

Developments in Marketing Science:
Proceedings of the Academy of Marketing Science

Bruna Jochims
Juliann Allen *Editors*

Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs

Proceedings of the 2022 AMS Annual
Conference, May 25-27, Monterey, CA,
USA



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**Developments in Marketing Science:
Proceedings of the Academy
of Marketing Science**

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Bruna Jochims • Juliann Allen
Editors

Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs

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AMS Annual Conference,
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Editors

Bruna Jochims
Marketing
SKEMA Business School
Lille, France

Juliann Allen
College of Business Administration
Nicholls State University
Thibodaux, LA, USA

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Preface

The Academy of Marketing Science was founded in 1971, held its first Annual Conference in 1977, and has grown and prospered ever since. The relevancy of the Academy's mission and activities to our chosen target market of the marketing professoriate has been a key factor in attracting the discipline's best and brightest from all over the world.

The revised Articles of Association of the Academy, approved by the Board of Governors in the spring of 1984 and by the general membership in the fall of that year, define the mission of the Academy as follows:

1. Provide leadership in exploring the normative boundaries of marketing, while simultaneously seeking new ways of bringing theory and practice into practicable conjunction.
2. Further the science of marketing throughout the world by promoting the conduct of research and the dissemination of research results.
3. Provide a forum for the study and improvement of marketing as an economic, ethical, social, and political force and process.
4. Furnish, as appropriate and available, material and other resources for the solution of marketing problems, which confront particular firms and industries, on the one hand, and society at large on the other.
5. Provide publishing media and facilities for fellows of the Academy and reviewer assistance on the fellow's scholarly activities.
6. Sponsor one or more annual conferences to enable the fellows of the Academy to present research results; to learn by listening to other presentations and through interaction with other fellows and guests; to avail themselves of the placements process; to conduct discussion with book editors; and to exchange other relevant information.
7. Assist fellows in the better utilization of their professional marketing talents through redirection, reassignment, and relocation.
8. Provide educator fellows with insights and resources as may be available to aid them in the development of improved teaching methods, materials, devices, and directions.

9. Seek means for establishing student scholarships and professional university chairs in the field of marketing.
10. Offer fellows of the Academy status to business and institutional executives and organizations.
11. Modify the Academy's purpose and direction as the influence of time and appropriate constructive forces may dictate.

Lille, France
Thibodaux, USA

Bruna Jochims
Juliann Allen

Acknowledgments

This book contains the full proceedings of the 2022 Academy of Marketing Science (AMS) Conference – Annual. This conference celebrates marketing as the most optimistic business discipline under the theme “Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs.” This volume focuses on the ways marketers can serve customers, satisfy their needs, and help them look forward with optimism amid the gloomy present times and pessimistic predictions.

The Academy of Marketing Science would like to acknowledge the individuals who have made the conference a success. Special recognition goes to the Annual Conference co-chairs, Gregory Kivenzor and Weiling Zhuang. An incredible commitment is necessary to coordinate and organize a conference of this measure. Further, track chairs were essential in encouraging submissions, managing the review process, and organizing session details.

Lastly, the Academy of Marketing Science extends sincere appreciation to all authors who submitted and presented their research and contributed as reviewers and session chairs. In addition, the success of the meeting depended on tireless volunteers including the AMS officers and directors. Gratitude is also extended to the AMS home office who diligently worked behind the scenes to ensure the success of the event. Thank you to all attendees from around the world who made this conference another special AMS event. The 2022 Academy of Marketing Science Conference – Annual would not have been possible without the support of all of these individuals.

Bruna Jochims
Juliann Allen

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Leveraging Similarity and Congruency for Persuasive Sensory-Based Communication: An Abstract



Margot Racat, Mathieu Kacha, Brad D. Carlson, and Sonia Capelli

Abstract Similarity and congruence have been identified to play key roles into persuasive communication and consumers processing of information (Germelmann et al., 2020; Huang et al., 2021). On the one hand, the concept of similarity is central to perceptual processes and sciences of knowledge (i.e., categorization, memorization, etc.) (Tversky, 1977) and has been used under different names as “proximity, resemblance, communality, representativeness, and psychological distance” (Tversky et al., 1978), among others (Taylor & Hummel, 2007). On the other, in the marketing literature, the concept of congruence with its relative denomination - i.e., congruency, congruity, match, fit, resemblance, etc. - has emerged and brought confusion with the concept of similarity (Bèzes & Mercanti-Guérin, 2017). Indeed, literature shows that measurements of similarity and congruence are interrelated, and, particularly, congruence appears to be often measured with wordings relating to similarity (see Martin et al., 2005; Swaminathan et al., 2007). Besides, formal definition of congruence is scarce in the literature (Maille & Fleck, 2011).

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M. Racat (✉)
IDRAC Business School, Lyon, France
e-mail: margot.racat@idraclyon.com

M. Kacha
Université de Lorraine, Nancy, France
e-mail: mathieu.kacha@univ-lorraine.fr

B. D. Carlson
Saint Louis University, St. Louis, MO, USA
e-mail: brad.carlson@slu.edu

S. Capelli
University of Lyon, Lyon, France
e-mail: Sonia.capelli@uni-lyon3.fr

Evolving consumers environments (i.e., physical, hybrid, and virtual) and the faster pace of sensory-enabling technologies brought to the market (i.e., stimulation of the senses) (Basdogan et al., 2020; Rekik et al., 2017) allow researchers to dig deeper the understanding of underlying perceptual processing of information preceding cognitive and mental stages (Barsalou, 2010).

Indeed, computer-mediated environments have created tangible frontiers enabling to dissociate and study the various stages of sensory information processing (Racat et al., 2021). For instance, the recent haptic technologies used into touchscreens interfaces (e.g., Apple Haptic Touch) enable researchers to study the sense of touch on its perceptual level via the interface ability to stimulate differently tactile sensations in line or not with the virtual content (Vezzoli et al., 2016). This is particularly relevant for online, distant and virtual consumption wherein shoppers use their experiences with offline purchases as a point of comparison between the virtual and physical representation of the targeted object. Therefore, the perceived similarity between these two experiences is likely to influence online shopping outcomes as well as the perceived congruency (Racat & Capelli, 2016; Weeks et al., 2008; Xu et al., 2013).

Following directions for construct clarification in marketing (Bergkvist & Eisinger, 2021), this paper aims to contribute to the conceptualization and measurement of similarity in marketing via the concept of sensory similarity. Using the hybrid environment as a field of exploration for the concept, we aim to dissociate the different processes between similarity and congruence in a persuasive communication context.

Keywords Similarity · Congruence · Haptic · Online environment · Grounded cognition

References Available Upon Request

The Effect of Immersive Technology on Second Chance Tourism: An Abstract



Amela Dizdarevic and Alice Crépin

Abstract Our study aims to investigate the effects of Virtual Reality (VR) on donation of time and money in the context of second chance tourism. We build on prior research investigating hypothetical charitable-donation intention. Hereby, we follow the call for future research to examine the practical effects of VR on money and time donation by means of investigating intended and actual charitable giving contributions.

In addition, we follow recent calls for research introducing the concept of second chance tourism for investigation by means of immersive technologies such as VR. Second chance tourism is conceptualized as second ‘life’ to destroyed or deteriorated destinations, attractions, sites or artefacts. In our research, we apply the concept of second chance tourism to the case of Notre Dame, damaged by a fire on the 15th of April 2019.

In summary, the main research question we aim to answer is if the application of VR can serve as effective marketing tool for second chance tourism by actually increasing time and money donations for destroyed or deteriorated destinations. As conceptual framework, we use the S(stimuli)-O(organism)-R(response) framework in line with recent literature on VR in marketing and tourism research. We conceptualize the VR experience as the starting point of a process that leads to emotional and cognitive internalization and consequently to behavior in the form of time or money donation in the context of second chance tourism.

The first and the second author acknowledge the support of the AMS-AFM Joint Research Initiative.

A. Dizdarevic (✉)
Aston University, Birmingham, UK
e-mail: dizdarea@aston.ac.uk

A. Crépin
ESSCA, Angers, France
e-mail: alice.crepin@essca.fr

We build our research along two empirical studies using lab-based VR experiments to investigate if the application of VR can serve as effective marketing tool for second chance tourism. Our study adds to the marketing and revitalization of deteriorated tourism attraction displaying a critical issue for tourism worldwide. By drawing on the case of Notre Dame, we conduct research that reflects a contemporary case of second chance tourism that is of theoretical as well practical relevance.

Keywords Immersive technology · Virtual technology · Second chance tourism · Stimuli-organism-response

References Available Upon Request

From Eerie to Aww: Embracing the Imperfect Side of Humans Can Improve the Consumer-Robot Interaction: An Abstract



Rae Yule Kim, Sandrine Heitz-Spahn, Nina Belei, and Rajiv Vaidyanathan

Abstract Interactions between consumers and humanoid service robots will soon be part of routine marketplace experiences. It is still unclear, however, whether consumers might react favorably to these humanoid robots. Previous findings have been inconsistent. Some studies showed that people experienced high sensory stimulation from interacting with service humanoids and subsequently evaluated their service experiences more favorably (Esch et al., 2020; Yam et al., 2020), while other studies showed that people felt stressed and timid by interacting with service humanoids, resulting in overall discomfort (Kim et al., 2019; Mende et al., 2019). Such discomfort is also referred to as the “uncanny valley” effect (Mori, 1970).

We wish to explore a novel route to counteract the uncanny valley effect. One solution to reduce the eerie response is to make the humanoids even more ‘like us,’ ironically (Hansen et al., 2005). Specifically, we seek to show that embracing the imperfect side of humans can improve the consumer-robot interaction, thereby dodging potential “uncanny valley” effects. In the field of social psychology, presenting ‘clumsiness’ tends to humanize social agents who are viewed as distant and superior and subsequently improve their likability (Aronson et al., 1966). Humans are not perfect, and humanoids do not have to be either. We seek to show that imper-

R. Y. Kim (✉)
Montclair State University, Montclair, NJ, USA
e-mail: kimr@montclair.edu

S. Heitz-Spahn
Université de Lorraine, Nancy, France
e-mail: sandrine.spahn@univ-lorraine.fr

N. Belei
Radboud University, Nijmegen, Netherlands
e-mail: nina.belei@ru.nl

R. Vaidyanathan
University of Minnesota, Duluth, MN, USA
e-mail: rvaidyan@d.umn.edu

fectness of machines as a function of appearing clumsy can rather improve human-robot interaction.

We predict that clumsiness of robots serves as low-power signals in human-robot interactions and helps reduce eerie responses since clumsiness might make the humanoids less threatening. Previous research suggests that people tend to trust service robots more when they feel more comfortable interacting with the robots (Pixteren et al., 2019). As we predict clumsy robots will make people feel more at ease and more in control (power) in human-robot interaction, it is expected that clumsy robots will also make people trust the robots more and subsequently be more favorable of the robots. Thus, paradoxically, people might find robots that make clumsy mistakes more likable if the ‘clumsiness’ of robots makes the robot appear less ‘eerie.’

Keywords Robots · Service · Anthropomorphism · Humanoids · Technology

References Available Upon Request

Perceived Quota Difficulty and Its Relevance to Ethical Decision-Making and Sales Performance: An Abstract



Ashmita Lamichhane, Kirby Shannahan, and Rachelle Shannahan

Abstract Sales are a fundamental aspect of any successful business and vital to firm survival (Guenzi et al., 2016). On the surface, it may look like salespeople's work is limited to making sales pitches of products/services to potential customers and generating sales revenue. However, the selling function involves so much more. It involves the complex role of constantly meeting sales goals, building customer relationships, and representing the company's interests while managing customer needs in highly competitive markets (Schwepker & Good, 2017). Often working in a relatively unsupervised environment with responsibility for customer acquisition and retention (Agnihotri & Krush, 2015). Salespeople are often evaluated based on short-term objectives, such as sales quota (Futrell, 2002). Because they are constantly trying to meet the sales goals and simultaneously represent multiple interests, salespeople are inevitably exposed to greater ethical dilemmas. Although numerous studies highlight the positive impact of moral judgment on ethical behavior and performance, they do not consider how a salesperson's view of their tasks may moderate this relationship. In this pilot study, we test the measures and run preliminary analyses to shed light on the relationship between salesperson perceived quota difficulty in ethical decision-making and sales performance. We examine perceived quota difficulty as a factor moderating the positive relationship between moral judgment and performance to explain why high moral judgment may not always lead to higher performance. Although it is not possible to infer any causal relationships from our preliminary analysis, our results suggest that when salespeople believe their quota to be difficult, they may try to find shortcuts to meet it. Thus, further empirical testing of the impact of perceived quota difficulty on the ethics-performance relationship could provide important insight for sales managers. With the advancement of technology and globalization, the reputational damage caused by salesperson ethical misconduct can be massive and detrimental to a

A. Lamichhane · K. Shannahan (✉) · R. Shannahan
Memorial University of Newfoundland, St. John's, NL, Canada
e-mail: alamichhane@mun.ca; kirbys@mun.ca; rshannahan@mun.ca

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company's revenue and long-term survival. Given the importance of ethical behavior in building a relationship and making sales, it is crucial to understand variables that may impact ethical decision-making and performance.

Keywords Sales quota · Ethical decision making · Sales performance · Sales

References Available Upon Request

Sales Management Just Got Brighter and More Resilient during Covid-19: An Abstract



PonMythili Muralidharan, Rajeshwari Krishnamurthy,
and Shibashish Chakraborty

Abstract Covid-19 has made an impact on almost all aspects of our daily lives and organizations are no different. As their revenues got reduced, there has been a strong imperative to look for additional sources of new businesses, while still catering to the existing customers. The approaches for both these are vastly different and the pandemic situation accentuated this complexity.

Among all the functions within an organization, the sales department has had to bear the maximum brunt during the crisis event of Covid-19. They were affected at several levels- employees lost their jobs as the revenues of organizations declined; almost all of them had to significantly strengthen their digital skills and had to cope with the new working arrangements. Facing customers with new and not very pleasant information daily led to lot of stress on sales people. Staying constantly wired internally with other departments, in terms of product modifications or revised terms and conditions for the business, was another reality. Though sales has changed from an operationally focused practice toward a strategically focused part of business strategy (Ingram et al., 2002; Jones et al., 2005; Leigh & Marshall, 2001; Storbacka et al., 2009; Williams & Plouffe, 2007), the Covid situation demanded high levels of both.

This qualitative study investigates the impact of the Covid-19 pandemic (waves 1 and 2) on sales management by conducting in-depth interviews of product and service personnel across three countries—namely, the United Kingdom, Malaysia, and India. We draw on the sales effectiveness framework (Zoltners et al., 2008) and other well-established sales literature to analyze our findings. During Covid-19, the sales function played a crucial role and served as the “eyes, ears, and hands” of busi-

P. Muralidharan (✉) · R. Krishnamurthy
Great Lakes Institute of Management, Chennai, India
e-mail: f15ponmythilim@iima.ac.in; rajeshwari.k@greatlakes.edu.in

S. Chakraborty
Indian Institute of Management, Ranchi, India
e-mail: shibashish@iimranchi.ac.in

nesses: sales personnel rallied 24/7 to ensure customer referrals, customer loyalty, and customer delight. The sales process was significantly digitized and all the selling steps underwent modification. Overall, organizations became more innovative, agile, productive, and profitable during the pandemic. We recommend the use of a theoretical conceptual framework modified for sales management during Covid-19; we also list a set of 22 sub propositions derived from five major propositions, for future validation.

Keywords Sales management · COVID-19 · Digitization · Salesforce resilience · Adaptive selling

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The Impact of Salesperson Intentions on Sales Training Transfer: An Abstract



Blake Runnalls, Douglas E. Hughes, and Pinar Kekec

Abstract As a result of constant technological changes and increased competition, selling knowledge is quickly outdated, so firms need to invest a considerable amount of money in training their salesforces (Association for Talent Development, 2020; Johnston & Marshall, 2016; Kauffeld & Lehmann-Willenbrock, 2010). The expectation is that training investments will increase employee performance and potentially lead to a competitive advantage through human capital development (Cannon-Bowers & Salas, 2001; Olson et al., 2018). Training transfer refers to “the degree to which trainees effectively apply the knowledge, skills, and attitudes gained in the context to the job” (Baldwin & Ford, 1988, p. 63); it also includes a trainee’s ability to adapt to novel or changing situational demands (Ford & Weissbein, 1997). Training must be transferred successfully for a training initiative to meet its objectives; however, only a small percentage of what is learned in training is transferred to the work environment, creating a so-called transfer problem (Baldwin & Ford, 1988).

Sales organizations represent an interesting context to examine training transfer because these firms rely on relatively autonomous salespeople to implement training content into their sales processes (Johnston & Marshall, 2016). Ultimately, the success of a firm’s training investments is dependent on salespeople’s decision to transfer training.

The Theory of Planned Behavior (TPB) (Ajzen, 1991) asserts that human action is guided by three beliefs: behavioral, normative, and control. The more favorable attitudes, subjective norms, and perceived behavioral control, the stronger are a person’s intentions to perform the behavior under consideration. Given that training

B. Runnalls · P. Kekec
University of Nebraska – Lincoln, Lincoln, NE, USA
e-mail: brunnalls2@unl.edu; runnalls2@unl.edu

D. E. Hughes (✉)
University of South Florida, Tampa, FL, USA
e-mail: dehughes1@usf.edu

transfer is an active human approach, TPB provides a strong theoretical framework to study how salespeople form intentions to transfer training. In line with TPB's rich history, we suggest that attitude, subjective norms, and perceived behavioral control influence a salesperson's effort to transfer training.

After collecting and analyzing training and survey data from the U.S. sales division of a multinational consumer electronics manufacturer, we found that subjective norms and self-efficacy are positively associated with training transfer intentions while attitudes are not. Moreover, we found that job involvement and experience were positively associated with training transfer intentions while tenure with the firm and job autonomy had a negative relationship with training transfer intentions. As expected, training transfer intentions were positively related to training transfer behaviors.

Findings from this research suggest that training content is less relevant than are colleagues' expectations and a salesperson's confidence toward training transfer. Our research findings reveal the importance of vertical and horizontal norms toward training transfer. This reinforces the need for "buy-in" from multiple levels within a firm's structure to maximize the benefits of training and the role that a salesperson's confidence plays in enhancing training transfer.

Keywords Sales training · Training transfer · Theory of planned behavior · Salesperson training

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Using Macromarketing to Teach Business Sustainability: An Abstract



Mark Peterson

Abstract The first macromarketing seminar held in 1976 represented a first attempt to “hack the system” of business schools to bring a societal focus to the teaching of marketing. This effort resulted eventually in macromarketing becoming a major field of the marketing discipline. Today, forces outside the business school are pointing business schools to broaden their curricula to include social responsibility in the form of macromarketing, sustainability, and marketing for a better world. The purpose of this article is to discuss the challenges and opportunities of teaching macromarketing and sustainability concepts to business students so that more macromarketing managers would develop and exert their influence in marketplaces around the world. Important points include (a) the imperative for macromarketing-minded educators to advocate for curriculum changes in their own business schools, and (b) the need for macromarketing-minded educators to become more capable teachers of macromarketing and sustainability content with students more skeptical about such content. This article offers a constructivist approach to setting the stage for students engaging macromarketing and sustainability content for the first time. Embracing the paradox of managerial macromarketing and integrating experiential learning highlight this approach. In sum, a class combining a comprehensive treatment of macromarketing content can boost learning by improving students’ abilities to develop abductive reasoning skills for developing plausible explanations when problem-solving in the ambiguous situations faced by firms pursuing sustainability today. As part of learning managerial macromarketing, students must assess their own attitudes and beliefs about the interplay of marketing and society. Because such learning would be focused on critical thinking—rather than indoctrination—students must make up their own minds about the degree to which firms can adopt managerial macromarketing. An experiential learning project, such as the Conscious Capitalism, can make the tensions involved in pursuing multiple goals for a

M. Peterson (✉)
University of Wyoming, Laramie, WY, USA
e-mail: markpete@uwyo.edu

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sustainability-oriented business understandable in ways unlike others available to educators.

Keywords Macromarketing · Sustainability · Sustainability pedagogy · Responsible management education · Business sustainability

References Available Upon Request

The Role of Entrepreneurial Competencies in Enterprise and Marketing Pedagogy: Lessons from Business Start-Ups: An Abstract



Nicky Kinsey and Vita Kadile

Abstract While scholars have put considerable efforts into identifying various characteristics, traits, and cognitive styles associated with entrepreneurial success (Baron, 2008; Man et al., 2002), scant research attention has been given to how competencies required by entrepreneurs to successfully start and run small and medium sized businesses (SMEs) are taught in enterprise and marketing curricula. While entrepreneurship and marketing have been usually considered as two separate academic disciplines, the interdisciplinary approach has been found to provide an exciting research outlet (Hills et al., 2008), especially when applied to the marketing activities of SMEs or start-ups. Defined as the “marketing of small firms growing through entrepreneurship” (Bjerke & Hultman, 2002, p. 15), entrepreneurial marketing (EM) reveals that entrepreneurial firms have a different set of marketing competencies and skills that typically include a greater understanding of customer needs, market trends, and market positioning, just to name a few (Hills et al., 2008). EM as an integrative construct synthesizes critical aspects of marketing and entrepreneurship into a complete conceptualization, where marketing becomes a facilitating process by which firms can act entrepreneurially (Morris et al., 2002). As a result, competencies taught to prospective entrepreneurs and marketers should not be separated or detached.

In response to a call for more research on competence-related pedagogical methods of entrepreneurship education (Nabi et al., 2017) coupled with alarming economic insights from the pandemic-scarred economies (ONS, 2020), the purpose of this study is to examine which entrepreneurial and marketing competencies serve as key in starting and running a business. Drawing from a competence-based model of entrepreneurship (Morris et al., 2013), our study focuses on reshaping the current version of this model from a theoretical standpoint (informed by primary research and practice insights) to increase its practical relevance and explore novel ways of

N. Kinsey (✉) · V. Kadile
University of Leeds, Leeds, UK
e-mail: n.kinsey@leeds.ac.uk; v.kadile@leeds.ac.uk

its application to enterprise and marketing pedagogy. Using an extensive secondary data analysis of industry insights and educational offerings, we apply a mixed-methodology approach to primary data. Through a sample of UK entrepreneurs in a series of interviews and survey questionnaires, this study reveals which competencies are crucial for business establishment, its marketing, nurture, and growth. The findings of this research are expected to advance the understanding of nascent entrepreneurship from a pedagogical standpoint to equip educators with effective ways of teaching and developing relevant entrepreneurship and marketing competencies. Thus, resulting implications are relevant for theory, pedagogy, practice (entrepreneurs and marketeers), and education policy makers.

Keywords Entrepreneurial competencies · Marketing competencies · Competence-based model · Marketing pedagogy · Enterprise pedagogy · UK entrepreneurs

References Available Upon Request

Business Ties, National Institutions, and Firm Performance: An Abstract



João S. Oliveira, Eleni Lioliou, and John W. Cadogan

Abstract A firm's relationships with business partners (distributors, suppliers, strategic partners) are critical in predicting firm performance (Samaha et al. 2014). There is, however, a lack of understanding of whether and how the impact of such business ties on firm performance varies across a range of levels of institutional variables. The reason for this shortfall in knowledge is that studies which investigate the impact of business ties on business outcomes are based on samples of firms from one country (or two, at most). This constitutes a critical problem for theory development as scholars have stressed the importance of national-level institutions in shaping the impact of resources on firm performance. Specifically, resources that are valuable, rare, and difficult to imitate in one context may turn out to be non-valuable, abundant, and easy to imitate in other contexts (Brouthers et al. 2008).

To address this critical shortfall in knowledge this study develops and tests a multilevel model of the link between business ties and business performance, which examines the interplay among firm-level business ties and national-level institutional variables in predicting firm level profit performance. Specifically, the study examines two of Hostede's (2001) cultural dimensions, namely power distance and uncertainty avoidance, as well as government decision-making effectiveness as moderators of the relationship between business ties and performance. Findings from a multi-country sample show that the positive impact of business ties on performance is weaker in countries with greater levels of power distance. In addition, business ties are very beneficial for performance in countries where effectiveness of

J. S. Oliveira (✉)

University of Essex, Essex, UK

e-mail: joao.oliveira@essex.ac.uk

E. Lioliou

Queen Mary University of London, Greater London, UK

e-mail: e.lioliou@qmul.ac.uk

J. W. Cadogan

Loughborough University, Leicestershire, UK

e-mail: J.W.Cadogan@lboro.ac.uk

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government decision-making is low. However, the positive impact of business ties on performance is hindered as government decision-making effectiveness increases and is even negative in countries that have highly effective governments. Therefore, a firm's investment in business ties should be revisited over time to guarantee that the firm maintains a fit between its level of business ties and the characteristics of the institutional contexts in which it operates.

Keywords Business ties · Institutional environment · Firm performance

References Available Upon Request

“Come to Us, We Have Scooters” – Electric Scooter Sharing and Closed-Campus Micromobility: An Empirical Study on Usage Patterns in Different Pandemic Scenarios



Meike Grimme, Gabriel Yuras, and Marc Kuhn

Abstract Shared micromobility concepts, such as electric scooter sharing (ESS), are experiencing explosive growth and adoption in urban centers. An interesting subcategory with only little research attention is the closed-campus micromobility. The scientific literature is lacking in providing evident insights into consumers' behavior in closed-campus micromobility services, especially with respect to the effects of disruptive, threatening events, such as a pandemic. With particular regard to variations of threat severity, this article aims to identify temporal and spatial usage patterns for a closed-campus ESS service of an urban multi-location organization in Stuttgart, Germany. Using the Protection Motivation Theory and the Fundamental Motives Framework for Consumption, the analysis of user data indicates that, in contrast to findings of preliminary studies, the pandemic do heavily affect temporal and spatial usage patterns of closed-campus ESS: The hard lockdown decreases the frequency of ESS use, but only slightly the range of motion. The mobility behavior in the weekly overview varies greatly in the different pandemic scenarios. Roundtrips, however, consistently dominate at every stage, compared to one-way trips. In addition, the study enables to characterize consumer types of closed-campus ESS.

Keywords Electric scooter sharing · ESS · Closed-campus · Micromobility · Usage pattern · Disruptive · Threat, pandemic · Protection motivation · German

M. Grimme (✉) · G. Yuras · M. Kuhn
Baden-Wuerttemberg Cooperative State University, Stuttgart, Germany
e-mail: meike.grimme@dhbw-stuttgart.de; gabriel.yuras@dhbw-stuttgart.de;
marc.kuhn@dhbw-stuttgart.de

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Introduction

Electric micromobility sharing increasingly gain in relevance for policymakers, mobility industry and researchers. They can potentially reduce traffic congestion, greenhouse gas emission and improve individual transport flexibility (Eccarius & Lu, 2020; Liao & Correia, 2020; Rayaprolu & Venigalla, 2020). Especially electric scooter sharing (ESS) are experiencing explosive growth and adoption in urban centers (McKenzie, 2019; Shaheen et al., 2020). The two- or three-wheeled e-scooters have gained attention due to their quick and effective impact in attracting many users in a relatively short time (Almannaa et al., 2021).

In the meanwhile, the Covid-19 pandemic heavily affected the usage and consumer behavior of micromobility sharing. Consumers use products and services more consciously, are increasingly concerned about health risk, social or ecological impact and actively support local businesses (Kim et al., 2021). The pandemic has highly disrupted mobility and consumption patterns, in particular usage patterns with social, ecological and local impact (Kim et al., 2021; Rayaprolu & Venigalla, 2020). In this context, an interesting subcategory of micromobility with only little research attention is electric scooter sharing (ESS) in an intra-organizational context, such as closed-campus solutions, where organizations with large or multiple locations provide e-scooters to their employees/members. These closed-campus micromobility services serve not only as means of transportation to get from one location to another more quickly and flexibly, but also as attractive employee benefit. This article analyzes consumer behavior data of a closed-campus ESS in an urban environment in Germany. It is likely that disruptive, threatening events occur fundamental changes in micromobility behavior, however little is known about the effects of different threat factors in this context, as well as about the extent of behavioral changes in different threat scenarios. Urban micromobility services could be preferred to traditional public transportation on the one hand due to their outdoor use where social distance can be maintained. On the other hand, it could also move towards zero, since sharing objects with strangers is perceived as a risk. This work identifies usage patterns of closed-campus ESS services in different threat scenarios (here: pandemic lockdown scenarios). The analysis can contribute to a deeper understanding about micromobility sharing during disruptive, threatening events.

Currently, only little is known about the impact of disruptive, threatening events on consumers' micromobility behavior. Additionally, the clear lack of evident insights into behavioral patterns in closed-campus micromobility represents a second research gap. This paper sheds light on the effects of disruptive, threatening events, such as a pandemic, on consumers' micromobility behavior. We exemplify our analysis using an internal field laboratory of a closed-campus ESS service in the city of Stuttgart, Germany, and investigate usage patterns before and during different threat scenarios. A previous study by McKenzie (2019) already investigated spatial and temporal usage patterns of ESS in Washington, D.C. With our article, we successively build on this preliminary work by applying it to an urban multi-location

campus in Germany, in addition with a disruptive, threatening event in the form of a global pandemic. Our data analysis addresses the following two research questions:

RQ1: Which temporal and spatial usage patterns of electric scooter sharing (ESS) can be identified in scenarios of varying threat severity?

RQ2: Which consumer types characterize closed-campus ESS?

In order to answer the research questions, this paper is structured as follows: First, we provide an overview of the research literature addressing micromobility and ESS usage patterns. Second, we describe the theoretical embedding, present the methodology and current findings of this study. Finally, we discuss practical and theoretical implications, limitations of the study and provide suggestions for further research opportunities.

Literature Review and Theoretical Embedding

Recent research literature about micromobility is increasingly devoted to the demand, use and potential impacts of micro-vehicles (Liao & Correia, 2020). The International Transport Forum (ITF) defines micro-vehicles as “vehicles with a mass of no more than 350 kg (771 lb.) and a design speed no higher than 45 km/h” (Santacreu et al., 2020), such as bicycles, e-bikes and pedelecs, e-scooters, kick scooters/bikes or skates (Santacreu et al., 2020; Oeschger et al., 2020). The research literature addresses so far different aspects of micromobility, such as impact (Cottam et al., 2021; Elliot & Susan, 2016; Ma et al., 2019; Shaheen et al., 2013), usage (Caspi et al., 2020; Hardt & Bogenberger 2019; Jing et al. 2021; Reck et al., 2021) or travel behavior (Arnell, 2019; Buehler et al., 2021; Stocker et al., 2016). A selection of studies already investigated usage patterns of e-scooters and e-bike sharing in different contexts (Jing et al., 2021; McKenzie, 2019, 2020; Rodríguez, 2021; Talavera-Garcia et al., 2021).

A few shared micro- or e-mobility studies include the Covid-19 pandemic in their analysis of consumer data. For example, Almannaa et al. (2021) explored the perception of ESS in Saudi Arabia with respect to the pandemic. Approximately half of the 439 respondents believed that Covid-19 would not affect their willingness to ride e-scooters. The study additionally showed that gender, age and the use of ride-hailing services play an important role in respondents’ willingness to use ESS. Li et al. (2020) discussed variations of micromobility behavior before and during the Covid-19 pandemic in Switzerland and found that passengers use micromobility services for longer distance and duration in pandemic times than before. At the meanwhile, the pandemic had only a slight influence on the use of e-scooter services.

Overall, micromobility studies with relation to the pandemic only addressed publicly accessible services so far. Usage patterns of closed-campus micromobility systems, especially with respect to the effects of a pandemic, have not yet been part of the scientific discourse. The preliminary work of McKenzie (2019) forms an

essential foundation to our study findings. His comparison of usage patterns of e-scooter- and bike-sharing in Washington D.C. shows clear differences in the temporal and spatial dimensions. Although the study does not relate to a disruptive, threatening event, the results indicate relevant insights about ESS usage, e.g. that there is a mid-day peak of use and that the mean duration of ESS trips is roughly 5 min.

In summary, we identified the literature gap that studies about micromobility usage patterns mainly refer to public ESS services so far. The literature is lacking in insights on the use of closed-campus micromobility. In addition, previous research does not consider in their theoretical embedding the impact of disruptive, threatening events, such as a pandemic, on micromobility behavior and on how consumers respond to protect themselves from the threatening situation. A deeper understanding is needed at the intersection of threat scenarios and upcoming behavioral changes towards health-oriented and sustainable mobility (Marquart & Schuppan, 2022). Therefore, we derived a set of relevant research variables from recognized consumer behavior theory referring to outstanding threatening events.

Protection Motivation Theory (Maddux & Rogers, 1983; Rogers, 1975): The Protection Motivation Theory (PMT) is a model of disease prevention/health promotion and investigates the effect of fear appeals on persuasion. It has generated research for several decades (Floyd et al., 2000) and delivers constructs affecting consumer decision-making in times of emergency or disease. Selected constructs can be applied very well to consumers' micromobility behavior in outstanding situations with an increased need for protection, such as a pandemic (Cismaru & Lavack, 2006; Kim et al., 2021). Especially the constructs *vulnerability*, *severity*, *efficacy*, and *costs* are empirically proved to have an impact on persuasion measures (Cismaru & Lavack, 2006) and need to be taken into consideration for evaluating the effects of a pandemic on the consumers' micromobility behavior. It is critical to holistically study the PMT constructs regarding the emotional response and changing behavioral patterns that have emerged during the pandemic (Kim et al., 2021). Our findings are supposed to be the first to use PMT constructs for micromobility research and to provide relevant guidance for introducing PMT constructs in mobility behavior.

Fundamental Motives Framework for Consumption (Griskevicius & Kenrick, 2013): The framework of fundamental motives for consumption (FMFC) considers consumer motivations from an evolutionary perspective. It identifies a set of functionally discrete motivational states linked to self-protection and mating and presents seven variables with impact on the choice of consumption (Kenrick et al. 2010): (1) *evading physical harm*, (2) *avoiding disease*, (3) *making friends*, (4) *attaining status*, (5) *acquiring a mate*, (6) *keeping a mate*, and (7) *caring for family*. In terms of our database and research questions, the constructs for self-protection (*evading physical harm* and *avoiding disease*) can serve as framework constructs.

Methodology

The database to this study comes from an internal field laboratory “DHBW Drive” of the Baden-Wuerttemberg Cooperative State University (DHBW). It has been implemented in cooperation with two industry partners (MIMO drive, EAR Innohub) and represents the first e-scooter sharing system in a German closed-campus university environment. Approximately 7000 students and 400 employees can freely move between five campus locations (mobility hubs) located ca. 1500 m (5000 ft) one of each other. The users can ride and park the scooters temporal/spatially freely as well as free of charge. However, the trips must start and end in one of the DHBW mobility hubs on the university campuses. To use one of the 70 e-scooters, users must register with a university email address in an app available for Android and iOS. At the mobility hubs, the e-scooters are charged using an in-house developed docking system. Over the first data collection period, October 2020 to February 2021, more than 1200 students and university staff registered, over 2000 bookings were made, and ca. 9000 km (5600 miles) were covered.

We have split our analysis in four investigation periods according to the different pandemic stages in Germany, defined by the trade union “Erziehung und Wissenschaft” Baden-Württemberg (GEW) (Baden-Württemberg, 2021). Table 1 describes the different pandemic stages, investigation periods and project dates.

Among others, the data collection included logs for users (age, gender, user ID), trips (start/end times, location, trip length, trip duration) and vehicles location (scooter reports with latitude and longitude coordinates, actual active trips). During the DHBW Drive registration process, we asked the users for authorization to use their personal and mobility data in an anonymized form for research purposes. The sample includes 1231 valid users (Sept 2021). DHBW Drive project staff members did not enter the sample. In the study project period (Oct 13, 2020 – Jan 31, 2021), 70 two-wheeled e-scooters by Segway were used, 2454 trips were made and a sum of 861,576 vehicle data points (latitude, longitude, time markers, reservation status) were collected. The anonymized data were locally analyzed using MATLAB (R2020b) routines developed for this study.

Table 1 Investigation periods/pandemic stages and project dates

Investigation periods	
Oct 13, 2020	Before lockdown (until Nov 1, 2020): Project start, no restrictions from government.
Nov 2, 2020	Soft lockdown (until Dec 15, 2020): Social contacts limited to ten people in Stuttgart, gastronomy, sports and culture closed, schools and daycare centers open, second online semester at universities.
Dec 16, 2020	Hard lockdown 1 (until Jan 4, 2021): Only shops for daily needs open, Christmas in a small circle, no sale of fireworks, evening/night curfew (also on New Year’s eve).
Jan 5, 2021	Hard lockdown 2 (until Jan 31, 2022): Extension of restrictions, additionally schools and day-care centers closed.

Results

The users are 1231 registered persons, 28% female and 72% male, with a mean age of 22.6 years (SD = 6.05 years). They consists of 1169 students and 62 university employees. In the subsample of inactive users (who got inscribed, but never used the system), we count slightly more females (31%) than in the subsample of active users (24% female).

On average, trips are 25 min and 4.3 km (2.7 miles) long. Thereby the duration ranges from 1 min up to 3 h; the distance ranges from less than 1 km up to 27 km (<0.6–16.8 miles). The most frequently traveled distance was between 0 and 1 km (0–0.6 miles) (23%), the second between 1 and 2 km (0.6–1.2 miles) (19%). This supports previous findings that e-scooters are particularly strong for the “first/last mile” (Liao & Correia, 2020; Smith & Schwietermann, 2018), including closed-campus e-scooters. In this context, e-scooters offer more benefits for the “first/last mile” than public transport or walking (Liao & Correia, 2020), since these closed-campus scooters are free of charge (*costs*) for university members and generally faster than walking (*efficacy*).

Comparing usage in the different pandemic stages, it is noticeable that before lockdown the most used times of the week were Thursday afternoon, Wednesday mid-day/afternoon, Monday mid-day/afternoon and Saturday night (simultaneous scooters usage of 12 and more). In total, Thursday was the day with the highest number of bookings over the week.

During the soft lockdown, the most used times of the week were Monday/Tuesday/Thursday mid-day and Sunday afternoon (simultaneous scooters usage of 9 and more). However, in total, the day with the most bookings on average during soft lockdown was Friday.

In hard lockdown 1, Monday afternoon, Wednesday afternoon and Friday afternoon became the times of the week when most scooters were used simultaneously (6 and more). In summary, Monday was the most popular day for the scooter usage during this period. The usage decreased sharply in hard lockdown 2. The most frequent times were Saturday afternoon and Friday mid-day (5 and more). Saturday appears as the most popular day for ESS usage during hard lockdown 2.

Looking at the number of daily bookings in the pandemic, it is apparent that during the project start phase in October 2020, we recorded the highest scooter usage. End of November 2020 shows a short collapse of bookings, which interestingly bounce slightly back in the beginning of December 2020. This may be explained by the fact that Covid-19 incidence levels and, consequently, the perceived *severity* of the disease increased rapidly during this period. Before lockdown, we count 938 trips per week and 197 weekly trips during soft lockdown. The hard lockdown 1 records 111 trips per week, while the hard lockdown 2 only comes to 44. Figure 1 shows how the usage decreases continuously during soft lockdown, hard lockdown 1 and 2. The assumption is reasonable that this is due to the fact that users felt a higher *vulnerability* and tried to *avoid disease* and to *evade physical harm* by moving through the city center only when justified.

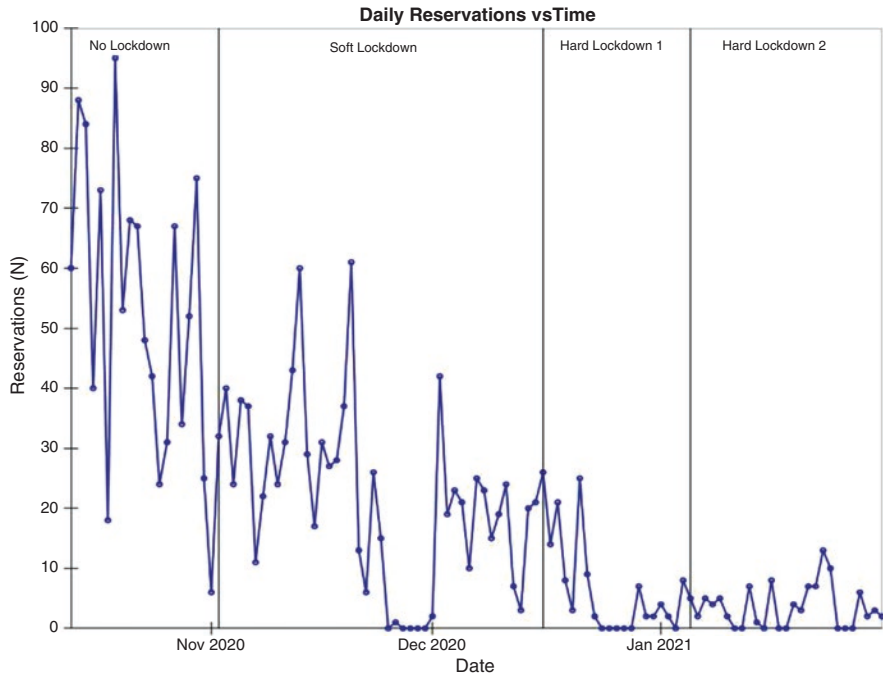


Fig. 1 Covid-19 lockdown effect on usage

It is noteworthy at this point, that in all four stages of the pandemic, roundtrips heavily predominate, compared to one-way trips. Most ESS users book a scooter at one campus location and then return it to the same location. It appears that consumers use the scooters mainly for personal and work-related errands, rather than for moving between two campus locations/mobility hubs. To provide background information regarding travel destination or usage intention, further data need to be collected like parking location and user surveys.

With regard to usage during the course of the day in different pandemic phases, it is noticeable that before lockdown and during soft lockdown, a peak of the day in usage is always around lunchtime (12–1 pm). In contrast, during hard lockdown 1 and 2, the daytime peak of usage shifts to the afternoon (2–4 pm). This is likely due to the fact that most users were no longer spending full workdays at the university during this period, and therefore it was more cost-saving (*costs*), secure (*avoiding disease*) and efficient (*efficacy*) to take lunch breaks at home.

Concerning spatial usage, Fig. 2 shows movement patterns and the coverage in the city center of Stuttgart in all four pandemic scenarios. Before lockdown, when usage was at its highest, the most traveled routes are concentrated in the inner-city center (e.g. pedestrian zone, shopping mile, castle), where the five campuses are located, with large coverage throughout the downtown area. The spatial mobility behavior changes in the soft lockdown, when the most popular routes still focus on the inner-city center; however, the perimeter suddenly becomes noticeably smaller.

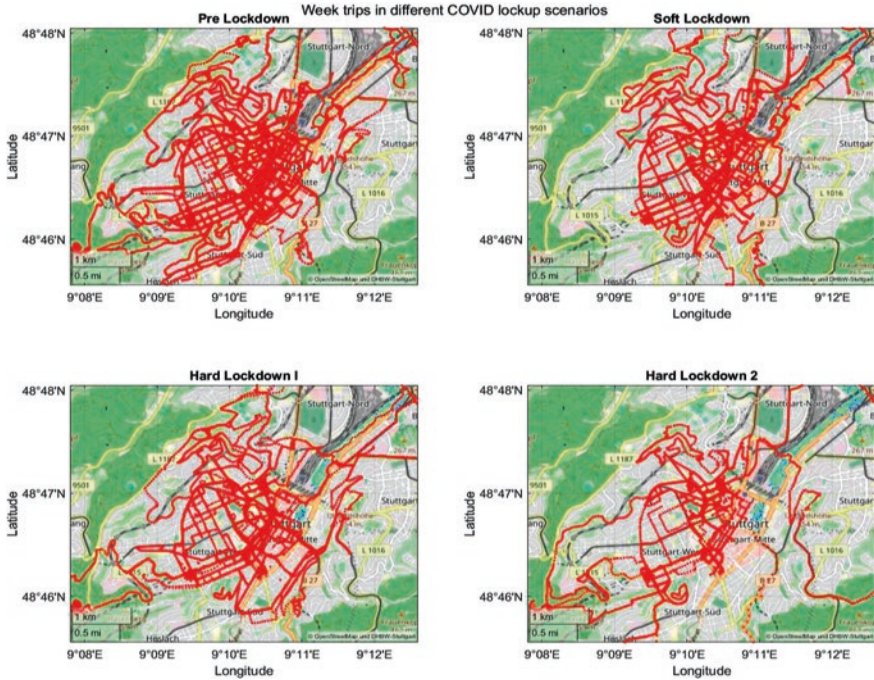


Fig. 2 Spatial coverage in different Covid-19 pandemic lockdown scenarios

The range of motion expands again in the hard lockdowns, while usage decrease remarkably, especially in hard lockdown 2.

The Baden-Wuerttemberg Cooperative State University Stuttgart currently has 8370 potential user (DHBW Stuttgart, 2021). Almost 15% (1231 users) have already registered for the ESS service. Consulting the phases of the Diffusion of Innovations by Rogers (1975), the adoption is in the transition from the *early adopters* to the *early majority*. We assume that the hard lockdown disrupted and delayed the predicted diffusion curve. For future research, it would be interesting to monitor the phase development (early majority, late majority, laggards) without lockdown interference. We expect that the ESS adoption would restart at the “before-lockdown” point of the diffusion curve and continue according to Rogers (1975). At this point of the monitoring, we can support this expectation, since new customers’ growth is currently exponential.

In order to answer RQ2, Table 2 presents the six identified consumer types of the closed-campus ESS service, according to the user data. The consumer types are not mutually exclusive and can overlap to some extent. This means that an individual user can also be assigned to two types. Comparing the behavior of the types in the different pandemic scenarios, the worktime consumer always predominates. Regardless of the pandemic stage, by far the majority of consumers use e-scooters during worktime (Monday-Friday, 8 am–12 pm and 2 pm–5 pm). The food-catcher

Table 2 Closed-campus ESS service consumer types

Consumer types	
(1) The “once and never again” consumer	Users who used the service only once → 18% of the sample
(2) The “registered and never used” consumer	Users who registered, but never used the service → 48% of the sample
(3) The frequent consumer	At least three times usage during project period → 23% of the sample
(4) The worktime consumer	Usage Monday-Friday, from 8 am–12 pm to 2 pm–5 pm → 56% of the sample
(5) The free-time consumer	Usage on weekdays after 5 pm → 42% of the sample
(6) The food-catcher	Usage 12 pm–2 pm, round trip → 22% of the sample

is present before and during soft lockdown but recedes during hard lockdown 1 and 2. The free-time consumer describes the second largest user group before lockdown, which reduces significantly during hard lockdown 1 and expands again slightly during hard lockdown 2.

Conclusion and Discussion

Since disruptive, threatening events, such as a pandemic, can occur fundamental changes in micromobility behavior, this article identifies usage patterns of a German closed-campus ESS service in different threat scenarios. First, this article presents two identified research gaps: (1) incomplete knowledge about the impact of disruptive, threatening events on consumers’ micromobility behavior, (2) lack of evident insights into consumer behavior in closed-campus micromobility services. In the following, this paper introduces preliminary studies and theoretical approaches relevant to this study. After showing the methodology of data collection and analysis, this article represents the key findings of the data analysis. In summary, the findings show that disruptive, threatening events, such as a pandemic, do heavily affect temporal and spatial usage behavior in ESS. In contrast to the findings of preliminary studies (Almanaa et al., 2021; Li et al., 2020), our results cannot confirm that the pandemic would only have a slight influence or no influence on the use of ESS, in our case a closed-campus ESS service in Germany. Based on the gender and age distribution of our sample (mean age = 22.6 years, 72% male), it is very reasonable to assume that similar to the findings by Almanaa et al. (2021), gender and age also affect the willingness to use closed-campus ESS services. According to the findings by McKenzie (2019), we cannot completely confirm that there is a daily mid-day peak of use and that the mean duration of ESS trips is roughly 5 min. In our closed-campus ESS service, the mean trip duration is 25 min. The mid-day peak of use is visible before hard lockdown; however, it shifts to the afternoon during hard lockdown 1 and 2.

Overall, the Covid-19 pandemic highly decreases the frequency of the ESS use, but only slightly the range of motion. The usage behavior in the weekly overview varies greatly in the different pandemic scenarios. Roundtrips, however, consistently dominate at every stage (compared to one-way trips).

This study provides relevant insights to both usage patterns of closed-campus micromobility services as well as their variations caused by disruptive, threatening events. “Due to business secrecy issues, it is often difficult to obtain data from private shared mobility providers” (Liao and Correia 2020), which results in data scarcity and less comparability with other ESS- or micromobility solutions. We aim to counteract the problem by building an own internal field laboratory “DHBW Drive” in a closed-campus environment. The data enables to characterize first consumer types of closed-campus ESS services. Furthermore, the results can uncover similarities and differences between micromobility services.

Regarding the theoretical contribution, this study extends our understanding of behavioral changes in micromobility patterns during disruptive, threatening events. Previous mobility research lacks of attempts to develop specific theory to explain behavioral responses to threat (Clubb & Hinkle, 2015). Since Covid-19 was leading to drastic changes in consumer behavior and micromobility data during a global, disruptive event is scarce, a theoretical framework that provides a deeper understanding about the determinants of behavioral changes in micromobility patterns is highly needed (Kim et al., 2021; Marquart & Schuppan, 2022). Against this background, our user data provide empirical evidence of supporting PMT in mobility research and introduce constructs which are likely to determine micromobility behavior. The PMT constructs *vulnerability*, *severity*, *efficacy*, and *costs* pertain to not only the evaluation of individuals but also the society (Kim et al., 2021; Maddux & Rogers, 1983; Rogers, 1975). Our findings underline the relevance of incorporating these threat appraisal and coping appraisal constructs in a framework for overarching micromobility behavior change (Marquart & Schuppan, 2022). Regarding the Fundamental Motives Framework for Consumption (FMFC), the health constructs *evading physical harm* and *avoiding disease* are included in the framework as well. According to the data, a suitable conceptual framework includes (but not limited to) the following constructs, which we suggest to use for follow-up studies (Fig. 3):

Concerning managerial implications, the study provides deeper, quantitative insights on ESS usage patterns, which are valuable to consider, on the one hand, in closed-campus/urban transportation planning and policy with respect to shared micromobility services and alternative closed-campus/urban transportation solutions. To operators of ESS as well as employers with closed-campus micromobility solutions, on the other hand, our findings offer a quantitative basis for planning decisions. For example, our data on the maximum number of scooters used at the same time in different scenarios is relevant information for scooter providers and ESS project planners. Furthermore, this study implies precisely that practitioners must consider threat factors to predict protection motivation to change micromobility behavior in disruptive, threatening events.

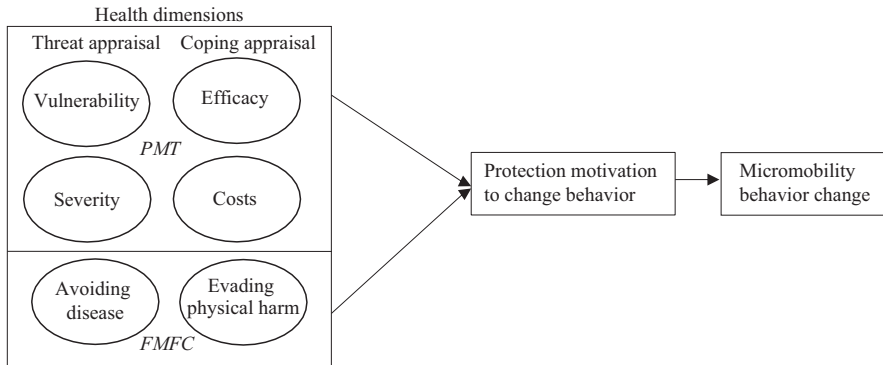


Fig. 3 Conceptual framework

Nevertheless, the study faces some limitations, which provide starting points for future research.

Due to the decline in usage during hard lockdown 1 and 2, the database was reduced, which meant that even small changes in usage figures could lead to outliers and biases. This should be kept in mind when interpreting the numbers. Furthermore, the survey do not provide consumer behavior insights about determinants of usage intention and the pandemic impact. This needs to be investigated through user surveys or interviews to verify or deny the assumed reasons for changing movement patterns. Additionally, at this point of the study, we are not able to track data about parking activities (e.g. GPS location, parking time). For interpreting the data, it would be interesting to analyze what the consumer is likely to do in the parking time. We are actually working to eliminate this limitation, which offers remarkable research potential. Moreover, we plan to analyze more variables of individuals or smaller user groups in the future, for example, if demographic variables correlate with the micromobility behavior in pandemic and non-pandemic times. Furthermore, it could be interesting to investigate if the variables related to mating (e.g. *making friends, attaining status, acquiring a mate, keeping a mate*) increase the motivation to use ESS, both in pandemic and non-pandemic times.

For future research, the identified usage patterns of our study can be tested for ESS in other countries or closed-campus micromobility services in other economic sectors. It is important to investigate to which extend the identified consumer types are applicable to publicly accessible ESS or micromobility services. Lastly it would be interesting how the “willingness to share” electric scooters is developing in the era of post pandemic.

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Does Lego “Build” Reputation for Denmark? Consequences of Brand Performance on Country Brand Reputation: An Abstract



Abhishek Borah and Francesca Bonetti

Abstract It comes as no surprise that the US easily wins the competition of the world’s most popular global brands. Coca-Cola, Google, Facebook, Amazon. However, other countries have their own source of pride such as Lego for Denmark, IKEA for Sweden, Gucci for Italy. We examine how a brand’s performance affects a country’s reputation. Past research has examined country-of-origin effects (COE) whereby a brand from a country is perceived to be positive or negative based on a country’s reputation (Maheswaran et al., 2014). For example, several studies have documented how favorable or unfavorable evaluations of a country associated with a brand lead to corresponding favorable or unfavorable evaluations of the brand (Bonetti, 2014). Past research shows that several factors such as motivational (e.g., involvement) or cognitive (i.e., mental capacity) moderate COE. For example, Gurhan-Canli and Maheswaran (2000b) show that the processing goal and the type of information will determine whether country of origin is used in consumer evaluations. However, despite the significant amount of research on COE, there is scarce research on the effect of brand performance on country brand reputation.

