Summary Statement

This paper uses a case study of electric vehicle sharing schemes (EVSS) in Chinese cities to demonstrate their use of marketing techniques to promote vehicle sharing and contribute to the transition towards more sustainable mobility. Owners, Marketing Directors and MDs of ten EVSS businesses were interviewed along with a range of key policy and related-business stakeholders. The findings demonstrate the innovative use of informational incentives and the shift of the market towards being informationally driven.

Competitive Short Paper

Introduction.

A key 'circular economy' approach to delivering customer satisfaction whilst reducing social and environmental impacts is a move towards 'product service systems' in which consumers gain access to a product and its benefits by using a service rather than via product ownership (Korhonen et al., 2018). Such systems involve significant marketing challenges in moving consumers away from familiar consumption behaviours, suppliers and marketing mixes and persuading them to relinquish the convenience and control offered by product ownership (Tukker et al., 2008; Wang et al., 2019). This is particularly significant for urban mobility, a market with significant implications for carbon emissions and human health (Jung & Koo, 2018), where there is also the potential to make a significant economic contribution by improving urban congestion through reductions in private vehicle usage (Jochem et al., 2020; Ruhort 2020).

Study Details.

This study explores the influence of informational incentives on the adoption and usage of electric vehicle sharing services (EVSS) that combine the sustainability benefits of shared mobility with low emissions vehicles. It was conducted in cities within China's Yangtze River Delta Economic Zone (YRDEZ), reflecting the global significance of sustainability strategies for Chinese cities (Xiao et al., 2023), the pioneering role of the region in EVSS schemes, and China's leading role in digital markets (Jiang & Murmann, 2022). Semi-structured interviews were conducted with key respondents (e.g. Owners, Managing Directors, or Marketing Directors) from ten EVSS providers and eight online-hailing service providers (equivalents to Uber) to investigate how information-based systems and incentives, such as cloud systems, ICT, internet-based platforms and the business models of internet companies were evolving and impacting user behaviour and related promotional marketing strategies within the Chinese EVSS market.

Key Findings and Implications.

The study examines the transformation of transportation in the YRDEZ, focusing on the rising prominence of EVSS and the way such schemes are changing consumer behaviour, and impacting the strategies of OEMs providing electric vehicles. The findings demonstrate the complexities of the EVSS market, partly because of the different range of stakeholders involved and the extent to which an apparently straightforward business model evolution of vehicle provision from a sales/ownership to a service/sharing model represents an intersection an intersection across different business models and market types (Costa et al. 2022). While the findings indicates that the role of business model of internet company can be important among the stakeholders. In addition, "Marketing", as a functional role within EVSS scheme providers, is analysed, illuminating its influence on the uptake and perception of EVSS and revealing an almost paradoxical blend of "state-of-the-art" digital marketing with some of marketing's simplest and most longstanding promotional techniques. Findings also demonstrate that EVSS as an intangible product, shifting from a heavy-duty vehicle towards a sustainable urban transport consumption. The informational incentives involved represent an important factor affecting car ownership changes among EVSS participants and anticipates the coming impact of autonomous driving on ride-hailing services and their relationship to EVSS schemes.

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Ecolabels & trust in the fast fashion industry

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Summary Statement

Fashion brands are increasingly adopting eco-labels to combat greenwashing and promote sustainability. Despite concerns about complexity, these labels signal genuine effort. Research shows that consumer skepticism towards CSR claims can be addressed through eco-labels, which bridge trust by providing tangible evidence of sustainability. By prioritizing eco-label recognition, brands can enhance authenticity, bolster consumer trust, and foster engagement with ethical consumers in the fashion industry.

Competitive Short Paper

Fashion companies are increasingly turning to eco-labels and certifications to address concerns about greenwashing and promote genuine sustainability efforts. Notable brands such as H&M, Eileen Fisher, Patagonia, and Levi's have embraced ecolabels to verify the use of sustainable materials and safer chemistry in their products. Additionally, apparel brands are pursuing certifications like B-Corp to uphold comprehensive social and environmental standards throughout their supply chains. Despite these commendable initiatives, the growing proliferation of sustainability labels in the fashion industry has sparked worries about complexity and potential consumer confusion.