For our investigation, we examine how a brand’s performance measured by its performance (objective and subjective) influences the country’s reputation that Brand X belongs to. Unlike past research, in our study the impact is much bigger in a macro sense. We speculate that brand performance can influence a country’s reputation and risks and are more impactful for a country than a within brand relationship.

We utilize two studies for exploring whether firm performance affects the country reputation. Study 1 is a panel data study that examines firm’s objective perfor-

A. Borah
INSEAD, Fontainebleau, France
e-mail: abhishek.borah@insead.edu

F. Bonetti (✉)
University of the Arts London, London, UK
e-mail: f.bonetti@fashion.arts.ac.uk

mance on country reputation. Study 2 uses an exogenous shock to examine the effect of a negative event (i.e., the Volkswagen “Dieselgate” scandal) on abnormal returns of a country’s other top brands, which matter for the economy and are in the same industry as the culprit brand. Through study 1, we find strong support that brand performance increases a country’s reputation. The analysis of abnormal returns (Study 2) indicates that the Volkswagen scandal had a negative effect on Germany’s automobile industry, which play a significant part for the economy while the non-German brands did not experience such negative consequences.

This study has implications for companies and policy makers. Our findings indicate governments should closely monitor adverse events and work along with the culprit firm in managing the response post crisis. Next, we plan to test the developed framework whereby we examine the moderating effect of the industry that Brand X belongs to and visibility of Brand X in understanding the effect of Brand X’s performance on the country’s reputation.

Keywords Brand performance · Country brand · Brand reputation · Country-of-origin effect

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Emotional and Cognitive Trust in Social Conversational Agents: An Abstract



Tianling Xie, Benjamin George, and Iryna Pentina

Abstract A Conversational Agent (CA) is a computer program that can generate dialogues to interact with human beings. It can assume a physical manifestation, such as a robot, or take the format of an avatar, or can be merely embedded within a website or a smartphone application (app) without any human-like appearance. Both text and voice-based CAs are being increasingly accepted in our daily life: smart home products such as Alexa and Google Home have achieved commercial success; smartphone voice assistants like Siri and Cortana are being used as a productivity tool. However, because of the human-like conversing skills CAs manifest, they also sometimes assume a unique social role under special circumstances. While a number of studies have considered the consumption intention of CA products from a trust perspective, no research, to our knowledge, has considered the human-CA relationship as a source of the emotional trust.

Trust has been included in many previous CA acceptance and use studies. However, very few researchers have differentiated between the cognitive and emotional trust in CA studies. To address this gap, we interviewed 14 existing users of the AI companion app Replika as a pilot study to understand users' perceptions about interacting with the app. Because of the newness of the phenomenon, we did not assume a theoretical framework in the pilot study. Instead, the grounded theory approach was adopted to capture a variety of perspectives, such as trust, privacy, satisfaction, and dissatisfaction.

The content analysis of the interview transcripts revealed separate sources of cognitive and emotional trust. Based on the results, this study proposed a theoretical model of the effects of emotional and cognitive trust on intentions to continue using social conversational agent products. Furthermore, the study uniquely included the perception of relationship strength as an antecedent of emotional trust. Practically, this study may be appealing to marketing practitioners who are interested in under-

T. Xie · B. George · I. Pentina (✉)
University Toledo, Toledo, OH, USA
e-mail: Tianling.Xie@rockets.utoledo.edu; Benjamin.George3@UToledo.edu;
Iryna.Pentina@utoledo.edu

standing consumer behaviors toward similar products, such as chatbots, voice assistants, and social robots. It may also offer insights to policy makers regarding the mechanism of trust building toward artificial intelligence agents and potential privacy risk reduction measures.

Keywords Social conversational agents · Trust · Anthropomorphism

References Available Upon Request

Information Overload in Voice-Based Alexa Shopping: Does Customer Involvement Play a Role?: An Abstract



Zhezhu Wen and Iryna Pentina

Abstract Digital Personal Assistants (DPAs) have become an essential component of our lives, supporting such daily tasks as setting up and maintaining schedules, operating home appliances, controlling “smart” electronic devices, providing communication, information and entertainment, and offering companionship. The number of DPAs worldwide is expected to increase from 4.2 billion units in 2020 to 8.4 billion by 2024 (Statista 2020). Their popularity among consumers can be explained by the intuitive and easy, command-triggered voice interface based on natural language processing software that creates an impression of social presence and offers efficient task assistance and companionship. While consumers are increasingly adopting DPAs for voice-based shopping, with over 21 million people expected to have made a DPA-assisted purchase in 2021 (eMarketer 2020), this process faces a fundamental challenge due to the limited human information processing capacity in the context of audio-linguistic communication (Palma et al. 2020).

Given the dearth of research on consumer information processing during DPA-assisted shopping and decision-making, it is essential to understand the nature, causes, and boundary conditions of voice-shopping IO to assist developers and retailers in offering optimal solutions to their customers. This pioneering study presents a pilot test of the roles of product information complexity and consumer product involvement on IO, perceived decision quality, satisfaction and buying decision in the context of voice-shopping using the Amazon Alexa DPA.

The results of a voice shopping experiment confirmed differential roles of cognitive and affective dimensions of consumer involvement in moderating the impact of information overload on shopping decisions. Specifically, we found that consumers who are more cognitively involved with the product experience lower information

Z. Wen

Winona State University, Winona, MN, USA

e-mail: Zhezhu.Wen@winona.edu

I. Pentina (✉)

University Toledo, Toledo, OH, USA

e-mail: Iryna.Pentina@utoledo.edu

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overload when presented with product information characterized by high complexity (greater number of product attributes), potentially employing a central information processing route. On the other hand, consumers who are more emotionally involved with the product are more likely to purchase the suggested product when presented with a high complexity product information, potentially activating a peripheral information processing route. We also confirm the negative impact of information overload on perceived decision confidence and satisfaction, supporting earlier findings in different contexts.

Keywords Digital assistants · Alexa · Information overload · Voice shopping

References Available Upon Request

Shopping with Voice Assistants: How Empathy Affects Individual and Social Buying Behavior: An Abstract



Alex Mari, Andreina Mandelli, and René Algesheimer

Abstract Empathy is a fundamental requirement for effective communication. Empathic salespeople can positively affect consumers' purchasing decisions and evaluation of the service encounter. Artificial intelligence-based voice assistants (VAs) such as Amazon Alexa and Google Home are at the core of domestic life to help any family member with repeated and fast-paced tasks. Although they increasingly assist shopping decisions and exhibit empathic behavior, it is unclear how consumers' affective responses toward VAs influence decision-making outcomes.

This article presents an individual-session experiment where families (vs. individuals) shop using an ad-hoc Alexa app featuring high (vs. standard) emphatic capabilities. Using structural equation modeling, the proposed model explicates the bases of consumers' beliefs toward VAs in terms of functional (usefulness), relational (trust), and social-emotional (empathy) attributes and predicts three behavioral outcomes, namely, intention to adopt as a delegated agent, intention to adopt as a decision aid and acceptance of product recommendations.

First, the findings demonstrate an increase in consumers' perceptions, beliefs and behavioral intentions when Alexa (a) frames messages to convey warmth and sympathy (empathic responses), (b) asks relevant questions to get to know the user before providing recommendations (empathic listening), and (c) offers proactive feedback on the choice while verifying the user's satisfaction (empathic feedback). Second, the study reveals that positive responses to empathic VAs hold constant in social shopping settings. Third, an interaction effect shows that families respond better to the functional attributes of empathic VAs, such as ease of use and usefulness, while individuals show a greater response to standard VAs.

A. Mari (✉) · R. Algesheimer
University of Zurich, Zurich, Switzerland
e-mail: alex.mari@business.uzh.ch; rene.algesheimer@business.uzh.ch

A. Mandelli
SDA Bocconi, Milan, Italy
e-mail: andreina.mandelli@sdabocconi.it

These results advance understanding in the area of immersive customer experience in relation to marketing and service management. Furthermore, they contribute to the literature addressing consumer-machine relationship formation during product recommendation within the context of conversational commerce also in social settings.

Methodologically, this is the first marketing research employing a machine behavior perspective to develop an ad-hoc app to increase voice interaction realism; thus, enhancing the ecological validity of the study. In doing so, the effect of VA empathy level is measured in a controlled but realistic purchase environment.

The authors argue that research on human-VA interaction that ignores the effect of empathy and its social-emotional determinants on behavioral intentions is likely to generate biased results.

Keywords Voice assistant · Voice commerce · Empathy · Shopping behavior · Technology adoption · Social response theory · Voice app

References Available Upon Request

“Hey Google, Can I Text You?” Investigating AI Digital Assistants Modality to Service Emerging Customer Needs: An Abstract



Hannah Marriott and Valentina Pitardi

Abstract The e-commerce environment has seen dramatic developments in recent years. The need for speed and convenience exhibited by the modern consumer has seen technology go beyond the “click” and embrace “touch” and voice. It has been observed that spoken interactions are more personal and human-like (Moussawi & Benbunan-Fich, 2020) and can foster warmer user attitudes (e.g. Novielli et al., 2010), resulting in users exhibiting higher levels of trust with voice-assistants holding more personal information (D’Mello et al., 2010). However, especially for high-complexity tasks, requiring user confirmation and control, text is often preferred to voice (Luger & Sellen, 2016). Literature extends this to incorporate the level of control people have in their lives and how “control”, or lack thereof (i.e. vulnerability) is fluid, resulting in anxiety (Canhoto & Dibb, 2016). Baker et al. (2005) establishes that digital vulnerability does not merely concern personal characteristics of a person but more concerns the state that someone may find themselves in. Although digital vulnerability has not been examined within this research context, literature highlights the importance of examining it within situations, rather than demographics (Banerjee & Dufflo, 2019; Glavis et al., 2020). Level of automation and autonomy must be balanced in order for consumers to feel more trusting towards them, as perceived control is considered higher and level of risk lower (Abbass, 2019); as such, trust must also be consideration when investigating the effects of modality and vulnerability on willingness to disclose (Pitardi & Marriott, 2021).

In this research, using two experimental studies, we posit that the type of modality by which conversational digital assistants interact with users influence their perceived vulnerability, trust and willingness to disclose personal information. Previous

H. Marriott (✉)
Cardiff Metropolitan University, Cardiff, UK
e-mail: hmarriott@cardiffmet.ac.uk

V. Pitardi
Surrey Business School, Guilford, UK
e-mail: v.pitardi@surrey.ac.uk

research investigating consumers responses to digital assistants showed that, when interactions happen through voices (vs text) messages are perceived as more difficult to understand and perform (Berry et al., 2005; Jeng et al., 2013). Further, it has been highlighted that voice interactions are more likely to increase notions of vulnerability and prompt users' concerns due to their natural 'loudness' (Melzner et al., 2020). Accordingly, we expect that when individuals interact with digital assistants through text (vs voice) interfaces, their perceptions of vulnerability decrease (increase), while comfort and trust increase (decrease) resulting in higher (lower) willingness to disclose. However, we expect such effect to be moderated by the nature of the conversation (i.e., social oriented vs functional oriented) (Chattaraman et al., 2019), and lead to more willingness to disclose information to the assistants (Hildebrand & Bergner, 2020).

Keywords AI digital assistants · Modality · Digital vulnerability · Trust

References Available Upon Request

Digitalization Through Technology and Sales Performance: Extended Framework: An Abstract



Rocio Rodriguez, Nils Hogevoid, Göran Svensson, and Carmen Otero-Neira

Abstract The new digitalized world is changing the sales context (Aydin & Akyollu, 2020) and nowadays, B2B relationships have become very much impacted and digitally intermediated (Mattila et al., 2021). Sales research trends reveal a need to explore the relevance of digitalization through technology use by salespeople and its impact on the sales function, and ultimately in salesforce performance (Chawla et al., 2020; Herjanto & Franklin, 2019).

The findings presented in this study are based on the meta-analyses of salesforce performance indicators from Verbeke, Dietz and Verwaal (2011) specifically consider such attributes as motivation, role perception, skill, aptitude and organizational/environmental as significant features related to salesforce performance. Yet, Herjanto y Franklin (2019) indicated that these categories are a long way from perfect and Chawla et al. (2020, p. 1360) argue the need to extend their work with “additional variables” in the light of changes in the sales environment and practices, and particularly indicated the need to include additional indicators such as the extensive use of technology in sales settings. The methodology is based on a questionnaire and is deductive in approach, covering a range of service-oriented firms. Key respondents were sellers, team leaders, sales managers, key account managers and regional managers. We use univariate and multivariate statistical techniques to analyse the data that was obtained over the empirical phase of the study.

R. Rodriguez (✉)
University of Murcia, Murcia, Spain

Kristiania University College, Oslo, Norway
e-mail: rodriguez@um.es; rocio.rodriguez@kristiania.no

N. Hogevoid · G. Svensson
Kristiania University College, Oslo, Norway
e-mail: nils.hogevoid@kristiania.no; goran.svensson@kristiania.no

C. Otero-Neira
University of Vigo, Vigo, Spain
e-mail: cachu@uvigo.es

This study certainly broadens the validity and reliability of findings reported in previous studies on contemporary indicators of sales performance, and reveals them to be relevant and applicable to services firms which has rarely been assessed in terms of salesforce performance indicators. Furthermore, the present study broadens the findings in previous studies on salesforce performance that have often been based on American B2B-settings. Thus, it extends our understanding of salesforce performance indicators to other parts of the world.

Keywords Salesforce · Sales performance · Digitalization · Meta-analysis

References Available Upon Request

The Service Provider Guided Consumer Milestone Journey: An Abstract



Amanda Ann Garrison and Linda L. Price

Abstract This research introduces the Service Provider Guided trajectory of the emergent Consumer Milestone Journey model. Consumer milestone journeys are pervasive and arguably one of the most meaningful types of journeys consumers undertake. Discerned by the required acquisition of knowledge/skill prior to progressing to the next stage of the journey toward the end goal, milestone journeys found are in leisure activities, licensure acquisitions, educational pursuits, and mental/physical recovery to name a few. We learned through depth interviews that service providers often have complex and fraught roles in helping consumers navigate the milestones—they serve as guides and evaluate achievements but may also be obligated to delay or terminate the consumption course. Within our research context of amateur boxing there is potential for serious physical harm if not appropriately vetted and trained, which serves as an ideal context to examine a guided milestone journey and the paradoxical role of service providers determining their consumers' milestone progress and continuation to the end goal. Our model, and this focused guided journey experience, are based on a national survey published in association with USA Boxing, that reached over 600 athletes, followed by depth interviews with 18 athletes, 6 coaches and two referees. Our interviews resulted in over 450 single-spaced typed pages of transcripts and the first author also gathered extensive observations and field notes. This research contributes the mapping and analysis of the consumer milestone journey with the specific focus on the service provider guided trajectory within this journey type. Our data helps to understand this consumption journey from both the consumer and the service provider perspectives, which extends service and service provider emotion work research through examination of the complex guide/gatekeeper role required to delivery this consumption experience. Our context of amateur boxing provides a unique servicescape for the milestone journey to unfold, allowing us to observe other service provider obliga-

A. A. Garrison (✉) · L. L. Price
University of Wyoming, Laramie, WY, USA
e-mail: awalker4@uwyo.edu; lprice13@uwyo.edu

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tions that include the intricacies of managing risk, violence, customer relations, and the co-creation of therapeutic and transformative outcomes within an unexpected servicescape.

Keywords Consumer journey · Consumer experience · Consumer identity · Combat sports · Milestone journey · Managed violence · Transformational services

References Available Upon Request

Special Session: Scale Measurements Review 101: Understanding Problematic Issues and Insights in Developing and Using Scale Measures in Academic Research: An Abstract



David J. Ortinau, Barry J. Babin, John B. Ford, Nina Krey,
and David Locander

Abstract There exists a vast literature on developing and designing scale measurements use in conducting marketing and consumer behavior academic research. Yet questions continue to be raised concerning the actual quality and relevancy of many of the scales designs in capturing quality data for investigating and testing proposed relationships between constructs of interest. This special session narrows its focus on identifying and discussing a variety of fundamental, underlying scale design elements which create different problematic scaling issues, designs, and practices that negatively impact researchers' efforts of capturing high quality and relevant data. A panel of scale measurement expert researchers' break down the fundamental, underlying elements needed to enhance the construction of solid scale measurements.

D. J. Ortinau (✉)
University of South Florida, Tampa, FL, USA
e-mail: dortinau@usf.edu

B. J. Babin
University of Mississippi, University, MS, USA
e-mail: bbabin@bus.olemiss.edu

J. B. Ford
Old Dominion University, Norfolk, VA, USA
e-mail: jbford@odu.edu

N. Krey
Rowan University, Glassboro, NJ, USA
e-mail: krey@rowan.edu

D. Locander
University of Tennessee-Chattanooga, Chattanooga, TN, USA
e-mail: David-Locander@utc.edu

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B. Jochims, J. Allen (eds.), *Optimistic Marketing in Challenging Times: Serving
Ever-Shifting Customer Needs*, Developments in Marketing Science:
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The session focuses around discussing specific questions such as: (a) What is the specific contextual defined target population of interest? (b) Is there a clear conceptual definition and understanding for each construct of interest? (c) What are the three elements making up any scale measure? (d) What are the four categorical types of raw data/information that scales can capture? (e) What are the scaling properties that can be activated in different types of scale designs? (f) What are the different categorical scale levels? (g) What are the appropriate measures of central tendencies and dispersions associated with different scale levels? (h) Does framing of the question, or scale setup, impact the selection of scale point descriptors? Other important elements may be discuss including the use of “inclusion and exclusion screening” questions, “attention” questions, and correct ordering of scale measurements in questionnaires. The session encourages audience questions and participation as a means of driving the discussion. The ensuing discussions of these fundamental scale elements should provide clearer insight and understanding of the impact of correctly applying the scaling elements to achieve (or enhance) the capturing of high quality data through the development and use of appropriate scale designs.

Keywords Scale measures · Scaling properties · Types of raw data · Scale design issues

References Available Upon Request

I Got It from My Parents! How Entrepreneurs from Emerging Markets Become Innovators: An Abstract



Mirco Bolten

Abstract How do entrepreneurs become the innovators of tomorrow? For decades this question has received growing attention from marketing scholars (Roy et al., 2004). Especially for start-ups, radical innovation can be an essential success factor in driving their growth (Luca et al., 2021). It is also one of the core instruments of start-ups to compete with other start-ups and established corporates – thus, it is crucial to understand the concept of innovation in more depth (Baumol, 2002).

We know that entrepreneurs can create innovations by leveraging their human capital, such as prior experience, education, or knowledge (Marvel & Lumpkin, 2007). However, we still have limited knowledge and see mixed results regarding the interplay of human capital and radical innovation in start-ups on a micro-level (Shan et al., 2016).

We conducted surveys with founders from three emerging markets in South America (Columbia, Venezuela, and Peru) to explore this complex interplay. We focused on start-ups with a founding team of at least two co-founders, randomly selected and contacted via LinkedIn. Since July 2021, we contacted over 6000 founders, of which 470 participated in our two-wave survey. By following this approach, we ended up with a sample of 148 founders who answered both surveys. The sample consisted of 79% male founders who were, on average, 36 years old. Moreover, most start-ups had their headquarters in Venezuela (53%).

By drawing on the resource-based theory and illustrating the contextual factors of prior founding experience and the education of the founder's parents, we fill research gaps. We show that the two factors affect the performance of radical innovation. In line with prior research, our results indicate that depending on the examined parent (mother and father), the effect on entrepreneurs can vary (Laspita et al., 2012; Greene et al., 2013). We illustrate that the parents' background has an apparent effect on the entrepreneur's radical innovativeness. Moreover, we point out that whether the parents were self-employed or not, has no direct effect on radical inno-

M. Bolten (✉)
RWTH Aachen University, Aachen, Germany
e-mail: bolten@time.rwth-aachen.de

vativeness. In contrast, our results highlight that the founders' experience, such as prior founding experience, contribute positively to radical innovativeness.

Our results extend the resource-based view in a marketing context by exploring how family structures influence entrepreneurs' innovativeness. Moreover, we enrich the stream of emerging market research by adding essential insights on enabling factors for radical innovativeness in South America. This leads to an overall picture of a self-determined entrepreneur in emerging markets whose success or failure is more connected to the here and now and less to the past.

Keywords Emerging markets · International entrepreneurship · Emerging market firms · Family tie · Family background · Radical innovation

References Available Upon Request

Marketing and the Sustainable Development Goals: Case Studies from Egypt



Yasmin Anwar Abdou and Noha El-Bassiouny

Abstract This research aims to explore the relationship between marketing and sustainability in companies operating in Egypt by assessing the nature of the involvement of the marketing function in sustainability practices. An exploratory study was deployed by interviewing the representatives of 10 companies and analyzing the sustainability reports of these companies. Purposive criterion sampling was applied to select companies which were guaranteed to be implementing sustainability practices and reporting on them. The findings of the study indicated that the marketing function of companies operating in Egypt only gets involved with sustainability practices that concern consumers. Furthermore, the findings of this study augment current literature on understanding the relationship between CSR and sustainability. This study showcases how CSR is evolving and shifting with the advent of the sustainability concept.

Keywords Sustainability · CSR · SDGs · Sustainable marketing

Introduction

The inception of the United Nations (UN) Sustainable Development Goals (SDGs) in 2015 has set countries on a trajectory towards inclusive growth and development. Comprising 17 goals and 169 targets, the SDGs cover the economic, social, and environmental aspects of development, also referred to as the “triple bottom line” (Eisenmenger et al., 2020). While these goals have added clarity on the

Y. A. Abdou (✉)

University of Prince Edward Island – Cairo Campus, Giza, Egypt
e-mail: yasmin.abdou@uofcanada.edu.eg

N. El-Bassiouny

The German University in Cairo, New Cairo, Egypt
e-mail: noha.elbassiouny@guc.edu.eg

requirements for sustainable development, each country is meant to set its own strategic plan based on these global goals (Amin-Salem et al., 2018).

Shifts in the world economy such as the rise of the BRICS (Brazil, Russia, India, China and South Africa) as well as other developing countries have been subject to scrutiny and considerable research. However, thus far, scant research has delved into how developing countries are integrating the SDGs as part of their development efforts (Horn & Grugel, 2018). Furthermore, the onset of the COVID pandemic has made it even more challenging for developing countries to finance their SDG goals. Therefore, there is a greater emphasis on finding ways to implement cost-effective policies to achieve the SDGs in developing countries (Barbier & Burgess, 2020). With these factors in mind, the aim of this research was to focus on Egypt which is classified as a lower middle-income country (World Bank, 2022) and one of the UN member states (United Nations, 2006) which all pledged to achieve the SDGs.

On the corporate level, the establishment of the SDGs has also led to major changes. Since the introduction of the SDGs, companies began referring to the goals as a framework to plan their sustainability strategies. It is acknowledged that the private sector can make significant contributions to achieving the SDGs and therefore, research is required to uncover the nature of these contributions as well as ways to expedite them (van Zanten & van Tulder, 2018). Essentially, marketers carry the responsibility of shaping sustainability practices internally within their organizations and externally by influencing consumers and public policy reforms (Sheth et al., 2011). To date, within the marketing discipline, few studies have linked marketing concepts to the SDGs (Bolton, 2021). Accordingly, this exploratory research set out to uncover the nature and the extent of the responsibility towards sustainability upheld by the marketing function in companies in Egypt. The initial sole focus of the research was on marketing's role in achieving sustainability and how the SDGs come into play. However, with the research being exploratory in nature, several other interconnected insights came to light that were related to the drivers of sustainability in companies and the evolving relationship between CSR and sustainability. To provide a sufficient context for the findings on sustainability and marketing, this paper also presents information on the sustainability and CSR practices of the corporations under study.

Background

Marketing and Sustainability

The integration of sustainability in marketing is applied in different ways under the two main marketing perspectives, micro-marketing and macro-marketing. Micro-marketing encourages organizations to achieve sustainability internally regardless of economic growth and consumption patterns governing the society. This concept proposes that companies are responsible for achieving economic, environmental and social benefits simultaneously. Consequently, companies are expected to

contribute to sustainable development by producing green products that are eco-efficient and marketing them to consumers. For this concept to work, sustainability efforts must be justified from an economic perspective by offering the company a competitive advantage such as cost reductions or access to new markets. However, this concept relies on the consumers' willingness to purchase green products. On the other hand, macro-marketing advocates believe that sustainability and marketing cannot be reconciled. From the macro-marketing perspective, sustainability is not compatible with the existing business worldview. According to this view, even if corporates provide green product offerings and implement sustainability initiatives, that will not contribute towards sustainable development due to constraints by the dominant paradigm. Hence, the macro-marketing school advocates for the transformation of the institutional environment, governmental policy changes and novel economic models that are based on social entrepreneurship and the sharing economy (Kemper et al., 2019).

Whether an organization adopts the macro or micro perspective, it still has to radically transform its entire business model in order for its sustainable marketing strategies to be effective. Such a transformation in the traditional business model is tricky as it must be achieved without conceding consumers' expectations (Grubor & Milovanov, 2017). Ideally, to achieve business goals, the marketing function should not operate in a siloed manner. This same ideology should be extended to the sustainability goals which require high interconnectedness between the marketing function and the other functions in the organization (WBCSD, 2005). The value of interconnectedness or "collaboration" also encompasses the organization's stakeholders as depicted in the model developed by Trivedi et al. (2018). The authors argue that collaboration makes up one of the pillars of sustainable marketing strategies. The other three pillars are innovation, commitment, and communication. Innovation across all business functions is meant to lead to cost savings for both consumers and the organization. Collaboration entails partnering with other stakeholders including governments, non-governmental organizations, supply chain partners to achieve sustainability. Finally, the role of communication is to engage consumers with the sustainability concept.

At the heart of sustainable marketing is the objective of delivering sustainable value to consumers as well as all stakeholders. To be considered "sustainable", marketing must mirror and tackle the economic, environmental, and social aspects of sustainable development. The conceptual framework developed by Lučić (2020) asserts that a sustainable marketing orientation has three building blocks: strategic integration, societal engagement, and ethical capabilities. Strategic integration refers to the integration of the economic, social, and environmental aspects of sustainability into the core of the organization and the marketing function. The challenge here is to achieve this integration without compromising the needs of customers, which remain the most important group to the marketer. Societal engagement represents relationship building with various stakeholder groups based on mutual interest. As for the ethical capabilities pillar, it involves the assessment of all marketing activities through the lens of environmental and social ethics. Consequently, the marketing mix elements including the product, pricing and communication should be aligned with sustainability ethics (Lučić, 2020).

Corporates and the SDGs

As societies around the world are faced with problems such as income inequality and climate change, the public is holding companies accountable for their contribution to these issues. Increasingly, corporate governance's role has shifted from creating short-term profits to creating long-term value for shareholders by creating inclusive value to all stakeholders affected by business activities (Goedhart & Koller, 2020). With these growing pressures, business leaders are expected to adopt sustainability-based management techniques (Whelan & Fink, 2016). Since the introduction of the SDGs, companies began referring to the goals as a framework to plan their sustainability strategies. (van Zanten & van Tulder, 2018).

When the SDGs were initially introduced, they seemed abstract and unrelated to business leaders' goals. However, several years after their establishment, businesses have started to realize the growth potential presented by the SDGs. Robert Moritz, Global Chairman of PricewaterhouseCoopers, asserts that "On a micro-level the SDGs provide a blueprint for assessing progress on sustainability – allowing all parts of an organization to shape SDG specific KPIs and measure against them. This in turn demonstrates the business case. On a macro-level, the SDGs can provide a roadmap for organizations and entire industries to undertake the system-wide changes that will help prepare our society for the future" (Scott & McGill, 2019, p. 4). In practice, several companies that are sustainability-oriented are still not aligning their sustainability strategies with the SDGs. However, the benefit of integrating the SDGs into existing sustainability strategies is that the SDGs act as a unified framework that is acknowledged and understood by various stakeholders (Scott & McGill, 2019). The SDGs provide three main advantages. Initially, the SDGs tackle the main development issues the world is facing today and break many of them down into targets that are applicable to businesses. Hence, the process of choosing and prioritizing relevant development issues for businesses becomes more efficient. Secondly, by setting a common set of goals, the SDGs make it easier for stakeholders, including companies, to form partnerships. Thirdly, the SDGs take into consideration the way sustainable development issues are all integrated and correlated. This can enable companies to plan their CSR activities in a holistic way by contributing positively to relevant sustainable development issues without having an involuntary negative effect on other inter-related issues (Schonherr et al., 2017).

On a basic level, the SDGs help businesses recognize and manage risks that result from changing stakeholder demands. Yet more importantly, the SDGs fuel the need to innovate and develop new products and services. On the human resources level, integrating the goals into the corporate strategy will attract employees who share the same values. Furthermore, working towards the SDGs will establish credibility with a wide range of stakeholders such as investors, regulators and customers (Scott & McGill, 2019).

Egypt's Progress Towards Achieving the SDGs

In 2016 the Egyptian government launched “Egypt Vision 2030”, a national development strategy aimed to achieve the sustainable development goals (Ministry of Finance Arabic Republic of Egypt [APA], n.d.). To track its progress in implementing the strategy Egypt has been taking part in the High-Level Political Forum on Sustainable Development (HLPF) since 2016. The HLPF is a United Nations initiative that monitors and assesses countries’ work on achieving sustainable development and the SDGs (Sustainable Development Goals Knowledge Platform, 2021b). As presented in the HLP 2021, even though the COVID-19 pandemic had a stifling effect on the Egyptian economy, by following the sustainable development plan, the country managed to be one of the few in the Middle East North Africa region to witness economic growth. Evidence of the country’s preliminary success in meeting the SDGs also lies in the reduction of the poverty rate which had been on the rise for the previous 20 years (Sustainable Development Goals Knowledge Platform, 2021a). Furthermore, in January 2022, the International Monetary Fund raised its forecast for Egypt’s economic growth from 5.2% to 5.6% while contrastingly downgrading global growth by 0.5% to 4.4% (Enterprise, 2022).

Research Aims

Even though it is claimed that businesses play a role in achieving sustainable development via the SDGs framework, research on their specific roles and responsibilities is lacking (Haffar & Searcy, 2018; Schonherr et al., 2017; Wicki & Hansen, 2019). According to Witte and Dilyard (2017) “literature specifically linking the private sector to the SDGs is sparse” (p. 2).

Notably, research on sustainability in marketing has increased over the past decade. Nonetheless, there is a dearth of concepts and theories that frame sustainability in marketing literature. The available research does not analyze the evolution of sustainability in marketing nor explore future research opportunities (Lunde, 2018). In addition to this, literature on sustainability in marketing tends to examine singular sustainability dimensions (economic, environmental or social) without viewing sustainability as a whole concept (Lim, 2016).

In response to this lacuna in the existing literature, this research intended to:

1. Explore the relationship between the marketing function and sustainability practices in companies operating in Egypt by:
 - 1.1 Assessing the nature of the involvement of the marketing function in sustainability practices
 - 1.2 Assessing the extent to which the marketing function is involved in the adoption of sustainability practices and initiatives

Methodology

In order to investigate the proposed research problems related to companies' sustainability efforts in Egypt, it was necessary that the companies chosen were already implementing sustainability initiatives and reporting. Hence, purposive criterion sampling was applied to select companies which were guaranteed to be implementing sustainability practices and reporting. Purposive criterion sampling allows researchers to identify cases that meet specific criteria and relevant to the topic being studied (El-Bassiouny & Letmathe, 2018). This type of sampling ensures that the chosen samples fulfill the required criteria for the topic under study while retaining some differences within the main criteria to explore the effect of the different characteristics (Ritchie et al., 2013). When deciding on the number of case studies to include, the research referred to Eisenhardt (1989) who stated that four to ten cases are ideal.

To find companies located in Egypt that carry out sustainability efforts, three actions were taken:

1. The researcher referred to the list of companies that are members of the UN Global Compact Network (UNGC) in Egypt (a total of 85 companies in August 2020),
2. Then the researcher checked each company's website for any information about sustainability practices or corporate social initiatives that could be linked to sustainability (9 companies out of the 85 UNGC members UNGC in Egypt were found to be publishing sustainability reports)
3. And finally, the researcher conducted an online search for companies conducting sustainability practices in Egypt, in order to identify companies that may not be part of the UN Global Compact Network but still carrying out sustainability practices and reporting on them (11 additional companies were identified).

A total of 20 companies were identified to be carrying out and reporting on sustainability initiatives. To reach the responsible bodies at these companies, the researcher found their contacts online, sometimes in the sustainability reports themselves and then called or emailed the individuals.

A total of 10 interviews were conducted between August 2019 and August 2020. 6 of the companies included in the study were members of the UNGC and 4 were not. 3 of the companies were privately owned and 7 were publicly owned.

As a first step, in-depth face-to-face interviews were scheduled with the managers responsible for sustainability within the companies. Post the COVID-19 pandemic outbreak, the remaining interviews (two in total) were performed over the phone or online via a video conferencing platform.

Data Coding

To analyze the results of the interviews, the methods of coding and memo writing were applied (Charmaz, 1996; Corbin & Strauss, 1990). After each interview was conducted, the researcher listened to the recorded interview twice, transcribed it and then started with the coding process. By analyzing the data after each interview, the researcher adapted the questions for the following interviews. As the data was analyzed, categories began to emerge which were verified during consecutive interviews.

Sustainability Report Observation and Analysis

In parallel to conducting the interviews, the companies' sustainability reports were analyzed manually and coded as well. The researcher read each report twice, once before meeting with the manager being interviewed and once during the coding process. During the second time, the companies' sustainability reports were analyzed line by line and codes and categories were developed for each one. The data from the sustainability reports was also compared with the data that emerged from the interviews to spot similarities and discrepancies; this allowed for data triangulation (Flick, 2004).

Findings and Discussion

Sustainability Strategy and SDGs Integration

Seven out of the ten companies included in the study incorporated the SDGs into their sustainability strategy and reported on the SDGs in their sustainability reports. Even though each of these organizations has a unique sustainability strategy based on its core business and operations, all of the strategies managed to integrate the SDGs. The extent to which each organization integrated the SDGs into its core strategy differs from company to company, yet they are all seemingly working towards achieving an ideal fit. This finding is in line with PwC's SDG Challenge 2019 report recommendation that urges companies to integrate the SDGs into the core company strategy and operations and then assess the impact of their operations and products on the SDGs, both positive and negative (achieved through reporting).

Nevertheless, most of the companies are still not delivering on the second recommendation from that report which claims that it is critical that businesses work towards specific targets under the SDGs in order for the impact to be tangible and measurable. (Scott & McGill, 2019). Only one entity from those included in this study was reporting on specific targets under the SDGs it selected. Besides that, some of the companies are still adopting a corporate responsibility (CR)-only

approach which goes against PwC's SDG Challenge 2019 report recommendations. This approach usually relies on planning CR activities then mapping related SDGs to them without prioritizing certain SDGs from the start, which results in an insignificant contribution towards achieving the goals (Scott & McGill, 2019).

Marketing Involvement in Sustainability

The majority of the companies in the study showed no involvement from the marketing department in setting the sustainability strategy. This discovery is contradictory to the findings of Darrag and Crowther (2017) which claimed that most CSR work in Egypt is handled by the marketing and PR departments as most companies do not have a dedicated CSR department. This variance could be due to the fact that this study only focused on companies which are already adopting sustainability practices. It could be that these companies are pioneers in Egypt and hence their strategies are not adopted by the majority of companies operating in Egypt. Furthermore, the time difference could have an influence, with sustainability awareness quickly growing and evolving, leading more companies to adopt sustainability practices since 2017.

As for the companies investigated that showed marketing involvement in the sustainability process, the marketing function's role was limited to assessing whether sustainability efforts will affect the product in a way that is negatively viewed by consumers. These companies involve the marketing department in the sustainability strategy process because they realize that consumers are affected by sustainability decisions and within the companies the marketing function is mainly responsible for ensuring consumers are satisfied. Hence, the marketing department gets involved to assess sustainability decisions from the consumers' perspective and see how to implement them in the consumers' favor. This finding matches with the claim by Rakic and Rakic (2015) that "Consumers are one of the main drivers of sustainability marketing strategies" (p. 889). The two companies that showed marketing involvement belonged to different industries as illustrated below.

Textile Manufacturer

This is a family-owned company that manufactures textile. The company is headquartered in Egypt and owns two factories, one in Egypt and the other in Turkey. Mainly relying on exports, the company's factories export products to 127 brands in 27 countries. As explained by the textile manufacturer's marketing coordinator, the marketing department gets involved in choosing the sustainability practices. The marketing team researches trending sustainability practices in the market and relays them to the production and quality teams. Once these practices are applied in the production process, both the marketing and sales teams are responsible for testing

the resulting products with potential customers. The marketing coordinator stated that “Because sustainability efforts implemented in the production process sometimes affect the final product, the customer has to approve of the product before it is produced in large batches and sold. If the potential customer is not happy with the end result, then further alterations are made to the production process to be able to satisfy both sustainability standards and the customers’ needs”.

FMCG

This company is an Egyptian publicly listed fast-moving consumer goods company that manufactures snack foods and distributes its products all across Egypt and also exports to other countries. The Senior Investor Relations Analyst at the FMCG emphasized the importance of the marketing department’s role in validating any changes being made to the product as a result of sustainability efforts. “Since the marketing team is closest to the customer, they are always expected to assess the feasibility of any sustainability efforts from the customers’ point of view (they assess the taste, quality, etc.)” explained the Senior Investor Relations Analyst.

Based on these findings, it can be claimed the marketing function in companies operating in Egypt is only involved in sustainability strategy setting and reporting on topics that concern consumers as reflected in the following conceptual model.

The Relationship Between CSR and Sustainability

Some of the companies that were investigated do not have a CSR department such as one FMCG that has integrated sustainability into all aspects of the business and does not treat CSR as a standalone activity. On the other hand, one of the banks for example, reconstructed its traditional CSR unit into the “CSR and Shared Value” unit and with this transformation, the focus shifted to creating shared value and ensuring that all CSR efforts are sustainable on all fronts, whether economic, social or environmental. This example highlights the integration between sustainability and CSR. Similarly, in another FMCG, initially the main focus was on philanthropy until they eventually adopted the shared value approach. On the other hand, in the other bank that was part of the study, the CSR and sustainability departments act separately. Contrastingly, one of the holding companies presents a different model which combines both departments into one where the CSR department also handles the sustainability strategy and views CSR as a forerunner to sustainability where sustainability cannot be achieved if a company does not have a sense of corporate social responsibility. It thus becomes apparent that each company defines CSR in its own terms and the definition is customized by the company itself depending on its history and operations. This finding matches with the framework developed by Maignan et al. (2005) which advocates that every firm should define corporate

social responsibility in a way that matches with its values. Moreover, this notion is in agreement with the statement by Abdelhalim and Eldin (2019) that “There are no specific templates for applying CSR” (p. 791).

Overall, several of the companies studied seem to fulfill the recommendation presented by Abdelhalim and Eldin (2019), specifically for companies in Egypt, that “CSR strategies should be linked to SDGs and national visions of sustainable development. The coordination of CSR practices can be facilitated, thus ultimately achieving crucial SDGs” (p. 792). However, when comparing the rest of the findings of this research to previous findings on CSR in Egypt, discrepancies start to appear. Existing literature claims that even though there has been a surge in the number of CSR projects in Egypt over the past 20 years (El Kayaly, 2014), these projects usually lack the guidance of a clear CSR strategy (Darrag & Crowther, 2017). Additionally, previous studies assert that the implementation of CSR activities in Egypt is fragmented and ad-hoc, often failing to have a tangible impact on the community (Barsoum & Refaat, 2015; El Kayaly, 2014; Ibrahim et al., 2012). Contrastingly, the findings of this research prove that the sustainability strategies being put in place are comprehensive and planned in advance based on the companies’ strengths. These differences could be due to the fact that this study focused on a limited number of companies that seem to be pioneers in adopting sustainability practices in the Egyptian private sector. In addition to this, the time difference could be another factor leading to the discrepancies.

Implications

One of the contributions of this research is that it demonstrates that the marketing function in companies operating in Egypt gets involved with sustainability in the condition that consumers are affected by it or concerned with it. This contribution to the literature will open the path to further research on the evolving nature of the marketing function within corporates in developing countries. This research contributes to the literature on critical topics related to sustainability, specifically SDG implementation, SDG adoption, the relation between CSR and the SDGs, SDG benefits and the company role in achieving SDGs with evidence from companies operating in Egypt.

The findings of this study augment current literature on understanding the relationship between CSR and sustainability. This study showcases how CSR is evolving and shifting with the advent of the sustainability concept. Portraying the ways in which companies are applying CSR and sustainability helps in forming up-to-date definitions of both concepts, specifically within the Egyptian context. Furthermore, these definitions could possibly be extended to other developing countries.

Directions for Future Research

Data triangulation was utilized to minimize the potentiality for information bias during the exploratory phase of the research by resorting to both interviews with managers and examination of the companies' sustainability reports. However, it is still possible that both of these sources attempted to portray the entities in a more positive light than is real.

On another note, in order to allow for data triangulation, the publication of a sustainability report was a qualifying factor in determining which companies were included in the study. This however, led to the exclusion of micro, small and medium enterprises (MSMEs) because none were found to publish sustainability reports although several are implementing sustainability strategies. The significance of MSMEs is that they “contribute to 99% of private enterprises, employing 60–70% of Egypt’s workforce, according to recent research by UNDP” (Egyptian Ministry of International Cooperation Annual Report, 2020, p. 146). Notably, previous research has shown that differences exist between the CSR practices of SMEs and large companies in other countries (Kumar et al., 2020). Therefore, further research into the way MSMEs are adopting sustainability and the SDGs in Egypt could lead to the emergence of contrasting findings to those found in this study which was mainly based on the analysis of large enterprises.

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Disruptive Consumption Practices in Emerging Markets: An Abstract



Marcia Christina Ferreira, Daiane Scaraboto, Adriana Schneider Dallolio, Eliane Zamith Brito, and Bernardo Figueiredo

Abstract Makeshifting is a social practice whereby consumers bypass market-mediated offerings to directly design and produce their own products by reusing materials, parts or objects at hand. Our study investigates this understudied, yet widespread, consumption practice thriving in many emerging markets. Although prior marketing research has investigated do-it-yourself (DIY) and craft practice (Moisio et al., 2013; Wolf & McQuitty, 2013), these studies have overlooked the specific ways in which consumers apply their creativity to bypass markets. Whilst the business literature assumes they are essentially “quick fix” solutions (Aulbur, 2015) motivated by a lack of financial resources or access to ready-made solutions in their local market (Radjou et al., 2012; Sedlmayer, 2017).

Extant marketing and consumer behavior research has shown that consumers design and produce their own solutions when market-mediated ones are unavailable or insufficient. This means their initiatives may be based not only on consumer resistance acts (Pipps & Ozane, 2017; Seregina & Weijo, 2017) but also on an effort to fulfill desires that are unattended by the local market (Martin & Schouten, 2014).

M. C. Ferreira (✉)
Brunel University London, London, UK
e-mail: marcia.christina.ferreira@brunel.ac.uk

D. Scaraboto
University of Melbourne, Melbourne, VIC, Australia
e-mail: dscaraboto@unimelb.edu.au

A. S. Dallolio
FGV-EAESP, São Paulo, Brazil
e-mail: adriana.dallolio@fgv.edu.br

E. Z. Brito
FGV-EAESP, São Paulo, Brazil
e-mail: eliane.brito@fgv.br

B. Figueiredo
RMIT University, Melbourne, VIC, Australia
e-mail: bernardo.figueiredo@rmit.edu.au

These studies, to some extent, have shown how the key elements forming a social practice—materials, competences, and meaning (Shove et al., 2012)—have enabled consumers to solve a problem that the market does not adequately address. We turn to practice theory (Schatzki, 1996; Shove, 2007; Warde, 2005) to investigate all possible configurations of these key elements from a holistic and integrated standpoint, rather than a partial examination of each element constituting the practice. To that end, our study will unfold the makeshift practice seeking to understand the designed objects' role as agents linking production and consumption and their potential to reshape this relationship (Shove & Araujo, 2010).

We conducted a netnographic study (Kozinets, 2020) immersing ourselves in multiple online platforms where the makeshift practice was shared and discussed among consumers. For this submission, we examined 350 YouTube videos. Our preliminary research findings unpack an understudied practice form—disruptive—where disruption occurs either in the object materiality, altering its functionality, or in the process, developing new competences. Overall, our study offers an in-depth reflection on sustainable consumption and its implications for public policies.

Keywords Disruptive consumption · Makeshifting · Practice theory · Emerging markets · Materiality

References Available Upon Request

Managerial Perspectives on Export Pricing Adaptation Decisions: An Experimental Investigation: An Abstract



Christina Papadopoulou, Magnus Hultman, Aristeidis Theotokis,
and Pejvak Oghazi

Abstract One of the main challenges of an international marketing strategy is how to control the enormous diversity beyond borders and design optimal cross-border strategies. Firms seeking international presence and opportunities for expansion need to take strategic decisions regarding the degree of adaptation of their marketing mix in their business arrangements in the host country. Specifically, price adaptation, relative to the other elements of the international marketing mix, has received the least attention in international marketing studies, despite having a fundamental role in the marketing program. Some possible explanations to the lack of research attention include the dearth of appropriate and sophisticated theoretical international pricing frameworks, the heterogenous nature of pricing, and the downgrade of its importance. This study investigates whether, how and under what conditions psychic distance affects managers' decisions regarding international marketing adaptation strategies. Drawing on the construal level theory, we develop a model that suggests promotion orientation and cognitive style as the boundary conditions, and construal level mindset as the underlying mediating mechanism of this effect. Using an experimental vignette study with 233 export managers from originating from analytic (Greece) and holistic (Taiwan) cognitive style markets we find that

C. Papadopoulou (✉)
University of Leeds, Leeds, UK
e-mail: c.papadopoulou@leeds.ac.uk

M. Hultman
Brock University, ON, Canada
e-mail: mhultman@brocku.ca

A. Theotokis
University of Leeds, Leeds, UK
e-mail: a.theotokis@leeds.ac.uk

P. Oghazi
Södertörn University, Stockholm, Sweden
e-mail: pejvak.oghazi@sh.se

psychic distance has a significant positive effect on price adaptation, but that this effect is attenuated among managers with a more holistic cognitive style. Results further reveal that the positive effect of psychic distance becomes weaker when managers are characterized by higher promotion orientation and confirm that construal level mindset mediates the effect of psychic distance on adaptation decisions. The article contributes to the international marketing literature by uncovering boundary conditions and an underlying mechanism for the effects of psychic distance. Moreover, results provide important managerial implications for business strategic planning, cross border strategy, recruitment and training. Finally, rich intercultural insights are offered which will encourage researchers to further investigate the global applicability of mindset in international marketing.

Keywords Psychic distance · Adaptation/standardization · Construal level mindset · Managerial decision making

References Available Upon Request

New Social Media Cinderella's: On the Double Effect of Underdog Status and Homophily on SMI Perceptions and Buying Intentions: An Abstract



Oula Bayarassou, Emna Cherif, Haythem Guizani, and Imene Becheur

Abstract With the rise of digitalization processes within firms, brands' significant presence on social media has become crucial for creating added value to consumers. Therefore, creating a distinct brand image and deciding which digital channels will enable better interaction with consumers is essential for brands. Numerous brands, especially in the fashion and lifestyle, have decided to opt for influencer marketing as part of their advertising. Most studies dealing with influencer marketing have focused on the content posted on Instagram, the motives for using this social network, the antecedents of consumer interaction on a brand's official Instagram account, or the effects of brand-generated content features on actual consumer behavior. However, the question of which characteristics of influencers are likely to generate positive reactions toward the brand remains understudied. In this research, we investigate the impact of perceived Social Media Influencers (SMI) homophily and underdog effects on consumers' perceived playfulness, trust, perceived message quality and brand purchase intentions.

The strong trend of the rise of small influencers on social media at the expense of top dog and star system influencers seems to be confirmed. One of the main explanations given by this research is that the degree to which consumers perceive the

O. Bayarassou (✉)

South Champagne Business School, Troyes, France

e-mail: oula.bayaa-rassou@yschools.fr

E. Cherif

IAE Clermont Ferrand, Clermont-Ferrand, France

e-mail: emna.cherif@uca.fr

H. Guizani

Sciences Po Grenoble, Saint-Martin-d'Hères, France

e-mail: haithem.guizani@iepg.fr

I. Becheur

Qatar University, Doha, Qatar

e-mail: imene.becheur@qu.edu.qa

brand as “meritocratic” or deserving is a significant predictor of positive attitude and behavior towards influencers and brands.

Indeed, despite the increasing number of SMIs that have emerged on social networks, this is - to our knowledge - one of the first studies analyzing the dual effect of PMI underdog status and homophily on perceived playfulness, trust, message quality, and purchase intentions. The results confirm that both underdog status and homophily influence playfulness. This research also confirms the positive effects of underdog and homophily on trust and message quality. Consumers are more likely to believe content from followers they can relate to.

Keywords SMI · Homophily · Underdog · Behavior intentions · Trust

References Available upon Request

Consumer Engagement in Influencer Marketing Video Campaigns: An Abstract



Jason Weismueller, Richard L. Gruner, and Paul Harrigan

Abstract The amount of videos users watch on social media platforms, such as Instagram and TikTok, has almost doubled since 2018 (Hayes, 2022). In marketing, videos are an increasingly successful means for brand to engage with consumers, with several studies finding that video content leads to more consumer engagement (i.e., liking, commenting, or sharing) than text content, which affects brand attitudes and purchase intentions (e.g., Li & Xie, 2020).

Social media influencers generate a significant amount of video content online, while many brands spend at least 10% of their yearly marketing budget on influencer marketing (Geysler, 2021). However, there is a gap in research investigating the key characteristics in influencer posts that lead to engagement, particularly when it comes to video rather than textual content. In short, there is a need for more understanding about how best to design video content that engages customers. With this in mind, we explore how video characteristics in influencer marketing campaigns affect consumer engagement (in the form of liking and commenting). Specifically, we ask: (1) how emotional facial expressions in video content, and (2) corresponding post descriptions (i.e., textual cues) affect consumer engagement with influencers' social media posts.

To answer our research questions, we collected 2,376 social media posts from Instagram that were published from 1,240 influencers in partnership with 145 brands across ten product categories, such as apparel, beauty, and technology. All videos were analysed using Schwenzow et al.'s (2020) video tool that enables researchers to analyse a broad range of video characteristics on a large scale. The post descriptions were analysed with Language Inquiry Word Count (LIWC-22). LIWC is a text-analytics software (Tausczik & Pennebaker, 2010) that uses dictionaries to calculate the degree to which each piece of text contains specific category words, such as first-person pronouns or emotional words (e.g., happy, cried, nice, ugly).

J. Weismueller (✉) · R. L. Gruner · P. Harrigan
University of Western Australia, Perth, WA, Australia
e-mail: jason.weismueller@research.uwa.edu.au; richard.gruner@uwa.edu.au;
paul.harrigan@uwa.edu.au

Our results show that, compared to neutral facial expressions, emotional facial expressions in the video are negatively associated with engagement. On the contrary, we find that emotionality in the post description is positively associated with engagement. Finally, our findings suggest a significant moderation effect of product category (hedonic vs. utilitarian) on the relationship between emotionality in the post description and engagement.

Theoretically, drawing on an interplay of theories including emotional contagion theory and heuristic-systematic model of information processing, we shed light on the nature of the relationship between social media post characteristics and consumer engagement in an influencer context. Practically, we provide advice on how a popular form of marketing content, video, can be used in an increasingly popular marketing context; influencer marketing.

Keywords Consumer engagement · Influencer marketing · Video content · Social media · Hedonic value · Utilitarian value · Facial expressions · Emotionality · LIWC

References Available Upon Request

Do You Think I'm Real? A Mixed Reality Approach to the Effects of the Virtual Influencer Engagement on Attitude and Brand Attachment: An Abstract



Jeongmin Ham, Pratik Shah, and Matthew S. Eastin

Abstract The number of social media influencers has been increasing, and their presence as brand endorsers has become familiar to consumers. However, among these social media influencers are computer-generated virtual humans with millions of followers. Known as “virtual influencers,” these virtual humans exist purely in the digital world where consumers can follow their content and interact with them online. That said, little research has looked beyond the traditional social media influencer, and thus, within a two-study design, the present study explores what motivates consumers to follow virtual influencers (Study 1), what heuristics are accessed when thinking about virtual influencers (Study 1), and what effect does heuristic cueing have on attitudes toward virtual influencers and brand attachment (Study 2).

Study 1 brings in the psychological theory of Self-Determination to define virtual influencers' follower and engagement motivations, while the Modality, Agency, Interactivity, and Navigability (MAIN) model is used to explore the technological phenomenon of heuristics cues with virtual influencer engagement. The findings indicate that consumers follow virtual influencers mainly because of their novelty and to fulfill curiosity. At the same time, they choose not to follow virtual influencers because of a lack of relatedness, perceived inauthenticity and creepiness, and lack of knowledge about certain virtual influencers.