Moreover, the alarming trend of greenwashing, particularly prevalent among fast-fashion brands, exacerbates these concerns. Greenpeace's 2023 report highlighted the industry's susceptibility to greenwashing, while previous studies (Thorisdottir & Johannsdottir, 2019) have outlined instances where fast-fashion companies engage in sustainable practices and leverage CSR communications, including certifications, to enhance consumer acceptance, trust, and purchasing behavior (Ertekin & Atik, 2015; Hvass, 2014; Yang et al., 2017; Hsu & Yang, 2021; Kim & Ferguson, 2018).

In order to understand how consumers respond to eco-labels, the study aimed to explore how consumers interpret and engage with eco-labels in the context of fast fashion brands. Utilizing photo-elicitation techniques, we explored the meanings consumers derived from any related corporate social responsibility (CSR) messages, uncovering the influence of preconceived perceptions on brand choice and purchase motivation.

The research used photo-elicitation techniques ZMET to capture the meanings generated by the consumer following exposure to in-store eco-labels and related CSR messages for fast fashion brands, probing the metaphors that represent the thoughts and feelings of consumers of a fast fashion retail store environment (Taufique, et al., 2019).

The findings highlight consumer awareness of unsustainable fast fashion processes and how preconceived perceptions influence the decoding of in-store CSR communications. Evidence suggests that acts of altruism enabled by well-placed CSR communications aid purchase motivation, and ethical decision-making is interwoven with price and budgets in this environment. The study highlights the tension between the altruistic motivations of the consumer with scepticism of CSR communications and provides evidence that the presence of eco-labels aids in making this cognitive dissonance less painful. While altruistic motivations play a role, consumers remain sceptical of brands' CSR claims, often weighing ethical considerations against price and budget constraints.

In conclusion, our research offers valuable insights and recommendations for leveraging eco-labels to enhance consumer trust and authenticity in CSR communications, confirming their undeniable importance in promoting more sustainable practices and guaranteeing trust within the industry. By prioritizing eco-label recognition, particularly in the textile sector, fashion brands can bolster the credibility of their sustainability efforts and foster meaningful engagement with conscientious consumers. This study not only addresses a significant research gap but also contributes to the ongoing dialogue surrounding sustainability and ethical practices in the fashion industry.

The study provides new insights and recommendations for implementing third-party certifications to reduce scepticism and increase consumer trust, as part of the overall messages linked to CSR.

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From brand loyalty to boycott: the power of brand association and sympathy in collectivistic cultures

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Summary Statement

Our research aims to answer the question of whether customers can indeed transit from brand loyalty to boycotting it and if so, what socio-psychological factors can inhibit or promote this transition. We therefore adopt Hoffmann (2011) trigger-promoter-inhibitor model to understand how customers move from brand loyalty to boycott, focusing on brand-related and socio-psychological factors.

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Does The Information Privacy Paradox Exist When Using AI As An Assessment Tool: A Dyadic Perspective Of Students And Faculty Members.

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Summary Statement

The information privacy paradox refers to consumers relinquishing personal data for services, despite valuing privacy. There is uncertainty around how the information privacy paradox plays out with AI in education, since students and faculty must share their personal academic work in order to take advantage of the improved assessment capabilities of AI. Concerns that came forward from exploratory qualitative interviews with faculty members include privacy, control, and fear of replacement by AI.

Competitive Short Paper

In the marketing literature the information privacy paradox refers to the giving up of personal information by consumers to gain something in return often access to an e-service (Kokolakis, 2017). The paradox lies in the issue that to gain something of value customer's have to give up personal private details. The literature is mixed about whether customers really care about such privacy or not. Some research indicates consumer's might state that they care a lot about privacy, but in their actual behavior online they seem not to care as much as they originally claimed (Kokolakis, 2017; Spiekermann, Grossklags, & Berendt, 2001). However, other research points in the opposite direction (Kokolakis, 2017).

What remains unclear is how this paradox manifests in upcoming modern technologies like artificial intelligence (AI). AI is perceived as increasing service quality by providing superior responses compared to older technologies such as chatbots ("Humans + bots: Tension and opportunity," 2018). Specifically, in University education, AI is being implemented as a learning tool (David, 2024). However, the willingness of students and faculty to train AI systems using their own work products has received limited attention. Students and faculty must share personal data to benefit from advanced AI assessment capabilities. But given the dearth of research, it is unknown whether marketing students and faculty at universities will be willing to provide their academic work and evaluations for the development of AI assessment tools.