Study 2 utilizes a mixed reality approach to examine whether consumers experience the transfer of attachment towards brands and products endorsed by the virtual influencer. In addition to promoting products available in the real-world, several virtual influencers endorse virtual goods that exist merely in the digital world. Findings suggest that while the mixed reality approach - a virtual influencer with a real product - shows a more positive attitude towards the virtual influencer, the attachment towards the brand of the real product is less than the virtual product.

J. Ham (✉) · P. Shah · M. S. Eastin
The University of Texas at Austin, Austin, TX, USA
e-mail: jham112@utexas.edu; pratik.shah@utexas.edu; matt.eastin@utexas.edu

Findings also provide evidence for the “uncanny valley” effect as there are greater positive attitudes toward the virtual influencer and greater attachment towards the brand when the virtual influencer is alone versus with a real human.

As media and technology continue to advance and integrate into influencer marketing, the findings of Studies 1 and 2 are essential building blocks for the human-computer interaction and consumer behavior literature. While Study 1 expands on the theoretical concepts of self-determination and the MAIN model, Study 2 provides practical implications with virtual influencers as brand endorsers in virtual and mixed reality settings. Additionally, clarity regarding the followers’ motivations, or lack of, and the heuristics of the virtual influencers that boost engagement helps designers in the growth and sustenance of the concept of these virtual humans, as well as make the brands and advertisers feel confident about the utility of virtual influencers as an integral part of their campaign.

Keywords Virtual influencers · Motivation · Mixed reality · Advertising · Social media · Information processing · Media effects

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The Effect of Product and Brand Personalization of Online-Personalized Ads: An Abstract



Emna Cherif and Oula Bayarassou

Abstract Behavior-tracking online and data collection technologies enable advertisers to personalize online advertisements according to their consumers' needs and preferences. Indeed, more than 70% of internet users prefer personalized advertising as it is helpful to save time and money as well as to discover new products. A large set of studies showed the prevalence of personalized ads to deliver consumers more relevant and useful online ads (Bragge et al. 2013; Tucker, 2011; 2012).

However, only four studies have focused on the effects of ads personalization on consumers' attention. To the best of our knowledge, these studies have analyzed consumers visual attention to ads personalized only according to the participant identifying personal information (e.g. name, address, demographic) that the latter provide during his/her registration to the study and not according to the participant's recent browsing activity (Pffiffelmann et al., 2020; Bang & Wojdyski, 2016; Köster et al., 2015; Malheiros et al., 2012). Thus, in this research, we contribute to existing literature by investigating for the first time the effects of ad personalization framing according to four personalization levels that reflect consumers' recent shopping behavior on a retailing website - high personalization, product medium personalization, brand medium personalization, and no personalization.

A between-subjects eye-tracking study was undertaken (N=85). Two websites were designed for the purpose of the experiment. The first sweatshirts e-commerce website serves as the main website to apply the ads personalization on the second newspaper website. After signing the consent form, participants were asked to browse the website in order to choose a sweatshirt for everyday wear and add it to cart. After the shopping task, participants were invited to answer some questions on

E. Cherif (✉)

IAE Clermont Auvergne, CleRMa, Clermont-Ferrand, France
e-mail: emna.cherif@uca.fr

O. Bayarassou

South Champagne Business School, Troyes, France
e-mail: oula.bayaa-rassou@yschools.fr

the quality of the website before browsing the second one. The newspaper webpage was designed as the most news websites and included an advertisement area on the top of the right side. The advertisement area of the webpage includes one of the four advertisements designed to test the effects of personalization on consumers' attention. We designed three personalized ads according to the sweatshirts e-commerce website: full personalization (same product and same brand); product personalization (same product and different brand); brand personalization (different product and same brand). The fourth ad was not personalized and acted for the control condition (different product and different brand).

Results show that product followed by brand personalization attract more visual attention and perceived ad relevance than high-personalized and non-personalized ads. These surprising findings may be explained by the consumer reactance to highly distinctive personalization and the stabilizing preference along the advanced stages of the purchasing process. We also find that visual attention and perceived ad relevance act as predictors of ad recognition, attitude toward the ad, and behavioral intentions.

Keywords Online advertising · Personalization · Eye-tracking · Relevance · Recognition

References Available Upon Request

What Advertising Levers Can Be Used to Encourage Children to Eat Insects? An Approach Based on Drawings: An Abstract



Joël Brée, Coralie Damay, Mathilde Gollety, Nathalie Guichard,
and Khaoula Jellouli

Abstract Although still a very uncommon dietary practice in the West, entomophagy is increasingly mentioned as a solution to limited food resources. The purpose of the present study is to identify advertising levers that could help children to adopt this practice. A qualitative study based on children's drawings and on brief interviews was conducted in spring 2020 to identify the associations made with regard to insects and eating them. Drawing is a particularly effective means of capturing their opinions, emotions and representations of the world (Damay & Guichard, 2018). Three successive tasks with simple instructions were proposed to 45 children aged between 6 and 12 years. Each child was asked to produce three drawings in succession.

Because of a proven role in the introduction of new products or behaviors within the family (Gollety, 1999; Josion-Portail, 2014) and their appetite for novelty, children are a prime target for fostering a new practice such as entomophagy in the

J. Brée
Normandie Univ, NIMEC (EA 969), Caen, France
e-mail: joel.bree@unicaen.fr

C. Damay
ISC Paris, Paris, France
e-mail: cdamay@iscparis.com

M. Gollety
Université Paris 2 Panthéon Assas, Paris, France
e-mail: mathilde.gollety@u-paris2.fr

N. Guichard
Université Paris-Saclay, France
e-mail: nathalie.guichard@universite-paris-saclay.fr

K. Jellouli (✉)
Normandie Univ, NIMEC (EA 969), Caen, France
e-mail: khaoula.jellouli@unicaen.fr

family's food repertoire. Our results reflect two main orientations: utilitarian and symbolic. In the first instance, advertising refers to a direct benefit for them. It can be playful: the discovery of a new food can be part of a ludic context with a themed snack or in a school setting where learning is done through a playful activity. The benefit can be the learning itself, which provides the child with knowledge that he/she will in turn transmit to the family. It can also be gustatory: some food brands, for example, associate food well-being with sensory pleasure (HémarNicolas & Ezan, 2018). For entomophagy, enhancing the taste of a food partly composed of insects would be a relevant lever. Some researchers find that children's food choices are primarily driven by the pursuit of pleasure and that they associate this with tasting the food (Marty et al., 2017). Advertising messages on the packaging using forms of execution liked by children and generating positive emotions could generate a favorable halo effect around the new product (Ezan et al., 2021). The second axis involves symbolic levers. The product may be presented in the context of an exotic trip (discovering the country's gastronomy) or more locally, in a family restaurant (rather upscale given the unusualness of the food). The product can be a pretext for stimulating social interactions between kids (a game, a challenge among peers) or intergenerational within the reassuring framework of the family. The consumption of insects, whose exotic nature is apparent in many drawings, can be part of an adventure scenario or a new and captivating experience. The familiarity arising from repeated exposure to positive advertising messages could eventually create a habit conducive to entomophagy.

Keywords Children · Entomophagy · Consumption · Advertising

References Available Upon Request

Let's (Not) Put a Label on It: Interaction Effects of Multiple Front-of-Package Labels and the Moderating Role of Consumer Value Orientation: An Abstract



Jana Maria Weinand

Abstract Industrialized countries are facing numerous challenges: while combating the global climate crisis, public health problems linked to non-communicable diseases such as obesity, type II diabetes, or cancer have exacerbated in recent decades (Elshiewy 2017). Front-of-package (FOP) labeling schemes have become one of the most popular ways to shift consumers towards healthier and more sustainable food choices. Carbon footprint labels indicate the amount of greenhouse gas emissions benefits associated with a product during its life cycle. Carbon footprint labels, however, are rarely placed in isolation, but are part of a set of product attributes that are assessed together at the Point of Sale.

Different FOP labels signal different types of product benefits. Nutrition labels, for example, signal health (*self-oriented*) benefits associated with product consumption (Tandon et al. 2020). While previous studies have sought to understand the effect an isolated label has on the consumer's quality evaluation process, research on the combined effect of FOP labels appealing to different types of benefits is still sparse (Vermeir et al. 2020). In this article, we propose that the relative importance attached to each label depends on the consumer's value orientation. Based on the theory of cue consistency and cue diagnosticity, we suggest that a higher consumer self-benefit orientation will increase the relative importance of a nutrition label. In contrast, higher societal-benefit orientation will increase the relative importance of a carbon footprint label. As such, this study focuses on the interaction effects between different scores of carbon footprint (i.e., positive and negative) and nutritional (i.e., positive and negative) information on product evaluations.

With this study, we investigate potential trade-offs consumers may accept when faced with multiple FOP labels to evaluate quality, taste, and anticipated psychological benefit. We show that the relative importance attached to each label varies

J. M. Weinand (✉)
RWTH Aachen University, Aachen, Germany
e-mail: weinand@time.rwth-aachen.de

depending on the consumer's value orientation. We also aim to extend cue diagnosticity theory to the carbon labeling context to reveal novel insights into the interaction effects between different types of product information. These insights will help product managers and marketers understand how environmental information can be most effectively communicated - in isolation or together with additional information - to consumers with different value orientations. Understanding these mechanisms will help practitioners move more egoistic consumers toward more sustainable consumption patterns.

Keywords Carbon labels · Nutrition labels · Consumer behavior · Human values · Cue consistency

References Available Upon Request

Hit The Road: Micromobility Solutions from The User's Perspective: An Abstract



Vanessa Reit and Benjamin Österle

Abstract Micromobility solutions play a major role in the current transformation of mobility in urban areas. It is not yet clarified conclusively which opportunities of micromobility will make a real contribution to more environmentally sustainable mobility and which will not (Böcker & Meelen, 2017). In particular, the significance of e-scooters is controversial (Chang et al., 2016; Christoforou et al., 2021; Donald et al., 2014; Eccarius & Lu, 2020; Flores & Jansson, 2021; Gössling, 2020; Hardt & Bogenberger, 2019; Heidenreich et al., 2017; Hollingsworth et al., 2019; James et al., 2019; Kopplin et al., 2021; Laa & Leth, 2020; Noppers et al., 2015; Younes et al., 2020). Our study sheds light on the actual perception of the supposedly ecologically friendly micromobility solutions of e-scooters and bike-sharing from the viewpoint of potential users, and we try to analyze the ecological aspect from another side. For this purpose, we compare the micromobility vehicle (shared) bicycle, which is environmentally friendly, with the newer micromobility solution of electrical scooters, which is discussed in society controversially. Using theory of planned behavior (TPB), a socio-psychological approach, we investigate the following: (RQ1) Are there differences between micromobility solutions that become apparent under the influence of psychological factors, such as the intended use by environmental awareness?

We use PLS-SEM and MGA to analyze two different groups: Lime (an e-scooter service provider) and Call a Bike (a bike sharing provider) users. We base our study on a sample of standardized online surveys with a total of 217 respondents (142 for e-scooter service provider Lime, and 75 for station-based bike sharing provider Call a Bike). Looking at the Call a Bike group, Environmental Concern has strong

V. Reit

Baden-Wuerttemberg Cooperative State University Stuttgart, Stuttgart, Germany
e-mail: vanessa.reit@dhbw-stuttgart.de

B. Österle (✉)

University of Twente, Enschede, The Netherlands
e-mail: b.osterle@utwente.nl

effects on mediators that can influence intention to use, like Attitude Toward Using and Subjective Norms. We can state that in this group Environmental Concern really matters. It seems that bikes are perceived environmentally friendlier than e-scooters, what leads to a better Attitude Toward Using the solution. For e-scooter provider Lime, these effects are reversed. Higher Environmental Concern results in a more negative Attitude Toward Using and a worse evaluation by the social environment. Regarding Intention to Use, both solutions are only affected by Perceived Behavioral Control.

Keywords Micromobility · E-Scooter; Bike sharing · TPB · PLS · SEM · Environmental concern

References Available Upon Request

Predictive Model Assessment in PLS-SEM: Extensions and Guidelines: An Abstract



Pratyush N. Sharma, Benjamin D. Liengaard, Joseph F. Hair,
Marko Sarstedt, and Christian M. Ringle

Abstract Model comparisons are an essential research tool for documenting the evolution of theoretical models and assessing whether the understanding of a phenomenon has improved (Sharma et al., 2019). Comparing alternative models places theories under sharp scrutiny and enables comparative testing to confirm or falsify theories (Gray & Cooper, 2009; Popper, 1959). Empirically, two different approaches have been proposed for conducting model comparisons. One approach is explanation, which focuses on comparing how well the observed data fit the competing models via in-sample measures such as goodness-of-fit, explained variance (e.g., R^2), and information criteria, such as the Akaike and Bayesian information criteria (Hair et al., 2017; Sharma et al., 2021). The second approach is prediction which flips the relationship between the models and the data, so that the main focus is on comparing the accuracy (or error) of predicting data the models have not previously analyzed. This approach relies on out-of-sample prediction techniques such as cross-validation (Hofman et al., 2017; Yarkoni & Westfall, 2017). In other words, whereas the goal of explanation-oriented model comparison is to assess which

P. N. Sharma
The University of Alabama, Tuscaloosa, AL, USA
e-mail: pnsharma@cba.ua.edu

B. D. Liengaard
Aarhus University, Aarhus, Denmark
e-mail: benlien@econ.au.dk

J. F. Hair
University of South Alabama, Mobile, AL, USA
e-mail: jhair@southalabama.edu

M. Sarstedt (✉)
Ludwig-Maximilians-University Munich, Munich, Germany
e-mail: sarstedt@lmu.de

C. M. Ringle
Hamburg University of Technology, Hamburg, Germany
e-mail: c.ringle@tuhh.de

model best explains the sample relationships at hand, the goal of the predictive approach is to assess which model more accurately predicts (holdout) data not previously used to optimize model fit (Shmueli, 2010).

Partial least squares structural equation modeling (PLS-SEM) was developed as a “causal-predictive” approach (Jöreskog & Wold, 1982, p. 270) to enable simultaneous explanation and prediction-oriented model assessments (Chin et al., 2020; Hair et al., 2019b). Despite its dual focus, PLS-SEM has primarily been used in explanation-oriented studies that have paid lip service to prediction due to a lack of suitable prediction-oriented tools (Shmueli et al., 2016). To address this issue, Liengaard et al. (2021) recently proposed the cross-validated predictive ability test (CVPAT). However, the CVPAT currently lacks two critical capabilities: (1) the ability to compare a single proposed model with a naïve benchmark to ensure it meets minimum predictive accuracy, and (2) the ability to compare two models by focusing on the prediction accuracy of specific constructs, and not necessarily of all the constructs simultaneously. The ability to compare two models at the construct level (based on the prediction of a subset of constructs) is essential to develop managerial strategies designed to optimize key outcomes of the model. This research fills this important gap in existing research by extending the CVPAT framework to enable predictive benchmarking as well as comparing the predictive accuracy of models at the construct level.

Keywords Assessment · Cross-validation · Evaluation · Model selection · PLS-SEM · Prediction

References Available Upon Request

An Updated Assessment of Model Evaluation Practices in PLS-SEM: An Abstract



Marko Sarstedt, Joseph F. Hair, Mandy Pick, Benjamin D. Liengard, Lăcrămioara Radomir, and Christian M. Ringle

Abstract For many years, estimating models with complex inter-relationships between observed and their latent variables was equivalent to executing factor-based structural equation modeling (SEM). Recent research, however, saw the rise of partial least squares (PLS) as a composite-based alternative to the standard SEM method (Jöreskog & Wold, 1982). PLS-SEM applications have grown exponentially in the past decade (Hair et al., 2022), raising the question whether the method's users follow the most recent best practice guidelines when evaluating their models.

This research extends Hair et al.'s (2012) seminal review by presenting the results of a new analysis of PLS-SEM use in marketing research, focusing on articles published between 2011 and 2020 in the top 30 marketing journals. We find that researchers are currently more aware of the stumbling blocks of PLS-SEM use. For example, our results suggest that researchers have started accommodating recently

M. Sarstedt (✉)

Ludwig-Maximilians-University Munich, Munich, Germany
e-mail: sarstedt@lmu.de

J. F. Hair

University of South Alabama, Mobile, AL, USA
e-mail: jhair@southalabama.edu

M. Pick

Otto-von-Guericke-University Magdeburg, Magdeburg, Germany
e-mail: mandy.pick@ovgu.de

B. D. Liengard

Aarhus University, Aarhus, Denmark
e-mail: benlien@econ.au.dk

L. Radomir

Babeş-Bolyai University, Cluj-Napoca, Romania
e-mail: lacramioara.radomir@econ.ubbcluj.ro

C. M. Ringle

Hamburg University of Technology, Hamburg, Germany
e-mail: c.ringle@tuhh.de

introduced model evaluation metrics, like the ρ_A , to assess internal consistency reliability (Dijkstra & Henseler, 2015), the HTMT to assess discriminant validity (Henseler et al., 2015), and Shmueli et al.'s (2016) PLS_{predict} procedure to evaluate a model's out-of-sample predictive power. At the same time, we also observe a certain degree of latency in other areas of PLS-SEM use. For example, researchers still rely strongly on the Fornell-Larcker criterion (Fornell & Larcker, 1981) and on cross-loadings to assess discriminant validity; they also hardly use a redundancy analysis to establish formative measures' convergent validity.

The latency with which methodological innovations diffuse in applied research might explain some of these findings, but certainly not all of them. Researchers, reviewers, and editors should pay greater attention to current developments and the latest best practices in PLS-SEM use (e.g., Hair et al., 2022). Based on our review results, we spell out recommendations for future PLS-SEM use, offer guidelines for the method's application, and identify areas of further research interest. Our overarching aim is to improve the rigor of the PLS-SEM method's application.

Keywords Marketing models · Partial least squares · Research methodology · Structural equation modeling

References Available Upon Request

A Comparative Analysis of Market Orientation, Entrepreneurial Orientation, Entrepreneurial Marketing, and Firm Performance: An Abstract



Nasser Alqahtani, Can Uslay, and Sengun Yeniyurt

Abstract It has been established in marketing and entrepreneurship literature that both market orientation (MO) and entrepreneurial orientation (EO) have positive and significant effects on firm performance (Covin & Slevin, 1991; Kirca et al., 2005; Narver & Slater, 1990; Rauch et al., 2009). Similar claims have been made for entrepreneurial marketing (EM) (e.g., Alqahtani & Uslay, 2020; Hills et al., 2008; Whalen et al., 2016), however despite the increasing volume of work, an understanding of EM's efficacy in improving firm performance in comparison to MO and EO has been lacking. Therefore, examining the effects of EM, MO, and EO on firm performance under different environmental and organizational settings makes significant contributions to research on marketing and entrepreneurship interface.

This research investigates the relative efficacy of entrepreneurial marketing (EM), market orientation (MO), and entrepreneurial orientation (EO) on firm performance under different conditions by investigating the moderation effects of an extensive set of environmental (i.e., market turbulence, competitive intensity, supplier power, and market growth) and organizational factors (i.e., network structure and firm size). Employing structural equation modeling to analyze cross-sectional data from sectors representative of the U.S. economy, the empirical findings suggest that EM is superior to MO and EO in improving firm performance under the following conditions: high market turbulence, high competitive intensity, and high supplier power. Moreover, EM is the best alternative for medium-size firms with low network strength (more weak ties). However, MO is superior to both EM and EO

N. Alqahtani (✉)

King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

e-mail: nasserali@kfupm.edu.sa

C. Uslay

Rutgers University, New Brunswick, NJ, USA

e-mail: can.uslay@business.rutgers.edu

S. Yeniyurt

Rutgers University, New Brunswick, NJ, USA

e-mail: yeniyurt@business.rutgers.edu

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under the conditions of low market turbulence and low supplier power. It works best for large firms with high network diversity and high network strength. Finally, EO is superior to EM and MO when competitive intensity is low, and both in high and low growth markets. It is the most viable option for small firms with small and large network size, but low network diversity.

Keywords Marketing strategy · Market orientation · Entrepreneurial orientation · Entrepreneurial marketing · Firm performance · Environmental variables · Network structure · Firm size · Comparative analysis

References Available Upon Request

Quick Diversification: Deciding the Scaling Strategies of a Digital News Startup Using Marketing Science: An Abstract



Joey Chung, Antonio Hyder, and Carlos Perez-Vidal

Abstract We conceptualise a framework for adopting diversification speed in digital portfolio management strategy within digital news entrepreneurship, based on the innovation diffusion and product life cycle theories. Four research propositions connect diversification with speed, and cultural development of connecting research and practice in the context of technology and science-driven startups. As this research is specifically designed to apply marketing science to practice in a digital startup, purposeful data is to be collected from the verticals of a Taiwan-based digital news agency in rapid expansion, seeking stability and survivability.

Newly formed digital media companies require clear and informed strategies to ensure their objectives are met, especially as a large number of new businesses fail early on (Song et al., 2008). In the case of media companies, identification of growth and funding strategies can be of crucial importance when adopting their stance with regards to their foundational mission and ideology (Huang & Lamattina, 2022). Digital media companies are subject to fast change due to the acceleration of technology and its applications (De Marez et al., 2004). Consumers are overwhelmed with an ever-increasing amount of innovations in the market, hence startup entrepreneurs need to make sound decisions in fast evolving environments in order to achieve scalability and survivability. Although founders of new businesses typically

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J. Chung
TNL Media, Taipei, Taiwan
e-mail: joey@thenewslens.com

A. Hyder (✉)
Hackers and Founders Research, San Jose, CA, USA
e-mail: ah@hf.cx

C. Perez-Vidal
Universidad Miguel Hernandez, Alicante, Spain
e-mail: carlos.perez@umh.es

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have limited access to resources (Bøllingtoft & Ulhøi, 2005), the speed at which purposefully obtained data can be analysed, represents an advantage and opportunity for both marketing practitioners and marketing scientists to closely work together (Babin et al., 2021) so that advantageous business decision making can be achieved, also empowering the field of marketing science in the process (Key et al., 2020). Rapid technological advancements and diminishing product life cycles require firms to identify and target innovation-prone consumers effectively (Moreau et al., 2001) using consumer-technology scientific models developed hand in hand with industry in order to clearly understand the factors affecting consumers' adoption processes for the development of effective marketing strategies. The objective of this research is to develop a scientific model with TNL digital media company taking into account diversification and speed based on their own staged data from their verticals and websites. A further sub-objective is to the develop working processes so that a collaborative culture that combines marketing science and practice in a digital news environment is fostered. Specifically, by introducing speed into categories of the theories of innovation diffusions and product life cycle management, we aim to develop a framework which integrates a digital portfolio management strategy and diversification speed in digital media entrepreneurship. Model estimation is conducted with partial least squares modelling (e.g. Hair et al., 2019).

Keywords Digital news tech · Applied marketing science · Startups · Product life cycle · Diffusion of innovations · Martech · Advertising

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Virtual Tipping: Giving Back to Social Media Influencers: An Abstract



Farnoush Reshadi and Mehrnoosh Reshadi

Abstract Social Media Influencer (SMI) research has attracted much attention from scholars since SMI marketing has become a major strategy for brands (Martínez-López et al., 2020). Recently, social media networks (SNSs) allow SMIs to earn money through virtual tip-jars (VTPs). VTPs allow SNS users to send money to SMIs. YouTube, Instagram, TikTok, and Twitch offer VTPs (Perelli, 2021). Despite the popularity of VTPs in the industry, marketing research has not yet examined VTPs. Building on the theory of norms of reciprocity (Gouldner, 1960), our research addresses this gap by examining the factors that influence SMI-tipping. We examine several factors that would influence consumers' intentions to virtually tip SMIs. We propose that certain factors related to the SMI (SMI's attractiveness. Authenticity and expertise), the content the SMI generates (interactivity, informational value, and hedonic value) and the relationship between the SMI and his/her followers increase the follower's intention to reciprocate the SMI's efforts through engaging with the SMI's content and sending monetary tips to that SMI.

We recruited 303 participants (Mean Age = 37.5, 37% male) from MTurk to participate in an online survey. Participants were asked to respond to the questions based on their perceptions of a specific influencer they follow on Instagram. Participants were first asked to name this influencer and then answer several questions regarding that SMI. We used previously established and reliable scales for measuring our independent variables and reciprocity intentions. We measured the likelihood of monetary payback by asking participants how likely they were to (a) make a one-time payment and (b) monthly payments to an influencer.

F. Reshadi (✉)
Worcester Polytechnic Institute, Worcester, MA, USA
e-mail: freshadi@wpi.edu

M. Reshadi
Texas Tech University, Lubbock, TX, USA
e-mail: Mehrnoosh.Reshadi@ttu.edu

We found that two variables increase consumers' intentions to reciprocate the SMI's efforts by sending virtual tips: (a) self-SMI connection and (b) interactivity of the contents created by the SMI. We found that individuals who had a higher self-SMI connection and higher perceived content interactivity were more likely to make a one-time donation, more likely to set up monthly payments to the SMI, and also were more likely to reciprocate by liking, commenting, and sharing the SMI's created content.

Our study contributes to the academic literature on social media and influencer marketing by exploring the novel phenomenon of virtual tipping, investigating the important role of reciprocity in consumer engagement with SMIs, and providing guidelines for SMIs who aim to increase their equity through getting tips from their followers.

Keywords Social media · Social media influencer · Reciprocity · Virtual tipping

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How Are Peer Endorser Characteristics Related to Brand Selfie Attitude?

An Abstract



Yufei Huang, Fernando Fastoso, Héctor González Jimenéz,
and Snehasish Banerjee

Abstract People often post “brand selfies” on social media. A form of peer endorsement, these are selfies that include identifiable branded products. As consumers deem user-generated endorsements to be more trustworthy than marketer-generated advertisements or influencer-generated affirmations (Jin, 2018), companies can leverage brand selfies for brand-building purposes by reposting them on social media. However, selecting the “right” brand selfies to repost is challenging owing to their overwhelmingly great diversity (Rokka & Canniford, 2016). The literature on brand selfies is limited and fragmented. A few endorser characteristics (e.g., smiles) have been identified to affect viewer perceptions (Nanne et al., 2021, Liu & Foreman, 2019). However, the literature lacks a comprehensive framework that explains how endorser characteristics in brand selfies predict viewers’ brand selfie attitude. Drawing on the literature on endorsement advertising and user-generated content (UGC), this study investigates how six endorser characteristics—(1) endorser attractiveness, (2) endorser-brand fit, (3) endorser-viewer similarity, (4) endorser happiness, (5) monetary-gain motive, and (6) conspicuous brand usage—are related to brand selfie attitude. The mediating role of endorser authenticity is also examined.

A pre-test led to the selection of 360 brand selfies from the UK Instagram accounts of two shoe brands (Puma and Reebok) and two coffee brands (Starbuck and Costa). In the main study, 399 UK Instagram users responded to an online survey. Each was assigned to a brand selfie randomly. Data were analysed using PLS-

Y. Huang (✉) · S. Banerjee
University of York, York, UK
e-mail: yh1621@york.ac.uk; snehasish.banerjee@york.ac.uk

F. Fastoso
Pforzheim University, Pforzheim, Germany
e-mail: fernando.fastoso@hs-pforzheim.de

H. G. Jimenéz
ESCP Business School, Madrid, Spain
e-mail: hegonzalez@escp.eu

SEM. Two findings are worth highlighting. First, the four endorser characteristics from the endorsement advertising literature (i.e., attractiveness, brand-fit, similarity, and happiness) were positively related to brand selfie attitude, whereas the remaining two from the UGC literature (i.e., monetary-gain motive and conspicuous brand usage) did not show significant negative relationships. This suggests that theories related to endorsement in traditional advertising, such as the match-up hypothesis (Erdogan, 1999), are also applicable in the context of brand selfies. Second, although previous research implied that a peer endorser appearing authentic is the key in achieving endorsement success (Ilicic et al., 2018, Kapitan & Silvera, 2016), endorser authenticity only mediated two of the six relationships (i.e., those of similarity and happiness on brand selfie attitude). This indicates that endorser authenticity may not be as relevant in the context of brand selfies compared to traditional advertising. Overall, the findings suggest that social media managers should repost brand selfies from those who look attractive and happy, irrespective of conspicuous brand usage and monetary-gain motives. The endorsers should also fit the brand's image and appear similar to their dominant consumer base.

Keywords Brand selfies · User-generated content · Endorsement · Instagram · Authenticity

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Rethinking Authenticity: An Investigation of Virtual Influencers: An Abstract



Carmen Lopez, Ellis Chefor, and Barry J. Babin

Abstract Marketing scholars and practitioners have unanimously accepted authenticity as a construct that holds positive value for brands (personal and commercial) (Moulard et al., 2016). Authenticity has attracted the attention of an increasing number of researchers (e.g., Beverland, 2005; Beverland & Farrelly, 2010; Grayson & Martinec, 2004; Moulard et al., 2016). At a broad level, authenticity is defined as what is true, genuine, real (Beverland & Farrelly, 2010) and low authenticity and fakeness are used interchangeably (e.g., Pine & Gilmore, 2008). Most scholars who study authenticity conceptualize it as an integral property of an object and quite often operationalize it as an agent's perception that the object is real, genuine, or true.

This research goes beyond previous studies and challenges this narrow definition of authenticity as a property of an object. Instead, we redefine authenticity as a combination of both agent and object properties. In fact, we argue that it is only in the absence of internal motivations for authentic judgments in the agent that agents look outside of themselves for external clues in the object. Using our new definition, we show that fakeness, quite often condemned as the opposite of authenticity, can lead to authentic judgments by consumers and positive outcomes for brands and the firm.

An experimental design is adopted to test hypotheses on the impact of the authenticity of social media influencers (SMIs) on brand credibility, brand engagement and purchase intention. These results will be relevant to managers and researchers

C. Lopez (✉)

University of Southampton, Southampton City, UK

e-mail: c.lopez@soton.ac.uk

E. Chefor

Illinois State University, Normal City, IL, USA

e-mail: aelli10@ilstu.edu

B. J. Babin

University of Mississippi, University, MS, USA

e-mail: bbabin@bus.olemiss.edu

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as technology transforms virtual interactions with consumers and firm investments in social media marketing communications.

Keywords Authenticity · Fakeness · Virtual influencers · Brand credibility · Brand engagement · Purchase intentions

References Available Upon Request

Social Media Influencers and Authenticity: The Effect of Partnership Disclosure and Attachment Strength: An Abstract



Cassandra Ditt, Julie Guidry Moulard, Kathryn Pounders,
and Louis J. Zmich

Abstract Marketers' use of social media influencers to promote products, known as *influencer marketing*, is a widely employed and effective strategic tool (Linqia 2018). While the FTC requires that influencers disclose their commercial partnerships with brands, a recent survey of influencers finds that only 39 percent do so (Lim 2021). A likely reason for many influencers' hesitancy to disclose is their assumption that their followers may think they (influencers) really do not like the product and are only featuring it because they are being paid. In other words, influencers are concerned that their followers may perceive them (influencers) as not being passionately authentic, described as the influencer being driven by their inner passion and desires (intrinsically motivated) rather than commercial interests (extrinsically motivated) (Audrezet et al. 2018). Influencers that tout a brand without a partnership disclosure will likely be perceived as being excited about the brand. However, disclosing a paid partnership may lead followers to believe that the influencer is not enthused about the brand, as the influencer has been paid to feature the brand in a post. Nonetheless, while failure for influencers to disclose is rampant, presumably due to assumptions in the degradation of the influencers' perceived passionate authenticity, disclosing a partnership may have a positive effect on different type of authenticity—transparent authenticity. Influencers that post about a brand, but do not mention a partnership, may or may not have been sponsored, a fact with which most consumers are likely aware. As such, consumers may wonder whether a supposedly “non-sponsored” post featuring a brand is in fact sponsored. Further,

C. Ditt
McNeese State University, Lake Charles, LA, USA
e-mail: cditt@mcneese.edu

J. G. Moulard (✉) · L. J. Zmich
Louisiana Tech University, Ruston, LA, USA
e-mail: jmoulard@latech.edu; [ljz001@latech.edu](mailto:lz001@latech.edu)

K. Pounders
University of Texas at Austin, Austin, TX, USA
e-mail: kate.pounders@utexas.edu

if consumers do infer that this post is sponsored, they may further infer that the influencer attempted to conceal the sponsorship. On the other hand, a brand-featuring post with a disclosure leads no room for questioning whether the influencer is partnering with the brand. As such, an influencer will be perceived as more transparently authentic when a post includes a disclosure than when they do not include one. Thus, this research proposes that influencers' partnership disclosures have opposing effects on the two above-mentioned authenticity types. Posts with a disclosure are expected to negatively affect passionate authenticity yet positively affect transparent authenticity. In addition to these proposed opposing direct effects of disclosure on these two authenticity types, the strength of a consumer's attachment to the influencer is expected to moderate (attenuate) these two relationships. Lastly, both types of authenticity are expected to positively influence attitude the brand, attitude toward the influencer, and purchase intention. These relationships will be assessed in an online experiment, with part of the sample including actual followers of a real influencer.

Keywords Influencer marketing · Social media influencers · Authenticity · Attachment

References Available Upon Request

Shaped by the Media: How Internal and External CSR Information Sources Affect the Employees' CSR Awareness and Perceived CSR Performance: An Abstract



Sven Engelhardt

Abstract Following the global financial crisis and major corporate scandals, perceptions of companies and their leadership have been damaged (Bedi et al., 2016). Since then, research on corporate social responsibility (CSR) has gained importance and companies need to incorporate environmental and social concerns into their decision-making, as outcomes are not evaluated solely on economic or financial criteria (Courrent et al., 2018). Research on CSR has traditionally focused more on the institutional or organizational level of analysis, e.g., on how the CSR performance of a company is related to its financial performance (Flammer, 2015; Wang et al., 2016). However, in the past decade, the concept of micro-level (i.e., individual level) CSR drew more attention, as it takes a more person-centric approach to show how individuals react to CSR initiatives. Employees play a special role when it comes to CSR, as they are internal stakeholders and recipients of CSR, but also spokespersons towards other stakeholder groups, e.g., customers and suppliers. Scholars provided empirical evidence for the positive effects of CSR perception on individual behavioral (Cheema et al., 2020) and attitudinal outcomes (Aguinis & Glavas, 2019). Although literature has investigated multiple outcomes of CSR, extant literature still lacks a better understanding of how the employees' perception of CSR is formed and when and why employees experience CSR differently (Aguinis et al., 2020).

This research aims to assess the influence of different types of media (i.e., internal and external sources) on the perceived CSR performance of employees. Drawing on social identity theory, we build on and extend the stream of literature which shows that employees derive value and emotional meaning from their identification with their employer. Our study was conducted through a self-reported online survey across various industries and functions. We focused primarily on middle managers

S. Engelhardt (✉)
RWTH Aachen University, Aachen, Germany
e-mail: engelhardt@time.rwth-aachen.de

($n = 901$) as survey respondents, because they are less involved in high-level CSR decisions and therefore less prone to social desirability bias (James et al., 2017). In order to test our model, we performed a confirmatory factor analysis (CFA) and developed a structural equation model using SPSS AMOS 27.

We tested the link between different types of media, CSR awareness, and the employees' perceived CSR performance. Besides providing more nuanced empirical evidence on how CSR perceptions are formed, our expected results will provide firm leaders with guidance on the relevance of internal media to shape the CSR perception of their employees. The CSR activities of a firm are likely to resonate better with individuals if these are more informed about them.

Keywords Corporate social responsibility · Micro-level CSR · Employees · Social identity

References Available Upon Request

A CEO's Childhood Experience of Natural Disaster and Corporate Social Responsibility: An Abstract



Daewoung Choi, Hyunju Shin, and Kyoungmi (Kate) Kim

Abstract The effects of CEOs' childhood experiences of natural disaster on their corporate-level decisions has recently become the subject of growing interest among scholars. Although recent research finds that CEOs with natural disaster in their childhood tend to be more sensitive to the consequences of taking risks and implement more risk-averse and conservative financial policies (e.g., Bernile et al., 2017; Chen et al., 2021), little is known about the influence of this experience on corporate social responsibility (CSR). Drawing on upper echelons theory, heterogeneities in corporate actions and outcomes are the result of differences among corporate executives (Hambrick & Mason, 1984).

This study contributes to the literature in multiple ways. First, this study adds to the stream of research that examines the effect of a CEO's childhood experience of natural disaster on post-disaster decisions. While the majority of existing literature has largely focused on the influence of a CEO's experience of natural disasters on corporate financial policy (e.g., Bernile et al., 2017; Chen et al., 2021), this study expands the scope of outcome to the firm's CSR performance. Second, this study enriches the CSR literature that has shown that a CEO's characteristics affect the firm's commitment to CSR (e.g., Chen et al., 2019). By demonstrating how a CEO's childhood experience of natural disaster influences a firm's CSR performance, this study advances the understanding of the influence of top executives' characteristics on corporate policies and practices, anchored by the upper echelons theory. Lastly, by identifying the moderating effects of the levels of the CEO's career horizon and

D. Choi

Louisiana State University – Shreveport, Shreveport, LA, USA

e-mail: joey.choi@lsus.edu

H. Shin

Georgia Southern University, Statesboro, GA, USA

e-mail: hshin@georgiasouthern.edu

K. Kim (✉)

University of Wisconsin Eau Claire, Eau Claire, WI, USA

e-mail: kimkyoun@uwec.edu

social capital, this study provides a profound understanding of the phenomenon of a firm's CSR as a result of the CEO's childhood natural disaster experience.

Using archival data, the findings demonstrate that a CEO's childhood exposure to natural disaster has a positive influence on the firm's CSR performance and emphasize that the level of CEO career horizon and the level of social capital in the community moderate the effect of a CEO's childhood experience of natural disaster on the firm's CSR performance. Theoretical and managerial implications are discussed.

Keywords Natural disaster · Childhood experience · Corporate social responsibility · CEO career horizon · Social capital

References Available Upon Request

Featuring a Benefactor or a Victim? How Charity Appeals with Different Protagonist Focus Affect Donation Behavior: An Abstract



Bingqing (Miranda) Yin and Jessica Li

Abstract Charities often feature needy victims in their appeals (e.g., an emaciated, hunger-stricken child featured in UNICEF’s ads) and much of the research in donation literature also focuses on investigating how to portray victims in a way that will elicit more donations. The present work proposes an alternative charity appeal that features a benefactor (e.g., a person who volunteers at the charity). In practice, some charities have already been featuring benefactors in their appeals (using a ‘benefactor appeal’). For example, the *United Way* in early 2017 launched a docu-series named “The Hero Effect,” in which each episode features an ordinary person having a life-changing impact on an individual or a community. Yet, little is known about whether the benefactor appeal is more effective than the victim appeal in eliciting charitable donations, and, if so, when and why.

Results from five studies involving both behavioral intention and real donation measures suggest that featuring a benefactor can elicit more donations than featuring a victim, and that this effect is driven by moral elevation. Moreover, this effect is moderated by charity recipients’ group membership (e.g., American vs. African). Further, not all benefactor appeals are effective. Featuring an out-group benefactor (an African volunteer), though it elicits similar levels of moral elevation as featuring an in-group benefactor (an American volunteer), leads to lower donations. We find that this is because the benefactor’s group membership influences the extent to which the evoked feeling drives donors’ decision process, such that an in-group (vs. out-group) benefactor appeal facilitates donors’ feeling-based (vs. reasoning-based) decision process, resulting in higher donations.

B. Yin (✉)
California Polytechnic State University, San Luis Obispo, CA, USA
e-mail: biyin@calpoly.edu

J. Li
University of Kansas, Lawrence, KS, USA
e-mail: Jessica.li@ku.edu

Taken together, we develop a theoretical framework on when and why a benefactor appeal elicits more donations. Five studies involving both behavioral intention and real donation measures test and confirm the theoretical model. We contribute to research on charitable donation, moral elevation and demonstrate to charities that a benefactor appeal can be effective in promoting donations.

Keywords Charity appeal · Moral elevation · Positive moral emotion · In-group and out-group · Donation behavior

References Available Upon Request

Special Session: Marketing Science at the Service of Innovative Startups and Vice Versa: An Abstract



Antonio Hyder

Abstract This session orchestrates participation from startup entrepreneurs, investors, academics and policy makers. Innovative startups can adopt marketing science in their decision-making processes, provide data to academics, and inspire them to co-develop new theories and models contributing to the elevation and influence of the discipline (Key et al., 2021), putting marketing science to practice (Steenkamp, 2021) and solve managerial problems (Lilien, 2011). Four presentations are made by startup founders operating in Artificial Intelligence, Financial Tech, Digital News and Advertising Tech, using marketing science to their advantage.

Bottleneck removal for artificial intelligence startup decision making using marketing science. K.G. Charles-Harris. CEO, Quarrio. Carlos Pérez-Vidal¹.

Rising amounts of data affects the ability of startup founders to predict outcomes and make decisions pertaining to employees, strategies, consumers and markets. The Ladder of Business Intelligence framework (LOBI) enables computers to convert data from facts into information. We present how marketing science in practice orchestrates how managers and employees within AI startups can enhance cycle times from data to information, and then to action, avoiding bottlenecks with regards to operational execution both internally and with the market.

Using marketing science to fix economic inequality unlocking startup access to global capital markets. Jonathan Nelson. CEO, Hackers and Founders.

Marketing science-based methodology for the selection of startups floating on public capital markets. The five stages of the method are universe, content analysis, conversation, interest and acceptance. Metrics are defined by London Stock Exchange practice. Data is collected from startups seeking to float on the stock exchange and analysed with cluster analysis.

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A. Hyder (✉)

Hackers and Founders Research, Universidad Miguel Hernandez, San Jose, CA, USA
e-mail: ah@hf.cx

An innovation diffusion aggregation analysis methodology. Tim Hill. CEO, Social Status. Carlos Pérez-Vidal¹.

Entrepreneurs and startups increasingly adopt social media diffusion in launch phases. Audiences are becoming elusive due to fragmentation and there is a paradigm shift in evolving user behaviour. We suggest an integrative analytics methodology that normalises cross-channel adoption to reach expected behaviour. Anonymous data is aggregated by Social Status platform and analysed with partial least squares path modelling.

Quick Diversification. Deciding the scaling strategies of a digital news startup using marketing science. Joey Chung. CEO, TNL Media. Carlos Pérez-Vidal¹.

We conceptualise a framework for the assessment of diversification speed in digital portfolio management strategy within digital news entrepreneurship, based on the innovation diffusion and product life cycle theories. Data is collected from the verticals of a rapidly expanding Taiwan-based digital news agency seeking stability and survivability in the market adopting marketing science.

Keywords Applied marketing science · Startups · Artificial intelligence · Financial tech · Social media · Martech · Advertising

References Available Upon Request

Exploring the Strategic Bond between Economic Geography and Firm-Level Advertising Spending: An Abstract



Stacey Sharpe

Abstract A widely-recognized and studied source of differentiation among firms, advertising is credited with being able to modify consumer preference (Chamberlain, 1933; Moorthy & Zhao, 2000; Telser, 1964), create brand loyalty (Braithwaite, 1928; Chamberlain, 1933), influence changes in market composition (Comanor & Wilson, 1974; Telser, 1964), increase profitability (Braithwaite, 1928; Comanor & Wilson, 1974; Currim et al., 2012; Joshi & Hanssens, 2010), mitigate the negative implications a brand crisis (Sharpe 2020; Sharpe & Hanson, 2018) and influence investor attention and overall firm value (Chemmanur & Yan, 2009; Du & Osmonbekov, 2020; Liu et al., 2017; Lou, 2014; Madsen & Niessner, 2016).

Scholarly interest in the area of advertising spending have primarily explored the strategic outcomes (see Chemmanur & Yan, 2009; Currim et al., 2012; Huang & Wei, 2012; Joshi & Hanssens, 2010; Lambin, 2000; Lou, 2014; Madsen & Niessner, 2016; Moorthy & Zhao, 2000; Sharpe & Hanson, 2018, and others) and, more recently, overall accountability (i.e., efficiency) (see Cheong et al., 2014; Luo & Donthu, 2001; Pergelova et al., 2010; Rahman et al., 2019, and others) associated with variations in firm-level advertising spending. However, scholarly efforts to identify and examine contributing factors of variations in firm-level advertising expenditures remains relatively limited in scope and volume.

In this paper, this concern is addressed by empirically assessing the relationship between a firm's geographic location and its advertising spending decisions. More specifically, this investigation explores the strategic bond between a firm's geographic location and its advertising spending decisions by examining the implications of geographic location for advertising intensity. Using firm location and financial data, the effects of geographic centrality and physical distance on firm-level variations advertising intensity are examined. In addition to generating empirical evidence to support the relevance of geographic location for advertising spending

S. Sharpe (✉)
California State University, Los Angeles, CA, USA
e-mail: ssharpe3@calstatel.edu

decisions, this investigation confirms the relevance of geographic location to the firm's advertising decisions, attends to the limited location-based considerations in marketing for the relationship between location and firm-level competition. In doing so, it contributes to the explanatory knowledge of heterogeneity in advertising intensity. Furthermore, by focusing on the principal city locations of the most agglomerated metropolitans, this study takes a more granular approach to investigating the implications of urban agglomeration and geographic centrality compared to those of the extant economic geography and related literatures.

Keywords Advertising spending · Urban agglomeration · Location-based decision making · Geography

References Available Upon Request

Influence of Online Brand Community Management Capability on Firm Performance: An Abstract



Plavini Punyatoya and Amit Saini

Abstract Online Brand Communities (OBCs) are communities where the members can interact with other members, or with the brand through the Internet without temporal and spatial barriers (Tseng et al., 2017). These are important platforms for firms to disseminate information and knowledge pertaining to their brands. OBCs provide opportunities for customers to share their affect and experiences with particular brands (Hollebeek et al., 2017). Some firms have successfully created firm-initiated online brand communities to connect with customers directly. These firms use online brand communities to build customer relationships, enhance brand image, and increase customer interactions with the brands. So, firms must know how to manage the OBCs well. A well-managed OBC is likely to motivate a greater number of customers to participate in the community. Since OBCs are crucial platforms to strengthen the customer-brand relationship (Hajli et al., 2017) and increase customer brand loyalty (Islam et al., 2018), firms can capitalize on OBCs by leveraging them as dynamic capabilities.

Using the dynamic capability perspective (Teece et al., 1997), we propose a novel construct - online brand community management capability (OBCMC) - and theorize its effect on firm performance. We conceptualize online brand community management capability as a dynamic capability that can be developed through technology infrastructure, brand communication, and customer service. We propose that online brand community management capability leads to increased firm growth, customer engagement, and firm reputation. We also suggest that the impact of OBCMC on the firm performance is affected by the B2B or B2C focus of business offerings.

We contribute to marketing management literature by viewing OBCMC as a dynamic capability and as an important managerial initiative. We explain how certain firm-level elements lead to better management of virtual communities. We pro-

P. Punyatoya (✉) · A. Saini
University of Nebraska-Lincoln, Lincoln, NE, USA
e-mail: ppunyatoya2@huskers.unl.edu; asaini2@unl.edu

pose that firms can achieve their business goal using effective and efficient OBC management. It is imperative for managers to know what levers to pull in order to optimize the use of online communities; such agency is likely to motivate managers to use online brand communities to improve firm performance. Thus, this research suggests how well-managed OBCs can be used by firms to connect with customers and reach business goals.

Keywords Online brand communities · Firm performance · Online brand community management capability · Dynamic capability theory

References Available Upon Request

Persuasion Using Video Narratives: Case of Engagement with Videos on YouTube About COVID-19: An Abstract



Anil Mathur

Abstract Since November 2019, when the cases of COVID-19 were first reported, millions of people have been affected by the pandemic in some way. Social media has played a major role in generation and dissemination of information about the pandemic. This information on the social media has been posted by a wide range of individuals and organizations including government agencies, health organizations or professionals, news organizations or reporters, for profit and nonprofit organizations, and political, religious, corporate, or community leaders. Irrespective of the content or modality, the main objective of people/organizations posting information on social media is to spread their message to as many people as possible.

The objective of this research is to examine the factors that contribute to user engagement with video content posted on YouTube on COVID-19 related topics. As such, the influence of YouTube videos about COVID-19 is examined within the context of narrative persuasion as compared with argument-based persuasion. This research is based on a unique approach to first analyze the content of YouTube videos in terms of having argument-based persuasive elements versus having narrative-based persuasive elements using text analysis. Content of videos is then related to user engagement metrics to assess which type of content (argument-based versus narrative-based) can generate greater user engagement.

Data for the study were collected from YouTube videos about COVID-19 (N=831). Content of selected videos was extracted in the form of transcripts of posted videos and analyzed using Linguistic Inquiry and Word Count 2015 (LIWC2015) (Pennebaker et al., 2015a; Pennebaker et al., 2015b). Measures of argument-based content of videos (analytical thinking and clout) and narrative-based (authentic and emotional tone) were based on variables reported by LIWC2015.

A. Mathur (✉)
Hofstra University, Hempstead, NY, USA
e-mail: Anil.Mathur@Hofstra.edu

YouTube engagement metrics reflect how viewers interact with posted videos. Of the four publicly available engagement metrics three were used (number of likes, number of dislikes, and number of comments) as dependent variables. Overall, results indicate that narrative-based content in YouTube videos related to COVID-19 have stronger relationship with viewer engagement compared with argument-based content on the same platform.

Keywords COVID-19 · Text analysis · Narrative persuasion · Social media

References Available Upon Request

Virtual Try-Before-You-Buy: The Impact of Virtual Try-ons on Consumer Purchases: An Abstract



Luisa Thomas

Abstract The rise of digital technologies and online business models has fundamentally changed the shopping environment. In line with e-commerce growth, product returns increased to double-digit percentages, constituting a risk for the retailer's profitability. The main cause lies within product uncertainty, as consumers cannot physically assess and try on products. Previous research differentiates between product quality and fit uncertainty, where the latter has a stronger effect on product returns. To counteract, retailers can implement signals to convey additional product information. While quality-inferring signals, such as brands, have been studied extensively, little is known about signals supporting product fit.

We research a technology specifically designed to reduce fit uncertainty, namely virtual try-ons (VTOs), exploring how their usage impacts consumer purchase behavior, especially sales and returns, considering different product types. The analysis is based on a unique clickstream and customer transaction dataset from a European e-commerce retailer comprising over 1.3 million purchases in 2020. Results indicate that the usage of VTOs increases sales, in particular order value, the number of items per order, average selling prices, and contribution margins, as well as reduces returns. These relationships are fortified for hedonic vs. utilitarian goods.

We validate previously posed hypotheses that interactive technologies perform better in serving retailers' desired outcomes than static decision aids, indicating that these provide superior product fit information, function as a signal, and hence reduce online product uncertainty more effectively. We are among the firsts to analyze the influence of try-on technology usage on purchasing behavior and extend Expectation-Disconfirmation and Signaling theory to the digital marketing context. Moreover, we contribute methodologically by analyzing large-scale data, adding realism to technology usage studies, which primarily leverage purchase intentions and laboratory settings. Further, marketers can gain a better understanding of cus-

L. Thomas (✉)
RWTH Aachen University, Aachen, Germany
e-mail: thomas@time.rwth-aachen.de

tomers interactions with a new technology that promotes beneficial top-and bottom-line implications.

Keywords E-commerce · Virtual try-on · Consumer purchasing behavior · Product uncertainty

References Available Upon Request

The Show Must Go On: Virtual Live Music Event Experiences During COVID-19



Caroline Ducarroz and Pia A. Albinsson

Abstract Often used as entertainment and ambience in various servicescapes, during COVID-19, live music experiences as the world knew it changed drastically. This article investigates the way young consumers engage with virtual live music events (VLME) during COVID-19, by using logistic regression modeling. We present factors that determine the probability to attend VLME during COVID-19, to attend VLME post-COVID-19, and the willingness to pay (WTP) for VLME. In the Internet age, VLME could represent a post-COVID opportunity for the cultural sector, if consumers consider it a real entertainment option, not only during a pandemic.

Keywords Music · Consumer behavior · COVID-19 · Virtual live music events · Willingness-to-pay

Introduction

Digital virtual consumption (DVC) rose in many aspects during COVID-19, (COVID hereafter). Work and school went online and remote work became common. Similarly, many consumers were limited in accessing and interacting with various entertainment options (e.g., movie theaters, concerts, museums, and art galleries). In terms of music and concerts, traditionally live music performances are offered in conjunction with other consumption and service experiences such as at local pubs, restaurants, wine tastings, and craft festivals. However, live music

C. Ducarroz (✉)

UCLouvain – Louvain School of Management (CERMA), Mons, Belgium
e-mail: caroline.ducarroz@uclouvain.be

P. A. Albinsson

Appalachian State University, Boone, NC, USA
e-mail: albinssonpa@appstate.edu

performances are also offered as the primary offering at concerts, shows, and music festivals. On an everyday basis, many consumers engage with music through DVC options such as Spotify, YouTube, and Amazon music. Consumers consider music to be an important part of who they are in terms of their identity projects (Rentfrow & Gosling, 2003).

With COVID restrictions, many businesses, restaurants and bars, but also larger concert venues, suddenly required physical distancing, limited or no capacity, and even closings. Therefore, limited marketplace live music offerings were available to consumers. Many artists from local troubadours to global singers and bands suddenly saw their livelihoods being challenged, as their ability to offer in-person shows were severely limited (Rendell, 2020). Instead, some offered their music via virtual live shows referred to as “portal shows” (Rendell, 2020) on social media and other digital platforms. Some of these events, called *virtual live music events* (VLME) here, were free, while others required pre-payments or tickets.