As an initial step to investigate this issue, I conducted exploratory interviews with faculty members in the marketing department of a large publicly funded university in the Netherlands. A key theme was concern over privacy and control of data by the outside vendor providing the AI system. Though benefits were acknowledged, some faculty also worried about eventually being replaced by AI tools. I am now developing a conceptual model based on these qualitative findings and existing literature. Quantitative data will be gathered dyadically from faculty and students and analyzed using structural equation modeling to test the model. Key variables include perceived benefits of AI, privacy concerns, and willingness to share academic work samples.

This research is expected to make theoretical contributions around the boundaries of the information privacy paradox as it relates to AI acceptance in marketing education. It also aims to provide practical insights into implementing AI learning systems in a way that persuades stakeholders to engage. Further results will be presented in future research.

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An exploration of the influence of brand identity in the creation of perception in South Asian female consumers in relation to luxury beauty products.

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Summary Statement

The post pandemic era has led to a significant development of personal and beauty care industries around the world. (Jindal, 2023) Scholars have identified that brand identity in luxury beauty care products is centered on a Western conceptualization. (Diplom-Kaufmann, 2012) it is noteworthy that emerging haute beauty care products reserve a significant market positioning in Asian consumer market. (Lu, 2020) Therefore the author researched on how the Western conceptualization of brand identity effected perception.

Competitive Short Paper

With the increase of the demanding popularity in the luxury beauty care industry and having identified that South Asian women have an equal interest in the purchase of these luxury beauty products, (Bradley, 2023) the researcher identified that this particular cohort of consumers are not projected in research studies related to the prestige beauty care industry. Brand identity of luxury beauty care products is centered mainly on a western orientation. (Diplom-Kaufmann, 2012) After having observed that the cohort of South Asian females are interested in the consumption of luxury beauty care products it is imperative to study the perception of this cohort in relation to the prestige beauty care products. (McLoughlin, 2017)

Brand associations comply to create perception in consumers. (Carnie, 2018) After having observed the framework theories in relation to luxury brands it's evident that consumes prefer the use of these prestigious brands or products to feel superior and valued. (P. Shukla and K. Purani , 2012) (Luciana A. Gil, Kyoung-Nan Kwon, Linda K. Good & Lester W. Johnson , 2012) Perception in luxury branding have a great significance of stimulating a haute "perceptual process" (Carnie, 2018) For example the branding of luxury haute couture often portrays an extravagant-luxe outlook paving the sensory receptors of sight and touch to be exclusive and lavish. (Carnie, 2018) Moreover the luxury fragrance market create the aspect of portraying affluent odors that often depict a story of luxe life and images in branding stories. (J. Figueiredo & V. Eiriz , 2021)

The cultural differences and culminating perception in terms of consumer behaviors and purchase decisions vary distinctly in relation to the Western and Eastern cultures. (Mike Wilman, 2014) South Asia, which consists of a majority of developing countries, has often dealt with poverty, economic recessions, political and social instabilities. The association of luxury brands-that usually originate in the Western culture is quite contradictory to the Eastern orientation. Recent studies have identified that South Asian consumers prefer the consumption of western oriented-luxury products due to many psychological attributes that emerge with the brand image, personality and identification. (Strutton, 2008)

 Upon completing the research study it was identified that t was identified that South Asian female consumers have a series psychological motives and emotions associated with the consumption of

luxury beauty care products. The results of the qualitative research study revealed that feeling of accomplished, feeling prestigious were common psychological associations that effected the purchase decisions of South Asian female consumers. Sentiments and emotions influence the purchase decisions of luxury products (J. Shan et al, 2016).Therefore these sentiments could be identified as the most common emotional connotations associated with the purchase decisions of the cohort of South Asian female consumers. The study further revealed the significance of an unidentified market segmentation (South Asian female consumers) who will have a greater possibility to sustain as a cohort of loyal customers to the brand. In fact, if this group of consumers were given a significant positioning the brands will be favored with a segmentation of long-standing, abiding group of consumers.

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Slave to the algorithm: Marketing's coercive or liberatory future?

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Summary Statement

Artificial intelligence (AI) is reshaping contemporary consumption whilst forming a provocative environment for consumers, technology providers, retailers, regulators, and advocates. AI is the core of algorithmic marketing. Concerns arise around low levels of risk mitigation at three levels: personal (e.g. privacy, equity), corporate (e.g. ethical responsibility, cyber security, regulatory compliance), and societal (e.g. market dependability, economic security, political stability). This paper explores the potential ubiquity, profundity, and complexity of the diverse possibilities that emanate.

Competitive Short Paper

Artificial intelligence (AI) is reshaping contemporary consumption whilst forming a provocative environment for consumers, technology providers, retailers, regulators, and advocates. In 2022, McKinsey and Company found that eight of the ten most prevalent uses for AI in business were in marketing and service operations. The research also highlighted that 'one thing that is concerningly consistent' is the low level of risk mitigation that organizations report. There is considerable AI application without due attention to extenuation.

AI technology is the core of Algorithmic Marketing (AM). With this, concomitant concerns arise around low levels of risk mitigation at three levels: personal (e.g. privacy, equity), corporate (e.g. ethical responsibility, cyber security, regulatory compliance), and societal (e.g. market dependability, economic security, political stability). These risks are counterbalanced by betterment for corporations and individuals, as AM is defined as "...the commercial use of complex mathematical algorithms based on AI techniques pivotal to driving improved marketing decisions for competitive differentiation among customers" (Galli, 2022, p.18).

AI enables increasingly pervasive and personalized marketing (Grewal et al., 2020). The outcomes can liberate *some* consumers with the knowledge and capability to make informed choices (André et al., 2018). However, AM constrains others, and potentially damaging behaviours they already exhibit are maintained or amplified (Relja et al., 2023). Therefore, while AM can provide individual benefits, it also displays consumption disadvantages, such as increased impulsive spending (Hermann, 2022) and amplified financial vulnerability. These potentialities create divergent socioeconomic outcomes for different consumers (Pellandini-Simányi, 2023). Many of them may be "technological unconscious" (Thrift, 2005) of AM's impact on their life choices and chances but are embedded in the AM web.

AM also affords varied corporate and professional consequences (Kozinets & Gretzel, 2021). It is heralded as *the* tool to liberate meaning from big data, secure increased managerial decision-making effectiveness, and foster enhanced corporate performance (Volmar, 2022) across all aspects of marketing (Ngai & Wu, 2022). However, managers concurrently exhibit reticence, scepticism and voice ethical concerns concerning their job roles and customer outcomes (Herhausen et al., 2024). Such practices establish what academics have described as "outright manipulation and constrained self-determination" (Breidbach & Maglio, 2020, p.80). These challenges create unsustainable practices and interactions, potentially transforming power and agency relationships.

These complexities create a challenging "space"– arguably changing the relationships between actors, necessitating continued consideration (Relja et al., 2024). This attention includes the measures through which its potentially regressive outcomes (e.g. resource misintegration) can be curtailed (O'Loughlin et al., 2023) and its positive facets harnessed to foster mutual well-being. Therefore, the algorithmic engines of contemporary marketing are best understood as culturally created: "enacted by practices which do not heed a strong distinction between technical and non-technical concerns but blend them. In this view, algorithms are not singular technical objects that enter into many different cultural interactions but are rather unstable objects, culturally enacted by the practices people use to engage with them" (Seaver, 2017, p.5).

This paper explores the potential ubiquity, profundity, and complexity of the diverse possibilities that emanate from AM.

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Testing a tactile sensation-choice satisfaction model in online shopping

Aya Shaban

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Summary Statement

With the development of online shopping as a non-touch medium, shoppers can access limited sensory information about products before they purchase. There is usually a risk that consumers experience when they shop online, as they are unable to inspect products, which can adversely impact their online purchase intentions (Noei and Akbari, 2023).

Competitive Short Paper

Introduction

With the development of online shopping as a non-touch medium, shoppers can access limited sensory information about products before they purchase. There is usually a risk that consumers experience when they shop online, as they are unable to inspect products, which can adversely impact their online purchase intentions (Noei and Akbari, 2023).