While a VLME is obviously different from a live or material consumption option, Denegri-Knott and Molesworth (2010) suggest that such virtual consumption can still fulfill consumption practices. While previous research on digital gaming worlds such as Second Life and World of Warcraft, the same liminality, the “in betweenness” of the material and the imaginary can be discussed in terms of VLMEs, as they can be considered as liberating and can help consumers escape from boredom, offer transformational spaces, and new forms of pleasure and experiences (Denegri-Knott & Molesworth, 2010). From a consumer behavior perspective, music consumption rituals during COVID have increased due to its benefit to keeping up with exercise and entertainment rituals, as mood enhancement and to connect with others (Albinsson, 2021; Vandenberg et al., 2020).

This article aims to investigate the motivating factors leading young US and Belgian consumers to interact with VLME during a pandemic. Specifically, we examine how these factors influence VLME’s attendance during and post-COVID. We also examine factors that may impact consumers’ willingness-to-pay for VLME. The research question that guides this exploratory research is:

RQ: What motivating factors influence young consumers to attend VLMEs?

We focused on younger consumers as adolescents and young adults between age 13–30 tend to listen to similar type of music, often played on the radio and accessed via streaming services (Hu, 2016). In addition, 68 percent of 18–34-year-olds listen to music everyday (Statista, 2019), on average 4 h a day, often utilize social media, and music has shown to be used by marketers as a unifying factor for Gen Z (Hu, 2016).

Literature Review

Bringing a Sense of Connectivity Through Interaction

Virtual live streamed music events (referred here as VLME) are portal shows that can be “high production value events to amateur performances,” can include various genres and span from “professional, semi-professional and unsigned acts that make up the music industry” (Rendell, 2020). Streaming sites such as Twitch.TV, Instagram, Facebook etc. host various artists’ and bands’ limited timed events either free or for a fee. Some have tip functions where the most generous givers sometimes are recognized at the end of the show (Rendell, 2020). While some shows are recorded and streamed for some time after the live event, others are only live, which further highlights the exclusivity of the event as they become ephemeral (Rendell, 2020). In addition, these events are digital virtual consumptionscapes which provide space for consumers (e.g., the audience and fans) to discuss “their favorite artists, genres and the fandoms themselves” (Rendell, 2020). The online space can facilitate not only parasocial relationships but also between performers and audiences. VLME combine social media entertainment and online audience engagement (see Albinsson, 2021; Rendell, 2020). Live music events in general often take on ritual characteristics and generate social solidarity through what Durkheim (1995 [1912]) called ‘collective effervescence.’ Vandenberg et al. (2020) using Dutch virtual rave (e.g., electronic dance music) streams as context, recently investigated whether VLME can create social solidarity in the same way as pre-pandemic live music events did. They found that as the audience shares the stream simultaneously, the shared experience adds to the feeling of being part of something bigger, that you are part of a community for the duration of the event. While a virtual rave cannot mimic the experience of a collective energetic dance event, it was found to be a ‘ritual-turned-symbol’ for the participants (Vandenberg et al., 2020). Music can act as communication and function as a way to reduce negative emotions and anxiety and increase positive emotions and social belonging (Kneer & Rieger, 2016). During VLMEs, musicians who are talking to the virtual audience, commenting in between songs, and thanking them for watching helps create social connections (Albinsson, 2021; Rendell, 2020). For example, in a qualitative study on American College students, Albinsson (2021) found that informants interact with VLMEs to enhance the self by customizing their investment of the self through co-constructing of the self (Belk, 2013). Sometimes this interaction was found to be a way of actualizing the impossible – seeing an artist live whom they would never be able to see in real life (Denegri-Knott & Molesworth, 2010). Based on our literature review we propose the below conceptual model, where four potential dimensions: need for interaction, relationship with music, concert experience, individual characteristics, may influence consumer behavior in terms of VLME consumption (see Fig. 1). This exploratory, as previous literature does not provide a real consistent framework, will only make some exploratory predictions: (1) a potential negative effect of the “need for interaction” dimension on the three dependent variables, as interactions may de

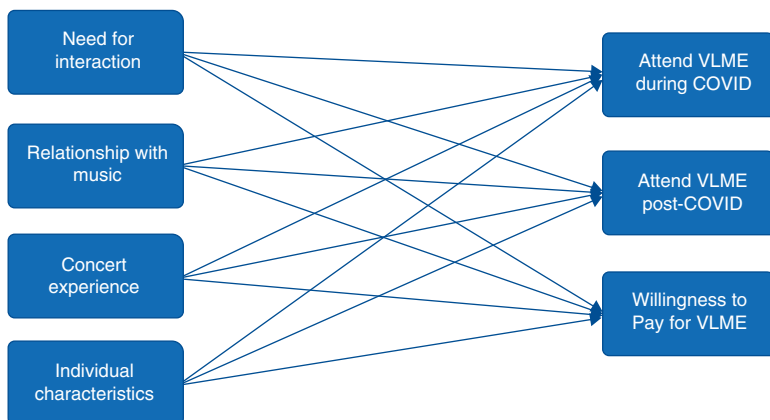


Fig. 1 Conceptual model

facto appear as less pronounced in VLME, discouraging people who need interaction; (2) a potential positive effect of “concert experience” on COVID and on post-COVID attendance, as experienced consumers in terms of concert and of VLME may even more easily understand and appreciate the VLME experience of social solidarity described in the literature (Vandenberg et al., 2020).

Choice of Countries: US and Belgian Consumers’ Relationship with Music

Music plays an important role both in the USA and in Belgium. In 2017, according to AudienceNet, US consumers listed “listening to music” second to “view social media content.” US consumers have increased their spending on music entertainment (\$8 billion in 2020 from \$7.7 billion in 2019), as well as Belgian consumers (the music industry grew to €78.32 million in 2019 from €72.49 million in 2018) (Belgian Entertainment, 2020).

In terms of consumers wanting live entertainment, music festivals are popular events. In 2017, the US topped festival spending with €578 million, closely followed by Belgium €542 million (Statista, 2020). Millennials often take on debt to afford their music festival habits (Hoffower, 2019), showing young consumers’ high interest and involvement with music experiences. We decided to collect data from the US and Belgium not just because they have the highest festival spending, but as Coachella (US) and Tomorrowland (Belgium) are continually listed as top global festivals. In addition, they are the top most ‘Instagrammed’ music festivals in the world: Coachella, while ranked first (over 4.2 million hashtags), is followed by Tomorrowland (over 3.8 million hashtags), perhaps surprisingly as Belgium is a quite small country. Previous cross-cultural research in marketing has utilized data

from the US and Belgium, two western countries, as their cultural differences, while different on some of Hofstede's dimensions, e.g., power distance, uncertainty avoidance and long-term avoidance (Hofstede et al., 2005) seem to be non-trivial from a marketing perspective (see Ford et al., 2018). While Ford et al. (2018) studied the effectiveness of using brand-evoked nostalgia in US and Belgium, we find that the two countries are useful to study VLMEs due to the strong music interest and involvement (Voss et al., 2003).

Method

A Qualtrics questionnaire aimed at young US and Belgian consumers measured four dimensions: (1) need for interaction, (2) relationship with music, (3) concert experience, and (4) individual characteristics. These dimensions included a total of 16 predicting factors used in logistic regression. Established Likert-scales were used where applicable (and single-item questions created by the authors for the others), anchored by 1 (strongly disagree) and 7 (strongly agree). The Belgian questionnaire was translated to French and thereafter back translated to English as recommended in cross-cultural research.

The need for interaction was measured by three variables: the “need for human interaction” ($X_1 = \text{Interaction_human}$) adapted from Gurhan-Canli and Durairaj (2000); the “motivation to socialize during concerts” (degree to which a person is motivated to observe and interact with other people when attending a concert) ($X_2 = \text{Concert_Socializing}$) adapted from Noble et al. (2006); and the “need for interactions with the band during concert” ($X_3 = \text{Band_Interaction}$).

Relationship with music was measured by the respondent's “music involvement” ($X_4 = \text{Music_Involvement}$) adapted from Voss et al. (2003) and by “music price sensitivity” ($X_5 = \text{Music_Price_sensitivity}$).

Concert experience was measured by the “number of concerts attended per year before COVID” ($X_6 = \text{Nb_concerts}$); the “type of concert attended” (binary $X_7 = \text{Small_Venue}$; binary $X_8 = \text{Large_Venue}$; binary $X_9 = \text{Festival}$); “concert involvement” adapted from Voss et al. (2003) ($X_{10} = \text{Concert_Involvement}$); and “having already attended VLME before” (binary $X_{11} = \text{Already_attended}$).

Individual characteristics: “Internet usage” ($X_{12} = \text{Internet_Usage}$) adopted from Mathwick and Rigdon (2004); “the possibility to immerse in music at home” (e.g., separate room, good sound) ($X_{13} = \text{Immerse}$); “the maximum capacity of an inside in-person live concert that the respondent is willing to attend post COVID pandemic, because s/he would not feel safe above this capacity” ($X_{14} = \text{Max_Capacity}$); “the feeling that in-person concerts are better than VLME” ($X_{15} = \text{Better}$); “trial of technology products” (innovativeness) ($X_{16} = \text{Innovativeness}$) adapted from Steenkamp and Gielens (2003).

Data Collection

We collected data in the US and in Belgium via an anonymous Qualtrics link distributed on social media, as most of the music streaming events were organized on, streamed, and shared via social networks. The US convenience sample ($N = 374$) consisted of 59.6 percent females, 88.8 percent were between 18 and 29 years old (the remaining respondents, 11 percent, were between 30 and 69 years old and were excluded from the below analysis). The Belgian convenience sample ($N = 425$) consisted of 52.5 percent females and 85.6 percent of the respondents were between 18 and 29 years old (the remaining respondents were spread over 30–69 and excluded from further analysis). The final US and Belgian samples are 332 and 364 respondents respectively.

Logistic Regression Modeling

To investigate the above RQ in the predictive models, we used binary logistic regression modeling. This method predicts the likelihood of the occurrence of an event based on a set of predictors, and is frequently used in marketing research (Akinci et al., 2007). The independent variables are used to estimate the odds of belonging to group “1” (for instance, having a willingness-to-pay higher than 0 for VLME). The analyses were run separately on each sub-sample (US vs. Belgian), to evaluate similarities and differences between young consumers’ VLME’s experiences in the two countries.

The indicator variable $Y_{POS,i} = 1$ (or $= 0$) if respondent i plans to pay for online virtual concerts. The probability that s/he has a willingness-to-pay higher than 0 can be expressed as:

$$Prob(Y_{WTP,i}) = \frac{\exp(Y_{WTP,i}^*)}{1 + \exp(Y_{WTP,i}^*)}$$

Where $Y_{WTP,i}^*$ depends on several predictors:

$$Y_{WTP,i}^* = \beta_{WTP,i0} + \sum_{k=1}^K \beta_{WTP,k} X_{i,k} + \varepsilon_{WTP,i}$$

Other indicator variables were used, leading to other binary logistic regressions, estimated separately:

- $Y_{ATTEND_NOW,i} = 1$ (or $= 0$) if respondent i plans to attend online virtual concerts now (during COVID).
- $Y_{ATTEND_POSTCOVID,i} = 1$ (or $= 0$) if respondent i plans to attend online virtual concerts after COVID.

Results and Discussion

Reliability analysis showed Cronbach's alpha (α) coefficients all higher than 0.80. Correlation analysis was conducted to determine the degree of multicollinearity among the predictors and show relatively low bivariate correlation coefficients (<0.70) for all pairs of variables.

Logistic Regression Results

To test the predictive models, we used the same predictors (see X_1 - X_{16} in Table 1). In all models listed above, the significant likelihood ratio test rejects the null hypothesis of all predictors in the model being zero. Table 1 presents the estimated parameters (represent the impact of a predictor on the likelihood of a respondent), the odds parameters (represents the magnitude of the effect) and the p-value attached to Wald statistics. Table 1 also shows Kruskal gamma and percentage of correct events and non-events when using the model to predict the belonging to each group. Overall, an adequate level of validity of each model was found. Due to space limitations, only results that are significant for at least one of the subsamples are presented in the text, for all others see Table 1.

Probability to Attend a VLME Now (During COVID)

The score is considered as "likely" if it exceeds 4 (so 5, 6, 7) (value = 1) and "not likely" if it is 4 or below (value = 0) (as 7-point scales were used). Respectively 30% of US respondents are likely to attend a VLME during COVID (101/332); 37% on the Belgian side (134/364).

Several variables related to **concert experience** turn out to have a significant impact on the probability to attend VLME during COVID: *in both subsamples*, having already experienced VLME has a strong positive influence on the likelihood of attending other VLMEs during the pandemic (US: β (beta) = 0.99; $p = 0.001$; Bel: $\beta = 1.95$; $p < 0.0001$). This is the strongest effect in both subsamples: having previously attended a VLME increases the probability of attending another VLME during the pandemic (it multiplies this probability by the odds estimates of 2.70 (US) and 7.01 (Belgium) respectively). Twenty-six percent of respondents in the US subsample have already attended a VLME, while this percentage increases to 38.46% in the Belgian subsample.

Also, concert involvement has a positive impact (US: $\beta = 0.28$; $p = 0.07$.; Bel: $\beta = 0.30$; $p = 0.03$): people who are highly involved in concerts are more likely to attend VLME, during the pandemic. Nevertheless, *in the US sample*, the number of concerts attended before COVID turns out to negatively influence respondents (US:

Table 1 Results

	US sub-sample ($n_{US} = 332$)			Belgian sub-sample ($n_B = 364$)		
	Attend VLME now	Attend VLME Post-COVID	WTP	Attend VLME now	Attend VLME Post-COVID	WTP
Parameter	ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)
Intercept	-0.59 (0.71)	2.86 (0.12)	3.81 (0.02)	-4.13 (0.01)	-0.87 (0.63)	4.11 (0.02)
Need for interaction	X_1 (Interaction_human)	0.15 <i>1.16</i> (0.32)	-0.33** 0.722 (0.05)	0.20 <i>1.220</i> (0.16)	-0.25 0.78 (0.14)	0.27** <i>1.312</i> (0.05)
	X_2 (Concert_Socializing)	-0.32** 0.73 (0.03)	-0.30* 0.742 (0.08)	-0.01 0.995 (0.97)	-0.20* 0.82 (0.08)	0.03 <i>1.028</i> (0.81)
Relationship with music	X_3 (Band_Interaction)	0.18 <i>1.19</i> (0.21)	0.32* <i>1.381</i> (0.06)	0.25* <i>1.284</i> (0.08)	0.13 <i>1.14</i> (0.22)	0.26** <i>1.292</i> (0.01)
	X_4 (Music_Involvement)	0.05 <i>1.05</i> (0.78)	-0.41** 0.663 (0.04)	-0.19 0.828 (0.24)	0.11 <i>1.12</i> (0.47)	-0.23 <i>1.01</i> (0.19)
X_5 (Music_Price_sensitivity)	-0.15 <i>0.86</i> (0.13)	-0.15 0.863 (0.23)	-0.15 <i>0.864</i> (0.15)	0.16 <i>1.17</i> (0.13)	0.10 <i>1.10</i> (0.43)	0.09 <i>1.091</i> (0.39)

Parameter	Attend VLME now		Attend VLME Post-COVID		Attend VLME now		Attend VLME Post-COVID	
	ML Est. Odds (Pr > ChiSq)	WTP ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)	WTP ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)	WTP ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)	WTP ML Est. Odds (Pr > ChiSq)
Concert experience	X_6 (Nb_concerts)	-0.27** 0.76 (0.03)	-0.28** 0.760 (0.03)	0.07 1.071 (0.63)	0.02 1.02 (0.89)	0.18 1.20 (0.19)	0.14 0.865 (0.26)	
	X_7 (Small_Venue - binary)	0.60** 1.83 (0.04)	0.40 1.487 (0.20)	0.85** 2.329 (0.02)	0.28 1.33 (0.41)	-0.20 0.82 (0.63)	0.34 1.404 (0.37)	
	X_8 (Large_Venue - binary)	0.20 1.23 (0.65)	0.27 1.311 (0.55)	-0.58 0.558 (0.24)	0.43 1.53 (0.27)	0.25 1.29 (0.60)	0.07 1.071 (0.85)	
	X_9 (Festival_binary)	0.45 1.57 (0.13)	0.31 1.363 (0.34)	-0.21 0.809 (0.55)	0.43 1.53 (0.18)	0.07 1.08 (0.85)	-0.38 0.682 (0.24)	
	X_{10} (Concert_Involvement)	0.28* 1.32 (0.07)	0.07 1.070 (0.65)	0.17 1.180 (0.38)	0.30** 1.35 (0.03)	0.25 1.28 (0.15)	0.23* 1.262 (0.08)	
	X_{11} (Already_attended)	0.99** 2.70 (0.001)	1.54** 4.655 (0.0002)	0.77** 2.156 (0.03)	1.95** 7.01 (<.0001)	1.66** 5.28 (<.0001)	0.62** 1.857 (0.04)	

(continued)

Table 1 (continued)

	US sub-sample ($n_{US} = 332$)			Belgian sub-sample ($n_B = 364$)		
	Attend VLME now	Attend VLME Post-COVID	WTP	Attend VLME now	Attend VLME Post-COVID	WTP
Parameter	ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)	ML Est. Odds (Pr > ChiSq)
Individual characteristics						
X_{12} (Internet_Usage)	0.27* <i>1.31</i> (0.06)	0.27* <i>1.312</i> (0.10)	0.06 <i>1.061</i> (0.66)	0.10 <i>1.11</i> (0.51)	-0.13 <i>0.88</i> (0.47)	-0.33** <i>0.72</i> (0.04)
X_{13} (immerse)	0.15 <i>1.16</i> (0.22)	0.27* <i>1.308</i> (0.08)	0.19 <i>1.205</i> (0.13)	0.16** <i>1.18</i> (0.05)	0.19* <i>1.21</i> (0.07)	-0.13 <i>0.875</i> (0.15)
X_{14} (Max_Capacity)	-0.12** <i>0.88</i> (0.04)	-0.17** <i>0.844</i> (0.01)	-0.30** <i>0.738</i> (<0.0001)	-0.38** <i>0.68</i> (<0.0001)	-0.13 <i>0.88</i> (0.21)	-0.37** <i>0.688</i> (0.004)
X_{15} (better)	-0.37** <i>0.69</i> (0.003)	-0.28** <i>0.754</i> (0.04)	-0.41** <i>0.666</i> (0.01)	-0.07 <i>0.94</i> (0.57)	-0.48** <i>0.62</i> (0.0001)	-0.18 <i>0.838</i> (0.14)
X_{16} (innovativeness)	-0.17 <i>0.85</i> (0.15)	-0.36** <i>0.700</i> (0.01)	-0.19 <i>0.828</i> (0.12)	0.05 <i>1.05</i> (0.67)	0.11 <i>1.11</i> (0.38)	-0.21** <i>0.871</i> (0.05)
Model global validity						
Likelihood ratio - Chi ² (Pr > ChiSq)	59.27 (<0.0001)	51.70 (<0.0001)	68.01 (<0.0001)	125.14 (<0.0001)	80.79 (<0.0001)	58.99 (<0.0001)
Gamma Kruskal	0.502	0.529	0.539	0.656	0.646	0.567
%age of correct events and non events	68.1	83.1	74.1	74.7	79.1	75.3

$\beta = -0.27$; $p = 0.03$): the more concerts respondents have attended in the past (so the more familiar they are with concerts), the less likely they are to attend a VLME now. Interestingly, concert frequency (number of concerts) leads to a decrease in the likelihood of attending VLME (multiplying it by the odds estimate 0.76) in the US sample, while concert involvement, which is an attitudinal measure on how important it is for the respondent to attend a concert, leads to an increase in the likelihood of attending VLME. Regarding concert experience, *US respondents* who were used to attend concerts in small venues (such as pubs) are more likely to attend VLME during a pandemic (US: $\beta = 0.6$; $p = 0.04$); this effect is quite strong, while there is no significant impact for respondents who are used to large venues. It may mean that VLME are a good alternative for smaller, more intimate, concerts (e.g., rendering/ aesthetics/ interactions may be similar), while it is not as appropriate for bigger venues (you may miss special effects, stage designs specific to some venues).

Regarding the “**need for interaction**” dimension, only enjoying socializing with other people during concerts in general turns out to have a significant impact (US: $\beta = -0.32$; $p = 0.03$; Bel: $\beta = -0.20$; $p = 0.08$). Respondents who enjoy socializing during concerts are less likely to attend VLME during pandemics (a one-unit increase in enjoying socializing with other people multiplies the probability to attend VLME during a pandemic by the odds estimates of respectively 0.73 in the US sample and 0.82 in the Belgian sample). They seem to believe that the chat interactions during VLMEs are not sufficient.

For the “**individual characteristics**” dimension, only the maximum capacity that respondents are ready to accept for in-person concerts post-COVID has a significant impact *in both samples* (US: $\beta = -0.12$; $p = 0.04$; Bel: $\beta = -0.38$; $p < 0.0001$): people who are willing to tolerate a large capacity for in-person concerts post-COVID are less likely to attend a virtual concert now. If they feel safe attending inside concerts with a high number of people, they are less likely to attend a VLME now. It may mean that they prefer to wait and experience a regular concert, as they feel pretty safe about inside concerts. This effect is particularly strong for Belgians.

The other variables used to measure individual characteristics are only significant in one sample, showing differences between US and Belgian respondents. *On the Belgian side*, the possibility to immerse has a positive impact (Bel: $\beta = 0.16$; $p = 0.05$). People who can easily immerse themselves in music at home (e.g., good sound, separate room) are more likely to attend VLME during a pandemic. However, those who do not have good home conditions are reluctant to experience VLME, which means that being able to properly enjoy the experience with decent equipment is a necessary condition for attending VLME, for Belgian respondents. Not so surprisingly, US respondents who are deeply convinced that in-person concerts are better than VLME are more likely to develop a negative attitude towards VLME (US: $\beta = -0.37$; $p = 0.003$).

Probability to Attend an VLME Post-COVID

The score is considered as “likely” if it exceeds 4 (so 5, 6, 7) (value = 1) and “not likely” if it is 4 or below (value = 0). Respectively 18% (61/332) of US respondents and 19% on the Belgian side (68/364) are likely to attend VLME post COVID, which is significantly less than the proportion of respondents ready to attend VLME *now* during COVID (US: 30%; Bel: 37%).

Regarding “**concert experience**,” having already experienced VLME is the variable that has the strongest positive impact on the probability of attending VLME post COVID, *in both samples* (US: $\beta = 0.77$; $p = 0.03$; Bel: $\beta = 1.66$; $p < 0.0001$), as it multiplies it by 2.15 (US odds estimate) and 5.28 respectively (Bel odds estimate). In other words, respondents who are now used to VLME are clearly more likely to continue, even post COVID (they know what it is about). Also, *US respondents* who are used to attending local concerts in smaller venues are more likely to attend VLME after pandemics (strong impact in US sample: $\beta = 0.85$; $p = 0.02$), while there is no significant impact for respondents who are used to large venues or festivals.

The dimension “**need for interaction**” turns out to have more influence on the probability to attend VLME post COVID than it had on attending VLME during COVID, particularly in the US sample. *In both samples*, respondents who enjoy having interactions with the band in general are more likely to attend a virtual concert post-COVID (US: $\beta = 0.32$; $p = 0.06$; Bel: $\beta = 0.39$; $p = 0.001$). We would have expected that people who enjoy interacting with the band during a concert get frustrated in VLME as they are not physically present, but our results show the opposite. It may mean that young people who enjoy interacting with the band during a concert consider VLME as an opportunity to differently interact with the band (through likes, comments, chat for instance, where they could get direct answer from the band, which is often unconceivable in regular in-person concerts). Young people are more used to online interaction and chatting, which makes this result credible. On the opposite, *on the US side*, enjoying interactions with others in general (“Interaction_human”) has a negative impact on the probability to attend VLME post-COVID (US: $\beta = -0.33$; $p = 0.05$): respondents who enjoy interactions with other people in general are less likely to attend virtual concerts post-COVID. They certainly give importance to the social part of regular in-person concerts, which they can’t find in VLME. Another variable linked to the “interaction” dimension turns out to have a negative impact on this probability, in the US sample: enjoying socializing with other people during concerts makes these respondents less likely to attend VLME post-COVID (US: $\beta = -0.3$; $p = 0.08$): they seem to consider that the interaction (with other members of the audience) that may be allowed in VLME is not sufficient.

While concert involvement did have a positive significant impact on the probability of attending VLME during COVID, it does not have any significant impact on declared intentions for the post-COVID period. But music involvement (part of our dimension “**relationship with music**”) does, *in the US sample*. It has a strong

negative impact (US: $\beta = -0.41$; $p = 0.04$), as a one-unit increase of music involvement multiplies by 0.66 the probability of attending VLME post-COVID. US respondents who are more involved in music are less likely to attend VLME post-COVID, probably not enough for music lovers, and maybe also because music lovers may feel that they will be less supportive for artists by attending VLME post-COVID than by attending regular in-person concerts (more lucrative for artists).

Our last dimension, linked to **individual characteristics**, shows several significant results. *For both subsamples*, respondents who are deeply convinced that in-person concerts are better than VLME are less likely to attend VLME post-COVID (US: $\beta = 0.28$; $p = 0.04$; Bel: $\beta = -0.48$; $p = 0.0001$). Only *in the US subsample*, respondents who are willing to attend big capacity inside in-person live concerts post-COVID are less likely to attend VLME post-COVID (US: $\beta = -0.17$; $p = 0.01$). If they feel safe with inside concerts with a high number of people, they may not see the point in attending VLME. It seems to show again that VLME are considered a temporary alternative to in-person concerts, not an option per se. Finally, people who prefer trying technological products (innovativeness) are less likely to attend VLME post-COVID (US: $\beta = -0.36$; $p = 0.01$). This result is counterintuitive to what we had predicted and needs further exploration.

Probability to Have a WTP > 0 for VLME

Six levels of WTP were proposed. The WTP is considered as higher than 0 if it exceeds 0 (value = 1) and “null” if it is 0 (value = 0). The first level is \$0 (US: 28.61%; Bel: 24.18%), followed by \$1–15 (US: 22.39%; Bel: 33.52%), \$16–30 (US: 21.69%; Bel: 26.10%), \$31–50 (US: 16.87%; Bel: 11.26%), \$51–100 (US: 5.72%; Bel: 3.57%), and \$101 or more (US: 4.52%; Bel: 1.37%). Respectively 71% of US respondents (237/332) and 76% on the Belgian side (276/364) are thus ready to pay for VLME. It is good news for the music industry, which has to adopt a totally new approach in these pandemic days.

In both subsamples, having already attended VLME before has a strong positive impact on the likelihood of having a WTP higher than 0 (US: $\beta = 1.54$; $p = 0.0002$; Bel: $\beta = 0.62$; $p = 0.04$), as it multiplies this probability by 4.65 and 1.86 (odds estimates, respectively in the US and Belgian samples). Respondents who have VLMEs are more likely to pay for it, which means that they probably find value in these events. Also, regarding this **concert experience** dimension, *US respondents* who are heavy concert users in general (pre-COVID) are less likely to pay for VLME (US: $\beta = -0.28$; $p = 0.03$), while *Belgian respondents* who feel involved in concerts are more likely to pay (Bel: $\beta = 0.23$; $p = 0.08$). The other variables linked to this dimension are not significant.

Individual characteristics show a negative impact of maximal capacity post-COVID, *in both samples* (US: $\beta = -0.30$; $p < 0.0001$; Bel: $\beta = -0.37$; $p = 0.004$).

Respondents who are ready to attend large capacity regular in-person concerts in the future are less likely to be willing to pay for VLME, which is in line with previous results on the probability to attend VLME. For internet usage, there is a strong negative impact *in the Belgian sample* only (Bel: $\beta = -0.33$; $p = 0.04$). The more respondents are used to the Internet, the less they are willing to pay for VLME. It may be explained by the fact that they may be used to look for open-source and free content on the web, and thus not willing to pay for music concerts. Also, only *in the Belgian sample*, the tendency for trying technological products (innovativeness) has a negative significant impact on how likely respondents are to have a WTP higher than 0 (Bel: $\beta = -0.21$; $p = 0.05$). Respondents who like innovation are less likely to pay for VLME. This result is similar to the results found on attending post-COVID. *In the US sample*, respondents who feel that in-person concerts are better are less likely to be willing to pay for VLME (US: $\beta = -0.41$; $p = 0.01$), which makes sense. This is a segmentation opportunity for music streaming services.

Concerning the “**interaction**” dimension, *both samples* show a positive impact of enjoying interactions with the band on the likelihood of having a WTP higher than 0, even though this effect is only marginally significant in the US sample (US: $\beta = 0.25$; $p = 0.08$; Bel: $\beta = 0.26$; $p = 0.01$). This is in line with the results obtained on the probability to attend VLME post-COVID. No other variable linked to this interaction dimension is significant in the US sample, but one of them is significant in the Belgian sample. *Belgian respondents* who enjoy interacting with others in general are more likely to be willing to pay for VLME (Bel: $\beta = 0.27$; $p = 0.05$). This specific tendency for interaction did not have any significant impact on the other DV's in the Belgian sample. As Belgian respondents have more experience in attending VLME, they may have had an opportunity to learn more ways of interacting with other concert attendees in a virtual format and therefore are more willing to pay for these events. Further analysis is needed to fully understand these relationships. Finally, the dimension linked to respondents' relationship with music does not influence WTP in our study.

Conclusion

This exploratory study is one of the first large quantitative studies investigating young consumers' music consumption during COVID. Results show that significantly less US and Belgian young people are willing to attend VLME post-COVID than they are willing to attend VLME during the pandemic, and this aversion is stronger for Belgian respondents. This may suggest that VLME are mostly considered as a temporary alternative to in-person concerts. For instance, concert involvement turns out to have a positive impact on the probability to attend VLME during COVID (in both samples), but has no impact on the probability to attend VLME post-COVID; music involvement has even a negative significant impact on this probability. It may mean that real music lovers are not ready to switch from in-person to virtual concerts when the option to attend a live performance is available.

Same with young people who enjoy socializing during concerts: they are less likely to attend VLME, as they probably can't mimic the kind of interaction with other people that they are looking for.

This does not prevent the music industry from capitalizing on these VLME (in a hybrid form of concerts, for instance), as almost 20% of our respondents in both countries are still likely to participate in VLME post-COVID. If so, artists and concert producers may want to pay attention to the interaction that they create online between the band and the audience, as it is a clear influential factor on the probability to attend. Also, our results show that young people who have already tried a VLME are clearly more likely to attend such an event again, both during and post-COVID. In addition, these consumers are also willing to pay for the experience. These findings lead to practical implications for service providers in the music industry. For example, artists, bands or streaming sites could offer discounted or free tickets for VLME for first time attendees or as part of an album download as they are more likely to pay to attend again. In addition, streaming sites can promote audience engagement and participation by encouraging and allowing a so called "pay-it-forward" button on their sites for so-called 'hitchhiking,' which is a gift-giving act that entails consumers buying tickets for those who cannot afford to attend (Rendell, 2020). Other influential factors, such as the possibility to immerse at home (which has a positive influence on probability to attend currently and post-COVID), or the maximum capacity of in-person concerts that respondents are willing to tolerate (which has a negative influence on WTP), are less easy to control, from an artist/concert producer point of view. Our results are only partly in line with the exploratory predictions made about the direction of the "need for interaction" impact and the "concert experience" impact, showing that more research is needed to better understand consumers perception, attitude, and willingness to attend VLME's in various post-pandemic contexts.

Logistic regression results.

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Whose Role Is It Anyway? A Consideration of Responsibility in Digital Addiction: An Abstract



Mignon Reyneke, Jeandri Robertson, Caitlin Ferreira, and Anna Näppä

Abstract Digital addiction behavior is complex, and research has shown that it can develop for various reasons (West, 2001; Young, 2015), ranging from psychological changes (Kuss & Griffiths, 2012) to having a genetic predisposition to addiction (Kovac, 2013). Addictive behavior is more likely to develop when an individual is not fully aware of the consequences of their behavior, e.g., digital experience consumers are more likely to form a digital addiction if they are not aware of the negative impact that this behavior has on their well-being (Herrnstein & Prelec, 1992). Digital addiction is also more likely to occur in instances where users are more risk-prone and do not believe that the negative consequences will occur in their case (Orphanides & Zervos, 1995).

Recent research has considered the role of organizations and more specifically marketers (Cemiloglu et al., 2021), in exacerbating digital addiction and several medical and psychology scholars have considered the neurological and psychological factors of digital addiction (Montag & Walla, 2016). However, few studies have considered the consumer's view on digital addiction and whether they are concerned about the potential of becoming addicted, and if so, where they place the responsibility in terms of curbing addiction.

As consumers are shifting from ignorant to informed in their understanding of their usage behaviors of digital technology, they too are engaging in behavior that seeks to curtail their addictive tendencies. But where does the responsibility lie? Should consumers continually disengage from technology and move further away

M. Reyneke

Graduate School of Business, University of Cape Town, Cape Town, South Africa

e-mail: mignon.reyneke@gsb.uct.ac.za

J. Robertson (✉) · C. Ferreira

University of Cape Town, Cape Town, South Africa

e-mail: jeandri.robertson@ltu.se; caitlin.ferreira@uct.ac.za

A. Näppä

Luleå University of Technology, Luleå, Sweden

e-mail: anna.nappa@ltu.se

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from digital devices (detoxing behaviors), should marketers intentionally alter the design of their strategies that have largely enhanced addiction, or should legislation enforce changes to reduce digital addiction? It is imperative to gain an understanding of the roles of both marketers and consumers in driving digital addiction, not to place blame, but to establish responsibilities for addressing these concerns in the future. We, therefore, propose the following research question: *Where does the responsibility for digital addiction from the consumer's perspective rest?*

Several implications emanate: First, gaining a better understanding of consumer attitudes toward companies that position their brands as encouraging responsible screen-time, will inform future actions of marketers around digital experiences. Second, the results could offer marketers insight into possible metrics of success that extend beyond the race to the bottom for consumer attention. Third, understanding consumers' beliefs regarding companies' responsibility in curbing digital addiction, will inform the actions of marketing and brand managers when building customer relationships centered on consumer well-being. Finally, the research will provide new means through which corporate social responsibility efforts can be re-evaluated to ensure that constant efforts are made to enhance the well-being of consumers.

Keywords Digital addiction · Corporate social responsibility · Digital technology · Digital responsibility

References Available Upon Request

Social Media and Service Quality in Internet Retailing: An Abstract



Jacob Cho

Abstract The soaring popularity of social media, such as Facebook, Twitter, and YouTube, has changed service business surroundings. This change is largely driven by the fact that social media, as effective information tools, increase information symmetry between service providers and customers. Previous studies provide ample evidence of significant association between social media use and its marketing effectiveness. This study focuses on the relationship between service quality and social media use.

It is obvious that in the relationship between service quality and social media use, information symmetry is a critical variable to be examined. If any retailers operate online stores with high service quality, they would not need to concern enhanced information symmetry by using social media. These retailers will rather want to actively use social media. On the other hand, if any retailers are struggling to provide high service quality, they will stand in the opposite position and be reluctant to adopt social media. Both online and offline service quality are expected to affect retailers' decision on social media use. To study the relationship between retailers' social media use and their service quality, we sampled more than 500 retailers and studied their service quality and social use. Service quality was measured from customer review based on their shopping experience with those retailers. Both online and offline service quality was examined because Internet retailing requires offline order fulfillment as well as online order procurement.

Findings show that retailers' order procurement quality is a significant predictor of their social media use. This finding validates a clear connection between Internet retailers' online marketing performance and their use of social media. However, a retailer's order fulfillment quality is not associated with social media use. Previous research on information economic theory has highlighted the positive effect of information asymmetry on sellers' opportunistic behavior. However, this research

J. Cho (✉)

Metropolitan State University of Denver, Denver, CO, USA

e-mail: ycho5@msudenver.edu

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highlights information symmetry and finds empirical evidence that online service quality becomes a critical issue in the enhanced information symmetric retail context.

Keywords Social media · Service quality · Information symmetry · Order procurement · Order fulfillment

References Available Upon Request

How Successful Firms Manage the Power Between Sales and Marketing Functions: An Abstract



Hao Wang, Douglas E. Hughes, and Hui Feng

Abstract Sales and marketing functions play critical roles in generating market knowledge and revenue. A firm’s success is contingent on its ability to collect market knowledge and respond to market changes. A key factor that prevents sales-marketing’s collective learning activities is power asymmetry because it directs the actors’ attentions to self-protection or self-enhancement rather than engaging in risky market learning activities and knowledge sharing. In this paper, sales-marketing collective learning is defined as the new market knowledge that sales and marketing departments create, retain, and share to achieve collective goals. To enhance sales-marketing collective market learning, this study investigates ways to reduce the negative impact of power asymmetry toward sales/marketing on firm performance.

This paper proposes that power asymmetry toward sales or marketing is associated with greater firm performance when that firm has a power balancer. The moderating effects of power balancers (e.g., organizational time horizon, learning orientation, customer power, and institutional investor power) are examined using a sample of 8599 firm-year observations of 622 firms over 19 years (2001–2019). All hypotheses are supported except for the moderating role of organizational time horizon.

The study thus offers several theoretical implications and actionable guidelines for senior managers. This study extends the sales-marketing interface literature by highlighting the role of sales-marketing power asymmetry in driving firm performance. This study also contributes to the upper echelons research in marketing by showing that the sales-marketing department power relationship in the top management team can influence the firm’s decisions and performance. Moreover, by intro-

H. Wang (✉) · D. E. Hughes
University of South Florida, Tampa, FL, USA
e-mail: haowang1@usf.edu; dehughes1@usf.edu

H. Feng
Iowa State University, Ames, IA, USA
e-mail: huifeng@iastate.edu

ducing the notion of power balancers, this paper contributes to the organizational power and learning literature. While most prior studies adopt a dyadic power relationship (sales-marketing), this study examines a triadic power relationship: sales – power balancer – marketing.

Keywords Sales-marketing interface · Functional power · Organizational learning · Power asymmetry

References Available Upon Request

The Importance of Design Thinking for Salespeople in Cocreating Innovative Solutions with Business Customers: An Abstract



Mohammed Alzanbagi

Abstract As boundary spanners, Business to Business (B2B) salespeople are required to cocreate solutions (i.e., a complex mix of products and services) with customers. To be able to succeed in the cocreation process, B2B salespeople need to utilize some skills and abilities. In addition, firms that sell solutions requires some organizational competencies. Innovation is an important individual factor to predict the ability of B2B salespeople to cocreate solutions with customers. Additionally, successful collaboration between different functions of the firm that sell solutions is important for the success of the solution cocreation.

Few quantitative studies have examined the work of B2B salespeople to develop solutions with customers. Particularly, what are the antecedents and consequences, in both the salespeople and organization level, that help to improve solution cocreation. The primary purpose of this research is to explore how a well-accepted innovation method, Design Thinking (DT), can predict the readiness of B2B salespeople to cocreate solutions and help customers lower the uncertainty of solution adoption. Specifically, this research tests the relationship between some of the individual level DT factors (i.e., abductive reasoning, gestalt view and tolerance of ambiguity and failure) and their interaction with an organizational level DT factor (i.e., interdisciplinary collaboration) in predicting the readiness of solution cocreation.

Building on data of a sample of 288 B2B salespeople drawn from Qualtrics panel, results show that abductive reasoning, gestalt view and interdisciplinary collaboration have a significant positive relationship with solution cocreation readiness of salespeople whereas tolerance of ambiguity and failure does not have a significant relationship with solution selling readiness. Furthermore, interdisciplinary collaboration level lowers the positive relationship between abductive reasoning and solution selling readiness whereas interdisciplinary collaboration exacerbates the

M. Alzanbagi (✉)
Umm Alqura University, Makkah, Saudi Arabia
e-mail: mhzanbagi@uqu.edu.sa

positive relationship between gestalt view and solution selling readiness. Several contributions, limitations, and future research studies are discussed.

Keywords Innovation · Solution selling · Cocreation · Design thinking

References Available Upon Request

The Influence of Club Leadership in the Behavior and Attitudes of Soccer Club Supporters: An Abstract



Ana Costa, Cláudia Simões, and Marcelo Perin

Abstract This study focuses on the influence of leadership on supporters' behavioral and attitudinal outcomes. In the context of sports, the *image of the leader* of a club reflects the set of perceptions or associations that a supporter holds in his/her mind towards the leader. In this study, we look at the role that the leader's image, club governance and trust exert on attitudes and supporters' non-transactional behavior (word-of-mouth and club support), loyalty and resistance to negative information. We propose a model to test the relationships among the following constructs: leader image, supporter trust in the leader; governance of the soccer club, supporter attitude towards the soccer club; word of mouth towards the club; support for the club; loyalty; and, supporter resistance to negative information about the club.

We developed a quantitative study among supporters of the Premier League Soccer clubs in Portugal. The questionnaire was administered online, through social networks, producing a sample of 1833 respondents. Findings confirm relationships between the leader's image, governance in the club, trust in the leader, supporter's attitude, word of mouth, club support, loyalty and resistance of the supporter to negative information in relation to the club.

The study generates a better understanding the perceptions that external stakeholders of sports entities (namely the supporters), have about the leadership of these entities, backing-up a greater understanding of leadership/sports supporter relationship. The study further derives how this relationship influences the behaviors and attitudes of supporters. Generally speaking, the connections established in the study reveal that it is important to develop and implement strategies that strengthen the

A. Costa · C. Simões (✉)
University of Minho, Braga, Portugal
e-mail: PG33108@alunos.uminho.pt; csimoes@eeg.uminho.pt

M. Perin
Fundação Getúlio Vargas, São Paulo, Brazil
e-mail: marcelo.perin@fgv.br

engagement between consumers and the sports organization. Managers ought to expand insights into the stakeholders' expectations regarding the leadership style, so as to acquire a proper understanding of the expected actions and perform effective and transparent leadership behavior. The paper presents theoretical and practical implications.

Keywords Supporter attitudes · Soccer · Leadership · Loyalty · Customer support

References Available Upon Request

Why Am I Here? Choristers' Perception of the University-Community Choir: An Abstract



Adam Adler, Natalya Brown, and Anahit Armenakyan

Abstract Pre-COVID-19 pandemic years have seen an increase in experience-related services such as travel, events, or creative pursuits. Spending on such services increased four times faster than those on goods, signaling shifts in consumer behavior (Goldman et al., 2017). Due to COVID-19, nations restricted mass gatherings, limiting group activities. Large group musical performance activities, such as choral singing, were severely affected by public health restrictions. Meanwhile, leisure activities were found to be essential for participants' well-being (Jacob et al., 2009). As restrictions lift, the question remains: will large group activities regain their place amongst leisure activities in the post-pandemic world? We examine the motivations and perceived benefits of choir membership to evaluate the practices and strategies for chorister recruitment and retention in the pre- and post-pandemic environment within the context of a Northern Ontario-based university-community choir-Near North Voices (NNV) (North Bay, ON).

Data was collected via online survey through NNV's email list and member-only Facebook page. The study is comprised of two stages. In Stage 1 (Fall 2015), we examined choristers' perceived benefits, motivation, and involvement in the choir. The results, derived from the final sample of 55 participants (RR: 44.7%), revealed a range of personal and community benefits that affected participants' decisions to join the choir. Positive emotions, physical health, sense of belonging, personal challenge, and self-accomplishment were the strongest perceived benefits. The choristers were strongly motivated by love for singing, music, and/or performance, as well as personal connections, need for belonging, and personal challenge. In Stage 2 (Spring 2022), we examined the impact of the COVID-19 imposed suspension on choristers' perceptions of benefits of choral participation, on their well-being, and

A. Adleradama@nipissingu.ca

N. Brownnatalyab@nipissingu.ca

A. Armenakyan (✉)

Nipissing University, North Bay, ON, Canada

e-mail: anahita@nipissingu.ca

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the anticipated challenges of recruitment and retention for the post-COVID resumption of choral activities. The results, based on the final sample of 34 respondents (RR: 41.9%), indicate that almost half the sample (47.1%) undertook new leisure activities (e.g., TV streaming, virtual church and community choirs, yoga, skiing, cooking/baking). The suspension of choral activities had a major/severe impact on 39.3% and moderate impact on 36.3% of the participants. 'Feeling of loss', absence of social contact, and 'missing singing with others' were among the most frequently mentioned impacts of the suspension, which also helped the participants appreciate 'how much they were benefitting' from choir participation. When asked about their well-being two weeks prior to the survey, 30.3% fell into the lower end of the WHO-5 Well-Being Index (Topp et al., 2015), while 27.3% reported the best imaginable well-being. The majority (72.7%) indicated that they would rejoin NNV rehearsals once restrictions are lifted. Fear of infection, availability of safe and appropriate venues to ensure distancing and air circulation were among frequently cited concerns for recruitment and retention in the post-pandemic environment.

Keywords Choral music · COVID-19 · Leisure · Well-being · Recruitment/retention · Motivations

References Available Upon Request

Digital Tourism Consumption: The Role of Virtual Reality (VR) Vacations on Consumers' Psychological Wellbeing: An Abstract



Graeme McLean and Mohammed Aldossary

Abstract An important motivational driver for a vacation experience is to escape the stress and strains of routine day-to-day life (Su et al., 2020). Individuals increasingly partake in vacations with the aim of enhancing their wellbeing (Wang et al., 2021). Recently, scholars have drawn on the lens of *positive psychology* to understand how tourism experiences contribute to individuals' hedonic and eudaimonic wellbeing. However, despite this growing body of literature, it remains unclear how tourists' wellbeing adapts over the duration of a vacation (Su et al., 2020). More specifically, we have a limited understanding on the lasting wellbeing effects post-vacation (Li & Chan, 2020).

Scholars have outlined that the positive outcomes of a vacation often have a limited lasting effect of up to 1 month (Etzion, 2003; de Bloom et al., 2010, 2011). Chen et al. (2013) found that tourists' hedonic wellbeing was boosted immediately following a vacation but quickly faded after 2 months. In further support, Kwon and Lee (2020) outlined that individuals wellbeing rose 15 days prior to travel and lasted for 1 month following travel.

Accordingly, given the advancements in technology and the inherent social presence and immersion of Virtual Reality (VR hereafter), this research uncovers that a related VR tourism experience post-vacation can play a role in positively prolonging the wellbeing effects of an individual's vacation experience. In effect, a vacation transports one's self to an alternative world, physically. Similarly, VR transports one's self to an alternative world, virtually. Thus, in both circumstances individuals leave behind their day-to-day life in pursuit of an alternative way of life for a short duration. VR technology has the unique capability to make individuals feel like they

G. McLean (✉)
University of Strathclyde, Glasgow, UK
e-mail: graeme.mclean@strath.ac.uk

M. Aldossary
King Faisal University, Al-Ahsa, Saudi Arabia
e-mail: maaldossary@kfu.edu.sa

have transported to and become 'present' within an alternative virtual world (McLean & Barhorst, 2021).

Through a longitudinal experimental research design over a 3-month period, this research affirms the positive effect of a vacation experience on both the hedonic and eudaimonic dimensions of wellbeing, the rise tendency and fall tendency of wellbeing over the course of a vacation and the role of VR in boosting the positive wellbeing effects of a vacation.

Keywords Vacation wellbeing · Hedonic wellbeing · Eudaimonic wellbeing · Virtual reality · Boosting wellbeing

References Available Upon Request

Rethinking Destination Branding Frameworks for the Age of Digital Nomads and Telecommuters: An Abstract



Sari Silvano and Jason Ryan

Abstract Over the last 20 years, researchers in the fields of tourism and marketing have proposed a number of destination branding frameworks to help national governments and tourism boards more effectively brand and market their countries, regions and cities as destinations (Balakrishnan, 2009). Most of these frameworks have recommended vision drivers or themes- such as services, heritage and physical infrastructure- that must be tailored to the unique characteristics of a location. They aim to help policymakers navigate some of the challenges inherent in branding a location to attract visitors. This study suggests that many of these frameworks need to be updated to include a new dimension or vision driver that considers the growing “digital” needs of business travelers, digital nomads and traditional travelers wishing to keep abreast of their work through safe and secure access to the Internet. The authors of this study call this vision driver “digital infrastructure.”

Place and destination branding have been used in a variety of contexts and for a variety of purposes (Dinnie, 2004; Papadopoulos, 2004). The large body of existing literature on nation branding and destination branding can help with the task of elaborating a more relevant and applicable framework for destination branding in the age of telecommuting and remote work. Destination and place branding are fundamentally predicated upon the belief that cities, regions and nations are engaged in a competition to attract resources such as tourists. Its aim is to provide cities, regions and countries with a strategic framework for expressing their core strengths and values and enhancing their competitiveness (Anholt, 1998, 2002).

The results of our study suggest that new destination branding frameworks should include a digital infrastructure component or vision driver to appeal to travelers who may wish to work remotely in a location or consult their work emails. Even though this may seem contrary to the spirit of vacationing and tourism, a growing group of tourists or visitors seem interested in the possibility of combining

S. Silvano · J. Ryan (✉)
California State University San Bernardino, San Bernardino, CA, USA
e-mail: ssilvano@csudh.edu; jryan@csusb.edu

travel and work either as full-time or temporary telecommuters and digital nomads. Locations and destinations with strong and reliable digital infrastructure should take note and seek emphasize this in their place branding strategies.

Keywords Destination branding · Digital nomads · Branding frameworks · Place branding

References Available Upon Request

The Backfire Effects of Website Filtering Tools: An Abstract



Mikyoung Lim

Abstract One of the most significant conveniences that distinguish online shopping from offline shopping is the filtering service. Ecommerce filters facilitate the user's experience and make product searches more accurate and easier, leading to a higher conversion rate. The current research, however, raises questions about the universal benefits of these filtering tools.

This research demonstrates that while filtering services can be beneficial for consumers who have specific goals in their minds to find their ideal products easily, they can simultaneously undermine shoppers' enjoyment, leading to lowered intentions to purchase the selected item (to revisit the website). This backfiring effect occurs because the presence of default filtering implicitly highlights the instrumentality of shopping by directing attention to the desired features of products (i.e., outcome of shopping). By doing so, filtering services can degenerate the searching/shopping activity into a means for mere acquisition of products. As a result, this decreases the inherent joy of shopping along with shoppers' subsequent product purchases and desire to revisit the store.

Importantly, these effects only apply when consumers hold experiential/hedonic motives rather than utilitarian goals (i.e., when shoppers value the shopping "experience"). Supporting the prediction, the results of studies showed that participants in experiential shopping framing and under no time-pressure conditions showed higher willingness to buy the selected item in the absence (vs. presence) of filters.

Overall, the current research points out the possible backfiring effect of the filtering services, focusing on the experiential value of shopping. Investigating the effect of filters on shopping experiences and subsequent reactions will generate actionable insights that can be immediately applied by online retailers and website developers. Furthermore, this research provides practical guidance to e-retailers on how to tailor their filtering services strategically to maximize both corporate profit and consumer

M. Lim (✉)
University of South Florida, Tampa, FL, USA
e-mail: mlim1@usf.edu

experience. Theoretically, this research extends our understanding of the impact of decision aids by broadening our interests not only to consumers who solely have utilitarian shopping motives but also to shoppers with experiential motives.

Keywords Filtering service · Intrinsic motivation · Enjoyment · E-commerce · Experiential shopping

References Available Upon Request

Influencers' Use of Active Versus Passive Sponsored Content and the Impact on Consumer Perception: An Abstract



Melanie Moore Koskie, Brittany B. Beck, Louis J. Zmich,
and Breanne A. Mertz

Abstract Social media influencers (SMIs) with substantial audiences are becoming a powerful marketing tool for organizations. Two ways that SMIs impact the marketing landscape are through sponsored content and affiliate links. Sponsored content is conceptually defined by this research as *a company actively pursuing the name, image, and likeness of an SMI to promote the product or service of the brand (i.e. active sponsorship)*. This type of SMI marketing commonly involves a disclosure statement indicating that the content has been created for an active endorsement of a product or service in exchange for a payment. Affiliate SMI marketing is conceptually defined by this research as *a passive method of income generation wherein the SMI shares products and services with their followers along with a dedicated link where the followers can make a purchase and the SMI receives a small commission (i.e. passive sponsorship)*. This type of SMI marketing generates income perpetually through kickbacks paid out to the influencer whenever a person uses the SMI's affiliate link to make a purchase. On platforms like Instagram, TikTok, Facebook, and YouTube, affiliate marketing is becoming an increasingly used revenue stream for SMIs. It seems that the use of affiliate links is more acceptable in the eyes of followers and is viewed as a way to support their favorite SMI. On the other hand, sponsored content seems to be viewed as an inconvenient advertisement or as an inauthentic sales pitch.

These two forms of content sponsorship have thus far been grouped under the umbrella term “influencer sponsorship.” However, examining the impact of active versus passive sponsorship may be useful to identify how either can affect the trust and perceived level of authenticity felt by the follower when purchasing the SMI's recommended products or services. For example, active sponsorship may be seen as more of a cash-grab by followers, whereas passive sponsorship may seem like an authentic recommendation from the influencer. This research contributes to the

M. M. Koskie (✉) · B. B. Beck · L. J. Zmich · B. A. Mertz
Louisiana Tech University, Ruston, LA, USA
e-mail: mko010@latech.edu; bbb019@latech.edu; ljz001@latech.edu

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influencer marketing literature by establishing a foundation for discussing the use of active and passive sponsorship via sponsored and affiliate posts by social media influencers. This study explores the effect of such marketing on specific forms of authenticity and downstream consumer perceptions and attitudes.

Keywords Influencer marketing · Sponsored posts · Affiliate links · Authenticity

References Available Upon Request

The Pandemic Crisis Effects on Subjective Well-Being and Consumer Behavior: An Abstract



Gregory J. Kivenzor, Jose Marcos Carvalho de Mesquita, Erik Kosteljik, Elena Reutskaja, and Andrew Ivchenko

Abstract Humankind is collectively experiencing the COVID-19 pandemic crisis (CPC), one of the most harrowing crises in modern history. There are many publications in academic and practitioner sources studying various aspects of CPC effects. Policies differ – from strict lockdowns (India) to liberal protocols (Sweden) – but overall stress severely alters subjective well-being (SWB) across societies. Recent publications address mostly industry-specific or local crises, but to our knowledge, none of them yet offer a comprehensive model allowing academics and practitioners to understand the CPC effects on consumption intentions. We posit that the relationship among various aspects of life and intended future consumption is mediated by mental health reflecting consumers' SWB. This research aims to fill this lacuna addressing a key research question: To what extent do mental states mediate the impact of CPC on post-crisis consumption intentions?

In this research, we developed a theoretical framework establishing interconnections among the main subjective well-being (SWB) variables affected by a crisis: Life Satisfaction, Positive Emotions, Depression, and Anxiety. Then, we surveyed

G. J. Kivenzor (✉)
University of Connecticut, Stamford, CT, USA
e-mail: gregory.kivenzor@uconn.edu

J. M. C. de Mesquita
Fumec University, Belo Horizonte, Brazil
e-mail: jose.mesquita@fumec.br

E. Kosteljik
Amsterdam University of Applied Sciences, Amsterdam, The Netherlands
e-mail: e.j.kosteljik@hva.nl

E. Reutskaja
IESE Business School, Barcelona, Spain
e-mail: Ereutskaja@iese.edu

A. Ivchenko
UPF, Barcelona School of Management, Barcelona, Spain
e-mail: a.ivchenko@expilab.com

consumers from Brazil, Spain, the Netherlands, and the USA to find their post-pandemic consumption intentions for products and services. The results are telling and carry implications for marketing theory and managerial decision-making. As expected, we confirmed that CPC strongly affects both utilitarian and hedonic consumption. Most consumers experience increased levels of Anxiety and Depression while Life Satisfaction and Positive Emotions decreased. Surprisingly, Positive Emotions increased for some individuals (e.g., urbanites working from home instead of commuting) which positively affected their hedonic and utilitarian consumption intentions. We found that Life Satisfaction stimulates utilitarian consumption intentions but insignificantly affects future hedonic consumption, possibly because Life Satisfaction is a phenomenon with significant temporal horizons.

Real or perceived product scarcity trigger worries and increase consumers' utilitarian consumption as do feelings of Depression and Anxiety. Interestingly, we demonstrated that higher levels of Depression and Anxiety stimulate hedonic consumption intentions as well. Possibly, people hope for better days and dream of future compensation for current losses.

Our examination of the antecedents of future consumption intentions represents a significant contribution to the body of marketing theory. By surveying real-life consumers in four diversely developed markets, we developed a comprehensive picture on the impact of a crisis on consumer sentiment.

Keywords Subjective well-being · COVID-19 · Depression · Anxiety · Post-crisis consumption · Cross-cultural

References Available Upon Request

Questioning the Intuitive Preference for Intentionality: An Abstract



Alexander G. Fulmer

Abstract This research challenges the longstanding and intuitive preference for intentionality and effort. In it, I explore ways in which consumers, employees, and organizations can actually derive benefit from chance outcomes and unintentional outcomes over and above otherwise identical intentional outcomes.

The first set of studies illuminates that consumers prefer hedonic products when a company selects the product for promotion using a chance selection method rather than a traditional intentional selection method due to hedonic perceptions elicited by chance selection. For example, imagine an ice cream company that is promoting one of its flavors for a holiday. Rather than basing its decision on market research, the company chooses which flavor to promote by spinning a wheel of its flavors, which lands on chocolate chip cookie dough. I find that due to hedonic perceptions elicited by chance selection, consumers show heightened preference for this flavor of ice cream relative to the same flavor selected for promotion by more traditional means.

The second set of studies reveals that people offer a premium to creations whose inception was unintentional versus otherwise identical creations whose inception was intentional. For example, a person can intend to write a poem, or she can journal her thoughts, only to read them later and realize that without meaning to, she created a poem. I find that unintentionality involved in the inception of a creation results in greater downward counterfactual thought about how the creation may have never been created at all. This, in turn, heightens perceptions that the creation was a product of fate, leading people to prefer such creations and to perceive them as higher quality.

The third set of studies identifies a novel strategy to help optimize employee and consumer ideation. These studies illuminate how focusing on a history of one's unintentional outcomes can promote subsequent ideation by inciting motivation to

A. G. Fulmer (✉)
Yale University, New Haven, CT, USA
e-mail: alexander.fulmer@yale.edu

regain threatened personal control. For example, in a field study, one group of Marketing and Sales employees at a candy company generated a greater number of ideas to promote one of their company's existing products when they were instructed by their manager to think of times they had to present in front of an audience and it turned out differently than they intended compared to a second group of employees instructed by the manager to think of times they had to present in front of an audience and it turned out as they intended.

Keywords Unintentionality · Chance · Unintentional creation · Ideation · Fun · Fatedness · Threatened control

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Evaluating the Impact of Technology on Professional Sales: An Abstract



Jen Riley

Abstract Technological advancements, such as social media, have played a key part in the progression of professional sales as career and aided salespeople in building client relationships and achieving sales success. As one of the technologies often used within the professional sales role, social selling, the leveraging of social media platforms within the sales process, has served as a catalyst for the evolution of the sales process and has increasingly integrated into the role over the last decade. However, although social media usage has increased within the sales process, there are competing thoughts about the proper execution of the tactic, its legitimacy as a strategic approach, hesitations in adoption as a whole, and resistance to training and resources spent on social selling within sales teams.

This research will explore social selling's place within the sales process and salesperson practices to address the technological changes in society. Through a mixed-methods approach, this research seeks to understand the role of social selling attributes throughout the sales process and discover how they impact salesperson value-creating outcomes including adaptive selling, customer orientation, and salesperson ambidexterity. By assessing social selling's place within professional sales, researchers and practitioners can better assess social selling as a tool leveraged for content creation to forge relationships, communicate product or service offerings, and nurture the buyer-seller relationship.

Contributions include highlighting what steps of the sales process social selling impacts, activities salespeople execute via social selling within the sales process, and the extent to which social selling belongs within the sales process. Exploring social selling integration into the sales cycle and using social selling methods has numerous possibilities for investigating future research, including salesperson self-efficacy, buyer/seller interfaces, value co-creation antecedents, relational selling impact, and social selling's impact on value co-creation outcomes.

J. Riley (✉)
Kennesaw State University, Kennesaw, GA, USA
e-mail: Jenr@ksu.edu

Research within this area answers the call to establish an enhanced understanding of sales involvement within value co-creation and value exchange among stakeholders during the sales process (Ogilvie et al., 2018). Contributions of this dissertation include establishing a more robust understanding of seller interfaces as executed through social media, understanding aspects of social selling interactions that produce value on behalf of the seller, and gathering insights for salesperson perceptions of value gained via social selling.

Keywords Professional sales · Social media · Social selling · Sales process · Value co-creation · Innovation diffusion theory · Service-dominant logic (SD-L)

References Available Upon Request

Special Session: Tackling the Academic Job Market: Advice from Search Committee Members: An Abstract



Shuang Wu, Sabinah Wanjugu, Mona Sinha, Weiling Zhuang, and Nina Krey

Abstract The academic job market poses numerous obstacles, challenges, and opportunities that often requires in-sight knowledge to successfully maneuver its many intricacies. As a result, entering the job market remains one of the most stressful times for doctoral students and professors trying to find a suitable academic position. Preparing for the job market requires managing several responsibilities, such as creating application materials, completing lengthy interviews, and visiting multiple campuses. While each job market experience is unique, the process includes a variety of common steps that everyone has to master. This special session offers guidance on these various aspects of handling the job market.

This special session is designed to discuss the various aspects of the academic job market and answers a fundamental question, “how can candidates be more successful and prepared in the job market?” Specific topics covered during this session include job application packages, how to find and apply for jobs, phone call interview etiquette, preparing for job market conference interview questions, thriving on campus visits, tips on staying calm while waiting to hear back from schools, and maintaining momentum on a dissertation. In addition, the unique experiences of international applicants are a focus during the panel. Panel participants will provide first-hand experiences from being part of search committees and provide advice on

S. Wu (✉) · N. Krey
Rowan University, Glassboro, NJ, USA
e-mail: wus@rowan.edu; krey@rowan.edu

S. Wanjugu
University of Southern Indiana, Evansville, IN, USA
e-mail: swanjugu@usi.edu

M. Sinha
Kennesaw State University, Kennesaw, GA, USA
e-mail: msinha1@kennesaw.edu

W. Zhuang
Eastern Kentucky University, Richmond, KY, USA
e-mail: weiling.zhuang@eku.edu

the do's and don'ts from a search committee perspective. Furthermore, advice based on the experience of maneuvering the job market is shared. This structure allows for an interactive exchange of information, experiences, and advice across the panel as well as attendees.

Keywords Academic job market · Doctoral candidate · Interviewing · Campus visit · Job fit

References Available Upon Request

A Cross Cultural Study on Customers' Engagement on Value Co-creation in Big Data Concept: The Moderating Effect of Privacy Concerns: An Abstract



Gozde Erdogan and Melisa Mete

Abstract Marketers are using mobile technologies to target individuals by creating personal offers and experiences that respond to individual needs and desires with the help of big data technologies (Versanen, 2007). Whereas big data provides companies with insights and patterns about consumer preferences for strategic advancement and competitive advantage, privacy concerns have been a major issue in the collection and use of big data, as the nature of the data is derived from customer engagement processes. Likewise, the use of technological advances offers a significant opportunity for companies to engage with customers due to the ability to capture, analyze and exchange an enormous amount of customer information through big data processes (MSI, 2016). Such big data processes develop opportunities to obtain value as a result of customer engagement and allow firms to sustain their value creation over time (Kunz et al., 2017). The aim of this study is to investigate the relationship between customers' engagement and value co-creation with moderating effect of privacy concerns deriving from Social & Exchange theory and Communication Privacy Management theory.

Based on the social exchange theory (SET), this study investigates the customer engagement that leads to value co-creation in the big data context. On the other hand, communication privacy management (CPM) theory identifies privacy regulation in mutual communication (Petronio, 2002), securing a theoretical framework for understanding how people develop rules and set boundaries in mutual communication (Xie & Karan, 2019, p. 189). In this research, a convenience sample of 200 respondents were collected. This research aims to further investigate the relationship between customers' engagement and value co-creation and privacy concerns in

G. Erdogan (✉)

University of Deusto, Donostia-San Sebastián, Spain
e-mail: gozdeerdogan@deusto.es

M. Mete

University of Reading, Reading, UK
e-mail: m.mete@henley.ac.uk

two distinctive consumer markets: Spain as the developed market and Turkey as the developing market. The results reveal that there is a positive relationship between customer engagement and value co-creation, although privacy concerns may restrict this result in both countries.

Keywords Customer engagement · Value co-creation · Privacy concerns · Big data

References Available Upon Request

Three Steps Towards the Deeper Insights into Willingness to Disclose Personal Data in Online Shopping: An Abstract



Sigitas Urbonavicius, Mindaugas Degutis, Ignas Zimaitis,
Vaida Kaduskeviciute, and Vatroslav Skare

Abstract Willingness to disclose (WTD) personal information in online shopping is relatively low, though people willingly disclose a lot of information about themselves in social networking. The contradiction between personal data disclosure in the two types of online interactions is a research gap that is hardly explainable within the most used theoretical bases. Another research gap is in balancing up roles of dispositional and situational antecedents of data disclosure. The third research gap is in the role of perceptions about legal regulatory systems on WTD. These gaps required to look for a new theoretical grounding of willingness to disclose personal data.

The three research gaps have been addressed on the basis of Social Exchange Theory (SET), which has been rarely considered in marketing studies, and in analysis of personal data disclosure. SET sees interactions (including exchange of personal data for certain benefits) as social exchanges of two types of exchanges (negotiated and reciprocal). Additionally, SET enables to consider perceptions of benefits of exchange, characteristics of exchange participants as well as their relative power, which is important in interactions between individuals and companies/online stores. All the above-mentioned considerations in regards to the applicability of SET for grounding of WTD personal data has been conceptualized and empirically tested in three subsequent studies.

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S. Urbonavicius (✉) · M. Degutis · I. Zimaitis · V. Kaduskeviciute
Vilnius University, Vilnius, Lithuania
e-mail: sigitas.urbonavicius@evaf.vu.lt; mindaugas.degutis@evaf.vu.lt; ignas.zimaitis@evaf.vu.lt; vaida.kaduskeviciute@evaf.vu.lt

V. Skare
University of Zagreb, Zagreb, Croatia
e-mail: vskare@efzg.hr

The first study aimed to test whether the SET is applicable for the modelling of willingness to disclose personal data in online shopping, considering the possible interaction between the two types of social exchange: reciprocal and negotiated. The study included antecedents of trust-distrust continuum and two mediators: perceived regulatory effectiveness and perceived lack of control. The second study included perceived benefits of data disclosure (experienced earlier and expected), store trust and perception of relative power. The third study concentrated on the most important situational predictor of WTD personal data – store trust – and assessed its antecedents, including the presence of online only versus online and offline channels.

The studies confirmed suitability of SET for the modelling of WTD, showed the linkage between reciprocal and negotiated exchange and the importance of the factor of trust in a store.

Keywords Social exchange theory · Privacy · Personal data · Online shopping

References Available Upon Request

Consumer Willingness to Invest Effort in Complex Technology-Based Self-Service: An Abstract



Orsolya Sadik-Rozsnyai, Barbara Caemmerer, and Laurent Bertrandias

Abstract It has been well established that traditional service quality and performance are dependent on the interaction between service employees and their customers. With the advances in technological innovations, many of these interactions have been shifted to customers' usage of self-service technologies (SSTs). SSTs are “technological interfaces that enable customers to produce a service independent of direct service employee involvement” (Meuter et al., 2000, p. 50). In these scenarios, the interaction takes place between the customer and the SST. Thus, the successful delivery of the service and its outcome are strongly dependent on the customer's input. In this context, a plethora of studies have investigated various aspects of the supply-side, such as the design and ergonomics of SSTs and the demand-side, e.g., customer perceptions and acceptance of SSTs.

A large part of research in this area has concentrated on short-term, non-complex interactions, such as money transfers through internet banking or placing orders on e-commerce websites. However, due to recent technological advances, increasingly more complex and longer-lasting services are now being provided through SSTs (legal, consulting, and educational services). In these contexts, customer participation (CP), and its dimension consumer effort (CE), is even more critical for service performance. Service research suggests that CE impacts customers' expectations as well as service success (Berry et al., 2002). Against this background, we study customers' willingness to invest effort (WIE) in a complex online service setting. We test a model that captures the antecedents of WIE, particularly intrinsic and extrinsic motivations, and its outcomes (actual invested effort and final service performance). The contribution of our research is threefold: first, we identify factors that impact

O. Sadik-Rozsnyai · B. Caemmerer (✉)
ESSCA School of Management, Boulogne-Billancourt, France
e-mail: orsolya.sadik-rozsnyai@essca.fr; barbara.caemmerer@essca.fr

L. Bertrandias
Toulouse Business School, Toulouse, France
e-mail: l.bertrandias@tbs-education.fr

WIE in the use of SSTs in complex service settings; second, we uncover the mechanism through which WIE influences service outcomes; third, we provide managerial implications related to how user interaction with SSTs in complex services can be enhanced, thus leading to better service performance.

Keywords Self-service technologies · Customer participation · Customer effort · Performance

References Available Upon Request

Development of a Measuring Scale in Higher Education Experience under Pandemic: An Abstract



Raksmeey Sann and Pei-Chun Lai

Abstract COVID-19 has impacted the private and public sectors worldwide. Millions of students have been affected by schools being dramatically shut down and substituted with distance learning programs. Thus, the assessment of the quality of university services has become an important supportive mechanism to retain the sustainability of higher education. Thus, this research aims to develop an assessment scale for university service quality and examine the UniQual assessment model of higher education during the pandemic.

This study applied a mixed-method design to develop and validate the scale of the university service quality (UniQual). Study 1 identified the initial items and dimensions of UniQual through in-depth interviews and literature review. In Study 2, item analysis, exploratory factor analysis, and confirmatory factor analysis were performed to facilitate item refinement, scale refinement, purification, and validation. Finally, a confirmed UniQual was analyzed via Partial Least Squares Structural Equation Modelling (PLS-SEM) with the use of Smart-PLS 3.0.

The research confirms UniQual to be a valid and reliable scale for the assessment of the service quality of universities. Having adopted the bias-corrected and accelerated bootstrap technique to study 5,000 subsamples, we found “Responsiveness” and “Empathy” to be significantly associated and have positive relationships with the students’ satisfaction with university service quality. Besides that, “Health & Safety” concerns play a mediating role between university service quality and satisfaction.

The newly developed UniQual scale would be of value to the educators and authorities of higher education to assess the service quality of their universities for the enhancement of the effectiveness of student learning. The improvement in the

R. Sann (✉)
Khon Kaen University, Khon Kaen, Thailand
e-mail: sann@kku.ac.th

P.-C. Lai
National Pingtung University of Science and Technology, Pingtung, Taiwan
e-mail: pclai@mail.npust.edu.tw

satisfaction with higher education's service quality ultimately helps in retaining both international students and local students during the pandemic.

This scale of UniQual provides a clear conceptual model and validates the assessment tool. Research hypotheses confirm the relationships' association with university service quality and satisfaction from the perspectives of international students.

Keywords Service quality (SQ) · COVID-19 · UniQual · PLS-SEM · Scale development · SERVQUAL

References Available Upon Request

The Role of Self-Construal Level in the Relationship between Norms and Pro-environmental Consumer Behavior: A Cross-Country Comparison: An Abstract



Selma Saracevic, Bodo B. Schlegelmilch, and Tong Wu

Abstract The relationship between social norms and pro-environmental consumer behavior is well established, but what moderates this norm-sustainability relationship is much less clear. Previous studies reported inconclusive results regarding the effects of self-construal. We propose that these discrepancies in research findings on the role of self-construal in norm-sustainability result from differences in their cultural settings and research foci. As social norms originate from culture and the dominance of the activated self-construal level (i.e., independent vs. interdependent) differs between individualistic and collectivistic cultures, we believe that more attention should be given to cultural differences when utilizing normative appeals to motivate pro-environmental behavioral intentions of consumers. Hence, to clarify the discrepancies in previous research, we test and compare the effect of independent and interdependent self-construal on the norm-sustainability relationship in two countries, the United States and China. The findings of this paper provide insights into the importance of descriptive and injunctive normative appeals in relation to the activated self-construal level.

The quantitative results demonstrate that descriptive normative appeals are a stronger motivator of pro-environmental behavioral intentions of more independent consumers in both countries. Moreover, our findings reveal that the importance of injunctive appeals in combination with the activated level of the self differ between

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S. Saracevic (✉) · B. B. Schlegelmilch
WU Vienna University of Economics and Business, Vienna, Austria
e-mail: selma.saracevic@wu.ac.at; bodo.schlegelmilch@wu.ac.at

T. Wu
Sun Yat-sen University, Guangzhou, China
e-mail: wutong39@mail.sysu.edu.cn

the two countries in our study. More precisely, while injunctive normative appeals motivate pro-environmental behavioral intentions of independent consumers in the United States, we only find significant effect of injunctive norms in combination with the activation of interdependent self-construal in China.

Our results are important from a theoretical perspective in that they improve the understanding of the effects of social norms on pro-environmental behavior. From a managerial perspective, we demonstrate how to best utilize injunctive and descriptive normative appeals to motivate pro-environmental behavioral intentions of more independent compared to more interdependent consumers in different cultures. Finally, the study also identifies some promising new research avenues.

Keywords Pro-environmental behavior · Normative appeals · Injunctive norms · Descriptive norms · Culture · Independent self-construal · Interdependent self-construal · Sustainability

References Available Upon Request

No, Not My Fault: Influences of External Environmental Locus of Control on the Remanufacturing Purchase Intention: An Abstract



Carl Hieronymi

Abstract Humanity is facing one of the most difficult challenges throughout its history. In order to prevent a climate catastrophe and to retain the habitability of our planet for all living species, future research is crucial. Even if evidence on human contribution to environmental degradation is well studied, the majority of individuals does not behave accordingly. Many individuals even disregard their personal influence and are thus not willing to participate in pro-environmental behavior, leading to increasing environmental issues.

Remanufacturing products can support the transition towards a sustainable future with like-new product quality at significantly lower environmental harm and can thus serve as a viable alternative for individuals unwilling to contribute with pro-environmental behavior (Afrinaldi et al., 2017; Steinhilper, 2001). However, in the B2C market this circular product concept is still fairly novel and not well-established. Especially smartphones, containing a range of environmentally critical and difficult to recover materials, suffer from fast replacement cycles and serve as durable electronic goods with great remanufacturing potential (Nordmann et al., 2015). Hence, this research is focusing on how to defuse the remanufacturing concept in the smartphone market, especially for individuals underestimating their impact on the environment. We conduct an online questionnaire across the US general public and assess the influence on external environmental locus of control (EELOC) measured as a second-order construct of the two dimensions *powerful others* and *chance/fate* (Kalamas et al., 2014) on purchasing intention of remanufactured products. In order to identify influential factors on this relationship, brand equity of the (re-)manufacturing OEM is incorporated in the research.

The analysis of 296 valid survey participations significantly confirm the hypothesized positive relation of EELOC *powerful others* and a curvilinear relation of EELOC *chance/fate* on the purchase intention of remanufactured smartphones.

C. Hieronymi (✉)
RWTH Aachen University, Aachen, Germany
e-mail: hieronymi@time.rwth-aachen.de

However, brand equity weakens the relation of EELOC *powerful others* on the purchase intention. Results of this study can be used to target marketing efforts of sustainable electronic product offerings towards the ideal consumer segment. Especially consumers, generally holding the government and companies accountable for environmental degradation (increased levels of EELOC *powerful others*), and also commonly behaving loyal to product offerings of a certain company (increased levels of brand equity) are, on the contrary, not the ideal target group to defuse sustainable innovations (i.e., decreased purchase intention of remanufactured smartphones). Hence, smartphone (re-)manufacturers should not necessarily target their most loyal customers, when introducing sustainable product alternatives (e.g., remanufactured smartphones) for a successful product launch.

Keywords Remanufacturing products · Circular economy · Consumer behavior · External environmental locus of control · Brand equity

References Available Upon Request

Recycled Plastic Packaging on the Upswing: An Abstract



Joyce De Temmerman, Nico Heuvinck, Hendrik Slabbinck, and Iris Vermeir

Abstract Climate change and the impact of human activities on the environment are at the forefront of many global discussions. One option to address climate change at a large scale is for manufacturers to reduce packaging waste, such as by using recycled packaging materials (Adekomaya & Majozi, 2020; Hopewell et al., 2009; Humphrey, 2009; Nordin & Selke, 2010), for both food and non-food products.

By investigating how recycled plastic packaging biases consumers' perceptions of product naturalness, across five studies, the authors establish that consumers tend to perceive products in recycled plastic packaging, compared with regular plastic packaging, as more natural, and also that they are more likely to purchase these products, due to the increased perceptions of naturalness. The effects hold for a variety of food and non-food products: cereals, cookies, shampoo, laundry detergent, dishwashing liquid, moisturizer, shower gel, and toothpaste. In contrast with plastic, which is considered an unsustainable material, recycled packaging does not affect perceived product naturalness for sustainable materials such as cardboard; this material, in its "regular" state, already may appear sufficiently natural and less harmful for the environment (Lindh et al., 2016; Magnier et al., 2016), in line with the embedding effect (Irwin & Spira, 1997; Kahneman & Knetsch, 1992). The effect of recycled plastic packaging also can be clarified by integrating consumers' CSR beliefs. Even if recycled plastic packaging is more processed, and therefore less natural, it evokes higher CSR beliefs about the company, which leads to higher perceived naturalness of the product. This effect applies to both food and non-food

J. De Temmerman (✉) · H. Slabbinck · I. Vermeir
Ghent University, Ghent, Belgium
e-mail: joyce.detemmerman@ugent.be; Hendrik.Slabbinck@UGent.be;
Iris.Vermeir@UGent.be

N. Heuvinck
IESEG School of Management, Lille, France
e-mail: n.heuvinck@ieseg.fr

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products. Using a variety of stimuli and a variety of samples, we obtain strong support for our hypotheses.

This evidence that recycled plastic packaging affects the perceived naturalness of products and consumers' purchase intentions is highly relevant to product manufacturers, public policy makers, and consumers, especially in their environmental consumption efforts. In a sense, recycled packaging offers a double-edged sword. On the one hand, in their efforts to reduce packaging waste (European Commission n.d. "Circular"), public policy makers want to encourage or mandate the use of recycled plastic, which will benefit the product manufacturers too. Using recycled plastic packaging reinforces the company's CSR reputation, though they also must take care to avoid evoking suspicions of greenwashing. On the other hand, such greenwashing can serve to manipulate consumer perceptions. Public policy makers should realize that the use of recycled packaging can cause consumers to develop product naturalness perceptions, which may or may not be accurate. One solution to this potential issue is requiring naturalness claims signaled by packaging to be better regulated.

Keywords Recycled plastic · Packaging · Materials · Sustainability · Naturalness · CSR beliefs

References Available Upon Request

The Effect of Advertising a Product with Its Reflection on Product Aesthetics: An Abstract



Nazuk Sharma and Anand Kumar

Abstract While advertising products with their reflections is quite common, marketing research studying their effects on product aesthetics is lacking. A unique visual property of reflections is that they are endowed with an inherent shine since they are formed by the interaction of light with an object and a reflecting medium like water (Cavanagh et al., 2008; Corballis, 2000; Fleming et al., 2003). We draw upon this property along with established literature from multiple domains including evolutionary psychology, visual art, and consumer psychology that documents an innate human attraction towards glossy visuals (Danko-McGhee, 2006; Han & Pandelaere, 2021; Henshilwood et al., 2001; Meert et al., 2014; Silvia et al., 2018) to predict their positive effect on product aesthetics. Further building on evolutionary psychology literature as well as the unique visual properties of reflections, we predict that the positive effect of reflection on product aesthetics is mediated by perceptions about the product being considered more pristine in the presence of its reflection (Burmil et al., 1999; Cavanagh et al., 2008; Meert et al., 2014; Patrick et al., 2017).

To test these predictions empirically, multiple experimentally designed studies using different product categories were conducted. Findings from these studies reveal that the presence of a product's reflection in the ad indeed enhance product attractiveness perceptions. Furthermore, in line with the proposed underlying mechanism, beliefs about the product being pristine were found to mediate the effect of product reflection on product aesthetics.

In addition to its theoretical contribution towards the aesthetics literature in marketing, the managerial implications of the current work span both traditional as well as digital marketing channels. Our findings can particularly benefit digital market-

N. Sharma (✉)
Fairfield University, Fairfield, CT, USA
e-mail: nsharma@fairfield.edu

A. Kumar
University of South Florida, Tampa, FL, USA
e-mail: akumar@usf.edu

ers struggling to capture consumer attention through product aesthetics where it is easy to incorporate product reflection using available design tools like Photoshop without changing any aspect of the actual product design. An important contribution of our work lies in offering managers a better understanding as to why consumers consider products advertised with their reflections to be more visually attractive. Our insight on pristine product appearance as the underlying explanation for the aesthetic effects of product reflections can be used by advertisers strategically, especially for product categories where pristine attributes are important and make a good source of competitive differentiation.

Keywords Product reflection · Product aesthetics · Product pristineness · Evolutionary psychology

References Available Upon Request

Drop Shadows and Product Lightness Perceptions: An Abstract



Nazuk Sharma

Abstract Marketing research evidences that despite their stylistic and peripheral nature, product shadows can have a tangible impact on consumer perceptions and their behavioral inclinations (Sharma, 2016, 2018; Sharma & Romero, 2020). However, prior research has only explored the effects of shadows that touch the casting object as well as the background surface. This research investigates the impact of a unique type of shadows (known as drop shadows), that do not touch the casting object or the background and hence, lend a floating appearance to the object (Adelson, 2001; Friedlander, 2012; Kliever, 2021).

Building on multidisciplinary research such as that in the field of Augmented Reality (AR) evidencing an effective use of drop shadows in facilitating grasping interactions of free-floating objects (Al-Kalbani et al., 2019, 2020), this research proposes that advertising a product with its drop shadow should increase product lightness perceptions. Furthermore, for many product categories like electronics where lightness is a desirable product attribute, the current work proposes a positive impact of advertising a product with its drop shadow on critical downstream consumer outcomes like product purchase intentions (Deng & Kahn, 2009; Sharma & Romero, 2020).

Findings from multiple experimentally designed studies testing various products evidence a significant positive impact of the presence versus absence of drop shadow in the ad on product lightness perceptions as well as on the tested downstream outcomes. The current study findings also reveal that lower product weight expectations serve as a boundary condition for the positive effects of drop shadow on downstream consumer outcomes.

Drop shadows are a common occurrence in many product ads but this research is the first to systematically study their impact on consumer product perceptions. Counter to previous marketing research investigating shadows that touch the casting product in evidencing how they increase product heaviness perceptions (Sharma &

N. Sharma (✉)
Fairfield University, Fairfield, CT, USA
e-mail: nsharma@fairfield.edu

Romero, 2020), results from this research reveal that drop shadows do the opposite and enhance product lightness perceptions. The current findings have important implications for advertising design in educating marketers about drop shadows as stylistic visual cues that can not only influence product weight perceptions but also impact consumers' behavioral inclinations, particularly in distant online shopping contexts.

Keywords Drop shadows · Product lightness · Product purchase intentions · Stylistic visual cues

References Available Upon Request

Do Sad-Looking Endorsers Indeed Work Better in Charity Advertising? The Relevance of Consumers' Brand Awareness and Empathy: An Abstract



Verena Hofmann and Nicola E. Stokburger-Sauer

Abstract While social causes have increased during the last decade, charity organizations experience lower donation volumes, and, thus, needed to realize the potential of online advertising to increase donations (Silverman, 2017). With the rising number of social causes, public policy needs to increase social well-being. Online advertising's relevance has tremendously gained importance over the last years in charity advertising as well, but not enough is known about its specific success factors (Bart et al., 2014). Sad emotion displays in ads affect consumers' donation intentions and emotions in a way that evokes recipients' empathy (Small & Verrochi, 2009), which influences subsequent responses such as the increased likelihood of helping others (Bagozzi & Moore, 1994; Small & Verrochi, 2009). However, other charity marketing research reports smiling endorsers, for instance, when combined with a sad ad copy (Septianto & Paramita, 2021) or when ad recipients are highly involved (Cao & Jia, 2017), to be more efficient for charity advertising success. Additionally, previous studies propose that brand awareness (Mac Donald & Sharp, 2003) is important for positive consumer responses (Konecnik & Gartner, 2007; Van den Bergh & Vrana, 1998) such as higher donation amounts or intentions. This study intends to answer the question of whether emotion displays in online charity ads versus brand awareness of the charity organization equally have the potential to increase positive consumer responses and if there is a potential interaction of these drivers.

To test the proposed relationships a one factorial between-subjects design was used, manipulating endorser's emotion display (sad vs. smiling) but keeping the ad copy and the logo constant. Participants were told that they came across this online ad (exposure time 15 s) while surfing on the Internet. All constructs were measured with items adapted from the literature.

V. Hofmann (✉) · N. E. Stokburger-Sauer
University of Innsbruck, Innsbruck, Austria
e-mail: verena.hofmann@uibk.ac.at; nicola.stokburger-sauer@uibk.ac.at

Results ($n = 346$, 62.70% female, average age 30.11) show that a sad looking endorser leads to more positive consumer responses in terms of intentions to click on the ad, WOM and donation intention than a smiling endorser. Testing for the mediating effect, endorser's emotion display (sad vs. smiling) does not influence consumers' empathy, which, however, has a highly significant effect on all marketing success metrics. Consumer brand awareness is a significant driver of consumers' empathy, which in turn has a positive impact on consumers' intentions to click on the ad and donation intention. Consumers' brand awareness also negatively moderates the effect of endorser's emotion display on consumers' empathy. Findings of this study are highly relevant for charity marketing and public policy management to fight against the declining donation volumes by focusing on target group-specific advertisements and making society aware of topics such as poverty.

Keywords Charity advertising · Endorser's emotions · Brand awareness · Empathy · Click intention · Word-of-mouth · Donation intention

References Available Upon Request

Text Me If You Can! The Influence of Modality in Consumer Interactions with AI Digital Assistants: An Abstract



Valentina Pitardi, Hannah Marriott, and Graeme McLean

Abstract AI-based digital assistants are Internet-enabled devices which provide daily technical, administrative and social assistance to their users and can be used as tools for online shopping, learning, controlling other smart applications and devices as well as for communications and companionship (Han & Yang, 2018; Santos et al., 2016). In particular, major tech companies are heavily investing in the development of AI digital assistant primarily designed to facilitate voice interactions between users and the systems (e.g., Amazon Alexa, Apple Siri, Google Assistant, Microsoft Cortana). However, many of the current voice-activated digital assistants offer additional modality options to interact with their users, including “type-in” features. For example, recent versions of Amazon Alexa come with a keyboard option that allows users to type in their requests or read Alexa’s replies. While the ways in which we interact with technology, and particularly with digital voice-assistants, is variegated, few studies have explored the influence that digital voice assistant modality has on consumers responses and behaviors (Melzner et al., 2020).

The present research aims to fill this gap and, by focusing on consumers-digital assistants’ interactions, it investigates the effect of interaction modality (i.e., voice vs text) on consumers feelings of power, comfort and recommendation acceptance. Specifically, we posit that the modality through which consumers interact with the conversational digital assistant (text vs voice) may change consumers’ responses and impact their psychological states and subsequent behavior (Melumad et al., 2020). Since higher level of perceived anthropomorphism have been proved to be

V. Pitardi (✉)
Surrey Business School, Guildford, UK
e-mail: v.pitardi@surrey.ac.uk

H. Marriott
Cardiff Metropolitan University, Cardiff, UK
e-mail: hmarriott@cardiffmet.ac.uk

G. McLean
Strathclyde Business School, Glasgow, UK
e-mail: graeme.mclean@strath.ac.uk

detrimental to consumers perceptions of power and control (Jörling et al., 2019), we expect that when individuals interact with AI digital assistants through voice (vs text) interfaces, their feelings of power over the technology as well as comfort decrease (increase) resulting in lower (higher) recommendation acceptance. Moreover, we investigate the moderating role of users' previous experience with the digital assistant. Previous studies showed that when interacting with conversational agents, consumers may perceive the interaction differently depending on whether they already have experience of communicating with a digital assistant (Hildebrand et al., 2019). Building on this we suggest that previous experience moderates the effect of the digital assistant interaction modality on perceived power, comfort, and recommendation acceptance. Specifically, we expect the negative effect of voice-based interactions to be reversed with increasing level of prior experience.

Preliminary findings from two experimental studies provide support to our hypotheses and show that voice (vs text) interactions with AI conversational digital assistants decrease consumers' willingness to accept recommendation through a decrease of comfort and power.

Keywords AI digital assistants · Recommendations · Interaction modality · Perceived power

References Available Upon Request

Toward a Theoretical Model of Branded Chatbot Adoption, a Bibliometric and Machine Learning Perspective: An Abstract



Camilo R. Contreras and Pierre Valette-Florence

Abstract Consumers are becoming more engaged with brands because technology progresses. Chatbots are machine-intelligent conversational agents (ICAs) employing natural language to provide data and services as user interfaces (Brandtzaeg & Følstad, 2017). ICAs have recently gained popularity due to AI, offering social capabilities (Adam et al., 2020). Chatbots act as brand endorsers, improve social presence, anthropomorphism, reinforce positive eWom (Sudhakar, 2021), and reduce the costs of implementing loyalty programs (Adam et al., 2020).

However, not all ICAs implementations are effective because of a lack of understanding of factors influencing performance and perception (Chouki et al., 2020). Studies in this regard propose approaches including (1) Technology Acceptance Model (TAM) for usage factors (Pillai & Sivathanu, 2020; Radziwill & Benton, 2017); (2) emotional and motivations in consumer experience (Nordheim et al., 2019; Zarouali et al. 2018); (3) social presence (De Cicco et al., 2020; Toader et al., 2020); or, (4) anthropomorphism (Chen & Lin, 2021; Han, 2021; Ling et al., 2021; Roy & Naidoo, 2021). However, there is a research gap proposing an integrative model of ICA acceptance. Furthermore, no model considers the brand perception impact.

This study provides a conceptual model for adopting branded ICA. We start with bibliometric analysis around the relation between ICAs and brands by using Scopus and Web of Science (WoS). Next, we identified latent categories and emerging theories from 2085 papers applying Machine Learning (ML) (LDA and DTM) (Blei & Lafferty, 2006; Blei et al., 2003). Then, we conduct a comprehensive review of 33

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C. R. Contreras (✉) · P. Valette-Florence
Université Grenoble Alpes, Grenoble INP, CERAG, Grenoble, France
e-mail: camilo.rojas@univ-grenoble-alpes.fr; pierre.valette-florence@univ-grenoble-alpes.fr

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empirical research works relating to the continuance or adoption intention of ICAs, eWom, social media, or websites (Kitchenham et al., 2009).

As a result, four main topic clusters emerged: (1) social media, consumer & brand management; (2) ICAs, AI & technology Acceptance; (3) Design & User Experience, and (4) ICA's on e-commerce. Two topics emerge as current streams: ICAs on Augmented Reality (ARIT) and ICAs on social media. Finally, two emerging topics: (1) Privacy & Trust; (2) Social ICAs.

Finally, this study provides an integrative conceptual model. As antecedents, two factors appear Brand trust and ICA anthropomorphism. Three elements are relational: social presence, response consistency, and response quality. As consequences: (1) Perceived usefulness, (2) Perceived experience, and (3) Patronage (intention to use and recommend). As implications, this study contributes to human-computer interaction theories and opens new paradigms in social relationships theories. We also provide a new perspective on brand communication. In turn, we provide insights into the concepts that influence the successful implementation of ICAs.

Keywords Technology acceptance · Virtual agents · Consumer behavior · Brand relationship

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We All Make Mistakes, But We're Not All Human: The Influence of Voice-based Assistant's Mistake on Anthropomorphism: An Abstract



Ripinka Koli Patil and Dan Hamilton Rice

Abstract In 2021, at least 132 million individuals in the USA used voice-based assistants in some form or the other (eMarketer, 2022). Alexa, Cortana, Siri, Bixby, and Google Assistant are some of the most prominent voice-based assistants that are integrated into the everyday lives of most individuals. While these voice-based assistants perform many important tasks in their day-to-day lives, they are also known to make frequent mistakes (Charlton, 2019). For example, they often make mistakes in processing human commands and ask users to repeat their questions multiple times. How do consumers react to such mistakes? Research on voice-based assistants (VA) is still nascent and has only recently started exploring their influence and impact in a marketing context (Moriuchi, 2019; Dellaert, 2020; Tassiello et al., 2021; Whang & Im, 2021). To the best of our knowledge, no research in marketing has studied the influence of VA's mistakes on anthropomorphism perceptions.

According to Foehr and Germelmann (2020, p. 182), voice-based assistants can be conceptualized as “technologically based on artificial intelligence systems that react to consumers’ voices and are able to adapt to individual consumer habits and needs over time, they possess some degree of autonomy, and they consist of a software component and a hardware component.” The current research proposes a framework to categorize VA's mistakes and empirically tests how these mistakes influence user perceptions. In particular, this research aims to understand the effects of three different types of VA mistakes resulting from incorrect output from a VA on perceptions of anthropomorphism. Grounded in SEEK theory of anthropomorphism, the current research demonstrates the positive effect of VA failures on anthropomorphism perceptions. Furthermore, based on descriptive gender stereotypes, the current research also illustrates the existence of gender stereotypes that users hold for VA. Particularly, the current research demonstrates that gender cues

R. K. Patil (✉) · D. H. Rice
Louisiana State University, Baton Rouge, LA, USA
e-mail: rpatil5@lsu.edu; danrice@lsu.edu

such as the voice of the VA (male vs. female) enhance the effect of mistakes on anthropomorphism perceptions.

The proposed research has two main theoretical contributions. This research contributes to the anthropomorphism literature by empirically demonstrating that a mistake by VA lead to higher anthropomorphism. Additionally, this research proposes the 'suggestive' gender of the VA influences anthropomorphism perceptions. By doing so, the current research also contributes to the literature on descriptive norm stereotypes and illustrates the exitance of gender stereotypes among VA technology.

Keywords Voice-based assistant · Anthropomorphism · AI

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Robots for Good: How Robo Advisors and Awareness of Behavioral Biases Impact the Disposition Effect: An Abstract



Patricia Rossi, Daniel Fernande, and Alexandre Alles Rodrigues

Abstract An increasing amount of research aims to understand how consumers make financial decisions. However, there are important gaps in this area, especially related to the influence of behavioral biases in financial decision-making (Wang et al., 2019) and their impact on investors' performance and well-being. Many individual investors lack the appropriate skills to make sound investment decisions, and yet the number of people investing in financial markets has significantly grown over the last years (Barber et al., 2009). The disposition effect (i.e., the tendency to sell winning investments too early, while keeping losing investments too long; Shefrin & Statman, 1985) is one of the most widespread behavioral biases related to financial decision-making. It has been documented for inexperienced individual investors and highly experienced institutional agents (Chen et al., 2007) when executing a variety of financial decisions (Coval & Shumway, 2005; Genesove & Mayer, 2001; Heath et al., 1999; Heisler, 1994; Locke & Mann, 2005) in real and experimental markets (Grinblatt & Han, 2005). While robo-advisors could be a solution to reduce investors' disposition effect, research has shown that many investors are reluctant to accept recommendations of a robo-advisor (Hildebrand & Bergner, 2020; Jung et al., 2018). Therefore, three studies investigate under what circumstances investors would increase their use of a robo-advisor so that they can reduce their disposition effect. First, an experimental study based on an investment game examined the impact of availability of robo-advisors (i.e., available vs not available) on the disposition effect. Results showed that there is no significant impact of availability of robo-advisor on the disposition effect. These results suggest that the mere availability of robo-advisors to investors is not a sufficient condition for them to use this investment aid, even if they are informed that the robo-advisor only makes

P. Rossi (✉) · A. A. Rodrigues
IESEG School of Management (CNRS UMR 9221 – LEM), Lille, France
e-mail: p.rossi@ieseg.fr; a.alles@ieseg.fr

D. Fernande
Católica-Lisbon School of Business and Economics, Lisbon, Portugal
e-mail: sdaniel.fermandes@ucp.pt

rational decisions. Second, an experimental study examined whether awareness of behavioral biases can moderate the relationship between availability of robo advisors and the disposition effect. The results showed that when investors are aware of their behavioral biases via a just-in-time behavioral finance training, they reduce their disposition effect. Finally, a field study among users of a robo-advisor, conducted in partnership with NALO – a robo-advisor provider, showed that awareness of behavioral biases had a significant impact on actual investment behavior. The more investors are aware of their behavioral biases, the more they invest using robo-advisors. We discuss theoretical and managerial implications of these findings.

Keywords Robo advisors · Disposition effect · Behavioral biases · Decision-making

References Available Upon Request

An Innovation Creating a Bridge between Marketing Education and Professional Practice: An Abstract



Kevin McEvoy

Abstract The Association to Advance Collegiate Schools of Business (AACSB) currently accredits 890 business schools in 58 countries with an additional 189 specialized accounting programs. These institutions graduate thousands of MBAs and undergraduates every year – new marketing graduates among them, seeking new or higher level employment, advancement in current employment, or new business opportunities. Competition for jobs is intense from many directions, domestic and foreign.

This competition creates two significant issues for students: remembering what they have learned, and demonstrating it. The first problem is losing or forgetting learned material which starts immediately after graduation, with most being lost within two years after graduation. The second problem is students needing to showcase their skills and application for employer benefit.

This article offers a solution, the Personal Toolbox, a student driven project creating a personal portfolio or library of self-completed work, and other collected materials. By designing, creating, organizing, and presenting their Personal Toolbox, students catalogue items they determine for themselves are important to their futures by maintaining access to their educational experiences and providing a platform of evidence of their skills and experiences to others. This creates a bridge for the student between marketing education and practice. This bridge provides evidence for student knowledge and experience for demonstration as well as a repository for accumulated knowledge and materials for retention and future use.

The Personal Toolbox exercise has been utilized over the past 20 years in both undergraduate and graduate courses across three universities. The Personal Toolbox has proven very flexible and highly adaptable. Qualitative results have consistently shown students reporting deeper understanding, longer retention, more accessible utility, and heightened motivation to continue learning than they otherwise would

K. McEvoy (✉)

University of Connecticut, Stamford, CT, USA

e-mail: kevin.mcevoy@uconn.edu

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have without the Personal Toolbox. Based on these results, a model for the Personal Toolbox has been developed.

Keywords Toolbox · Learning · Retention · Utility · Demonstration

References Available Upon Request

An Experiential Learning Framework for Retail: Creative Authentic Skill Development



Inci Toral and Sarah Montano

Abstract Creative innovations are inextricably intertwined both in HE and the retail sector, forming an eco-system which exacerbated during the global pandemic. Moreover, emphasis on future machine capabilities which threaten jobs in all sectors is indicating the need to embrace technological developments and ensure that students are equipped with industry ready skills. Therefore, opportunities are needed for students to become creative innovative marketers. Consequently, assessments in retail marketing need to respond to this change, with a move to reflect the “real-world” understanding of the retail industry. We offer a framework enhancing experiential learning theory (ELT) with an assessment that illustrates how students can gain “future-proof” employability skills. The assessment requires the design of an innovative virtual concept store, which enables students to experience industry, digital and creative skill development. Using the course results as the unit of analysis, the key outcomes show skill development for digital citizenships, and the facilitation of creative thinking and problem solving. Our key contributions are enhancing the ELT through an outcome focused framework and enabling the development of creative, analytical, and digital skills that are not naturally absorbed through classical HE education approaches.

Keywords Authentic assessments · Creativity · Experiential learning · Creative thinking · Decision making · Digital skills · Retail education · Skills transfer

Introduction

Innovation is a key driver of progress in all sectors including retail and higher education (HE) (Lee & Sergueeva, 2017; Lovelace et al., 2001), and was accelerated during the global pandemic, with the increased use of technology to deliver teaching

I. Toral (✉) · S. Montano
University of Birmingham, West Midlands, UK
e-mail: i.n.toral.1@bham.ac.uk; s.e.montano@bham.ac.uk

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and a simultaneous increase of technology within the retail sector to facilitate shopping whilst stores were closed. We argue that, as educators of retail marketing, we need to reflect and mirror technological developments within the retail sector and ensure that students are graduating from HE with industry ready skills. In this paper, we present an enhanced framework of experiential learning theory (ELT) using an authentic retail assessment example, that illustrates how as marketing educators, we need to enable creative skill development by delivering experiential learning opportunities to ensure that students graduate with “futureproof” employability skills. We demonstrate that creative innovations in HE and the retail sector are inextricably intertwined, forming an eco-system and that we need to enable students to become creative innovative marketers.

Despite the efforts that universities and the HE sector have made in developing “work ready” students, retail employers are still concerned about the skills gap and that “someone” needs to take responsibility for this (Somerville, 2019). Although ELT is given as a panacea to close this gap, ELT is generally concerned about teaching practice rather than theoretical conception and the outcomes of this pedagogic approach (Heinrich & Green, 2020). In this paper, we respond to this call for a change and demonstrate an innovative pedagogic approach that offers theory induced praxis, delivered by an authentic assessment. We argue that by developing an enhanced ELT approach we have taken responsibility for improving the work readiness of graduates. We designed our course to address this challenge with an authentic assessment that is founded on the principles of experiential learning and is exciting and creative. Our course design facilitates the creative decision-making capabilities of students by allowing them to apply retail theories, to practical situations, with a focus on innovative outcomes, rather than deliver “stand and talk” presentations. This is achieved by using technology in innovative ways (story and video creation, editing, animation and rendering) that is combined with much sought after retail skills (e.g. retail store concepts) through an authentic assessment. These challenges, which form the basis for this paper, demonstrate how an experiential learning approach can enable students to develop their business skills for industry. Thus, we developed a framework which depicts the business-HE-business cycle using an enhanced ELT application. Our framework offers a holistic approach to this cycle and elaborates on how an enhanced ELT can help to develop “industry ready skills” (Fig. 1).

Theoretical Background

Retail Industry Changes and Student Skill Requirements

Over the last few decades, the customer experience (Pine & Gilmore, 1998) has been at the centre of retail strategy with technology increasingly used to facilitate such experiences (Lee & Sergueeva, 2017). The innovativeness and creativity have

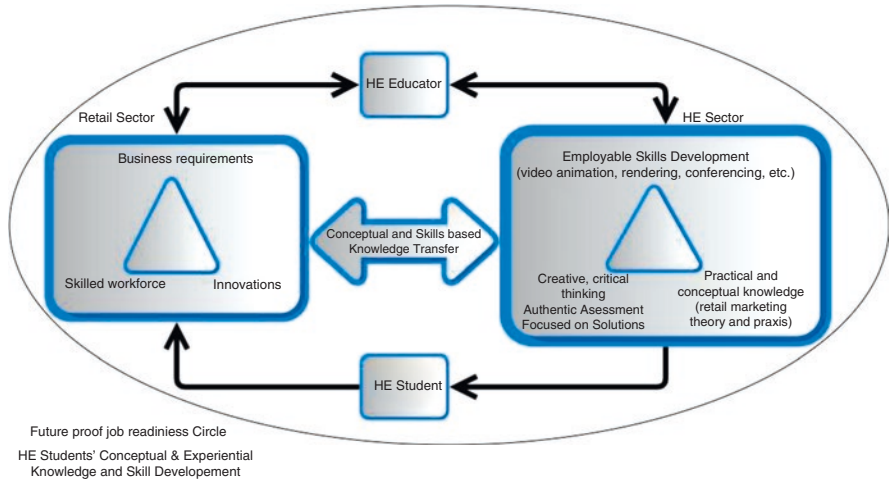


Fig. 1 Conceptualising holistic and experiential retail education. (Source: Conceptualised by the authors)

evolved into concepts such as Retailtainment (entertainment retailing using sensual effects) and Showrooming (viewing in store and buying online) all of which are aimed at improving customer experience online and in-store (Ailawadi & Farris, 2017). Recent examples include Lego with their Retailtainment focused New York layout, Harrods “beauty destination”, and Tiffany & Co.’s “Breakfast at Tiffany’s” in their Blue Box Café. On a different dimension, “Metaverse” (an immersive, digital and 3D experience) is becoming the new playground for luxury brands like Burberry, Dolce & Gabbana, Hermes and Gucci that are using NFTs (a digital copy-righting tool often for digitalised artwork) to capture interest. In fact, Metaverse is moving fast as a result of the pandemic which led to an increase in online retail sales (e.g. 34.6% of UK total retail sales in February 2021¹). In effect, customer experience was always at the fore of retailing as Pine and Gilmore (1998) noted. It is not surprising to be served the perfect coffee by a robot barista, while robots are taking control of the back-office operations at the same time (Hsu et al., 2021; Jin et al., 2021).

Simultaneously, while employers are demanding that students are equipped with the “human skills” of the future, Cox et al. (2016) argue that retailers need graduates that understand experiential retail practice (Ma et al., 2018). However, whilst such strategic innovations may be “standard” within the retail industry, as educators we know that it is challenging for business students to understand how such innovations are developed. Experiencing these in-store or online as consumers, is not sufficient to acknowledge the innovation and creativity used to develop these experiences. Moreover, they lack the skills needed for such industry innovation. As such, the retail experience needs to be integrated with experiential learning, if the aim is to

¹ONS – Office of the National Statistics, UK

develop more than a theoretical acknowledgement of the subject. Yet, the inherent complexity within the store eco-system, human behaviour, and the impact of even a minor change that turns into ripple effect across the entire store, is a hurdle in teaching retailing even in “normal times” (Madsen & Petermans, 2020). However, since business schools prioritise research over praxis, universities, the supplier of future employees, often fail to deliver this. While the driving forces behind this detachment is not clear, Jackson (2013) posits that this is due to the expectation that skills transfer occurs automatically within students. Recent reports (ISE, 2021; QS, 2019; WEF, 2020) have seen the increasing emphasis on crucial skills gaps identified in graduates; notably that students lack creative and critical thinking skills, which are becoming more sought after (Speed et al., 2018). It is therefore critical to offer students the opportunity to engage in experiential learning to develop the required skills and knowledge.

While this argument sounds valid and easy, the question about “how do we achieve this?” remains as a threat to most educators, specifically when faced with “lack of technological tools” (i.e. Simulations and AR/VR applications). To answer this question, we developed a framework that offers a holistic design for skills development (Fig. 1). The framework focuses on the customer experience in retail sector where “human skills” such as creativity and critical thinking are needed as they cannot be accomplished by technology. Our aim in developing this framework was to encourage innovativeness and creative decision-making while enabling digital fluency (Langley, 2019). Our framework also responds to Barber et al.’s (2013) invitation in taking advantage of technological opportunities and allowing development of innovative, technological, and creative skills. By doing this, we contribute to the marketing and management pedagogy, specifically to ELT, through an authentic assessment that combines theoretical and praxis and mimicry of business skills (fluency) (Burch et al., 2019).