Online product presentation formats (OPPFs) utilizing technology are defined as technologies that provide sensory input in the online shopping context. These technologies include product visualization technologies that have been recently applied by some online apparel retailers. It has been found that vicarious product touch through touch evoking product images elicits similar effects to those derived from an actual physical product touch (Pino et al., 2020). Research has shown that video clips, displaying tactile assessments of the product, are suitable compensation for the lack of touch in the online context and for consumers who have high need for touch (Kühn et al., 2020). This research examines the impact of the OPPFs on tactile sensations, customers' experience, and choice satisfaction (Shaban et al, 2024).

Research Model

This paper tests a model of the relationship between online store sensory environments and consumer responses using the stimulus-organism-response paradigm. The aim is to (a) examine the ability of three online product presentation formats (OPPFs) to induce tactile sensations, (b) identify the effect of tactile sensations upon choice satisfaction, and (c) examine the mediating role of cognitive effort and affective experience.

The results show that OPPFs of zoom image and video did allow shoppers to experience greater tactile sensations than merely looking at a static image suggesting that these technologies enabled better understanding of the fabrics. Videos are found to induce the greatest tactile sensations followed by zoom image, whereas static image is found to induce the least. Furthermore, the more tactile sensations consumers experience while shopping online, the higher their emotional experience, resulting in lower cognitive effort and higher consumer choice satisfaction. Affective experience is found to mediate the tactile sensations and choice satisfaction relationship.

Implication for practice

The study offers practical results from which small to medium sized, or new start-up, online clothing retailers can benefit. The study shows the advantages of using OPPFs such as videos and zoom images to display products online that have touch related experience attributes, as they can assist shoppers by enhancing the sensory buying experience. Such online retailers may not be able to afford the investment in more complex and costly advanced technologies such as the use of augmented reality in virtual mirroring. Online clothing retailers can rely on these technologies to compensate shoppers for the lack of touch.

This study helps online apparel retailers to understand that OPPF technologies not only help consumers make online decisions, but also affect their satisfaction with their choices. Finally, this

study highlights to online apparel retailers the importance of OPPF technologies in improving the online customer experience, as these technologies can improve consumers' affective experience while shopping online.

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The Pervasive Instability of Online Sustainable Shopping

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Summary Statement

This research advances a theorisation of the practice transformation processes that sustainably-oriented fashion consumers enact when attempting to shop sustainably online. Fostering consumption change towards better sustainability is deeply challenging, despite the growth of consumer concern about climate change (Mukendi et al., 2020; Mukendi and Henninger, 2020).

Competitive Short Paper

This research advances a theorisation of the practice transformation processes that sustainably-oriented fashion consumers enact when attempting to shop sustainably online. Fostering consumption change towards better sustainability is deeply challenging, despite the growth of consumer concern about climate change (Mukendi et al., 2020; Mukendi and Henninger, 2020).

Sustainably-oriented consumers' pro-environmental behaviours are context-specific and can be contradictory (Spaargaren, 2013; Carrington et al., 2014). Accordingly, recent research suggests that sustainability is not part of fashion consumption, even for consumers with positive 'eco-attitudes' (Magnuson et al., 2017; Olson, 2022). Sustainability is perceived to conflict with the wide choice, low price and fast cycles that consumers expect from fashion retailers (Perry and Chung, 2016; Rausch and Kopplin, 2021) and the hedonic values it fosters.

Existing research illuminates how sustainably-oriented fashion consumers are increasingly boycotting fast fashion and forming prosumer communities (Alhashem et al., 2020; Cervellon and Wernerfelt, 2012; Shen et al., 2014). However, scant research exists on the experiences of sustainably-oriented fashion consumers who continue to navigate the challenges of fashion shopping online (Connell, 2019). Indeed, increasing numbers of people buy fashion online (Guillen-Royo, 2019) and there is growing infusion of marketing and retail with social media, which presents increasing opportunities for consumers to engage passively with fashion marketing and shopping (Nash, 2019). Further research is needed to examine what changes are required to online shopping practices in order to foster more sustainable consumption and marketing. Therefore, in this work we address the following research question: *how do sustainably-oriented consumers enact online shopping practices, and how are their attempts at sustainable shopping enabled or constrained?*