Facilitating Creativity and Innovation through Authentic Assessments

Creativity has a high currency in retail practice, as creative innovation directly contributes to organisational value and success (Ma et al., 2018). The benefits of creativity in solving complex individual, social, and global issues are becoming the focus of today’s job market as creativity is a “Human Skill” that cannot be easily digitalised (Fahey, 2012). Increasingly, Google, Microsoft and other technology companies are advocating the importance of creativity in finding future jobs coupled with machine learning technologies. Yet, the theoretical focus of HE results in graduates lacking the ability to create, inventor show entrepreneurial motivations in their business lives (Jahnke et al., 2017). It has been well documented that motivation to learn is increased through engagement (Reyes et al., 2012). While engagement can be used for most teaching methods, facilitating creativity and innovation

remains as a challenge. According to Loveless et al. (2006), using technology when teaching sets an example and can promote creativity. Using blended techniques in teaching, motivates students in such ways that enable the creative process and creative thinking. If used in groupwork, it also positively contributes to the collective creativity and innovativeness through each group members strengths (Aguilar & Turmo, 2019). This is particularly important as students need to understand how creativity and innovation are linked to all aspects of retailing and retail strategy including supply-chain management (Mimirinis & Bhattacharya, 2007). Thus, it is important to stimulate creativity through knowledge sharing and motivation by educators, industry leaders, and student peers in a university setting.

While the extant literature discusses about the ways in which creativity and innovation can be stimulated, the discussion around how this is achieved remains scarce. The general description of creativity “generation of new ideas, processes and products” indicates the development of the final product (Hallman et al., 2016). Therefore, to understand if the pedagogic efforts used to stimulate students’ creativity, marketing is the perfect discipline. Inspired by the innovation and product development literature, assessments tools can be used to enable students to demonstrate their creative thinking and problem-solving skills through a focus on the final product (Birenbaum et al., 2006). Authentic assessments are outcome focused assessments that are aimed at engaging students with real-world tasks through creative thinking and problem-solving exercises, which largely differ from traditional methods such as tests, written examinations and multiple-choice questions (Moon et al., 2005). According to Fook and Sidhu (2010) authentic assessments are appreciated by students more than traditional assessments, specifically, because they help to better reflect and report on their learning. Therefore, using authentic assessments not only resonates with stimulating creativity through the focus on the final product but also increases the learner motivation by improving the student engagement with the subject (Reyes et al., 2012).

Experiential and Authentic Assessment Design

One way to enable students to gain future work skills is the application of experiential learning through an authentic assessment which replicates tasks and standards required for the world of work (Villarroel et al., 2018). Experiential learning challenges participants in many ways by asking them to move into unknown environments, go outside the conceptual frameworks and remove hierarchical class-room etiquettes (Baker et al., 2002). Yet, while ELT seeks to embed the “experience” into the curriculum, it often looks to the abstractions from those reflections (Kolb & Kolb, 2009) leaving the assessment outside the ELT practice. However, most applications of experiential learning result in learning that has happened after a course is finalised (Burch et al., 2019). Furthermore, for assessments that are designed to replicate industry practice, additional support must be put in place to help the students understand the relationship between the assessment and industry practice

(Paul & Mukhopadhyay, 2005). Kraiger et al. (1993) argue that experiential learning outcomes can be measured through three dimensions: (i) cognitive outcomes which focuses on verbal communication, knowledge organisation and cognitive strategies, (ii) skill-based outcomes including compilation and logical flow, and (iii) affective outcomes that are reflected through the motivation and attitudinal changes. This framework is particularly useful, in setting authentic assessments that are aimed at demonstrating creativity and critical thinking through the final outcome.

Villarroel et al. (2018) found that authentic assessments have three key characteristics: realism, cognitive challenge, and evaluative judgement. Whilst the assessment focuses on creativity, it is essential that it is rigorous and underpinned by theory. Therefore, combining reality with theories and cognitive challenge which naturally induces cognitive evaluation and judgement. The main characteristics of authentic assessments is that they are student focused, and facilitate not only creativity, critical thinking and problem-solving but also they allow students to depict what interests them in the subject area and learn how to effectively present them (Macandrew & Edwards, 2002). Thus, we developed an enhanced ELT application which consolidated the retail theory and practice through innovative and creative delivery that concluded with an authentic assessment through which the students were able to demonstrate their actual learning.

The framework (Fig. 1) addresses the need for fostering a creative environment that mimics innovations within the retail sector to develop work ready graduates while offering a roadmap to reduce the gap between the theory delivery using cutting edge research and practice by experiential learning (Heinrich & Green, 2020). According to Moore's (2007) Transactional Distance Theory (TDT), there are three interrelated factors that affect learning: the structure of the programme, the communication between the educators and the learners and the learners' autonomy. TDT argues that as the structure intensifies (e.g. online learning using the LMS through a pre-designed flow with online conferencing tools) the distance grows. The reduction of this distance comes from increased communication and student autonomy both of which provide a better learning environment. Covid introduced an involuntary increased distance and experiential learning became a necessity rather than a pedagogic choice to reduce this distance (Burch et al., 2019). Implementing the ELT was crucial, as industry placements had to be undertaken online and site visits turned into Zoom meetings that significantly lacked the holistic experience (Holt-White & Montacute, 2020). Indeed, this challenge formed the basis for this study: bringing the business praxis into the virtual classrooms and developing the much-needed practical skills through giving students the autonomy. Blending the ELT with theory was the foci of our approach with an authentic assessment, as "authenticity" enables students to understand the complexity of work, contextualise their skills and allow the development of creative and future work ready skills (Ashford-Rowe et al., 2014; Burch et al., 2019). It is noted that authentic assessments are particularly beneficial to retail education as they are able to reflect the "real-world" understanding of retail practice through allowing autonomy (Ashford-Rowe et al., 2014) and hence facilitate creative solutions (Birenbaum et al., 2006). This approach was also useful in addressing the lack of measurement of outcomes

of ELT (Heinrich & Green, 2020). Thus, by blending experiential learning and authenticity we incorporate Villarroel et al.'s (2018) characteristics of realism; cognitive challenge and evaluative judgement.

Methodology

According to Greene (2011) retailing is learned by doing. To achieve this, we arranged our teaching around two major concepts: (1) delivery through creative digital techniques (Moskal et al., 2013) that would give students the opportunity to experience retailing (Sotiriadou et al., 2020) developing an assessment which aims at building student skills and focusing on creative solutions (Frederiksen & Knudsen, 2017).

Teaching Retailing through Creative Digital Techniques

To bring the retail environment into the classroom we utilised various techniques inspired by the retail industry (Retailtainment and Storytelling) to make sure that students had virtual in-store experiences that were supported with theoretical explanations. In fact, in some cases these were better than site visits, such as 360-shopping centre visits through which students can touch and reveal theoretical concepts (Eiris et al., 2021) and stories that brought a theoretical concept to life by animated, interactive videos² (Robin, 2008). We combined these with more traditional teaching techniques that also included creative ways of integrating the experiential aspect into the classroom teaching (e.g. workshops in which students created their own sales chatbots and demonstration of animated robotic warehouse management). In addition to all of these activities that are part of the curriculum we aimed at demonstrating skills that are also inherent in retailers (for instance, storytelling technique, use of theatrics through animations, and digital conferencing tools).

Showcasing the Student Creativity, Innovation and Praxis through An Authentic Assessment

Learning retailing with technology became “ever bigger part” of the assessment (Barber et al., 2013, p. 44). Inspired by innovation and product development disciplines that suggest not only focusing on the innovation but also the innovative

²<https://www.sutori.com/story/the-demise-of-the-high-street%2D%2D4XKvkdRpa4gSpqsj1kMx1bcP>

solutions, we designed our authentic assignment which facilitated creative solutions (Birenbaum et al., 2006). Students were asked to design the store of their imagination (Appendix 1). When creating this authentic assessment, we used Kraiger et al. (1993)'s framework which argue that learning outcomes should be measured through three dimensions: (i) cognitive outcomes which focuses on verbal communication, knowledge organisation and cognitive strategies, (ii) skill-based outcomes including compilation and logical flow, and (iii) affective outcomes that are reflected through the motivation and attitudinal changes (see Appendix 1 for snapshots of students' works). Consequently, the teaching team identified a digitally integrated solution that would enable students to acquire the digital and practical retail skills and enhance the learning experience (Sotiriadou et al., 2020). A multi-dimensional approach enabled students to continue working physically from different countries which included online student presentations that needed new skills development and identification of a vehicle for students to showcase their work to future employers (Fuller, 2021). To measure the learning outcomes, we used the student results as the unit of analysis which were outstanding for most students (average results 85% out of 100%). We also conducted a mini survey to understand the perceptive attitudinal change in student skills.

Discussions and Conclusions

In this study, we used the challenges imposed by the pandemic as an opportunity and developed a framework which offers an enhanced ELT and combines theory and practice through an authentic assessment (Fig. 1) (Birenbaum et al., 2006). The enhanced ELT incorporates the theory, practice, practical skills and a method for measuring the outcomes of the proposed framework using the student results as the unit of analysis. The framework acknowledges that while our discipline specific theoretical knowledge is driven by business practice, it then becomes part of our pedagogic approach (mimicry) through borrowing and adaptation of business practices in our teaching (e.g. use of Zoom conferencing tools for teaching) and the transference of these skills students. During this experience, we found that there is a considerable lack of research around the relative merits and student perceptions of this mimicry (Burch et al., 2019; Heinrich & Green, 2020). By doing this we showed how theory and practice can be brought into the digital classrooms to support students to move out of their in-class comfort zone and turn into digital designers while demonstrating their theoretical learning. This allowed us to contribute and enhance the ELT with an authentic assessment that allowed students to showcase their theoretical and practical learning using creativity that focused on solution delivery (Birenbaum et al., 2006). This was a response to Barber et al.'s (2013) invitation to universities, to take advantage of technological opportunities by not only converting our teaching to online but also allowing our students to develop stronger skills that incorporate innovation, technology, and creativity. With this work, we offered a more complete ELT in retail marketing education. Moreover, our framework can be

a guide for marketing and management educators in developing their own pedagogic approaches. Our framework offers ways for innovative teaching, enabling transferable skill development, use of creative technology and measuring experiential learning outcomes. While our framework offers a guidance to HE educators, it is an initial attempt and far from being finalised. We are aware of the limitations of our framework, for instance future studies can enhance the framework by including a stepwise implementation map. Despite these limitations, this abstract does demonstrate that experiential learning and pedagogical innovation is needed within marketing education to achieve three key strategies. Firstly, to enable transformational practical skill development. In order to fully understand the retail industry students need not only conceptual understanding, but also opportunities to use innovative techniques that encourage creativity (Paul & Mukhopadhyay, 2005). Secondly, provide a remedy to resolve the issue that despite experiential learning being a long-standing approach, how we actually deliver such an approach is often overlooked. Furthermore, the eco-system in which experiential learning takes place the requirements of industry are also often overlooked (Burch et al., 2019). Finally, marketing is driven by innovation and creativity therefore, rather than restricting students to standardised assessments, we need to give them the opportunity to indeed start being creative (Cappuccitti et al., 2019; Lovelace et al., 2001).

Appendix 1



Examples of student works

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Quantitative Anxiety and Insights for Preparing Students for Data-Driven Marketing Jobs: An Abstract



Chiharu Ishida, Pui Ying Tong, and Peter Kaufman

Abstract Marketing students often experience quantitative anxiety (QA) despite the industry needs and trend for data-driven decision-making. In the past marketing students may have selected their major to avoid extensive engagement with numbers, however, due to the large opportunity and market demands for graduates possessing greater comfort and ability with numbers and demands on marketing practitioners to financially justify their decision-making, this aversion to numbers is no longer a recommended approach.

It is, therefore, more important than ever to understand what alleviates quantitative/statistical anxiety in students taking marketing courses that emphasize quantitative analysis. Quantitative reasoning and mathematical understanding will play a major role in the marketing curriculum for the foreseeable future. The role of QA in marketing education, other than anecdotal observations of students, has not been studied extensively. Based on Self Determination Theory (SDT), our goal is to investigate the drivers/inhibitors of both student intrinsic and extrinsic motivation to be successful in quantitative topics within the field of marketing.

Of all the predictors of QA, only peer support was significant such that the increased level of peer support reduced QA amongst students. Self-efficacy, perceived usefulness, and desire to succeed increase the level of effort in the classroom. Our study suggests that, even though faculty support did not directly reduce quantitative anxiety, the instructors may still encourage students to self-select into more quantitative courses and also to put in extra effort by highlighting extrinsic rewards for marketing analytics (and other quantitative) careers. Recommendations for the instructors including peer-teaching methods and encourage team work to reduce QA that can inhibit their future success, as peer support appears to critical. Upper-level, strong, analytically-inclined students could serve as tutors encouraging that peer to peer support which underclassmen may be more receptive to. Additionally,

C. Ishida (✉) · P. Y. Tong · P. Kaufman
Illinois State University, Normal, IL, USA
e-mail: cishida@ilstu.edu; ptong@ilstu.edu; pkaufma@ilstu.edu

as more and more courses move to online delivery, online study groups could be organized by instructors or guidance provided to students on how to self-organize these online groups or learning communities.

Keywords Quantitative anxiety · Analytics · Self-determination theory · Self-efficacy

References Available Upon Request

Designed for Success: The Role of Long-Term User-Product Interaction for Product Design Success: An Abstract



Janina S. Kuhnle, Nicola E. Stokburger-Sauer, Verena Hofmann, and Heike M. Hebborn

Abstract Product design is a key driver of consumer behavior (Creusen & Schoormans, 2005) and product success (Jindal et al., 2016). The design of a product is often understood as an interplay of aesthetic, functional, and symbolic attributes (Homburg et al., 2015). While highly informative, the majority of research in the field of consumer research has focused on how product design affects consumer behavior at the point of purchase, thus, by “simply” visually perceiving the product (Landwehr et al., 2011; Luchs et al., 2016).

What has not yet been researched is how product design influences consumer behavior when actually using the product and how this impact changes from an initial perception to the first physical product perception to a long-term use of the product. The overall aim of this research is to theoretically elaborate and empirically test the influence of product design dimensions on design performance outcomes by taking a longitudinal perspective. The research model reconciles the differential impact of product design’s aesthetic, functional, and symbolic dimension on marketing metrics, that are, purchase intentions and WOM. To test the proposed relationships, an empirical study with a longitudinal design comprising three data collection points (t_1 = initial visual product perception, t_2 = first physical product interaction, t_3 = long-term product use) in the product category of reusable To-Go cups was carried out. By doing so, this research aims at crossing the bridge between research in marketing, consumer behavior, and industrial design.

Results of this longitudinal empirical study ($N = 65$, $M_{\text{age}} = 22.00$ years, 61.00% female) show that the influence of the product design dimensions on consumer behavior changes from consumers’ first visual product perception to the first prod-

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J. S. Kuhnle (✉) · N. E. Stokburger-Sauer · V. Hofmann · H. M. Hebborn
University of Innsbruck, Innsbruck, Austria
e-mail: janina.kuhnle@uibk.ac.at; nicola.stokburger-sauer@uibk.ac.at;
verena.hofmann@uibk.ac.at; heike.hebborn@uibk.ac.at

uct interaction to a long-term product use in daily life. With increasing user-product interactions, the influence of aesthetics on purchase intention and WOM decreases while the effects of product design functionality and symbolism on consumer behavior increase. Findings of this study are highly relevant for marketing management as they show that an initial visual product perception (as is usually the case in online retailing) might not be enough for driving product success.

Keywords User-product interaction · Product design · Consumer behavior · Longitudinal design

References Available Upon Request

Do You Feel Bored? The Role of Positive and Negative Emotions for Product Design Success: An Abstract



Heike Hebborn, Janina S. Kuhnle, and Nicola E. Stokburger-Sauer

Abstract Previous research shows that product design affects consumer emotions and behavior, and thus, generates competitive advantage. To date, however, most of the studies on product design focus on positive emotions and neglect the influence of product design on negative emotions (e.g., Fokkinga & Desmet, 2012). Negative emotions and the coexistence of positive and negative emotions as well as their effects on consumer behavior have been largely neglected (Chitturi, 2009). Similarly, little research in industrial design and marketing has explored the role of single emotions (e.g., joy, boredom).

Results of an online experiment ($n = 179$, $M_{\text{age}} = 33.00$ years, 53.10% male) reveal that the influence of the three product design dimensions aesthetics, functionality, and symbolism on consumer purchase intention and word-of-mouth behavior (WOM) is mediated by positive consumer emotions. Negative consumer emotions also mediate the relationship between product design and purchase intention, while they are of little relevance for WOM. To gain deeper insights into the mediating effect of single emotions, a disaggregated perspective with 14 single emotions is applied. It becomes apparent that desire, hope, pride, and satisfaction, induced by product design, impact consumer behavior, while joy has the strongest influence. Regarding negative emotions, particularly boredom, in addition to shame and contempt, inhibits purchase intention and WOM for all three dimensions of product design.

This paper examines the entire chain of effects from product design over consumer emotions to relevant success metrics (i.e., purchase intention and WOM) and shows that in addition to positive emotions, negative emotions evoked by product

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H. Hebborn (✉) · J. S. Kuhnle · N. E. Stokburger-Sauer
University of Innsbruck, Innsbruck, Austria
e-mail: heike.hebborn@uibk.ac.at; janina.kuhnle@uibk.ac.at;
nicola.stokburger-sauer@uibk.ac.at

design also shape consumer behavior. While WOM is almost exclusively driven by positive emotions, both positive and negative emotions affect purchase intention. Results further reveal joy as a driver and boredom as an inhibitor of purchase intention and WOM. To create joy in consumers, product design should be innovative in aesthetics and functionality to meet consumers' aim for novelty and change. Marketers should also ensure that the product design generates interest and excitement through aesthetic and functional design features and provides consumers with the opportunity to express themselves through product design, to particularly counteract the negative emotion of boredom. This research crosses the bridge between product design research, emotions, and consumer behavior to generate novel knowledge for academia and management.

Keywords Product design · Emotions · Joy · Boredom · Consumer behavior

References Available Upon Request

Towards a Better Understanding of Extreme Response Style: The Influence of Self-Regulatory Focus: An Abstract



Elke Cabooter, Bert Weijters, and Luk Warlop

Abstract Ample research has demonstrated that scale responses are often influenced by response styles (e.g., Arce-Ferrer, 2006; Baumgartner & Steenkamp, 2001; Morren et al., 2011). In this article, we focus on the Extreme response style (ERS) or the tendency to use extreme response options. The literature on response biases tends to neglect ERS (cf., Baumgartner & Steenkamp, 2001; De Jong et al., 2007). This is quite surprising because ERS threatens measurement validity since it affects several important measurement parameters. More specifically, the factor loadings and /or random error of self-reported measures can be inflated among respondents high in ERS (Weijters et al., 2020) which can lead to misclassifications of respondents and/or erroneous conclusions derived from spurious relationships between constructs measured by self-reports. Despite these potential biasing effects, ERS is not commonly corrected for probably due to the uncertainty on how to deal with this type of stylistic responding and the mechanisms that underlie them.

One trait that might explain part of ERS is self-regulatory focus (SRF). Marketing scholars often rely on SRF to explain why people, consumers, and managers alike, differ in the way they make decisions. The article explains and empirically verifies the process through which self-regulatory focus affects extreme responding. More specifically, promotion focused individuals use more often the extremes of a scale than prevention focused individuals, and differences in decisiveness drive this effect.

The findings are relevant as any relationship between the SRF scale and another construct might become spurious due to the present bias. Higher extremity bias has

E. Cabooter (✉)
IESEG School of Management, Lille, France
e-mail: e.cabooter@ieseg.fr

B. Weijters
Ghent University, Ghent, Belgium
e-mail: bert.weijters@ugent.be

L. Warlop
BI Norwegian Business School, Oslo, Norway

as well dire consequences for the way we measure self-regulatory focus with self-reports. Specifically, high extreme responding, displayed by promotion focused people, leads to a biased and less reliable SRF scale. Therefore, we propose in this paper an alternative preliminary approach to measure SRF via a conjoint.

Keywords Extreme response style · Self-regulatory focus · Decisiveness · Individual differences · Conjoint

References Available Upon Request

Is That a Sport? Conceptualization, Measurement and Consumer- and Brand-Related Outcomes of Perceived Sportivity: An Abstract



Reynald Brion, Renaud Lunardo, and Jean-François Trinquecoste

Abstract The sport industry represents one of major cultural (Belk et al., 1989; Cornil & Chandon, 2013; Kozinets, 2001) and economic (Devlin, 2020) importance. Consumers often value perceived sportivity, with activities perceived as sporty representing fertile grounds for building communities (Wood et al., 2011). These communities consume more actively than others (Gantz et al., 2006), making sport-related branded entertainment appealing opportunities for successful relationships between consumers and brands.

However, when it comes to specifying what perceived sportivity means for consumers; surprisingly no definition seems to exist. In this research, we first provide a conceptualization of what makes an activity perceived as sporty. Second, we address the need for a reliable and valid scale of perceived sportivity. From there, we reach a third goal and identify important consumer- and brand-related effects of perceived sportivity.

We developed, tested, and confirmed our perceived sportivity scale with one qualitative study and four quantitative studies. After the quantitative studies, we ended up with an 11-item 3-dimension scale of perceived sportivity. The three dimensions of perceived sportivity are physicality (5 items), commerciality (3 items), and equipment (3 items).

Then the effects of perceived sportivity on brand relations were tested in a field study on esports (competitive video gaming). French viewers of the “Ligue Française” of League of Legends were contacted online ($N = 385$, 94% men, $M_{\text{Age}} = 23.5$). All the analyses yielded a significant index of serial mediation ($0.008 < 95\% \text{ CI's} < 0.081$), with significant positive effects of perceived sportivity

R. Brion (✉) · R. Lunardo
Kedge Business School, Talence, France
e-mail: reynald.brion02@kedgebs.com; renaud.lunardo@kedgebs.com

J.-F. Trinquecoste
IAE Bordeaux, Bordeaux, France
e-mail: jean-francois.trinquecoste@u-bordeaux.fr

or its dimensions on brand excitement (all p 's < 0.05), and a positive effect of this variable on brand identification (all p 's < 0.05), this variable then affecting purchase intentions (all p 's < 0.05), providing evidence for the role played by perceived sportivity in consumers-brand relationships.

Because perceived sportivity is shown to affect a range of consumers- and brands-related outcomes, brands and marketers of the leisure industry might find interest in using this scale to help them assess their positioning and brand their offer as sporty.

Keywords Sportivity · Sport · Esport · Brand perception · Physicality

References Available Upon Request

The Contribution of Adaptive Marketing Capabilities on SME's Business Model Adaptation During the Pandemic Crisis: An Abstract



Philippe Massiéra

Abstract According to Day (2011), adaptive marketing capabilities (AMC) can make the adaptation of existing business models more effective, especially when firms are confronted to chaotic and nonlinear market changes. Evidence suggests that AMC enhance the business performance (Maryanti, 2019) the international performance (Reimann, 2021), the market performance of B2B firms (Guo et al., 2018), as well as the innovation performance (Ali, 2021; Shen, 2020). However, little is known about how AMC contribute to the proper adaptation of the business model components, particularly in a context of crisis. Our objective is therefore to test the potential contribution of AMC, as internal drivers of the Business Model Innovation process, in the specific context of the COVID-19 pandemic. Building upon the literature on AMC and BMI (Day, 2011; Foss & Saebi, 2018; Moorman & Day, 2016), we posit that Adaptive market experimentation capabilities (AMC) and Open marketing capabilities (OMC) (i) complement each other and (ii) contribute to the adaptive process by which SMEs succeed to properly align the three dimensions of their business model according to the new conditions (value proposition, value creation and value capture).

From March to September 2021, in partnership with the economic department of Ville de Montréal, we collected 173 online self-administered questionnaires from Canadian SMEs, most of them (76%) having fewer than 20 employees. Measures were adapted from existing scales (Guo et al., 2018; Miroshnychenko et al., 2020; Spieth & Schneider, 2016) and we tested our model using a PLS-SEM approach. Our results confirm that the OMC (i) contribute to reinforce the AMC and (ii) significantly enhance the overall adaptation of the business model, but only through its value creation and value capture dimensions. On the contrary, the analysis shows that AMC do not seem to have a significant impact on the overall BM adaptation as they only enhance the value creation facet of the adaptive process.

P. Massiéra (✉)
Université du Québec à Montréal, Montréal, QC, Canada
e-mail: massiera.philippe@uqam.ca

The potential contributions of these findings are of two folds. First, we shed lights on the potential contribution of two complementary adaptive marketing capabilities (AMC and OMC) in the process by which SMEs strive to adjust their business model in a context of economic crisis. Second, contrary to the initial premises made by Day (2011), results show that these two internal drivers do not contribute equally to this evolutionary process.

Keywords Adaptive marketing capabilities · Adaptive market experimentation · Open marketing · Business model innovation · SME

References Available Upon Request

Lime, Bird or Campus Drive? Where Institutions Can Be Ahead of Markets: An Empirical Study About Consumers' Intention to Use Closed-Campus Micromobility: An Abstract



Maximilian Schwing, Marc Kuhn, and Lars Meyer-Waarden

Abstract Shared micromobility is an innovative way of urban transportation that provides low-emission short-distance travel options and can reduce reliance on private vehicles, especially in urban areas. However, publicly available solutions (e.g., Lime or Bird) show several disadvantages such as random parked vehicles on sidewalks, risky riding behavior and vandalism, as consumers often feel anonymous and unaccountable. Closed-campus solutions are deployed in limited areas such as university or office campuses, only available to the respective campus community, and one promising way to overcome issues of publicly available solutions. Our article is the first to analyze user acceptance of closed-campus micromobility innovations. Based on the unified theory of acceptance and use of technology (UTAUT2; Venkatesh et al., 2012), we considered how constructs from consumer's perceived value theory (Zeithaml, 1988; Holbrook, 1994) and employee enablement theory (Adler & Borys, 1996; Permana et al., 2015) influence behavioral intention, which in turn influence real use and organizational identification (social identity theory; Ashforth & Mael, 1989). To test our framework, we use partial least square structural equation modeling (PLS) and survey as well as real-world usage data from DHBW Drive, a field laboratory for micromobility at Baden-Wuerttemberg Cooperative State University in Stuttgart, Germany. DHBW Drive is the first successfully implemented micromobility sharing system in a closed-campus organizational environment of a German university. In total, 70 e-scooters were available which could be rented by university members (7000 students and 400 staff) via a

M. Schwing (✉) · L. Meyer-Waarden
University of Toulouse 1 Capitole, Toulouse, France
e-mail: maximilian.schwing@tsm-education.fr; lars.meyer-waarden@tsm-education.fr

M. Kuhn
Baden-Wuerttemberg Cooperative State University Stuttgart, Stuttgart, Germany
e-mail: marc.kuhn@dhbw-stuttgart.de

mobile app. During the first data collection, October 2020 to February 2021, more than 1200 students were registered, over 2000 bookings were made, and a total of about 9000 km were traveled. First, our results reveal that perceived job enablement, hedonic, utilitarian, economic and environmental benefits, and performance expectancy all have a strong influence on behavioral intention to use a closed-campus micromobility service. Second, and thanks to real-world usage data, we demonstrate that actual real-world usage of a closed-campus micromobility is significantly influenced by behavioral intention to use, which reinforces the relevance of usage data in technology acceptance research. Third, we introduce another endogenous variable, which is specific to the organizational context and is influenced by behavioral intention: organizational identification. We show that such services offer benefits not only for users, but also for the relationship with organizations. This is indeed a new and promising perspective for technology adoption models in organizational environments.

Keywords Micromobility · E-Scooter · Closed-campus · Technology acceptance · Real use · Perceived value · Job enablement · Organizational identification · SEM

References Available Upon Request

The Role of Government Policy Communication (GPC) Quality and Consistency Based on Integrated Marketing Communication (IMC) on Entrepreneurship: An Abstract



Vera Butkouskaya and Nestor U. Salcedo

Abstract Hitherto, entrepreneurship government policies aim to motivate entrepreneurial intention (EI) for start-up creation, mainly among young people. Thus, government policy communications (GPC) are the instrument for this knowledge sharing and promotion. However, the study considers that GPC quality and consistency (this last based on the Integrated Marketing Communication -IMC-) could improve the policy knowledge transfer into a higher entrepreneurial intention.

The research design is a non-experimental cross-sectional explanatory study. The analysis unit was entrepreneurial young people from Spain with strong entrepreneurial intention in Barcelona's *glocal* (global and local) market. The instrument (survey) used prior constructs in the Likert scale, and the calibration was through experts and a pilot test. The data collection obtained a preliminary sample of 132 observations. Then, the analytical procedures focused on multivariate analyses. The instrument's validity was with Exploratory factor analysis (EFA) & Confirmatory factor analysis (CFA), and the hypotheses test used a PLS-SEM.

Following the results, the GPC quality has a negative mediation effect between entrepreneurship GPC knowledge and entrepreneurial intention relationship while

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V. Butkouskaya
HSE University, Moscow, Russia
e-mail: vbutkouskaya@hse.ru

N. U. Salcedo (✉)
ESAN Graduate School of Business, Lima, Peru
e-mail: nsalcedo@esan.edu.pe

GPC consistency does not affect mentioned relationship. Instead of the above, entrepreneurship GPC knowledge positively affects entrepreneurial intention through GPC quality and consistency.

Finally, concerning theoretical implications, it applies the IMC concept in government policy communications. It empirically confirms the positive relationship between entrepreneurial GPC knowledge and entrepreneurial intention mediated by the GPC quality. In addition, the analysis demonstrates a higher mediation effect of GPC consistency on the positive impacts of entrepreneurial GPC knowledge and GPC quality on entrepreneurial intention. While, as policy implications, it suggests the marketing perspective application for developing and promoting entrepreneurial policies. The integration of messages and channels towards reaching the GPC consistency may facilitate the perception of knowledge among receivers. It improves the character of government-receiver interactive dialogue and, as a result, improves the GPC quality perception and performance in high entrepreneurial intention. Therefore, in addition to the quality, the GPC should be controlled on consistency.

Keywords Entrepreneurship government policy · Governance policy communication · Integrated marketing communications · Entrepreneurial intention

References Available Upon Request

Crisis Initiated Changes in the Business Model of Small and Medium Enterprises: An Abstract



Björn Schäfer, Barbara Caemmerer, and Leonard Constantin Fuchs

Abstract Business model (BM) research has attracted considerable attention over the last two decades (e.g., Amit & Zott, 2001; Foss & Saebi, 2017). The flexibility of adapting BMs to ever-changing environments has been particularly addressed from a strategic management, innovation and entrepreneurship perspective (e.g., Afuah, 2004; George & Bock, 2009). Still, the question of how such adaptations take place in Small- and Medium-sized Enterprises (SMEs) (Miller et al., 2021), especially in times of crisis and under pressure has only recently emerged (Cucculelli & Peruzzi, 2020). The development of this new stream in the literature can be mainly attributed to the COVID-19 pandemic (Ritter & Pedersen, 2020; Seetharaman, 2020). Our research contributes to the extant literature by exploring in-depth how SMEs have been adapting their customer and revenue related BM elements in the recent past.

We deployed an exploratory research approach, implementing a cross-case-study method as described by (Yin, 2018) to address the objective of our study. In order to allow both, source and method triangulation, we obtained data through secondary sources (industry body and company websites, as well as the companies' social media content) which were triangulated with qualitative data collected through interviews with the companies' decision-makers.

Our results suggest that all elements in the customer and revenue related dimension - sales channels, the value proposition, customer relationship and segment, as well as revenue streams - were all impacted by the changes made in the SMEs under study. Whilst we could identify some divergent managerial adaptations as well as differing attitudes towards newly introduced practices, the overriding results demonstrate that digitalization played a strong part in reshaping the studied elements of

B. Schäfer · L. C. Fuchs

WFI Ingolstadt School of Management, Ingolstadt, Germany
e-mail: bjoern.schaefer@ku.de; Fuchs-Leonard@ku.de

B. Caemmerer (✉)

ESSCA School of Management, Boulogne-Billancourt, France
e-mail: barbara.caemmerer@essca.fr

the BM. This holds across the different SMEs that we studied, regardless of their size or managerial structure. Our in-depth exploration carries relevant managerial implications as it brings to light which adaptation efforts have had a positive impact on company performance.

Keywords Business model · Adaptation · SME · Performance

References Available Upon Request

An Examination of CEO Pay Transparency on Consumers' CSR Evaluations: An Abstract



Ryan Langan, Carlin Nguyen, and Bhavya Mohan

Abstract In recent years, the US Securities and Exchange Commission (SEC) implemented section 953(b) of the Dodd-Frank Act. Starting in 2018, this act requires public companies in the United States to disclose the ratio of CEO pay compensation relative to the median compensation of its' employees. The resulting increase in transparency surrounding CEO pay has allowed the American public to form perceptions about companies and the amount of compensation their CEOs receive. Absent from the emerging stream of research on consumers' evaluation of CEO compensation is the potential for CEO pay to influence CSR perceptions. In this research, we propose CEO pay ratio as a novel driver of consumers' CSR evaluations.

Despite the seemingly unrelated nature of CEO pay and a firm's CSR reputation, we find evidence in a pilot study ($n = 105$) using Fortune 500 CEO pay ratio data as the stimulus, that firms with a high CEO pay ratio lead to lower CSR evaluations relative to organizations with a low CEO pay ratio. In a follow-up study, participants were recruited using Facebook advertisements ($n = 196$). Once again, a significantly higher proportion of respondents deemed firms led by CEO's with a lower (versus higher) pay ratio to be more socially responsible. Finally, in our third study ($n = 101$), we examine the process through which CEO pay ratio influences consumers' CSR evaluations. In support of our proposed model, we find that CEO pay impacts CSR evaluations through serial mediation, whereby higher CEO pay diminishes consumers attitude toward the firm which in turn leads to more firm-serving motivations and ultimately, lower CSR evaluations.

For managers, the increase in transparency following the passing of the Dodd-Frank act likely introduces uncertainty about how consumers evaluate their com-

R. Langan (✉) · B. Mohan
University of San Francisco, San Francisco, CA, USA
e-mail: rjlangan@usfca.edu; bmohan@usfca.edu

C. Nguyen
Cal State Los Angeles, Los Angeles, CA, USA
e-mail: Cnguy195@calstatela.edu

pany's compensation structure. By exploring the intersection between CEO pay and corporate social responsibility, we shed light on the potential for consumers to employ CEO pay as a diagnostic cue when assessing the organization's CSR reputation.

Keywords CEO pay · Corporate philanthropy · Motive perceptions · Consumer evaluations

References Available Upon Request

Marketer and Consumer Mismatch of STEM and Gender Based Toys: An Abstract



Janis Crow and Esther Swilley

Abstract Societies benefit from a strong workforce in the STEM fields of science, technology, engineering, and math. Women have historically have chosen non-STEM employment opportunities, while making up roughly half of the U.S. workforce (46%). Only 24% of females choose STEM careers (Beede et al., 2011).

Early experiences with STEM toys, positively influences STEM careers (Cohen et al., 2021). Yet, gender stereotyping for toys form as young as eight (Chaplin & Lowery, 2010) leading to career choices (Davis, 2000). In marketing by gender, boys prefer male stereotypical action figures (e.g., Hulk and Spider Man) and girls choose dolls from the Frozen movie (e.g., Anna-Elsa) or Barbie (Chawla & Mehta, 2020). One area unexplored is the parental role when buying children's toys and the relationship to STEM careers. This investigation attempts to bridge the gap between toy product marketing and parental choice.

Adults between the ages of 25 and 54 from a Qualtrics panel examined the product package images and descriptions for 32 toys. The toy images and descriptions were collected from major retailers with half identified as STEM. Participants saw descriptions scrubbed of STEM-related terms. The marketer provided information identified the toys as boy, girl, or both. Participants completed two tasks that were counter-balanced. After examining the information, the participants grouped the toys by its purpose into no more than five unspecified categories and labeled each category. Next, the participants identified for each toy whether they would buy it for a boy, girl, or both.

In examining the participant-defined label of the grouped toys, we used a strict rule to classify the categories. Only labels with the word STEM itself or the related words of science, technology, engineering, or math were classified as STEM toys. To avoid any misinterpretation of participant's intent or the reliability and validity

J. Crow (✉) · E. Swilley
Kansas State University, Manhattan, KS, USA
e-mail: jcrow@ksu.edu; esthers@ksu.edu

of the results, some related labels such as “chemistry” or “brain games” were not included in the classification.

Significant main effects revealed differences in the participant and marketer STEM categories with participants categorizing 21.9% of the toys as STEM toys, where, again, the marketer had identified half as STEM. In the match by gender, the results identified also revealed a mismatch. Participants identified more toys for boys (30.1%) and girls (21.3%) and fewer toys for either gender (48.6%) than the marketer’s identification. Regression analysis determined participant’s gender, marital status, ethnic background, household income, and education predicted toy selection.

In conclusion, to understand an individual’s interest in pursuing a STEM career, a starting place is parental influence in buying STEM-related toys. Simultaneously, as marketers encourage pursuit of a STEM career, the product packaging and descriptions can have an effect. A parent’s cognitive understanding of the STEM-related toys is necessary.

Keywords Toys · Parents · STEM · Product description · Packaging

References Available Upon Request

Brand Hate and Diversity: An Abstract



Enping (Shirley) Mai, Brian J. Taillon, and Diana L. Haytko

Abstract Diversity is vital for firm success. Yet, the relationships of its relevant concepts and brand hate have not been widely discussed in academic studies. This research gap is important to both theoretical development and marketing practitioners because better understanding negative brand emotions can help to prevent potential losses related to branding and diversity.

The current research on brand hate is limited (e.g., Zarantonello et al., 2018; Zhang & Laroche, 2020). This research contributes to the field of branding and diversity in two aspects. First, what diversity related measures are antecedents of brand hate? By answering this question, the current paper emphasizes the importance of these antecedents. Second, what diversity related measures are outcomes of brand hate? With this question in mind, the authors examine the consequences of brand hate and how a multi-dimensional construct of brand hate relates its diversity related outcomes.

The survey was published online through Prolific. The data was collected in March 2021. There were a total of 225 respondents in this study. A procedure of exploratory factor analysis and confirmatory factor analysis was performed. The composite reliability, convergent validity, and discriminant validity were calculated. All were within the recommended values (Brown, 2015; Field, 2000). Structural equation modeling (SEM) using AMOS 28 was conducted to test our proposed hypotheses.

The quantitative analysis results in this research uncovered diversity-related antecedents of brand hate. We propose that diversity is associated with the brand hate emotions and is usually external to consumers. Consumers can cognitively evaluate a brand such as its brand hate incidents. The data suggested that brand hate can be associated with observable behavioral reactions of negative word-of-mouth.

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E. Mai (✉) · B. J. Taillon · D. L. Haytko
East Carolina University, Greenville, NC, USA
e-mail: maie@ecu.edu; taillonb17@ecu.edu; haytkod18@ecu.edu

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In addition, brand hate can lead to physiological reactions such as consumer general attitudes toward the brand.

Keywords Consumer-brand relationship · Brand hate · Diversity · Actor race

References Available Upon Request

A Cross-Cultural Investigation on Second-Hand Online Shopping Behaviour: An Abstract



Naser Valaei, Gregory Bressolles, Hamid Reza Panjeh Fouladgaran, and Azar Shahgholian

Abstract The advent of the Internet has facilitated the emergence of sustainable consumption where consumers can easily buy second-hand products through online platforms. Buying and selling used goods are not new. Second-hand consumption declined during the twentieth century, but it regained its popularity in the early twenty-first century (Ferraro et al., 2016) and has become a notable segment in several markets. Research on branded second-hand online shopping is scarce, and as a cross-cultural study, this research aims to investigate under what circumstances customers purchase branded second-hand products in online environment through websites and apps.

A fuzzy technique for order of preference by similarity to ideal solution (fuzzy TOPSIS) was used on a set of factors by seven marketing professors to rank the most important variables (based on literature review) associated with branded second-hand online shopping behaviour. The results of Study 1 showed that need for uniqueness, price, brand involvement, brand nostalgia, and eco-consciousness were identified as main variables of branded second-hand online shopping behaviour.

Furthermore, to examine the customers' perspective on the extracted factors, this study used a survey approach from a sample of 261 Malaysian (Study 2) and 317 French (Study 3) branded second-hand online experienced shoppers. Covariance-based structural equation modelling was applied to assess the measurement, structural, and rival models. The findings indicate that price, eco-consciousness, and brand involvement are the main factors conducive to branded second-hand online shopping behaviour in both Malaysian and French samples. The results also imply that the need for uniqueness and brand nostalgia is not relevant to branded second-

N. Valaei · H. R. P. Fouladgaran · A. Shahgholian
Liverpool Business School, Liverpool, UK
e-mail: n.valaei@ljmu.ac.uk; h.r.panjehfouladgaran@ljmu.ac.uk; a.shahgholian@ljmu.ac.uk

G. Bressolles (✉)
KEDGE Business School, Bordeaux, France
e-mail: gregory.bressolles@kedgebs.com

hand online shopping in both cultural settings. The findings of multi-group analysis reveal that there are no differences across gender groups in both samples. The low price of branded second-hand products is more important for Malaysian online shoppers than their French counterparts. Interestingly, the type of store implies that French app users are more committed to brands while French website users are more eco-conscious.

Keywords Second hand · Online shopping · Sustainable buying behavior · Cross-cultural study

References Available Upon Request

What's in a "Happy" Meal? The Effect of Smiley Faces in Restaurant Logos on Price and Healthfulness Perceptions: An Abstract



Annika Abell, Leah Smith, and Dipayan Biswas

Abstract Emojis are being increasingly used in different types of communications, including in advertising campaigns. One prominent emoji, the smiley face, has become an integral part of consumer communications. Subsequently, smiley faces have become prominent in marketing communications, advertisements, and brand logos as well. For instance, in 2016, Wal-Mart brought back its smiley icon, signifying especially low prices and deals (Neff, 2016). Within restaurants, smileys now appear within the logos of several chains such as IHOP (Stinson, 2015), Hardee's, and Carl's Jr. However, the most well-known example is McDonald's. While smiley faces are visible on brand logos across a wide variety of categories, we focus on the restaurant industry because of the prominence of the McDonald's smiley face. The present research examines the role of smiley faces in restaurant logos as a form of marketing communication.

A well-designed logo should have recognizable features and induce positive affect (Henderson & Cote, 1998). Inserting a smiley face in a logo design may act as a simple way to achieve the latter. However, Fajardo et al. (2016) show that existing associations with specific logo elements (such as frames or boundaries around a logo) can influence product purchase intent. Using logos with smiley faces on advertising and communication materials may, therefore, have unexpected consequences. Building on research on associative models of memory (Suzuki, 2005), we argue that a pre-existing association and categorization with the fast-food restaurant category would negatively influence healthfulness perceptions without other infor-

A. Abell (✉)

University of Tennessee, Knoxville, TN, USA

e-mail: akabell@utk.edu

L. Smith

University of Arkansas, Fayetteville, AR, USA

e-mail: lsmith@walton.uark.edu

D. Biswas

University of South Florida, Tampa, FL, USA

e-mail: dbiswas@usf.edu

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mation about the restaurant brand. Specifically, the more the smiley logo for McDonald's Happy Meal is seen, the stronger the association between the smiley and McDonald's form in consumers' minds. Subsequently when consumers see smiley faces within other restaurant logos, they will automatically associate that brand with McDonald's as well as other encoded characteristics of McDonald's (e.g. unhealthy, cheap). Therefore, if a smile within a logo is closely linked to McDonald's, we expect the presence of a smiley face in another restaurant logo will decrease both healthfulness and price perceptions of the product offerings as a result of that connection.

A set of four lab experiments and a field experiment in a middle school examine how restaurant logos with smiley faces (versus no smileys) influence perceptions of healthfulness and price. We find that restaurant logos that include smileys are perceived as lower in healthfulness, which in turn leads to lower price perceptions. Additionally, this effect is triggered by an association with a fast-food restaurant category.

Keywords Smiley faces · Brand logos · Healthfulness perceptions · Price perceptions

References Available Upon Request

Augmented Reality Brand Experiences (ARBEs): The Role of Imaginative Involvement & Episodic Memory in Fostering Brand Loyalty: An Abstract



Jennifer Brannon Barhorst, Graeme McLean, Nina Krey,
and Heiner Evanschitzky

Abstract Rapid advances in the development of new technologies that blend the real and virtual world are transforming the way in which consumers interact with brands. Augmented reality (AR), which overlays computer-generated objects onto the real world, provides tremendous opportunities for brands to engage consumers through sensory and cognitive processes as they interact with the technology. Due to the rapid development of AR however, there is a dearth of research to understand how the sensory and cognitive aspects of AR brand experiences (ARBEs) influence behavioral intentions. With investment in AR technology set to increase to \$195 billion by 2025, and with consumer downloads of mobile AR applications set to increase to 5.5 billion by 2022, the need for more research on this burgeoning technology is of importance to both firms and our collective knowledge in academia.

In this study, we examine the role of imaginative involvement and episodic memory in fostering brand loyalty when users engage with ARBEs. Imaginative involvement is an individual's propensity to become receptive to experiences that involve a suspension of reality through a process of non-pathological dissociation. Episodic memory is the remembrance of personally experienced events associated with a

J. B. Barhorst (✉)
College of Charleston, Charleston, SC, USA
e-mail: barhorstj@cofc.edu

G. McLean
University of Strathclyde, Glasgow, UK
e-mail: graeme.mclean@strath.ac.uk

N. Krey
Rowan University, Glassboro, NJ, USA
e-mail: krey@rowan.edu

H. Evanschitzky
The University of Manchester, Manchester, UK
e-mail: heiner.evanschitzky@manchester.ac.uk

specific time or place triggered by a retrieval cue. Using commercially available ARBEs on Snapchat, Web AR and in-store AR simulations, we conducted a series of between-subjects experiments with over 1500 participants and examined the following research questions: (1) does consumer engagement with an ARBE have a lasting impact on behavioral intentions? (2) What cognitive processes optimize the experience of a brand upon engagement with an ARBE? (3) What psychological and sensory processes influence brand loyalty upon engagement with an ARBE? Results indicate that marketers have tremendous opportunities to further understand the role of imaginative involvement in their marketing strategies and to utilize key technological, psychological, cognitive, and sensory aspects of ARBEs to trigger episodic memories and to positively influence behavioral intentions. We provide implications for designers and marketers alike to help them to create ARBEs that foster a positive return on investment.

Keywords Augmented reality · Brand experiences · AR · ARBEs

References Available Upon Request

I Don't Like What I See: When UGC Distorts the Brand Image: An Abstract



Sabinah Wanjugu, Amy Mings, and Juliann Allen

Abstract Many online shoppers rely heavily on user-generated content throughout their decision-making journeys. User-generated visual content in the form of images has become increasingly prevalent over the last decade (You, 2016). User-generated images are images created by consumers that expose the brand or product to the final users. The research examines UGIs in product reviews. The research asks, how do UGIs influence consumers' brand image perceptions? Do consumers consider source credibility as a deciding factor? Are UGIs more effective than written forms of user-generated content?

Product reviews that contain images depicting reviewers using the products play a vital role in demonstrating how the product might feel or look once a customer buys it. The way in which the product is depicted may distort or enhance the brand image perceptions of consumers browsing the product reviews. Aside from images, source credibility has also been consistently identified as an important cue in the informational influence process (Chaiken & Maheswaran, 1994; Sussman & Siegal, 2003). Users who post an image online act as the source, and their credibility can be evaluated by factors such as expert knowledge of the product, reviewer verification and disclosure of the image creator's identity. We predict that source credibility will moderate the influence of user-generated images on brand image, where the negative effect of a repulsive image on brand image will be enhanced when the credibility of the user is high. Lastly, positive brand image should increase both purchase intention and eWOM.

To test the proposed relationships, the authors will implement a 2×2 factorial design with two levels of user-generated image quality and two levels of user cred-

S. Wanjugu (✉) · A. Mings
University of Southern Indiana, Evansville, IN, USA
e-mail: swanjugu@usi.edu; aloglesby@eagles.usi.edu

J. Allen
Nicholls State University, Thibodaux, LA, USA
e-mail: juliann.allen@nicholls.edu

ibility. The authors will create a fictitious product review for each treatment. The review will be for a fictitious meal kit provider called Mealcopter. The brand image scale, adapted from Ansary and Hashim (2017), comprises six seven-point items. Source credibility will be measured using five dimensions— namely, accuracy, believability, bias, completeness and trustworthiness—in a scale adapted from Flanagin and Metzger (2000). The purchase intention scale comprises three seven-point items adapted from Hung et al. (2011), and the electronic word of mouth scale, adapted from Goyette (2010), comprises six seven-points items.

The research aims to fill a gap in the literature on the effects of UGI on consumer brand image perception and shed light on the influence of source credibility on the effectiveness of UGIs. Managerially, the research addresses the extent to which managers should control the amount and type of user-generated images in product reviews.

Keywords User-generated images · Consumer-generated content · Brand image · Electronic word of mouth

References Available Upon Request

I Wanna Know What (Brand) Love Is, I Want You to Show Me: Exploring Expressions of Brand Love: An Abstract



Ebru Ulusoy, Arne Baruca, and Roberto Saldivar

Abstract Globally, brand love is a widely analyzed concept that recently attracted the attention of many branding scholars. Previous research has focused on the antecedents, outcomes, and dimensions of brand love. One topic not explored is how self-identified brand lovers talk about their love for brands; and whether there is a difference between the love for services brands and physical product brands. With the significant research on the outcomes of brand love, there is still more room to research how consumers declare and talk about their brand love on social media. This understanding is necessary if managers desire to participate in the conversations and effectively communicate and control the online narrative with brand ambassadors. Therefore, this study focuses on understanding what brand love means for consumers of services and physical products by analyzing consumers' visual and verbal posts about the brands they say they love. Such a focus is exploratory, and as the focus in this research, we picked Apple and Disney. First, we selected these two brands because they are viewed as physical product-centric (Apple) and service-centric (Disney) by consumers, although we know they have both elements. We systematically looked at how consumers talk about these brands and how they express their love for them on social media. We collected and analyzed verbal posts, comments, and pictures from members. We then proceeded in our analysis by adopting Spiggle (1994) method to analyze qualitative data and identify themes from the text.

E. Ulusoy

Farmingdale State College SUNY, Farmingdale, NY, USA

e-mail: ebru.ulusoy@farmingdale.edu

A. Baruca (✉)

Texas A&M University-San Antonio, San Antonio, TX, USA

e-mail: arne.baruca@tamusa.edu

R. Saldivar

University of Incarnate Word, San Antonio, TX, USA

e-mail: rosaldiv@uiwtx.edu

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This research suggest that physical attributes are the most critical aspects of brand love for a physical product brand. Even though Apple is an iconic brand that offers meanings beyond functional attributes, such as experiences and stories, Apple lovers mainly focus on the aesthetic features of the product. This research identifies social interaction as a central aspect of love for service brands. The more Disney is about being happy with others, the deeper the connection the consumer feels. There is also a difference in terms of the desire component between physical products and services. Consumers feel pleasure with the physical product, yet, with services, since they cannot be physically owned and take place during a specific time, consumers desire it. Many Disney lovers post about their dreams of going back, their memories at the parks, and how they have missed the days they spent at the parks. Disney lovers have been to parks years ago but continue to communicate on social media about their desire to go back to the parks. Sometimes it looks like it is the memories of happy times, nostalgia, and desire that keep their love alive, rather than the actual consumption of the brand.

Keywords Brand love · Qualitative analysis · Disney · Apple

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Race and Status Evaluations: An Abstract



Jared Wong, Glen Brodowsky, and Foo Nin Ho

Abstract Research across different disciplines has demonstrated how race impacts social judgments in a variety of interpersonal contexts, including perceptions of size (Holbrook et al., 2016), threat (Cottrell & Neuberg, 2005), and skills (Johnson et al., 2004). Although some evidence has indicated that progress has been made, such that longitudinal self-reports show a steady improvement in attitudes towards ethnic minorities (Charlesworth & Banaji, 2019), recent work has pointed to the persistence of differential treatment of social others based on racial group membership (Campbell & Brauer, 2021).

However, largely absent from the discussion of how race impacts social judgments concerns the area of luxury marketing, specifically in the context of status signaling. Dyadic status signaling refers to the transfer of information from a signaler to an identifier, whereby the signaler engages in a status-conferring behavior, such as the display of a luxury item (Wang & Wallendorf, 2006), with the byproduct that the signaler gains perceptions of status. Normatively, status-conferring judgments should be made irrespective of the race of the signaler; descriptively, potential systematic deviations in the evaluation of a social other may be present.

We report two studies conducted on Amazon Mechanical Turk that test for the presence of differential judgments of status dependent upon the race of the signaler (Asian, Black, Latino, and White). Study 1 (n = 518) finds that participants predict that White (compared with Asian) social others make larger errors in status judgments. Study 2 (n = 4317) reports that in terms of actual social judgments based on

J. Wong (✉)
Yale University, New Haven, CT, USA
e-mail: jared.wong@yale.edu

G. Brodowsky
California State University, San Marcos, CA, USA
e-mail: glenbrod@csusm.edu

F. N. Ho
San Francisco State University, San Francisco, CA, USA
e-mail: foo@sfsu.edu

race, participants rated a social other's status higher when the social other was Asian compared to when the social other was Black.

Such potential differential conferrals of status have wide social implications for the signaler: Research has demonstrated the way in which high perceptions of status benefit the signaler in terms of social connectedness (McFerran & Argo, 2014), popularity (Cillessen & Rose, 2005), and preferential treatment (Nelissen & Meijers, 2011). Therefore, documentation of differential status judgments dependent upon race represents an important area of research for the advancement of our understanding about the mechanics behind perceptions of luxury consumer behavior.

Keywords Race · Status · Social judgment · Luxury

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Specialized Social Media (SSM) and Luxury Brands: An Abstract



Tan Tran and Rania Serhal

Abstract Luxury brands are still slow to adopt digitalization and multi-faceted interactions at service encounters (Holmqvist et al., 2020; Tynan et al., 2010). Responding to calls for research on the drivers of consumers' engagement in the luxury sector, specifically on social media (Bazi et al., 2020), this study investigates the role of motivations as enhancers of customer experience. Indeed, the concept of specialized social media SSM is still scarce in the field of luxury brands research.

Holmqvist et al. (2020) emphasize the role of digitalization in enhancing in-store experience as well as exclusive digital platforms by which luxury brands can create a like-minded community. Complementing previous studies about the effects of social media on purchase intention, Bazi et al. (2020) identify six categories for customer engagement's motivations (perceived content relevancy, brand-customer relationship, hedonic, socio-psychological, brand equity, and technology factors) with luxury brands. Based on these results, our research extends to emerging literature by introducing the SSM and their impact on customers' experience and purchasing behavior from a perspective of technology-enabled multi-actor interactions (Bolton et al., 2018; Holmqvist et al., 2020). We emphasize the role of digitalization at the pre-visit rather than post-visit as per Holmqvist et al.'s study. Our study's main goal is to demonstrate the direct impact of motivations related to using SSM (like-minded discussion, social escapism, and information motivation) on consumer experience (engagement on SSM, attitude toward the brand and brand trust). The study also tests the mediating role of consumer experience between SSM motivations and the likelihood to visit a store and purchase intention. In addition, the conceptual model investigates how brand love moderates the process by which motivations related to using SSM affect consumer experience. The PERFUMIST platform is set for the context of our research, which is a SSM with an ever-growing database of almost 50,000 perfumes from over 2000 different brands intended to all

T. Tran · R. Serhal (✉)
ICD Business School, Paris, France
e-mail: tttran@groupe-igs.fr; rserhal@groupe-igs.fr

users interested in perfumes. The sample is composed of 335 community members. Real engagement data on the platform are integrated to the model as part of customer's experience.

The results highlight the relationship between SSM motivations and consumer's experience. These effects enhance in-store visits and purchasing intentions. The study advances our understanding of how the SSM realm intersects with previous research on the physical realm (Atwal & Williams, 2009; Dion & Borraz, 2015), and the social realm (Dubois, 2020; Dubois & Ordabayeva, 2016; Kastanakis & Balabanis, 2014) for luxury brands.

Keywords Specialized social media · Luxury brands · Multi-actor interactions · Motivations · Consumer's experience

References Available Upon Request

Gem or Lemon? Investigate Information Disclosure and Price Effects in Secondhand Luxury Markets: An Abstract



Alex Yao Yao and Ying Bao

Abstract While luxury is traditionally known as “extravagant” and “wasteful,” increasingly more researchers and practitioners have begun to refocus on the sustainable side of luxury and promote the idea of “positive luxury” (Batat et al., 2021). One effort is to adopt more positive business models, such as recycling/reusing/sharing luxury goods. Previously existing in the shadow of the primary market, the secondhand luxury market has grown rapidly in the past few years, and this trend accelerated after the COVID-19 outbreak.

The emerging secondhand luxury market calls for more research as it has some distinguishing features. One of them is that information asymmetry regarding product quality is a big hurdle preventing many consumers from purchasing. This research uses a secondary dataset from a leading secondhand luxury goods resale platform to investigate factors influencing consumers’ decision-making and how sellers can use information disclosure and pricing strategies to reduce frictions. Using negative binomial regression analyses, we detect a positive information disclosure effect. In particular, providing more product information through visual cues helps secondhand luxury sellers promote their products, as it reduces information asymmetry between sellers and buyers (Turunen & Poyry, 2019). However, this effect is moderated by the condition of secondhand luxury products. The information disclosure effect is weaker for products with better conditions, possibly because these products have relatively smaller product quality variation and less information asymmetry.

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A. Y. Yao (✉)
San Diego State University, San Diego, CA, USA
e-mail: yyao2@sdsu.edu

Y. Bao
University of Illinois at Urbana and Champaign, Champaign, IL, USA
e-mail: ybao@illinois.edu

Additionally, we find that different from the traditional luxury market, the overall price effect is negative in the secondhand luxury market. This could be because the negative substitution effect of price is stronger than the price-prestige effect in the secondhand market since the quality of secondhand luxury goods is typically lower and prevents high prices from providing prestige to consumers (Yao et al., 2022). Interestingly, this effect is also moderated by product conditions, possibly because consumers are willing to pay a higher price premium for high-quality products with better conditions to signal their tastes or status (Dubois et al., 2021, Vilkarı, 2021).

As the first empirical paper to analyze secondary transaction data to explore the pre-owned luxury market, this study's results have important managerial implications. Results suggest that sellers should be more transparent and provide more information about their products. The negative price effect among products in better condition is weaker than that for products in worse condition, suggesting that sellers of better or newer products could charge a higher price premium if they advertise more of a product's price-prestige value.

Keywords Secondhand market · Luxury market · Information disclosure effect · Price effect

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Luxury Experience and Consumer Behavior: A Systematic Literature Review and Future Research Agenda: An Abstract



Damini Goyal Gupta, Varsha Jain, and Hyunju Shin

Abstract The twenty-first-century consumers want to interact with brands on a deeper level than just a financial transaction. These consumers aim to form emotional, contextual, and sensory connections with the brands. This activation of emotions, feelings, and cognition helps develop a unique and personal relationship between consumers and brands. The consumers' desire to establish a special relationship with luxury brands, however, is more robust. As a result, luxury brands have become synonymous with going above and beyond to provide consumers with a personalized and unforgettable experience. Luxury experiences are developed by giving consumers symbolic or experiential value in addition to functional value. Store environment, online website experience, social media, and individualized brand communication all have symbolic or experiential significance. However, the onset of the pandemic and the subsequent lockdown restrictions proved to be a roadblock for luxury brands in providing offline brand experience to consumers towards the end of 2019. Subsequently, the brands shifted to online platforms to serve the consumers and create memorable experiences. As a result, the sales for online luxury products and services increased from 12% to 23% in 2020. Surprisingly, the industries focusing on offering luxury experiences such as hospitality, cruises, fine dining, private jets, fine wines, and gourmet food saw faster and more promising growth than the luxury goods industries. Hence, it indicates consumers' growing interest in luxury experiences against luxury goods.

The luxury experience quickly transforms the luxury sector by providing consumers with an experiential value. This study focused on holistically comprehending the luxury experience and consumer behavior studies to date amidst rapid transformations. We propose a framework showing the primary contexts, ideas, and

D. G. Gupta (✉) · V. Jain
MICA, Ahmedabad, India
e-mail: Daminigupta.fpm20@micamail.in; Varsha.jain@micamail.in

H. Shin
Georgia Southern University, Statesboro, GA, USA
e-mail: hshin@georgiasouthern.edu

variables utilized to investigate the luxury experience and consumer behavior based on our assessment of 130 papers from the very first paper published in this domain to the latest papers as of 2020. Further, we highlight the importance of identifying the relevant sample characteristics, research methods, and theories to extract quality information from the studies. These findings present important implications to academicians and practitioners. Theoretically, the framework presented in the study exemplifies the influence of consumer and firm characteristics on designing and developing luxury experience studies to understand the consumer's attitudes, intentions, and behaviors toward luxury brands. Furthermore, the framework informs researchers of the existing gaps in the luxury experience literature and future research areas. The proposed areas for future research can help scholars of marketing and branding to explore the field of luxury experience and consumer behavior to further contribute to the knowledge co-creation process. Similarly, the suggested future research areas can help practitioners, especially brand managers, develop strategies to provide an exceptional luxury experience to consumers.

Keywords Luxury experience · Consumer behavior · Structured literature review

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Exploring Business Actor Engagement Dynamics: An Abstract



Elena Anastasiadou

Abstract One of the biggest challenges for businesses is how to engage and build long-lasting and deep connections with their customers and other partners (Wiersema, 2013). In recognition of this challenge, the concept of engagement has received growing attention and has gradually gained its momentum within marketing and service literature. Actors' engagement – i.e., non-transactional actor behaviour that includes active collaboration and genuine interest in a relationship – imply that engaged actors have an active role in the integration of resources (e.g. goods, services, knowledge) and the perceived service outcomes (i.e. the perceived value) (Vargo & Lusch, 2011). The purpose of this qualitative study (including interview data from twenty customer firms and eight provider firms) is to explore the process of actor engagement in B2B relationships. This study thus explores business-to-business (B2B) collaboration in sustainability initiatives, and more specifically follows green leases as a type of a VEPs with aspirations to collaboratively reduce facilities' impact on the environment, developed as a value proposition from the provider firms towards their B2B customers.

Although there is plenty of research that focuses on actor engagement conceptualization (Alexander et al., 2018; Storbacka et al., 2016; Storbacka, 2019), as well as its antecedents and outcomes (Brodie et al., 2019; Hollebeek et al., 2018), the process of engagement has far gone largely unexplored (Ekman et al., 2021; Fehrer et al., 2018) because engagement has been viewed, although iterative, as a relatively static concept. Likewise, research on engagement in and between organizations has established the importance of engagement for successful relationships, but it has not fully explicated how engagement unfolds which thus limits potential insights both for theory and practice. Existing research has also largely assumed that engagement takes place naturally when a contract is in place connecting two or more parties. Moreover, given the complexity of engagement in contemporary knowledge inten-

E. Anastasiadou (✉)
Mälardalen University, Västerås, Sweden
e-mail: elena.anastasiadou@mdu.se

sive organizations, customers may need to interact with a single provider in long periods of time due to formal contracts, balancing different business logics, value understandings and perspectives over time, making engagement more complex than described in existing literature. Our study highlights that engagement fluctuates substantially and there are differences between surficial engagement (contractual relationship, formal interactions) and substantial engagement (active relationships). The study revealed that the process of B2B customer firms' engagement with their provider firms could be viewed in three phases in relation to the sustainability value proposition (green lease): (i) initiation, (ii) emergence, and (iii) management offering both theoretical and managerial insights.

Keywords Actor engagement · B2B relationships · Value co-creation · Engagement process

References Available Upon Request

Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Events: An Abstract



Riley T. Krotz, Carl-Philip Ahlbom, Stephanie M. Noble, and Dhruv Grewal

Abstract Blood donations are integral to global healthcare service industries, which suffer from insufficient short-term supply to meet long-term patient demands as companies struggle to convert short-term donors into long-term donors. In response, companies seek to encourage long-term blood donations by altering the public nature of events, a practice with questionable efficacy. Across three field studies, including a longitudinal secondary data analysis of 15,059 blood drives across two years, a secondary data analysis of 101,462 individuals across two years, and a field study matched with five years of archival (and five months of longitudinal) data, the authors establish longitudinal differences between public and private donation events. Specifically, a two-level hierarchical linear model shows that whereas private events are more effective in the short-term, public events are more effective in the long-term. Attribution theory provides an explanation: Private donation events increase short-term donations through an external attribution of community, whereas effects are reversed for long-term donations. Age emerges as a boundary condition, such that the positive effects of public events are stronger among younger individuals.

For theory. We build upon attribution theory by extending it to healthcare service environments struggling to convert short-term donors to long-term donors.

R. T. Krotz (✉)
Texas Tech University, Lubbock, TX, USA
e-mail: riley.krotz@ttu.edu

C.-P. Ahlbom
University of Bath, Bath, UK
e-mail: cpna20@bath.ac.uk

S. M. Noble
University of Tennessee, Knoxville, TN, USA
e-mail: snoble@utk.edu

D. Grewal
Babson College, Wellesley, MA, USA
e-mail: dgrewal@babson.edu

Specifically, concerning prosocial blood donation behaviors, we demonstrate that private events are more effective at capturing short-term donors. However, we demonstrate that the mechanism through which public (versus private) events convert short-term donors into long-term blood donors is through a sense of community. Additionally, we explore the role of age on this relationship, and we demonstrate that the positive effects of public events on blood donations are stronger among younger individuals.

For Practice. From a managerial perspective, healthcare is a key service industry, and healthcare organizations rely on blood donations to provide life-saving patient services including managing illnesses, and treating deadly injuries. Although blood products are a fundamental component of providing healthcare services across the globe, there is a longstanding shortage of blood donations. Our research provides evidence revealing when public versus private events are more effective at increasing donations both in the short-term and in the long-term. Because marketers are struggling to convert short-term donors to long-term donors (Evans, 2018), we provide actionable evidence when healthcare service organizations should use public (versus private) donation events. Specifically, organizations should use private donation events to increase short-term blood donations, whereas they should use public donation events to increase long-term blood donations. In addition, service marketers and healthcare organizations should target younger individuals with public events, as the positive effects of public events on blood donations are stronger among younger individuals.

Keywords Public and private events · Blood donations · Healthcare services · Longitudinal analyses

References Available Upon Request

Tip Framing and the Appropriate Context: An Abstract



Haley Hardman, V. Myles Landers, Frank G. Adams, and Paulo Gomes

Abstract In many restaurant settings, a normal part of the payment process includes leaving a tip for the server. With tip money constituting a major portion of servers' incomes, restaurants have attempted different methods to encourage patrons to leave larger tip amounts. For example, servers will preemptively leave "Thank You" messages (Rind & Strohmetz, 1999) or act in a warm manner toward their patrons (Bruder et al., 2021). This behavior has motivated researchers to explore mechanisms that will lead to patrons leaving larger tips (Azar, 2007). Tipping research has historically emphasized how social behaviors – such as alcohol consumption, group size (Azar, 2007; Hennig-Thurau et al., 2006; Lynn, 1988, 1990), and the addition of comments or messages to tips (Jacob et al., 2013; Kinard & Kinard, 2013; Rind & Strohmetz, 1999; Seiter & Gass, 2005) – influence patron tipping behavior.

While extant literature has examined the ways in which servers can edit or change their receipts to attempt to elicit a different response from a patron, research that directly changes the wording or framing of the tip is sparse (Alexander et al., 2020). Current research has focused on comparing different numeric options, such as whether round or non-round amounts will lead to higher payouts (Edward & List, 2014). We look to extend this research stream by examining how different framing devices affect the amount that a patron will tip through two studies. Specifically, our initial study examines the difference in tips framed as positive words (Good, Better, and Best) versus percentage framed tips (18%, 20%, and 22%). Results show that positive words and percentage framing does not lead to a significant difference in the amount a patron will choose to tip. In our follow-up study, we examine if a continuum-based word framing (Poor, Average, Best) will significantly increase the

H. Hardman (✉) · V. M. Landers · F. G. Adams · P. Gomes
Mississippi State University, Starkville, MS, USA
e-mail: heh189@msstate.edu; vlanders@business.msstate.edu; fadams@business.msstate.edu;
pm1148@msstate.edu

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tipping amount when compared to the previous tip frames. Our findings show that when tips are framed as a continuum, patrons are significantly more willing to tip higher.

From a practical standpoint, this study shows that the framing of a tip can alter the amount a server can expect to receive. Businesses should not attempt to make all their tipping options positive. This has the potential to reduce server income, which has the potential to decrease server performance and motivation. Businesses may find greater tipping success with a negative tip frame. This could potentially increase the amount patrons choose to tip which can, in turn, increase server satisfaction and motivation.

Keywords Tip framing · Continuum · Percentage · Service

References Available Upon Request

Identifying Generic and Industry-Specific Antecedents to Measure Brand Loyalty



Christo A. Bisschoff

Abstract The suitability of 12 selected theoretical antecedents to measure brand loyalty in eight industries are evaluated to determine if these antecedents are relevant at all, which antecedents are generic across all the industries, or alternatively, which ones are industry-specific. Some 2035 questionnaires were collected and analyzed from the industry-stratified samples from industries like the fast-moving consumer goods, agribusiness, pharmaceuticals, and pet food industry). Cronbach's alpha coefficient showed that all 12 loyalty antecedents are reliable ($\alpha \geq 0.68$). Three important generic brand loyalty antecedents ($\sigma \geq 50\%$) were identified, namely are Brand affect, Repeat purchase, and Brand trust. The other nine antecedents are all regarded as industry-specific ones because they fail to show importance in all the industries involved. Although the results are valuable to managers, researchers and academia aiming to measure and manage brand loyalty, an obvious drawback is that, despite the model's success in a variety of industries, most of the data originated from South African based consumers. Country-specific influences may have played a role in the model construction. Although there is no evidence to support this suspicion, future users of the model should take this factor into consideration when using the model.

Keywords Brand loyalty · Antecedents · Model · Measure · South Africa

C. A. Bisschoff (✉)
North-West University, Potchefstroom, South Africa
e-mail: christo.bisschoff@nwu.ac.za

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Introduction

Brand loyalty is integrated into consumer buying behavior. Du Plooy (2012) defines brand loyalty as “*how faithful consumers are to a particular brand.*” While the American marketing association used the definition “*The situation in which a consumer generally buys the same manufacturer-originated product or service repeatedly over time rather than buying from multiple suppliers within the category.*” (AMA, 2019). The value of brand loyalty not only resides in the rebuy intentions of customers but also because brand loyal customers pay higher prices and are less price-sensitive (Steward, 2010). This has just been confirmed by the Nielsen Report (2019) that states price is no longer the dominant consumer decision-making criterion in South Africa; brands and brand loyalty now strongly influence the decision-making process. Bester and Bisschoff (2018), in support of Moolla (2010), state that “*brand loyalty does not only create repeat purchases by loyal customers but also expands market share as loyal customers attract new customers by word of mouth*”.

It is commonly accepted in the marketing discipline that it is far cheaper to retain an existing customer than it is to attract a new customer (Bisschoff & Bester, 2018) and that loyalty can be linked to company growth (Reichheld, 2003). The value of brand loyalty as a competitive marketing tool is also commonly accepted. However, how to manage brand loyalty is more challenging, specifically because few organisations are knowledgeable about just how loyal their customers are towards their brands (Moolla, 2010). In addition, specifically what antecedents contribute towards brand loyalty, are seldom known because it is very seldom measured and qualified.

Scope of the Study

The study focuses on the comparison of several brand loyalty measurement studies that were done on different industries using the brand loyalty measurement model developed by Moolla and Bisschoff (2012a, b) and refined by Moolla and Bisschoff (2013). These brand loyalty measurement studies have been done in agriculture, pharmaceuticals (generic and original medicine), white meat consumption, children’s beverages, and other industries (Basson, 2014; Bisschoff & Bester, 2018; Du Plooy, 2012; Salim, 2012; Schmullian, 2018; Van den Heever, 2014; and others). This study aims to determine if there are communalities between these industries regarding the brand loyalty antecedents, and also if some of the antecedents are industry-specific. The results would enable the research to further refine the model so that organizations can use the model more accurately to measure their brand loyalty. Also, by measuring specific antecedents, organizations would be able to pinpoint troubled areas of brand loyalty and manage these antecedents specifically to retain and improve their competitive edge in the market.

Problem Statement

Brand loyalty as briefly mentioned above is an important competitive tool to retain, gain and manage market share. Social media and fast-moving product and brand information in modern communication systems also affect brand loyalty among customers; this now happens more quickly than ever before (Ami et al., 2018). Likewise, organizations can also perform measurements and do research much quicker. However, reliable data and valid research are critical to assess brand loyalty (of any other type of research) to empower management to initiate corrective interventions. This means that they must apply a valid model to measure brand loyalty. Many models do exist, but these are highly generalized, and limited studies try to match industries with specific brand loyalty antecedents. This could result in organizations measuring antecedents or lower importance to a specific industry and initiating corrective interventions; they could end up treating the wrong ailment with limited effect on their market share or loyalty problems.

This core problem is then to determine which antecedents of brand loyalty are relevant to which industries. Furthermore, are there some generic antecedents that remain relevant across all (or any) industry, or are some antecedents just relevant to a specific industry? This study aims to address this problem specifically.

Research Objectives

The primary objective of this study is to evaluate the suitability of the theoretical brand loyalty model across different industries.

The following secondary objectives serve the primary objective:

- Determine if all the antecedents are determinants of brand loyalty in different industries;
- Determine if some of the antecedents are common determinants of brand loyalty in different industries; and to
- Determine if some of the antecedents are industry-specific determinants of brand loyalty in different industries.

Hypotheses

H_0 : The brand loyalty model cannot be applied to measure brand loyalty across industries.

H_1 : The brand loyalty model can measure brand loyalty across industries.

- H_2 : Some of the brand loyalty antecedents are common and can be used to measure brand loyalty across industries.
- H_3 : Some of the brand loyalty antecedents are industry-specific and cannot be used to measure brand loyalty across industries.

Research Methodology

The theoretical model was developed from a myriad of seminal brand loyalty models developed as far back as 1940. Common brand loyalty antecedents and their respective relevant measuring criteria were identified and operationalized into a theoretical model to measure brand loyalty (See Tables 1 and 2). The final theoretical model contains a questionnaire of 12 brand loyalty antecedents which are measured by 50 criteria. (The antecedents and measuring criteria directly stem from the literature as indicated in Table 2). This questionnaire, empirically validated Moolla and Bisschoff (2012b), was used to capture the perceptions of the respondents using a 5-point Likert scale (1 = totally disagree; 5 = totally agree). The data were analyzed using the Statistical Programme for Social Sciences (Versions 23, 24 and 25). The Cronbach Alpha coefficient determined the internal consistency and reliability of data while exploratory factor analysis was used to validate the measuring criteria for each antecedent for each industry in this study. The variance explained to indicate the relative importance of the antecedent (Field, 2009). Antecedents with marginal reliability coefficients ($\alpha \leq 0.70$) were interpreted with caution, while those with poor reliability ($\alpha \leq 0.57$) (Cortina, 1993) were discarded.

Table 1 Industries measured, response rates and reliability coefficients

Industry	Responses (n)	Reliability (α)
Soft drinks to children	603	0.765
Agriculture Province 1	43	0.698
Agriculture Province 2	121	0.681
Wholesale pharmaceuticals (Generic)	203	0.797
Wholesale pharmaceuticals (Original)	203	0.866
White meat (chicken)	112	0.759
Pet food (upper market dog)	209	0.876
Fast-moving consumer goods	541	0.702
Total	2035	

Table 2 Description and sources of antecedents

	Description	Researchers
Customer Satisfaction	Customer satisfaction is believed to mediate consumer learning from prior experience and to explain key post-purchase behaviours such as complaining, word of mouth, repurchase intention and product usage. Customer satisfaction has a significant influence on repurchase intention and post-purchase complaints and a higher level of customer satisfaction will lead to a higher level of brand loyalty.	Ami et al. (2018), Bowden et al. (2013), Delgado and Munuera-Aleman (2001), Dick and Basu (1994), Jacoby and Chestnut (1978), Musa (2005), Punniyamoorthy and Raj (2007), Rather (2018), Schijins (2003).
Switching Costs	In many markets, consumers face non-negligible costs of switching between different brands of products or services. There are at least three types of switching costs: transaction costs, learning costs, and artificial or contractual costs.	Dick and Basu (1994), Jacoby and Chestnut (1978), Kim et al. (2008), Moolla and Bisschoff (2013), Ong et al. (2018), Sahin et al. (2011), Schijins (2003), Yasin and Shamim (2013).
Brand Trust	Trust exists when one party has confidence in an exchange partner's reliability and integrity. It is suggested that trust positively affects commitment and is the basis for loyalty. A strong relationship between loyalty and brand trust exists; there is a distinct need for trust in developing positive and favourable attitudes towards brands. Brand trust is the central construct for any long-term relationship and brand loyalty.	Ami et al. (2018), Bowden et al. (2013), Chaudhuri and Holbrook (2001), Dick and Basu (1994), Jacoby and Chestnut (1978), Musa (2005), Punniyamoorthy and Raj (2007), Schijins (2003).
Relationship Proneness	Relationship Proneness is an individual characteristic indicating a conscious tendency to engage in relationships of the buyer and is defined as "a buyer's relatively stable and conscious tendency to engage in relationships with sellers of a particular product category" Relationship proneness as the stable tendency of a consumer to engage in relationships with retailers and can therefore be considered as a part of a consumer's personality.	Chaudhuri and Holbrook (2001), Dick and Basu (1994), Jacoby and Chestnut (1978), Kim et al. (2008), Schijins (2003), Van der Westhuizen (2018).
Involvement	Product involvement involves an ongoing commitment on the part of the consumer concerning thoughts, feelings and behavioural response to a product category. Involvement is an unobservable state of motivation, arousal or interest toward a product. The relationship between product involvement and loyalty indicated a definite correlation and found that brand loyalty interacted with product involvement. Involvement and specifically attitudinal loyalty are highly correlated.	Basson (2014), Dick and Basu (1994), Giddens (2002), Jacoby and Chestnut (1978), Kim et al. (2008), Moolla and Bisschoff (2013), Musa (2005), Punniyamoorthy and Raj (2007), Van der Westhuizen (2018), Yasin and Shamim (2013).

(continued)

Table 2 (continued)

	Description	Researchers
Perceived Value	Perceived value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. Perceived value is made up of several components. The four most common components identified that represents perceived value are (1) Functional value, (2) Emotional value, (3) Price-worthiness factor, and (4) Social value	Dick and Basu (1994), Giddens (2002), Jacoby and Chestnut (1978), Molinari et al. (2008), Musa (2005), Punniyamoorthy and Raj (2007), Schijins (2003), Rather (2018), Ong et al. (2018), Van der Westhuizen (2018).
Commitment	Brand commitment according to occurs when "consumers pledge or bind themselves to purchase the brand." Customer commitment is a central construct in the development and maintenance of marketing relationships and it is a key psychological force that links the consumer to the selling organization. The nature of commitment is that it is "an attitudinal construct representing customer feelings about the act of maintaining a relationship with a commercial partner explains the process of brand loyalty as a favourable attitude toward the brand, and resultantly frequent purchases of that brand. The higher the level of commitment, the higher the level of brand loyalty	Bowden et al. (2013), Chaudhuri and Holbrook (2001), Delgado and Munuera-Aleman (2001), Dick and Basu (1994), Fullerton (2005), Jacoby and Chestnut (1978), Kim et al. (2008), Musa (2005), Ong et al. (2018), Punniyamoorthy and Raj (2007), Schijins (2003), Alexander et al. (2002).
Repeat Purchase	The consistent repeat purchase is behaviour that forms the base for brand loyalty. Repeated purchase behaviour is an axiomatic term that simply refers to the extent to which consumers re-purchase the same brand in any equal-length of time. The strength of behavioural brand loyalty is, therefore, directly a function of the repetitive occurrence of purchase or consumption behaviour. The consumer establishes a systematic biased response or habit only due to the frequency of encounters. Once the behavioural brand loyalty is strongly manifested by the consumer, it is tough to change the systematic bias away from the brand, thus resulting in a repeat purchase pattern leading to a higher level of brand loyalty.	Chaudhuri and Holbrook (2001), Dick and Basu (1994), Fullerton (2005), Jacoby and Chestnut (1978), Kim et al. (2008), Musa (2005), Ong et al. (2018), Punniyamoorthy and Raj (2007), Schijins (2003).

(continued)

Table 2 (continued)

	Description	Researchers
Brand Affect	Brand affect is defined as the potential in a brand to elicit a positive emotional response in the average consumer as a result of its usage. Brand affect is also defined as a brand's potential to elicit a positive emotional response in the average consumer as a result of its usage. Most commonly, affect is characterized in terms of two independent dimensions: positive and negative. People strive to experience positive affect and avoid negative affect, hence a positive relationship between positive affect experienced in a retail and willingness to buy. Moreover, they report that the positive affect may mediate the effects of store image on loyalty.	Ami et al. (2018), Chaudhuri and Holbrook (2001), Dick and Basu (1994), Jacoby and Chestnut (1978), Moorman et al. (1992), Musa (2005), Schijns (2003).
Brand Relevance	With increasingly meaningless brands in the marketplace, consumers are now seeking brands that establish relevance. A brand needs to stand for something that matters in a world. Relevant brands are key components in ensuring brand loyalty. As organizations embrace branding, and spend more money on marketing, their brand messages need to become more complex and orchestrated to carry more meaning and to establish effective brand relevance. The traditional strategies of repetition are inadequate of themselves to create either the "authentic newness" or the "individual.	Ami et al. (2018), Chaudhuri and Holbrook (2001), Dick and Basu (1994), Giddens (2002), Jacoby and Chestnut (1978), Kim et al. (2008), Musa (2005), Schijns (2003).
Brand Performance	Perceived performance is the customer's evaluation of product or service performance following the consumption experience while brand performance is the subjective evaluation of the core product (i.e., attributes of the focal product), comprising both intrinsic (effectiveness) and extrinsic (packaging) characteristics. Direct seller performance refers to performance-delivery elements including the direct salesperson's characteristics and services offered.	Chaudhuri and Holbrook (2001), Dick and Basu (1994), Endut (1999), Jacoby and Chestnut (1978), Musa (2005), Ong et al. (2018), Schijns (2003).

(continued)

Table 2 (continued)

	Description	Researchers
Culture	Culture as an important consumer buying influence. Likewise, family culture plays an integral role in purchasing behaviour and brand loyalty. The family introduces a psychological dimension to brand loyalty in that it indirectly assures security and trust through generations of use. These authors also maintain that nostalgia is a related factor that keeps individuals loyal to classical brands.	Basson (2014), Bowden et al. (2013), Chaudhuri and Holbrook (2001), Kotler and Armstrong (2015), Moolla and Bisschoff (2013), Musa (2005), Punniyamoorthy and Raj (2007), Schijins (2003), Yasin and Shamim (2013).

Brand Loyalty

Historical Perspective of Brand Loyalty

The concept of loyalty first appeared in the 1940s. In its earliest days, loyalty was proposed as a unidimensional construct, which was related to the measurement perspective taken by the researcher. Two separate loyalty concepts evolved. Namely, “brand preference” (Guest, 1944) which was later referred to as attitudinal loyalty and “share of the market” (Cunningham, 1956), which was later referred to as behavioural loyalty. Nearly 30 years after loyalty first appeared in the academic literature researchers (such as Day, 1969) proposed that loyalty may be more complex and that it may comprise both attitudinal and behavioural loyalty. This bi-dimensional concept has since been combined and referred to as composite loyalty (Jacoby, 1971). The composite definition of loyalty has become the basis for much loyalty research that has since been undertaken (see Bennett, 2001; Bloemer & Kasper, 1995; Jacoby & Kyner, 1973). The composite definition of loyalty considers that loyalty should always comprise favourable attitudes, intentions and repeat-purchase (see Jacoby & Chestnut, 1978). Some researchers (see Oliver, 1999) suggest that loyalty evolves and that there are stages of loyalty. In 1994, Dick and Basu subsequently identified the need to define the different manifestations of composite loyalty as separate dimensions. Following Dick and Basu’s (1994) conceptual model multi-dimensional views of loyalty emerged in the literature (for examples see Bloemer et al., 1999; Narayandas, 1999; Yu & Dean, 2001; Zeithaml et al., 1996). In a personal sense loyalty is a feeling or an attitude of devoted attachment and affection.

More recently, researchers focussed more on the impact brand loyalty antecedents has on customer brand identification (Rather, 2018), the brand experience (Ong et al., 2018) or the effect brand awareness has on customer loyalty (Ami et al., 2018). Interesting new concepts in brand loyalty such as the self-brand connection concept (van der Westhuizen, 2018) now surface as brand loyalty antecedents. Traditional antecedents are, however, not discarded, and satisfaction, trust, brand awareness and brand experience remain important considerations in managing

brand loyalty (Bowden et al., 2013; Ong et al., 2018; van der Westhuizen, 2018). In support, Ami et al. (2018) reports that in their study associations between brand satisfaction and relationship commitment had a significant influence on brand loyalty. These authors also identified brand satisfaction as the most important contributor to building brand loyalty. This study's findings are in support of the traditional brand loyalty antecedents such as brand experience, brand performance and brand trust (Chaudhuri & Holbrook, 2001; Dick & Basu, 1994).

Antecedents of Brand Loyalty

The literature study originally identified 54 brand loyalty antecedents. These antecedents were reduced to 26 based on their popularity of use in brand loyalty measurement models. The process of elimination involved exploring brand loyalty studies conducted to determine those antecedents that received overwhelming support. A final list of 12 identified antecedents was retained after their relevance in modern measurement applications were confirmed by the literature. These antecedents, their definitions and literature support appear in the table below.

Results

The antecedents identified and their relative importance in brand loyalty for the industry (portrayed by the variance explained in the table) are shown in Table 3.

Table 3 shows that *Brand affect*, *Repeat purchase*, and *Brand trust* are common antecedents because they constantly perform well explaining a satisfactory variance ($\sigma \geq 50\%$) (Field, 2009). All the other antecedents perform mediocre to poorly when compared to the results of all the other studies. Each one of them fails and one or more industries and do not show high importance in one or more of the industries. These antecedents cannot be generalized to the other industries. They are, however, important for the specific industries where they show higher levels of importance. They are, therefore considered to be industry-specific antecedents.

In the two instances where more than one study was done in the same industry (Medicine and Agriculture), no consistency was proven among the antecedents. For the wholesale medicine industry, *Brand affect*, *Repeat purchase*, and *Brand trust* are the common antecedents. For the agriculture industry, *Commitment* and *Brand relevance* join *Brand affect*, *Repeat purchase*, and *Brand trust*, as common antecedents of brand loyalty.

Table 3 Antecedents and their importance to industries

Antecedent	Variance explained (%)							
	Soft drink	Med (Gen)	Med (Orig)	Agri 1	Agri 2	Dog food	Chick-en	FMCG
Customer satisfaction	67.3	47.3	57.9	70.2	43.5	***	59.6	47.2
Brand affect	63.2	60.2	53.4	59.0	65.8	70.9	66.5	73.0
Switching cost	57.0	34.5	38.7	56.1	49.8	53.6	48.7	55.2
Commitment	***	40.8	48.9	54.7	59.4	66.1	71.9	58.9
Repeat purchase	53.2	54.5	50.1	64.7	57.4	55.3	69.7	61.1
Relationship proneness	50.5	30.1	25.7	55.2	42.4	53.6	38.0	61.2
Perceived value	50.0	36.3	41.4	61.7	42.7	69.4	48.9	67.9
Involvement	56.3	38.9	43.3	62.8	47.9	56.6	56.6	54.6
Brand performance	54.7	37.4	46.2	66.3	***	***	51.9	56.7
Brand trust	**	59.5	63.2	68.8	61.9	83.5	75.0	61.4
Brand relevance	47.7	50.7	45.7	64.0	57.3	66.7	73.1	62.3
Culture orientated	47.2	44.1	46.1	49.6	49.7	37.4	60.6	57.1

** Not measured; *** Unsatisfactory reliability coefficient ($\alpha \leq 0.58$)

Discussion of Hypotheses

H_0 : *The brand loyalty model cannot be applied to measure brand loyalty across industries.*

The hypothesis is *rejected*. The analysis showed clearly that the model measures brand loyalty across several industries

H_1 : *The brand loyalty model can measure brand loyalty across industries.*

The hypothesis is *partially accepted*. The model can measure brand loyalty across industries, but the antecedents showed high variation in importance between the different industries. Some antecedents show industry-specific properties.

H_2 : *Some of the brand loyalty antecedents are common and can be used to measure brand loyalty across industries.*

The hypothesis is *accepted*. The antecedents *Brand affect*, *Repeat purchase*, and *Brand trust* are common antecedents because they constantly perform well explaining a satisfactory variance ($\sigma \geq 50\%$) across all industries.

H_3 : *Some of the brand loyalty antecedents are industry-specific and cannot be used to measure brand loyalty across industries.*

The hypothesis is *accepted*. The majority of the antecedents are industry-specific. Agriculture also shows an additional two antecedents (*Commitment* and *Brand relevance*) that show industry-specific properties.

Limitation

An obvious limitation to the study is its regional constraints. All the businesses under investigation are located in Southern Africa. This means that the brand loyalty model cannot be operationalized without confirming that the findings also apply outside the geographic region.

Future Research

The limitation guides future research towards validating the findings of this paper in other geographical regions.

Summary

This study aimed to determine if the model to measure brand loyalty can be operationalized across industries. Resultantly, it compared several diverse studies that used the specific model to measure brand loyalty among an array of different customers and industries. The results are clear that the model is not ready to be operationalized as is. The industries are just too diverse and the analysis revealed that antecedents that are regarded as important in one industry, are not regarded as important in another industry. The model succeeded to identify three common antecedents relevant to all the tested industries. These were the common antecedents. The other antecedents are not regarded to be common and has industry-specific properties.

It is also noteworthy that the customers and industries could be influenced by country-specific factors. As this was not specifically tested users of this model should consider deviations when applying the model outside the Republic of South Africa.

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Negative Online Brand Engagement Scale Development Process: An Abstract



Xinyu Dong, Cleopatra Veloutsou, and Anna Morgan-Thomas

Abstract Consumer engagement has been depicted as a motivational and context-dependent construct characterised by the consumer's cognitive, affective and behavioural investment in specific interactions with the focal engagement object (Hollebeek, 2011a, b; Dessart et al., 2019; Morgan-Thomas et al., 2020). Engagement differs in valance (positive/negative) (Hollebeek et al., 2014; Stathopoulou et al., 2017), and can be developed with different objects important for marketers such as brands (Harmeling et al., 2017; Bruneau et al., 2018; Araujo et al., 2020) or brand communities (Dolan et al., 2019; Hanson et al., 2019; Rabbaneet et al., 2020) and in various settings such as online (Parihar & Dawra, 2020; Singh & Pathak, 2020; Wang & Lee, 2020) or offline (Karjaluoto et al., 2020; Lashkova et al., 2020; An & Han, 2020).

Existing research mostly presumes that consumer brand engagement is positive and offers clear attempts to define and capture it (e.g., Hollebeek et al., 2014; Tuškej & Podnar, 2018; Glavee-Geo et al., 2020). However, many studies highlight the existence and importance of negative brand engagement, appreciating that it can be more common and potentially more impactful (Bowden et al., 2017) or detrimental than positive brand engagement to both brands and consumers (Naumann et al., 2020), particularly in the online context (Moran et al., 2020; Parihar & Dawra, 2020), without offering an agreed conceptual definition or a robustly developed measure for it (Heinonen, 2018).

This study advances the understanding of negative online brand engagement and addresses the gap in its conceptualisation and measurement by theoretically refining and operationalising it. This work reports a four steps scale development process inspired by well-established procedures (Churchill, 1979) utilising data collected from nine studies. As a result, this work refines negative online brand engagement as espousing four dimensions (i.e., cognitive, affective, online constructive behav-

X. Dong (✉) · C. Veloutsou · A. Morgan-Thomas
University of Glasgow, Glasgow, UK
e-mail: x.dong.1@research.gla.ac.uk; Cleopatra.Veloutsou@glasgow.ac.uk;
Anna.Morgan-Thomas@glasgow.ac.uk

ious and online destructive behaviour), and develops and validates a scale to operationalise it in the online context.

The paper provides an improved, innovative conceptualisation and a valid measurement of negative online brand engagement, that can be also used from practice to capture the phenomenon.

Keywords Negative consumer engagement · Brand · Online · Scale development

Reference Available Upon Request

Designing for User and Brand Experience: Implementing Parallax Scrolling in Online Shops to Explicitly and Implicitly Affect UX, Brand Sustainability and Behavioral Intentions: An Abstract



Evmorfia Karampournioti, Levke Walten, Klaus-Peter Wiedmann, Steffen Schmidt, and Julia Asseburg

Abstract The number of internet users has grown at remarkable rates worldwide in recent decades, with developed countries reaching 80.9% internet users across the population in 2018 (ITU, 2018). Additionally, retail e-commerce sales worldwide reached 2.304 billion US dollars in 2017 and are forecasted to increase to 4.878 billion by 2021 (eMarketer, 2018). Despite the arising opportunities for companies to sell their products online (Siok, 2018), marketers are challenged to attract customers and convert shoppers into paying customers at the same time (Hassan, 2017). With competitors being just a click away (Bilgihan, 2016), creating a user experience (UX) that fulfills pragmatic qualities in terms of, e.g., efficiency and perspicuity while emphasizing the users' subjective reactions and emotional aspects, such as through uniqueness and stimulation, is required (Rauschenberger et al., 2013; Wang et al., 2015). Despite the technicalities of the online shop, the online presence of a brand needs to attract consumers' attention and communicate and transmit the values and virtues of a brand and its products. In this context, storytelling has gained particular importance as an efficient means of brand communication (Snow, 2014; Da Costa, 2019). Rarely, however, do research and practice address the question of which method can be used to implement storytelling efficiently in an online context. As online shoppers demand unique designs and experiences, parallax can be a solution that implements interactive and three-dimensional effects and creates a depth of

E. Karampournioti (✉) · L. Walten · K.-P. Wiedmann
Leibniz University of Hannover, Hannover, Germany
e-mail: Karampournioti@m2.uni-hannover.de; Walten@m2.uni-hannover.de; Wiedmann@m2.uni-hannover.de

S. Schmidt · J. Asseburg
Link Marketing Services, Zurich, Switzerland
e-mail: Steffen.Schmidt@link.ch; Julia.Asseburg@link.ch

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images for users (Wang & Shyu, 2014). It is precisely this gap, the targeted design and implementation of storytelling in online shops that is addressed in this paper by examining in detail how the use of storytelling with parallax technology can influence the user experience (UX) in online shops as well as brand- and behavior-relevant variables. Since consumers' reactions to stimuli underlie explicit reflective and automatic implicit processes (Evans and Stanovich, 2013), a combined measurement approach implements methods of consumer neuroscience that examine both implicit and explicit information processing to holistically assess consumers' UX and brand associations evoked by storytelling techniques.

Keywords Storytelling · User experience · Online shopper · Neuromarketing · Parallax · Brand research · Implicit association test

References Available Upon Request

The Impact of Voice Assistants on Effort Saving, Decision Delegation and Satisfaction: An Abstract



George Panton, Zixuan Mia Cheng, Anouk de Regt, Matteo Montecchi, and Kirk Plangger

Abstract Artificial Intelligence powered voice assistants (VAs) such as Siri, Alexa, and Cortana, are influencing how customers search for information, consume content, and make purchasing decisions (McLean & Osei-Frimping, 2019). The natural speech commands that customers can use to access content or perform tasks through VAs closely mirror human-to-human interactions (Fernandes & Oliveira, 2021), thus prompting customers to anthropomorphize these technologies (Whang & Im, 2021). Given VAs' widespread popularity and growing adoption rates, marketers need to understand how to develop voice-enabled brand touchpoints that successfully advertise brands' value propositions and enhance the customer experience. Against this background, this study examines how customers' tendency to anthropomorphize VAs impacts the experience of performing a common search, selection, and recommendation tasks such as choosing and playing music. Because decision-making is such an essential part of consumer behavior, it is essential that marketers attempt to understand how such technologies affect the consumer's decision-making process and how this might impact the field of marketing. To understand how voice assistants impact consumer behavior, this study recruited 309 respondents to participate in an A/B experiment. The result found that those voice assistants with a higher level of anthropomorphism increased effort saving, leading to higher levels of satisfaction. Moreover, we found that people who are already more prone to decision delegation are less influenced by the anthropomorphism of the interface.

Our research offers several contributions to the growing literature that explores VAs as brand communication mediums (Bellis & Johar, 2020; Dellaert et al., 2020; Guha et al., 2021; Rust, 2020). First, we examine how VAs' anthropomorphic nature influences customers' perceived satisfaction with the output of a search, selection, and recommendation task. Second, we unpack the mechanism behind this effect by

G. Panton · Z. M. Cheng (✉) · A. de Regt · M. Montecchi · K. Plangger

King's College London, London, UK

e-mail: george.panton@kcl.ac.uk; zixuan.cheng@kcl.ac.uk; anouk.de_Regt@kcl.ac.uk; matteo.montecchi@kcl.ac.uk; kirk.plangger@kcl.ac.uk

showing that VAs increase customers' perceptions of effort saving. Third, we identify customers' tendency to delegate as a critical boundary condition of this effect.

Keywords Voice assistant · Decision delegation · Anthropomorphism · Effort saving

References Available Upon Request

When Does a Goal-Appeal Match Affect Customer Satisfaction? Examining the Work and Play Context: An Abstract



Kyung-Ah (Kay) Byun, JungHwa (Jenny) Hong, and Kevin William James

Abstract The concept of correctly targeting an audience with a targeted message in marketing is not new. However, the body of research in the advertising–consumer matching literature focuses on demographic fit rather than fit between the advertising message and the consumer’s consumption goal. Further, little is known how the felt targetedness influences customer satisfaction. Thus, beyond the demographic fit, this study suggests that a match-up between consumers’ consumption goals and advertising appeals can improve felt targetedness and further satisfaction related to the featured product. Based on the functional matching hypothesis and literature on felt targetedness, we investigate the role of a goal-appeal fit in the relationship between advertising targetedness and satisfaction using two methods, empirical testing with secondary data and an experiment.

We conduct two studies including an empirical analysis using the secondary data of advertising and an experiment. Study 1 empirically explores the relationship between advertising targetedness and customer satisfaction using 6-year advertising and consumer satisfaction data from 2009 to 2014. Study 2 investigates how a goal-appeal fit influences felt targetedness and consumer satisfaction through an experiment in the consumption contexts of a hotel reservation and a TV purchase.

The results confirm that the goal-appeal fit, either hedonic or utilitarian, can improve felt targetedness. Consumers perceive that the advertising targets them when they expect that the product benefits appealed in the advertising can help achieve a consumption goal. We also found that customer satisfaction increased when they feel the advertisement targeted their consumption goal. In particular, the findings emphasize the important role of felt targetedness in increasing customer satisfaction through a goal-appeal fit. Although it is more difficult to justify hedonic consumption and meet the hedonic needs, the felt targetedness through a hedonic

K.-A. Byun · J. Hong · K. W. James (✉)
The University of Texas at Tyler, Tyler, TX, USA
e-mail: kbjun@uttyler.edu; jhong@uttyler.edu; kjames@uttyler.edu

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goal-appeal fit can increase customer satisfaction more significantly than the utilitarian goal-appeal fit.

Keywords Goal matching · Advertising efficiency · Expected value · Data envelope analysis · Customer satisfaction

References Available Upon Request

Young People Under ‘Finfluencer’: The Rise of Financial Influencers on Instagram: An Abstract



Anouk de Regt, Zixuan Cheng, and Rayan Fawaz

Abstract Under the shadow of the covid-19 pandemic, millions of young people have the resulting consequences (e.g., increased uncertainty regarding their careers and economic prospects: McGrindle, 2020; Yuesti et al., 2020) started to think more seriously about how to manage their financial resources. As a result, personal finance has become trendy to speak about. Rather than proactive actions coming through the formal financial services industry to address the increasing demand for accessible financial information that does not require an advisor or costs a fortune, we are witnessing the uprising of personal finance influencers. These financial influencers (a.k.a. Finfluencers) talk about how to manage various aspects of financial life and do so by promoting their advice on a broad scope of money related topics (ranging from dealing with student loans, buying a house, how to ask for a pay raise, budgeting tips, and tricks, filing for tax returns, stock investment opportunities, and portfolio management) in short, light-hearted video formats that are posted on Instagram, Tiktok, YouTube and other social media platforms. Although currently, these Finfluencers can be regarded as a niche influencer marketing group, it is expected to grow exponentially in the coming years – especially now that designated sections on social media platforms are taking off (e.g., #FinTok, #FinTwit, #Finmeme, #StockTok, #Findependence). In line with this trend, this research explores how consumers consume social media influencers when they offer utilitarian (rather than hedonic) oriented products, services, and advice. Using text-mining techniques, we examine the content of personal finance influencers on Instagram to investigate how consumers respond to the recommendation of more utilitarian-oriented products. In addition, gender and race are an integral part of the consumer’s perception of financial expertise. This research looks at the moderating role of gender and race on influencers’ financial expertise on consumer response. We found that influencers with financial accreditations generate a more positive affective

A. de Regt (✉) · Z. Cheng · R. Fawaz
King’s College London, London, UK
e-mail: anouk.de_Regt@kcl.ac.uk; zixuan.cheng@kcl.ac.uk; rayan.fawaz@kcl.ac.uk

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response compared with financial influencers who mainly share information stemming from personal experience. In addition, we found that influencers' gender and race moderate the relationship between financial expertise and consumers' affective responses significantly.

Keywords Influencer marketing · Social media marketing · Utilitarian product · Source credibility

References Available Upon Request

The Effect of Second-hand Extension on Retailers' Brand Image: An Omnichannel Perspective: An Abstract



Aikaterini Manthiou, Bruno Godey, Daniele Pederzoli, and Isabelle Ulrich

Abstract The second-hand economy maintains an impressive trajectory in the past few years and currently traditional retailers massively create a second-hand space within their stores or their online sites to compete in the second-hand multi-billion-dollar market (Kehoe, 2020). Omnichannel retailers therefore connect two conflicting retailing universes: that of the brand-new products and that of the second-hand items. These two universes are sometime presented in the same physical space, the store, or as part of the online offer, but the pace of development has accelerated in the last two years. In particular, second-hand shopping describes “the acquisition of second-hand objects through methods and places of exchange that are generally distinct from those for new products” (Guiot & Roux, 2010, p. 356). This definition does not entirely hold because second-hand objects can be found now in retailing stores and sold next to the new items. It is important therefore to understand how and why these retailers extend themselves to second-hand items as well as how consumers evaluate the second-hand extension from legacy retailers.

Drawing on signaling theory and the forward spillover effect, we test a brand extension research model and empirically validate it in the context of omnichannel retailers, with a special attention dedicated to the perception of in store or online consumers. We specifically examine the pre-extension phase with the customers' perceptions of initial retailer brand image and the post-extension phase with customers reactions to the newly introduced second hand space by the retailer. Specifically, at the pre-extension stage we include the role of a key factor that determines the success of a brand extension: the initial image of the retailer brand before the second-hand extension. At post-extension stage we involve the motives toward second hand consumption (Ferraro et al., 2016; Guiot & Roux, 2010) in retail stores and online, the overall fit between the retailer brand and the extension as well as the consumers' attitude toward the second-hand extension. Last but not least, we exam-

A. Manthiou (✉) · B. Godey · D. Pederzoli · I. Ulrich
NEOMA Business School, Mont Saint Aignan, France
e-mail: Aikaterini.MANTHIOU@neoma-bs.fr; Bruno.GODEY@neoma-bs.fr;
Daniele.PEDERZOLI@neoma-bs.fr; Isabelle.ULRICH@neoma-bs.fr

ine three important outcomes of the second-hand extension: (1) consumers' evaluation of the second-hand extension, (2) consumers' purchase intention toward the second-hand extension, and (3) the perceived image of the retailer brand after the extension.

Keywords Second-hand extension · Retailers · Image · Overall fit

References Available Upon Request

The Power of the Omnichannel Strategy and the Role of Marketing in This Challenge: An Abstract



Anna Claudia Pellicelli and Carola Romana Garrone

Abstract Starting from the analysis of the importance of the omnichannel strategy, we gave a detailed definition to further understand the role of marketing in this approach. An omnichannel strategy aims to optimize the management of every single touchpoint, not only by focusing on the customer, but also by creating an integrated system with all the touchpoints. Omnichannel strategy is thus a marketing strategy whose main goal is to satisfy consumers by guaranteeing a return on investment for businesses.

The Pandemic has pushed companies more and more towards an omnichannel strategy. Lockdowns imposed by governments to curb COVID-19 dramatically changed consumer behaviour. The omnichannel strategy is not just an approach but a real marketing tool that allowed companies to survive the COVID emergency which has affected in-store shopping channels but also the online world (McKinsey & Company, 2020).

After the COVID emergency, the online traffic continues to remain at significantly high levels, both in terms of shopping and in terms of offering consumers details of products before they visit the store to buy them. Influenced by this behaviour, companies are improving their websites, social media, events, tradeshowes.

To better understand the benefits and the barriers to entry of omnichannelism, 6-question questionnaires were answered by 12 Marketing managers from different fields. The aim was to understand the impact on sales and awareness of the omnichannel approach both from a customer's and a company's point of view. The results show that close to the entire number of the interviewed believes that omnichannel strategy generates an improvement in awareness, engagement, and loyalty, along with lead acquisition and, finally, a tangible and measurable increase in sales. Over 70% of the businesses consider omnichannelism a fundamental lever to reach marketing goals in terms of improvement in sales and customers, although

A. C. Pellicelli (✉) · C. R. Garrone
University of Turin, Turin, Italy
e-mail: annaclaudia.pellicelli@unito.it; carola.garrone@gravotech.com

there exist barriers in terms of technology, organization, budget, governance, vision, and business culture that may hinder the path towards omnichannelism.

The benefits of an omnichannel approach find significant expression within the corporate processes related to client management: in particular, customer care, marketing & communication, and sales. The creation of omnichannel customer care may allow businesses to achieve both tangible benefits and intangible, as attested by the companies that have already worked in this direction. While it is undeniable, on one hand, that omnichannelism is widely discussed among businesses, on the other hand it is undeniable that the actual implementation of such strategies from a technical and organizational perspective is still embryonic. The path towards omnichannelism is yet to be traced, and its driveshaft is Marketing.

Keywords Omnichannel · Marketing · COVID 19 · E-commerce

References Available Upon Request

Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience Through Authenticity: An Abstract



Marta Massi, Chiara Piancatelli, and Andrea Vocino

Abstract Defined as “the synergetic management of the numerous available channels and customer touchpoints, in such a way that the customer experience across channels and the performance over channels is optimized” (Verhoef et al., 2015, p. 176), omnichannel represents the future of retailing. Through omnichannel, retailers can deliver to customers a seamless brand experience and create an authentic brand story that is communicated to them across multiple touchpoints.