We address our research question using a practice theories lens (Warde, 2005), understanding online fashion shopping as a practice performed through the integration of fashion competences,

the digital-material arrangements of online platforms and the shared cultural understandings about what it means to 'do' online fashion shopping. We focus on the way online fashion shopping is configured to understand how sustainability is locked out. Through five phases of interpretive qualitative research including 58 participants, our findings show that sustainably-oriented fashion consumers accrue a habituated 'reflexive commitment to sustainability'. This destabilises routinised online fashion practices, which can no longer be enjoyed as pleasurable, exciting and impulsive. Adaptation is attempted in various ways, guided by new 'rules' including a shift from scrolling to searching, and constricted brand constellations. Yet, sustainable online fashion shopping fails to gain traction and remains unsettled and unsatisfactory, in part due to the continuous accrual of knowledge and scepticism that fuels enhanced reflexive commitment to sustainability, and in part due to the difficulties consumers face when trying to integrate alternative sustainable goals with available online shopping practice elements.

This work contributes an original understanding of the challenges that sustainably-oriented fashion consumers face as they attempt to shop online in more sustainable ways. This contribution is significant, as it can help devise interventions and policies to support the demand for sustainable fashion and enable the fashion industry to "change its unsustainable nature" (McNeill and Moore, 2015, p.212).

This research advances a theorisation of the practice transformation processes that sustainably-oriented fashion consumers enact when attempting to shop sustainably online. Fostering consumption change towards better sustainability is deeply challenging, despite the growth of consumer concern about climate change (Mukendi et al., 2020; Mukendi and Henninger, 2020).

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Empowering sustainability through the power of AI: How can AI technologies be used
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Widely acknowledged for its prospect in addressing problematic marketing and consumption practices (Prothero et al., 2011; White et al., 2019), "sustainable consumption" (SC) has been questioned as a misnomer. In this vein, scholars have debated whether there is such thing as consuming in a sustainable/ethical manner (Kotler, 2004), have questioned consumers' appreciation of ethics/sustainability in consumption (Carrigan, 2017; De Pelsmacker et al., 2005) and raised issues with its misuses through corporate 'high-jacking' for profit (DesJardins, 2016; Peattie & Crane, 2005). The introduction of Sustainable Development Goal 12, which promotes responsible consumption and production, has re-asserted the legitimacy of SC as both a practical approach to guide business strategies and a significant research domain. Within SC, research has examined topics such as consumption of organic (e.g. Parashar et al., 2023), green (Peattie & Crane, 2005; Sharma, 2021), carbon-neutral (Ali et al., 2023) and Fairtrade products (Gillani et al., 2021), adoption of sustainable lifestyles (Pettifor et al., 2023), re-evaluation of fast-fashion (Chi et al., 2021), circular economy (Elzinga et al., 2020; Verleye et al., 2023), and degrowth (Lloveras et al., 2022).

AI technologies, such as chatbots, service robots, Augmented Reality (AR) and Virtual Reality (VR) have revolutionised the retail and service sectors in providing additional consumer touch-points and a wider range of consumer services. Retailers use AR functions within shopping apps to help consumers visualise purchase decisions. For example, the IKEA app augments furniture into a room through the user's camera screen, whilst the Dulux app augments paint colour options on a user's wall. Although research is beginning to recognise that technology can be used to encourage consumers to engage in SC decision-making (Laukkanen et al., 2022), the overall understanding of the impact of AI on SC is limited.

Although AI technologies can discourage physical purchases and, thus, advance sustainability, a reverse effect may also emerge. Research shows that the integration of AR may inspire impulse buying (Bottger et al., 2017) and drive positive purchase behaviours (Nikhashemi et al., 2021). For example, consumers using the IKEA app may use it as an idea generator and browsing tool which could increase spontaneous/unplanned purchases (Chen et al., 2022; Trivedi et al., 2022). As such, this workshop aims to bring together scholars with an interest in research that intersects the SC – AI domains to stimulate ideas and conversations around the role of AI within the striving for a sustainable future.

*References available upon request