Despite the increasing relevance of the omnichannel approach, research on how omnichannel can affect the customer experience is scant. Comprised of four studies, this research attempts to fill this gap by exploring factors that affect the customer omnichannel experience.

This research consists of a qualitative study (i.e., 20 semi-structured interviews with consumers) and three experimental studies. The primary purpose of the interviews is to identify critical dimensions of the customer experience driving consumer behaviour in the omnichannel context. The three experimental studies were developed to assess the role of two variables, namely multichannel experience (Study 2 and Study 3) and brand authenticity (Study 3) in influencing likelihood of purchase. This research also investigates the role of channel preference as a moderator of the relationship between multichannel experience and likelihood of purchase, and of attitude toward the product as a mediator of the relationship between brand authenticity and likelihood of purchase. Results show that seamless multichannel experience has a significant main effect on likelihood of purchase and that partici-

M. Massi
Athabasca University, Athabasca, AB, Canada
e-mail: martam@athabascau.ca

C. Piancatelli
SDA Bocconi, Milan, Italy
e-mail: chiara.piancatelli@sdabocconi.it

A. Vocino (✉)
Deakin University, Melbourne, VIC, Australia
e-mail: andrea.vocino@deakin.edu.au

pants in the seamless multichannel experience condition perceive the brand as more authentic than those in the non-seamless multichannel experience condition.

The paper is structured as follows. First, we review the main contributions on omnichannel. Second, we present the results of the four studies. Third, we illustrate managerial implications and future research directions.

Keywords Omnichannel · Seamless multichannel experience · Brand authenticity · Channel preference

References Available Upon Request

Communication of Sustainability in Omnichannel Retailing as a Tool to Increase Brand Engagement: An Abstract



Gaetano Aiello, Costanza Dasmi, and Olga Nechaeva

Abstract The purpose of omnichannel retailing is to maximize customer experience across channels and the different touchpoints. A customer may start shopping online to collect more information about the product or the brand and then complete the purchase in-store or vice versa (Bang et al., 2013). Consequently, engaging customers with the brand across channels has been particularly considered as one of the challenges for omnichannel retailers (Blackmon, 2016).

For this reason, it is important to understand which activities are capable of increasing consumer engagement. Among such activities, communication plays a crucial role (Hansen & Sia, 2015; Herhausen et al., 2015). Consumers are concerned about the impact of their purchasing decisions on the environment (Kang et al., 2013; Bianchi & Gonzalez, 2021). Retailers occupy a central position in promoting sustainability. They can in fact be considered active intermediaries between producers and consumers and thanks to their position, they can encourage the use of sustainable production methods and influence consumers in the adoption and purchase of ecological products (Naidoo, 2018). The communication of sustainability through different touch points by retailers could have positive results influencing consumption (Aertsens et al., 2011) and increasing consumers' brand engagement. Therefore, the aim of our study is to understand how omnichannel retailers can communicate their sustainability efforts across offline and online channels to increase customer brand engagement.

To answer our research question, we will adopt a multiple case study approach. In particular, we want to examine how retailers communicate sustainability to consumers. Moreover, we will compare sustainability communication strategies

G. Aiello
University of Florence, Florence, Italy
e-mail: gaetano.aiello@unifi.it

C. Dasmi · O. Nechaeva (✉)
University of Pisa, Pisa, Italy
e-mail: costanza.dasmi@phd.unipi.it; olga.nechaeva@phd.unipi.it

adopted by retailers and see if the sustainable message is communicated in the same way and through the same touchpoints. We search to examine if communication of sustainability leads to positive or negative engagement of consumers. Data will be mainly collected through semi-structured interviews with company informants and secondary sources such as company websites, sustainability reports, and social media accounts of the chosen retailers.

This study could have both theoretical and managerial contributions. Firstly, the study will advance the literature on omnichannel retailing. Moreover, through our analysis, we will strengthen the role of the various touchpoints in the communication process, and in particular the communication of sustainability. Secondly, the paper contributes to the research on consumer brand engagement. We assume that sustainable communication transmitted from a retailer via offline and online channels to a consumer would increase the level of brand engagement of the latter. From a managerial perspective, the qualitative study would highlight the most promising touch points that an omnichannel retailer can utilize to communicate its sustainability.

Keywords Omnichannel retailing · Consumer engagement · Brand engagement · Communication · Sustainability

References Available Upon Request

Once Upon a Product: Storytelling with Online Product Descriptions: An Abstract



Christian Barney, Michael Breazeale, and Joel Collier

Abstract With the rise in popularity of online shopping, marketers are challenged to find new ways to make their product appealing to consumers without the ability of physical experiences that help connect a consumer to a product (Thaler, 1980; Peck & Shu, 2009). Narratives may be a powerful way to differentiate a product online and generate product attachment without the product's physical presence.

Using Narrative Transportation Theory, this paper explores the process through which shoppers create impressions of an online product based on the online product description type. A conceptual model is proposed with consumer transportation and product attachment mediating the relationship between narrative product descriptions and product substitutability. A scenario-based experimental design is employed to test the conceptual model. The results showed that narrative product descriptions had significantly higher consumer transportation perceptions than non-narrative product descriptions, consumer transportation had a positive relationship with product attachment, and product attachment had a negative relationship with product substitutability, confirming the direct effect hypotheses. Furthermore, consumer transportation and product attachment mediated the relationship between product description type and product substitutability.

This research extends narrative transportation theory into online product descriptions, a previously unexplored area. In doing so, this research shows that narratives can be used at the product level to influence consumer's perceptions of a particular product. These results have practical implications for online retailers. First, this research shows that online product descriptions can influence consumer perceptions of the product, including increasing perceptions that a product differs from others in its product category. Second, regarding narratives, by incorporating narratives into

C. Barney (✉)
Georgia Southern University, Statesboro, GA, USA
e-mail: cbarney@georgiasouthern.edu

M. Breazeale · J. Collier
Mississippi State University, Starkville, MS, USA
e-mail: mbreazeale@business.msstate.edu; jcollier@business.msstate.edu

online product descriptions, these retailers may be able to reduce the likelihood that their shoppers would look elsewhere for an alternative through decreasing the consumer's perceptions of the product as being substitutable. Narratives in online product descriptions may offer a form of defense against other similar goods that a consumer may find online.

Keywords Narratives · Online shopping · Narrative transportation theory · Product attachment

References Available Upon Request

I, Chatbot! The Impact of Anthropomorphism and Gaze Direction on Willingness to Disclose Personal Information and Behavioral Intentions: An Abstract



Gabriele Pizzi, Virginia Vannucci, Valentina Mazzoli, and Raffaele Donvito

Abstract Although companies are increasingly adopting conversational agents, research on how chatbots have to be designed and deployed has yielded mixed results so far (e.g., Crolc et al., 2021). While many factors may influence customers' interactions with chatbots, we focus on the interplay between two common features of the customer service chatbot experience: gaze direction and anthropomorphism. Currently, the prevailing logic in theory and practice is to make chatbots appear more humanlike (Brackeen, 2017), and gaze direction may affect the way chatbots mimic human's social functioning making them more similar or dissimilar from humans in appearance (van Pinxteren et al., 2019) and, thus, producing different outcomes. Similarly, anthropomorphism has been found not to necessarily produce beneficial outcomes (e.g., Crolc et al., 2021; Kim et al., 2016).

Two judgements which were ubiquitously found to affect social interactions are warmth and competence perceptions (Jha et al., 2020). Warmth is more affective in nature, whilst competence is more related to the cognitive side of the interaction as they reflect the quality (Aaker et al., 2012), and the efficacy (Hoegg & Lewis, 2011) of a social interaction respectively. Accordingly, we examine how anthropomorphism and gaze direction affect perceptions about the chatbot competence and warmth respectively. Moreover, since the technology often triggers consumer skepticism (Elsner, 2017), we address the role of consumers' skepticism in the relationship between warmth and competence and consumers intentions. Skepticism reflects consumers' cognitive responses to situational factors (Forehand & Grier, 2003)

G. Pizzi · V. Vannucci (✉)
University of Bologna, Bologna, Italy
e-mail: gabriele.pizzi@unibo.it; v.vannucci@unibo.it

V. Mazzoli · R. Donvito
University of Florence, Florence, Italy
e-mail: valentina.mazzoli@unifi.it; raffaele.donvito@unifi.it

which lead them to doubt and distrust the chatbot (Mohr et al., 1998), and to hinder their decision to purchase the product (Obermiller et al., 2005) since skepticism increases consumers' resistance to be influenced in their choices (Friestad & Wright, 1995; Kelly et al., 2010).

Thus, we expect that consumers will be less willing to share their personal information and to purchase the recommended product within an interaction with a chatbot if they perceive high levels of skepticism toward the motivations they attribute to the counterpart.

This study adopts an experimental approach by manipulating chatbots built with current technology to investigate consumers' perceptions. More specifically, building on the Theory of Mind, it explores the extent to which the adoption of specific gaze direction and anthropomorphic cues in the chatbot design influence consumers' skepticism and in turn consumers' willingness to disclose personal information and future intentions toward the company.

Results show that gaze direction and anthropomorphism affect perceptions about the chatbot warmth and competence respectively which in turn affect skepticism, which ultimately affects our dependent constructs.

Keywords Chatbot · Gaze direction · Anthropomorphism · Skepticism · Information disclosure · Purchase intention

References Available Upon Request

Enhancing Solution Effectiveness: The Role of Customer Adaptiveness: An Abstract



Victoria Kramer, Manfred Krafft, Sundar Bharadwaj, and Stefan Worm

Abstract Caused by increasing competitive pressure, more and more companies in B2B markets are turning from providers of products into providers of customer solutions. Solutions are highly individualized offerings consisting of product and service components that are specifically tailored to customer needs. The process of selling such offerings encompasses (1) a thorough understanding of customer needs, (2) developing and implementing the offering in line with these customer needs, and (3) support of the offering in post-purchase activities to generate positive outcomes for customers.

While much research has investigated solution selling from the supplier's point of view, the customer's perspective on solutions has received less attention in the literature. Because an understanding of customer needs is crucial for solution effectiveness, i.e. the extent to which solutions satisfy customer needs, close cooperation between customer and supplier is necessary to ensure that customers truly benefit from purchasing a solution. Customers need to be willing to engage and adapt throughout the relational processes associated with solution selling, e.g. by sharing relevant information and data. Thus, a central aspect that drives solution effectiveness is customer adaptiveness.

Building on previous research in the area of solution selling and Transaction Cost Economics, we develop a framework to investigate (1) the role of customer adaptiveness for solution effectiveness from the customer's point of view, and (2) customer-, supplier-, and relationship-related drivers of customer adaptiveness. We

V. Kramer (✉) · M. Krafft
University of Münster, Münster, Germany
e-mail: v.kramer@uni-muenster.de; m.krafft@uni-muenster.de

S. Bharadwaj
University of Georgia, Athens, GA, USA
e-mail: sundar@uga.edu

S. Worm
BI Norwegian Business School, Oslo, Norway

use data collected in 2021 by means of a large survey of different customer groups purchasing a diverse array of solutions from a large B2B supplier and supplement this data with objective secondary data from the supplier's databases. Our results provide valuable insights for industrial customers into how their adaptiveness facilitates the implementation of solutions and under which circumstances solutions are more or less effective. Furthermore, our results help suppliers to better understand the drivers of customer adaptiveness and assess customers regarding their solution suitability.

Keywords B2B marketing · Sales management · Solution selling · Customer adaptiveness

References Available Upon Request

How Anticipating Indulgence Catalyzes Indulgent Behavior in the Present: An Abstract



Courtney Szocs, Rajesh Bagchi, and Dipayan Biswas

Abstract Consumers engage in a variety of indulgent activities such as work parties, birthdays, happy hours, concerts, weekend get-a-ways, weddings, and meals with friends and family. Incidentally, they spend a large portion of their life looking forward to these types of indulgent activities. In this research we address the following research question: how would anticipating an indulgent future activity influence one's behavior in the present? An initial survey shows that consumers expect that they will balance out anticipated indulgences by exercising self-control in the present. However, we theorize that anticipating indulgence will increase indulgent behavior in the present. That is, we predict that individuals who anticipate indulging in the future will engage in more indulgent behavior in the present than individuals who do not anticipate indulging. We predict that this is because anticipating an indulgent event leads individuals to mentally picture the event. This mental imagery of an anticipated event increases the allure of rewarding stimuli in the immediate environment. We test our prediction in a series of studies. First, we analyze secondary data from a bar/restaurant to examine consumer purchasing patterns and gain initial evidence in support of our predictions. Then, we report that results of three experimental studies that directly test our hypotheses. The findings show that anticipating indulgence leads to greater indulgence in the present than not anticipating an indulgence. Mediation evidence suggests the effects are due to mental imagery. Additionally, we show that processing information analytically attenuates the effects of anticipated indulgence on present indulgence. Our findings suggest that

C. Szocs (✉)

Louisiana State University, Baton Rouge, LA, USA

e-mail: cszocs@lsu.edu

R. Bagchi

Virginia Tech University, Blacksburg, VA, USA

e-mail: rbagchi@vt.edu

D. Biswas

University of South Florida, Tampa, FL, USA

e-mail: dbiswas@usf.edu

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marketers can drive sales by promoting upcoming indulgent events for example through social media, signage, or in-store decor. Consumers should be cognizant of how anticipating an indulgence might impact their consumption behavior though. Finally, policy makers might want to design interventions to bolster self-control when indulgent events are on the horizon.

Keywords Anticipated indulgence · Indulgent behavior · Anticipation · Self-control

References Available Upon Request

Political Ethnocentrism in the New America: An Abstract



Obinna O. Obilo and Savannah Fullmer

Abstract In the current geopolitical environment, we are witnessing a resurgence of political leaders who encourage higher levels of patriotism, nationalism, and ethnocentrism from their constituents. This political evolution has increased interest in studying the consumer ethnocentrism concept. While most studies on the concept focus on the preference for domestic goods and services over foreign ones, we extend the concept to the context of “human brands,” which are any well-known personalities who are the subject of marketing communication efforts (Thomson, 2006). Viewing political candidates (as products) in the United States, we explore preferences for natural-born citizen candidates over naturalized citizen candidates (i.e. citizens who were born in the country vs. citizens who immigrated and then attained citizenship).

In this research, we first adapt Shimp and Sharma’s (1987) consumer-ethnocentrism scale to the political context i.e. changing items such as “*American people should always buy American-made products instead of imports*” to “*American people should always vote for American-born candidates instead of foreign-born candidates*,” and then use expert judges to determine face-validity based on the given definition of political ethnocentrism. We then adopt the scale-development procedure (Gerbing & Anderson, 1981) to determine the reliability and validity of the political ethnocentrism scale.

Next, we examine what antecedents determine the political-ethnocentricity of a political constituency. Testing via structural equations modeling, we find that social-conservatism (desire to maintain “traditional values”) and religiosity are highly positively associated with political ethnocentrism, while consumer-cosmopolitanism (openness to cultural experiences other than one’s own) is highly negatively related with political ethnocentrism. We also find that in the United States, those who self-identify as republicans display significantly higher levels of political ethnocentrism

O. O. Obilo (✉) · S. Fullmer
Central Michigan University, Mount Pleasant, MI, USA
e-mail: obilo1o@cmich.edu; fullm1se@cmich.edu

than their counterparts who identify as democrats. Guidelines for candidates running for office, based on the findings, are also presented.

Keywords Politics · Ethnocentrism · Consumer-ethnocentrism · Political-ethnocentrism · Human-brands · SEM · Political-branding

References Available Upon Request

Hate Speech and Bad Language: The Ugly Face of Social Influencers and Its Impact on Brands: An Abstract



Walter von Mettenheim and Klaus-Peter Wiedmann

Abstract In light of the growing trend of influencer marketing, ample research has been conducted on its success factors (Lin et al., 2018). However, one success factor has rarely been considered: Influencers' moral integrity, i.e., the absence of scandals. This is all the more surprising because the absence of scandals has been identified as the first and most important requirement for the success of any celebrity – above other much more frequently discussed requirements such as attractiveness, expertise or trustworthiness (Amos et al., 2015). As influencers' main field of activity is the Internet, a major scandal may become a worldwide event in a matter of hours (Piazza & Jourdan, 2018). In addition, a scandal caused by an influencer is likely to become dangerous for an endorsed brand, which will be considered “guilty by association” (Appel et al., 2020; Kintu & Ben-Slimane, 2020).

In the course of this work, we focus on five Hate Speech & Bad Language Scandals. These are: (1) Common use of Swearwords, (2) Gossiping, (3) Insulting followers, (4) Extremism and (5) Racist Slurs. Thereby we analyze the (a) perceived immorality and effects on (b) trust in the influencer, (c) liking of the influencer, (d) following the influencer and (e) purchase intention of the endorsed brand. We pose the following questions: Which scandals have the worst impacts on the influencer and brand? Are there some (minor) scandals that are not hazardous or may even be positive? To answer these questions, we examine and rank the effects of scandals on the influencer and endorsed brands through a survey employing 429 data sets analyzed by variance and cluster analyses in SPSS. In this way, we hierarchize influencer scandals.

Some of the results are surprising. For example, even relatively small transgressions, such as the use of swearwords, can have detrimental effects on both the influencer and the brand – nevertheless it is the most minor scandal. Gossiping and insulting followers is of medium seriousness. The most serious scandals are extrem-

W. von Mettenheim (✉) · K.-P. Wiedmann
Leibniz University of Hannover, Hannover, Germany
e-mail: vonmettenheim@m2.uni-hannover.de; wiedmann@m2.uni-hannover.de

ism and racist slurs. Overall, a racist slur appears to be the most serious scandal, followed by extremism (except for the variable immorality, where insulting followers is the second worst). Finally, it should be noted that the impacts of the scandals on the five dependent variables were all similar, with differences in details only. At best, the small differences between immorality and the four other dependent variables are noteworthy. For example, immorality is the only variable for which gossiping does not differ significantly from extremism.

Keywords Social influencer marketing · Scandal · Hate speech · Language

References Available Upon Request

Brand Polarization Scale Development: An Abstract



Sergio Andrés Osuna Ramírez, Cleopatra Veloutsou,
and Anna Morgan-Thomas

Abstract It is well documented that consumers develop relationships with brands (Banerjee & Shaikh, 2022; Nawaz et al., 2020; Santos et al., 2021). Existing research tends to divide such relationships in positive or negative (Veloutsou & Guzmán, 2017) and most researchers examine brands that have followers or detractors. However, and in several product categories such as airlines (Business Insider, 2021), music artists (Outram, 2016), politicians and politics (Wood & Jordan, 2018), news media (Armstrong, 2017) and sport teams (Grohs et al., 2015), brands concurrently count with a large group of lovers and a considerable group of haters. When a brand simultaneously attracts a large group of passionate lovers and haters, it is characterised as a polarizing brand and the phenomenon as brand polarization (Osuna Ramírez et al., 2019).

Brand polarization represents a somewhat unorthodox positioning choice. Rather than foster support and minimise opposition towards a brand, polarization aims to maintain strong emotions at both ends of the spectrum, concurrently attending to the antipodes of brand love and brand hate. Although some emerging insights suggest that this paradoxical approach can effectively support brands (Osuna Ramírez et al., 2019), academic research on polarization in marketing is in its infancy.

Following well established procedures for scale development (Churchill, 1979; DeVellis, 1991; Rossiter, 2002; MacKenzie et al., 2011), and integrating insight from political science, social psychology and marketing, the study develops a new theoretical conception of brand polarization, considering it as *an affective and cognitive phenomenon where beliefs and emotions of a significant number of individual consumers induce a simultaneous move to the extremes involving passionate positive and negative feelings and convictions towards the brand, like-minded consum-*

S. A. O. Ramírez (✉)
Universidad EIA, Envigado, Colombia
e-mail: sergio.osuna@eia.edu.co

C. Veloutsou · A. Morgan-Thomas
University of Glasgow, Glasgow, UK
e-mail: Cleopatra.Veloutsou@glasgow.ac.uk; Anna.Morgan-Thomas@glasgow.ac.uk

ers, and opposite-minded consumers. It also operationalizes brand polarization through a multi-step process, resulting in four dimensions of the construct: brand passion, self-brand benchmarking, intra-group identification and inter-group dissociation. Specifically, the study builds on qualitative and quantitative data from six empirical studies in two contexts (UK and Colombia) to offer a 23-item scale for brand polarization. The new concept and the validated scale contribute to branding theory and marketing practice in several important ways.

Keywords Polarization · Brand love · Brand hate · Passion · Rivalry · Scale

References Available Upon Request

Special Session: Creating Synergies from Multi-Method Research Approach: An Abstract



Meng-Hsien Jenny Lin, Samantha N. N. Cross, Akon E. Ekpo,
Karla Corres Luna, and Akshaya Vijayalakshmi

Abstract Researchers highlight the use of unique combinations of research methods in consumer contexts such as mother's use of social media, consumers' reliance on olfaction in their consumption practices, and how consumers with disabilities build up resilience from interacting with the marketplace. With the combinations of research methods used in each paper, researchers not only derive greater insights from their respective research projects, but also demonstrate broader implications through the use of mix and multi-method approaches versus one singular approach. Three papers underscore the notion that the collective methodological approach is not just additive, but multiplicative. Benefits gained from designing and implementing diverse methods resulting in nuanced emerging themes and insights in often under-studied, sometimes vulnerable, yet complex consumer populations are demonstrated.

The first paper, *The Role of Mother's Autonomy and Use of Media on Children's Education: A Multi-Method Study Conducted in India*, examines Indian mothers' level of autonomy and uses a combination of secondary data analysis, interviews

M.-H. J. Lin (✉)

California State University Monterey Bay, Seaside, CA, USA

e-mail: jjelin@csumb.edu

S. N. N. Cross

Iowa State University, Ames, IA, USA

e-mail: snnccross@iastate.edu

A. E. Ekpo

Loyola University Chicago, Chicago, IL, USA

e-mail: aekpo@luc.edu

K. C. Luna

University of Massachusetts-Boston, Boston, MA, USA

e-mail: karla.corresluna001@umb.edu

A. Vijayalakshmi

Indian Institute of Management, Ahmedabad, Gujarat, India

e-mail: akshayav@iima.ac.in

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and a personnel-administrated survey to understand the role of media in Indian mothers' decisions regarding spending on education. Studies were conducted consecutively, providing insights and answering questions raised in the prior study. Through this multi-method approach, the authors draw conclusions from household- and individual- level considerations for educational expenditure planning. The second paper, *Understanding The Impact of Olfactory Ability on Sensory Identity* focuses on the resultant anxiety stemming from a consumers' sensory identity; an aspect of identity that hasn't been fully appreciated in the literature. This paper uses a combination of surveys, cluster analysis and a novel interview approach, with smell tests embedded. The combination of methods triangulates not just the findings but validate the participants' self-identification into particular olfactory categories. The third paper, *Discourses of Disability-A Synergistic Approach to Understanding Consumer Resiliency* uses consumers with disabilities (CWD) as a powerful context to explore the concept of consumer resiliency. The authors use a combination of discourse analysis of personal reflective essays with grounded theory analysis of interview data. This methodological approach provides both breadth and depth across a range of perspectives and experiences of CWDs, as both sets of data engage in dialog, complementing and corroborating each other.

The common approach underlying all three projects is the interview, inarguably the base of much qualitative research. These papers demonstrate the different ways in which the strengths and insights from the interview can be enhanced, through **connecting, corroborating and complementing**. All three papers demonstrate new ways of conducting consumer research that challenges existing knowledge, adapting to ever-shifting consumer needs, and are highly relevant to current and future stakeholders.

Keywords Multi-method · Research approach · Under-studied consumers · Interviews

References Available Upon Request

We Are All in This Together! Instore-Interactions in a Shopping Environment Disrupted by Covid-19: An Abstract



Cordula Cerha and Fabian Nindl

Abstract Shopping in stores has always been and will always remain a social activity. The shopping experience is influenced by the mere social presence of other people in the store (e.g. by crowded aisles and queuing at the checkout), as well as by social encounters with shoppers and retail personnel (Argo et al., 2005; Dahm et al., 2018; Parker & Ward, 2000). In an exploratory study, 76 consumers were invited to share their experiences while shopping in brick and mortar stores during the first two waves of the COVID-19 pandemic. Using the critical incident technique, participants were specifically prompted to report positive and negative interactions with other shoppers.

The results indicate that shopping in times of COVID-19 is rich in both verbal and non-verbal social interactions. Most of the shoppers miss the pre-pandemic situation and feel at least to some extent uneasy or uncomfortable. New social norms were established quickly and provide a feeling of safety for many customers. Shoppers expect others to comply with the new rules, but in a more tense and hectic social environment incidents of consumer misbehavior occur frequently. The authors could identify several categories of consumer misbehavior: (1) mask sloppiness, (2) not keeping a safe distance, (3) contamination by touching, (4) hoarding and (5) policing or lecturing others. The most surprising of these categories was confronting others about their misconduct, i.e. one type of misbehavior sparking another one.

While consumers blame other shoppers for their misbehavior they still deem the retailer responsible for recovering the situation. They expect retail employees to interfere and restore order. Besides this role of a referee (1) in customer-to-customer interactions, three other roles of the sales staff were found in the research: (2) enforcer of COVID-rules, (3) role model for good practice behavior, and (4) friendly face giving comfort.

C. Cerha (✉) · F. Nindl
WU Vienna, Vienna, Austria
e-mail: cordula.cerha@wu.ac.at; fabian.nindl@wu.ac.at

Results of this study hint at a complex relationship between customer-to-customer and customer-to-personnel interactions. This calls for more research on the role of retail employees as moderators of encounters between shoppers.

Keywords Retail marketing · Instore experience · Customer-to-customer interactions · Consumer misbehavior

References Available Upon Request

The Relationship Between Eco-Labeling Claims and Abnormal Stock Returns to New Product Launches: Empirical Evidence from Food and Beverage Industries: An Abstract



Debra Lee Surface, M. Billur Akdeniz, and M. Berk Talay

Abstract There is an increasing emphasis on the greenness and sustainability of new products in the fast-moving consumer goods industry. As consumers become more aware of the environmental impact of the various manufacturing practices and alter their consumption patterns, firms increasingly seek ways to respond (Grinstein & Nisan 2009; Olsen et al., 2014). Self-defining as “green,” an increasing number of consumers avoid harmful products and choose those products that minimize waste, save energy, or are healthy and environmentally friendly (Gershoff & Frels, 2015). One of the industries that these altered consumption patterns have pioneered in recent years is food and beverages. The packaged food industry has taken steps to inform consumers about nutrients, trade, and manufacturing information on the front of food packages (Lim et al., 2020). Such product claims and package labels are a powerful marketing tool to differentiate new “green” food products from the competition. They also represent a top criterion on the Dow Jones Sustainability Index as a growth-driving indicator followed by investors (Patton, 2005; Cao & Yan, 2016).

While extant literature has examined the increasing importance of greenness on brand perception and performance and found positive associations, little has been investigated on the impact of a “green” new product launch on the firm financial value. In this study, we take on the shareholder perspective and, drawing upon the marketing–finance literature, examine the extent to which the greenness of a new product affects the stock market returns. We provide an understanding on the effects

D. L. Surface · M. B. Talay

University of Massachusetts Lowell, Lowell, MA, USA
e-mail: debralee_surface@uml.edu; berk_talay@uml.edu

M. B. Akdeniz (✉)

University of New Hampshire, Durham, NH, USA
e-mail: billur.akdeniz@unh.edu

of food labeling, specifically the eco-labeling indicating the environmental superiority of new products, on a firm's stock market performance. In addition, our study aims to provide the contingency effects of the extent of product innovativeness on this relationship.

Conducted in two phases, this study is a multi-data and multi-method project. In the first phase, we collected primary data to understand the importance of product labels in consumer decision-making and willingness to pay. In the second phase, we collected longitudinal data from the food and beverages industry from popular databases such as Product Launch Analytics. This study enhances knowledge in eco-product labeling and marketing strategy from theoretical and practical perspectives. Findings have important implications for firms facing intense competition and operating with tiny margins in these mature product categories. For example, instead of rushing to reformulate ingredients and label products accordingly, our findings provide strategic implications for food and beverage manufacturers regarding the new product development practices and communication through labeling that meets customers' needs.

Keywords Eco-labeling · New products · Marketing-finance · Food industry

References Available Upon Request

Examining Spillover Effects of NHTSA Safety Investigation Announcements on Automotive Suppliers' Shareholder Wealth: An Abstract



Muhammad M. H. Mollah and George D. Deitz

Abstract This paper investigates whether and how the suppliers' shareholder wealth is affected by peer-supplying firms' NHTSA safety investigation announcements. Relying on *resource dependence theory (RDT)* and *resource-based view (RBV)* and using *an event study* of the NHTSA safety investigation announcements on 517 supplying firms for the period of 2017–2019, the authors find considerable support for their conceptual framework. We included all suppliers whose sales to the manufacturer exceeded 1% of their total revenues. Only the announcements of actual investigations (i.e., not complaints) were used for this event study analysis. We also examined the daily average abnormal returns (AR) and cumulative abnormal returns (CAR) for the [0, +2] window, which is highly significant across parametric and non-parametric test statistics. The standardized cross-sectional test and the Patell Z cross-sectional test statistic for [0, +2] CAR were significant and negative, with associated mean shareholder value losses of 1.07%. With this research, we addressed the following questions: (a) Do the NHTSA safety investigation announcements of an auto manufacturer likely to decrease the suppliers' shareholders' wealth, even if the suppliers do not supply defective products? (b) Do these announcements of any supplying firm likely to decrease the shareholder value of other supplying firms? (c) If so, do certain factors related to industry dynamism, industry munificence, and supplier's organizational slack impact suppliers' shareholder wealth? Our results reveal that safety investigation announcements negatively impact not only the announcing suppliers' shareholder wealth but also other suppliers within the industry. This result also confirmed that supplier resource dependence upon the automaker is negatively associated with shareholder value.

M. M. H. Mollah (✉)
Saint Louis University, St. Louis, MO, USA
e-mail: muhammad.mollah@slu.edu

G. D. Deitz
The University of Memphis, Memphis, TN, USA
e-mail: gdeitz@memphis.edu

However, this negative effect is mitigated for suppliers with greater slack resources but amplified for suppliers in more dynamic industries. This research contributes to the existing research in marketing in two ways: first, we extend the literature on producer-suppliers' relationship in terms of stock price effects when the NHTSA safety investigation announcement happens. Second, this study also helps managers understand how they will benefit even if they are more resource dependent.

Keywords Spillover effect · Shareholder wealth · Automotive · Product recall

References Available Upon Request

The Effect of In-Store Augmented Reality on Customers' Patronage Intention: An Abstract



Denise Pape and Waldemar Toporowski

Abstract The integration of digital capabilities into the physical retail environment, as well as an increased focus on creating an experiential edge, are increasingly becoming differentiators in brick-and-mortar retail (Hagberg et al., 2017). One technology, that has the potential to transform the retail experience is augmented reality (AR) (Watson et al., 2018). While research on AR in online retail already gained traction, research discussing the tangible impact of AR in physical retail remains sparse. This paper therefore aims to add to the paucity of research on AR in physical retail and investigate whether in-store AR technologies can motivate patronage intentions and incentivize customers to return to the store.

Due to its multidimensional structure and the ability to map utilitarian as well as hedonic aspects of the retail experience, the Experiential Value Scale (EVS) by Mathwick et al. (2001) is leveraged throughout this paper, to investigate the extent in which in-store AR is able to create experiential value and ultimately influence patronage intentions. In addition, the moderating influence of consumer innovativeness was examined, since an understanding of customers and their characteristics is relevant to best leverage in-store AR. Since the EVS has not yet been adapted to the context of retail technologies, an ethics dimension has been added to cover all value dimensions that may be relevant for the customers' value assessment.

The adapted hierarchical structure of experiential value was validated using partial least square path modeling. Seemingly unrelated regression with bootstrapping was performed to test for direct and indirect effects. The results show that in-store AR has a positive impact on the value dimensions of utilitarian nature as well as on the dimensions of a hedonic nature, which in turn positively impacts patronage intentions. Furthermore, a negative effect of in-store AR on the ethical value dimension could be demonstrated. However, it was shown that the higher the consumer innovativeness, the more the negative relationship between AR and ethics is miti-

D. Pape (✉) · W. Toporowski
University of Goettingen, Goettingen, Germany
e-mail: denise.pape@uni-goettingen.de; wtoporo@uni-goettingen.de

gated. This also leads to the former negative effect of ethics on patronage intention being turned into a positive one.

This paper strives to provide a guide on how retailers can best leverage in-store AR in order to address the digital customer. The results reveal that ethical considerations in particular are highly relevant in the customer's value assessment and retailers should focus on counteracting privacy concerns. For innovators in particular, retailers should increase the hedonic facets of in-store AR, such as playfulness or enjoyment.

Keywords Augmented reality · Experiential value · Patronage intentions · Brick-and-mortar retail · Consumer innovativeness

References Available Upon Request

Using Gestural Interaction Technology to Improve the Consumer Experience: An Abstract



Quentin Sellier, Ingrid Poncin, and Jean Vanderdonckt

Abstract Nowadays, creating a positive experience is a key source of competitive advantage (Lemon & Verhoef, 2016). A good experience makes a person five times more likely to recommend a company and more likely to purchase in the future (Yohn, 2019). Besides, gesture interaction technology appears as a promising way to provide individuals a global richer experience than with classical user interfaces (Daugherty et al., 2015). However, we currently ignore the concrete impact of this type of interaction on the consumer experience, whereas it is necessary for an efficient adoption of such interfaces. In this work, we try to get a better understanding of the role of the gestural interaction on the consumer experience, through qualitative and quantitative approaches.

In-depth interviews were conducted with consumers to collect data in natural settings (Miles & Huberman, 1994). In order to triangulate the methods, we combined these interviews with two observation phases. The first took place with the same interview participants once the interview was over. The second observation took place in another study carried out a posteriori with different participants. As part of the latter, we built an interface based on the IKEA website and functioning by interacting with mid-air hand gestures, via the LeapMotion controller. During this second session, the participants also answered a questionnaire, allowing us to carry out a first quantitative exploratory study.

In terms of main results, we were first able to observe a link between immersion and impulse buying, for example via a participant declaring to regularly scroll for hours to buy things that she does not need. We have also seen a connection between these purchases and the intuitive and natural aspect of gesture interaction. The latter can be explained through the presence (Ning et al., 2012; Vonkeman et al., 2017)

Q. Sellier (✉) · I. Poncin
UCLouvain, Mons, Belgium
e-mail: quentin.sellier@uclouvain.be; ingrid.poncin@uclouvain.be

J. Vanderdonckt
UCLouvain, Louvain-la-Neuve, Belgium
e-mail: jean.vanderdonckt@uclouvain.be

which would be increased within the framework of this gestural interaction, but also via the perceived ownership, which increases the perceived valuation of an object by touching it virtually (Peck & Shu, 2009; Peck et al., 2013; Brasel & Gips, 2014).

From a theoretical point of view, this work highlights the importance of affective consumer responses in the understanding of the gestural interaction experience. We also shed light to specific dimensions such as the intuitiveness, perceived control and immersion, and we propose a model explaining their influences. From a practical point of view, we show the crucial role of gestural interaction experience in particular touchpoints of the customer journey and consequently on the consumer experience.

Keywords Gestural interaction · Consumer experience · Customer journey · Multidisciplinary · Affective responses · Immersion · Customer engagement

References Available Upon Request

The Transformative Power of Artificial Intelligence for Managing Customer Relationships: An Abstract



Paul J. Hopkinson, Aishwarya Singhal, Rodrigo Perez-Vega,
and Kathryn Waite

Abstract An emergent stream of research examines the narrative patterns surrounding new technologies in order to understand how these influence technology acceptance and predict changes in practice. Centered on the application of Artificial Intelligence (AI) to the management of customer relationships, this study explores how the benefits of AI are framed by business consultants and CRM vendors, speculating about how these narratives will transform relationship management practice. As such, our work addresses the call for more studies examining how practitioner discourse (imagination and vision) shapes technology acceptance, offering a novel alternative to the more rational and conscious processes examined in the extant literature (Nagy & Neff, 2015)

Drawing on affordances theory (Gibson, 1966), we contend that practitioner narratives form part of the environment in which AI is operating and thus have the potential to promote and constrain potential use cases or ‘action possibilities’. We aim to uncover which types of affordance business consultants and vendors offering advice to marketing practitioners associate with AI and the extent to which these affordances differ according to user and organizational characteristics. In so doing, we seek to understand whether the application of AI to CRM is being distracted by fantastical prediction in the manner in which the benefits are being framed. By examining what we term the ‘practitioner hype’ we seek to speculate whether AI will transform the practice of managing customer relationships.

The study finds that consultants articulate predominantly ‘perceived affordances’: those that marketers can readily act upon. Thus, AI benefits are construed as offering scope for so-called ‘hyper-personalization’, for example, which includes

P. J. Hopkinson (✉) · A. Singhal · K. Waite
Heriot Watt University, Dubai, UAE
e-mail: p.hopkinson@hw.ac.uk; a.singhal@hw.ac.uk; k.waite@hw.ac.uk

R. Perez-Vega
Kent Business School, Canterbury, UK
e-mail: r.perez-vega@kent.ac.uk

the ability to more precisely target and personalize marketing communications, predict (and respond to), at scale, potential customer defections and provide individualized responses to customer queries in real time. Whilst the study did not detect hidden or false affordances, the findings did identify a strand of 'imagined affordances' of efficiency and effectiveness (best decision making, best performance), which was associated primarily with CRM vendors.

Our work shows that the sector is very optimistic towards the potential offered by AI and express limited uncertainty. The findings indicate that the proliferation of AI-induced automation has the potential of disrupting traditional management of customer relationships.

Keywords Customer relationship management · Artificial intelligence · CRM · Managing customer relationships · Affordances theory · Technology acceptance · AI driven CRM

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Differences in Online Review Content between Old and New Products: An Abstract



Amrita Dey and Stephen J. Carson

Abstract Online product reviews are one of the most important sources of information that influences the consumer decision making process. Studies have shown a positive relationship between online reviews and product sales. Not surprisingly, extant research has studied the factors that influence reviews such as include reviewer credibility and review content, review volume, valence, and dispersion, the impact of negative versus positive reviews, and the influence of product category.

Despite the important influence of online reviews on consumer decision making, there are several key empirical and theoretical questions in the domain of online reviews that remain unanswered. Extensive research on online reviews has been taken place for movies, books, and television shows. There has been relatively limited research into reviews for new products in other, less well-known product categories. In addition, most research has focused on the volume, valence, and variance of reviews. Research investigating review content is emerging, although much of this research is based on standard attributes of the text using packages like LIWC (Linguistic Inquiry and Word Count). Research investigating more specific aspects of review content is less prevalent. Finally, there have been several studies focused on the impact of online reviews on new products sales and review-based mining to get the pricing power of different attributes. However, these inquiries have not taken into consideration how reviews for new products differ from reviews for similar products that already exist and are available online.

The aim of this paper is to compare content of online reviews for new and established products. We seek to understand how consumers evaluate old and new products in the same category based on online reviews and whether there are systematic differences in the type of content discussed for each type of product. We use Amazon review data from two categories to compare review content for a new product and the leading established product in each category. The present study serves as a pilot

A. Dey (✉) · S. J. Carson
University of Utah, Salt Lake City, UT, USA
e-mail: amrita.dey@utah.edu; steve.carson@eccles.utah.edu

to examine the efficacy of machine-based coding of product reviews along a number of relevant dimensions and probe for potential differences to inform future research.

We find that there is a difference in the way consumers review old and new products in a category. The reviews of new products are highly descriptive and detailed with experiences shared by the users. Additionally, when we look at the attribute-wise impact on the ratings, it is found that attributes that are common to both seem to have a higher impact on the ratings than attributes which stand out in the new products.

Keywords New products · Innovation · Text mining · Machine learning

References Available Upon Request

Relationship Marketing in Higher Education in Uncertain Times: A Multi-stakeholder Perspective: An Abstract



Emmanuel Mogaji, Varsha Jain, Himani Sharma, and Anantha Babbili

Abstract Relationships are the essence of higher education institutions which can contribute to their growth and expansion. With the vulnerabilities exposed in the uncertain times, it becomes compelling to re-evaluate the tenets of relationship marketing for higher education and understand how it contributes to stakeholder engagement, partnerships, collaborations, and value co-creation. This study attempts to examine the well-established phenomenon of relationship marketing from stakeholders representing higher education from four different countries. The stakeholders include students, faculty, administrators, and industry professionals. It carefully undertakes the insights shared through a structured qualitative approach and thematically analyses the data. The insights generated highlight that relationship quality is a strong determinant for high stakeholder engagement in higher education. The stakeholders' narratives also confirm that despite the nuances of digital advancements, trust, communication, commitment, and service quality are the key drivers for establishing a relationship and then maintaining it in the long run. Theoretically, the study's findings extend the understanding of the cues or indicators that govern relationships in higher education. Relationship quality is a higher-order construct explicitly discussed in this study in the context of online environments and value co-creation. The study argues that human relationships, communication, and shared vision are highly important in an ecosystem of learning in the changing times. Universities and stakeholders must build a humanistic ecosystem while nurturing the core values and engaging the stakeholders. The proposed framework envisions

E. Mogaji (✉)
University of Greenwich, London, UK
e-mail: e.o.mogaji@greenwich.ac.uk

V. Jain · H. Sharma
MICA, Ahmedabad, Gujarat, India
e-mail: varsha.jain@micamail.in; himani_fpm18@micamail.in

A. Babbili
Texas A&M University-Corpus Christi, Corpus Christi, TX, USA
e-mail: anantha.babbili@tamucc.edu

and showcases the different perspectives of stakeholders who are either physically or virtually involved in higher education marketing. Practically, the study can guide decision-makers and marketing practitioners in optimizing relationship quality. Therefore, the research significantly advances the theory of relationship marketing in the current digital momentum and argues that human relationships are to be nurtured for a better future. It wares the need to sensitize and plan the marketing initiatives accordingly, considering the value of human relationships and the necessity of co-creation.

Keywords Relationship marketing · Relationship quality · Higher education · Stakeholder engagement · Value co-creation in online environments

References Available Upon Request

Regular Creative Practice in Business Education: An Abstract



Suzanne C. Makarem and Mica Scalin

Abstract This study aims at testing a new approach, *regular creative practice*, to fostering creativity in business education that is neither course specific nor assignment specific and that allows time for creative thinking during class, as recommended by Driver (2001). Regular creative practice requires students' physical and cognitive participation in creative activities, in short bursts at regular intervals; for instance, three minutes of activity performed daily. The objective of this study is to test the effects of regular creative practice on business students' creative mindsets and on creativity-related performance outcomes.

To test the effectiveness of regular creative practice in enhancing students' creative mindsets and creativity-related performance, we used a field experiment with two sections of the same undergraduate upper-level marketing course taught by the same instructor, an experimental section, and a control section. The results show that a regular creative practice does not increase students' growth creative mindset but decreases their fixed creative mindset which has been linked to lower problem-solving skills (Karwowski, 2014). Regular creative practice also improved divergent thinking creative performance after being implemented for six weeks; without improving convergent thinking creativity.

Creativity is important for organizational performance and survival (Anderson et al., 2014). There is a call for business schools to add more non-linear thinking teaching and learning goals to their curricula, as not to disadvantage students by limiting their ability to manage uncertainty in today's changing business environment (Costigan & Brink, 2015). We contribute to marketing pedagogy by introducing a regular creative practice that is easy to implement in any marketing or business

S. C. Makarem (✉)

Virginia Commonwealth University, Richmond, VA, USA
e-mail: scmakarem@vcu.edu

M. Scalin

Another Limited Rebellion, New York, NY, USA
e-mail: mica@alr.email

class and by showing that it can enhance students' creativity performance. Our results show that students' fixed creative mindsets can be changed and that regular creative practice can drive that change.

Keywords Creative practice · Creative mindsets · Creativity in business education

References Available Upon Request

Green Hotel Re-Patronage Intention: A BRT Perspective: An Abstract



Parvinder Arora and Sigma Soni

Abstract The hotel industry has been identified as a significant source of carbon footprints (Dhirasasna et al., 2020). Hotels are responsible for 75% of adverse environmental effects in the hospitality sector. These effects include pollution, non-renewable resource depletion, and global warming. There is evidence that hotels are working to lessen their negative impact on the environment (Han & Yoon, 2015; Aboelmaged, 2018; Chang et al., 2019). Consumers also demonstrate pro-environmental behavior by preferring to stay in green hotels over regular hotels (Gil-Soto et al., 2019). Research has emphasized general environmental behavior (like visiting intention) rather than consumer buying patterns, such as consumers' re-patronage intention (Gupta et al., 2019). Furthermore, there is a dearth of studies in the literature relating to hospitality and the environment that incorporates robust theoretical underpinnings (Nimri et al., 2020; Kim et al., 2017).

Numerous studies have employed the “theory of planned behavior and theory of reasoned action” as theoretical lenses. However, both of these theories are susceptible to several constraints. Therefore, many researchers have debated how well these two theories can predict and generalize consumer behavior (Eid et al., 2020; Olya et al., 2019; Gilal et al., 2019). The current study fills this gap by employing the behavioral reasoning theory (hereafter, BRT) to better understand consumers' intentions to re-patronize the green hotel.

Proposed by Westaby (2005), BRT is a new marketing theory that adequately explains the human decision-making phenomena. Hence, the present research intends to predict consumers' re-patronage intentions to green hotels by integrating a solid theoretical underpinning of BRT. In particular, this study aims (1) to discover a novel set of items in the reason for and reason against green hotel re-patronage (2) to develop a more thorough BRT that is specifically tailored to explain green hotel guests' purchasing decisions (3) to comprehend the nature of value (environmental

P. Arora (✉) · S. Soni
MICA, Ahmedabad, Gujarat, India
e-mail: parvinderarora.fpm19@micamail.in; sigmasoni.fpm19@micamail.in

concern) concerning customer re-patronage intentions, as well as attitudes and 'reasons for and reasons against. To accomplish the stated research objectives, the current study will apply the mixed-method approach.

Keywords Green hotel · Behavioral reasoning theory · Re-patronage intention · Environmental concern

References Available Upon Request

Strategic Marketing Solutions for the Climate Change Social Dilemma: An Abstract



Siavash Rashidi-Sabet and Sreedhar Madhavaram

Abstract Climate change is a formidable societal challenge that requires urgent attention (Chandy et al., 2019; Voegtlin et al., 2018; Wittneben et al., 2012). According to the *2018 United-States Global Change Research Program (USGCRP) Report*, the accelerated warming of the earth's core – from 1979 to 2016 – is evident through surface and satellite data.

Several researchers have pointed out that strategic marketing responses to climate change and global warming require a broader perspective wherein the collective and behavioral response of all entities (individuals, firms, and social groups) is critical (e.g., Ansari et al., 2013; Bowen et al., 2018; Delmas & Montes-Sancho, 2010; George et al., 2016). Consistent with this perspective, we contend that strategic marketing solutions to global warming can be best addressed by approaching, understanding, and solving the climate change problem as a social dilemma. Accordingly, building on research on social dilemmas and associated taxonomies of solutions, we develop an integrative taxonomy of strategic marketing solutions for the climate change social dilemma. Next, using the integrative taxonomy of marketing solutions, we systematically review marketing research on strategies for resolving the climate change social dilemma.

Therefore, this research makes several important contributions to the marketing literature and is among the first to investigate the role of marketing in solving social dilemmas. Specifically, on the foundations of social dilemma research in different discipline, this study (1) conceptualizes the climate change social dilemma as the *behavioral tendency of firms to favor short-term positive consequences and overlook the long-term negative impacts of climate change on society*; (2) develops an integrated taxonomy of marketing solutions for resolving the *climate change social dilemma*; (3) using the integrative taxonomy of marketing solutions, systematically reviews marketing research on strategies for resolving the climate change social

S. Rashidi-Sabet (✉) · S. Madhavaram
Texas Tech University, Lubbock, TX, USA
e-mail: siavash.rashidi-sabet@ttu.edu; s.madhavaram@ttu.edu

dilemma; (4) Last but not the least, develops detailed research agenda for investigating marketing strategies for resolving the climate change social dilemma. These insights can be useful to both practitioners and academic researchers. Practitioners can use this research as a starting point to develop marketing-related solutions with a more informed understanding of social dilemmas. For academics, this research can provide foundations toward actualizing the potential of marketing for society's benefits.

Keywords Climate change · Social dilemmas · Taxonomy of marketing solutions · Marketing for society · Strategic marketing

References Available Upon Request

Consumer Wisdom and Sustainable Product Purchase Intentions: An Abstract



Skyler Leonhardt

Abstract To better understand what type of personality traits drive sustainable consumption this research seeks to utilize the construct of consumer wisdom. Because wise consumers have certain traits such as being open to alternatives, concern for the natural environment, and overall thoughtful consideration of purchase choices, they should be more likely to opt for sustainable products (Luchs et al., 2021). Furthermore, to get a more holistic understanding of what variables could influence wise consumers from making the sustainable choice, it is imperative that we include other personality traits that can influence this relationship. Previous research has shown that masculinity can decrease ethical consumption intentions and that green consumption can be seen as feminine, deterring masculine consumers from choosing ethical products (Brough et al., 2016). Also, research has shown that perceptions of contamination or disgust can decrease the adoption of sustainable products (Argo et al., 2006). Drawing from this research we will test whether wise consumers experience the same kind of interruptions that may influence purchasing intentions for sustainable products.

One hundred adults from Amazon's Mechanical Turk ($M_{age} = 41.56$, $SD = 12.5$, 44% female) participated in this study for a small cash incentive. Participants first answered questions regarding their purchase intentions for sustainable and non-sustainable products before filling out questions about consumer wisdom, masculinity, disgust sensitivity, and basic demographics. Results indicate that consumers high in masculinity and low in consumer wisdom had lower purchase intentions for sustainable products than those low in wisdom and low in masculinity. For high values of consumer wisdom, low and high masculinity did not appear to have an impact on sustainable product purchase intentions. In contrast, consumers high in disgust, actually had higher purchase intentions for sustainable products than those with low disgust at low levels of consumer wisdom. At high levels of consumer

S. Leonhardt (✉)
University of Wyoming, Laramie, WY, USA
e-mail: gleonhal@uwyo.edu

wisdom we once again see this gap decrease with high and low disgust consumers having relatively similar purchase intentions.

Several interesting applications can be derived from these research findings for product manufacturers, marketers, educators, and consumers. First, understanding which traits are associated with sustainable consumption can be used by companies that develop sustainable products. Incorporating cues into packaging labels or product design that match consumer values with product attributes can increase positive attitudes toward the product and ultimately purchasing behavior. Second, marketers can use advertising to prompt wise consumer traits to make them more salient at the time of purchase, this has been shown to increase sustainable and ethical purchasing (Verplanken & Holland, 2002).

Keywords Sustainable consumption · Consumer wisdom · Disgust · Masculinity

References Available Upon Request

The Attractiveness of Vegetarian Products to Men and Women: The Role of Gender and Type of Experience: An Abstract



Magali Trelohan and Jordy Stefan

Abstract Recommendations to reduce meat consumption increase, particularly for health and environmental protection reasons. In response to these recommendations, more meat substitutes are proposed in supermarkets. However, the adoption of these products appears to be highly dependent on the gender of consumers (more women than men). At this point, we don't identify whether this difference is related to the vegetarian character of the product or to associated perceptions such as the fact that it is good for the environment or for health. This research aims to explain the greater attractiveness of these products for women than for men.

We conducted three studies. In study 1 (n = 126), only the label was given (pâté, without meat pâté or plant-based pâté). In study 2 (n = 116), a photo (the same for all conditions) was presented in addition. In study 3 (n = 138), a pâté was offered for tasting with the three possible labels. The results show that the vegetarian character negatively influences the attractiveness of the product to men. On the other hand, the product is not perceived as more attractive to women. Interestingly, the perception of vegetarian products as being healthy and good for the environment is only true without any experience. When a photo is presented (indirect experience) or when the product is tasted (direct experience), vegetarian labelling has no effect.

We then discuss the gender asymmetry of the product in the light of work on the construction of gender patterns. Our results therefore show the extension of these gender patterns into adulthood and food consumption. We also discuss the role of the experience. We propose managerial implications: these results are interesting for brands and retailers who wish to democratise their vegetarian products and extend them to male consumers: first purchase and tasting are keys to changing gendered perceptions. Finally, our work has some limitations. Work on other vege-

M. Trelohan (✉)

South Champagne Business School – Laboratoire REGARDS, Troyes, France
e-mail: magali.trelohan@yschools.fr

J. Stefan

ASKORIA, Rennes, France
e-mail: jordy.stefan@askoria.eu

tarian products will have to be carried out to confirm these results. It will also be necessary to conduct research on products perceived as attractive to men to verify the presence of this asymmetry.

Keywords Vegetarian · Gender · Food · Health · Environment · Experience

References Available Upon Request

The ‘Vegetarian Protein = Less Nourishing’ Intuition: When the Choice of Vegetarian Protein Increases Calorie Consumption: An Abstract



Sumayya Shaikh, Amanda P. Yamim, and Carolina O. C. Werle

Abstract This research tests an unexplored bias that consumers instinctively infer vegetarian proteins to be less nourishing than equivalent meat proteins. Four studies show that consumers purchase more proteins, calories, carbohydrates, and fat when exposed to vegetarian proteins. This research is important for marketers and policy-makers, as this bias can contribute to the worldwide obesity epidemic.

Previous research explored barriers to a complete vegetarian diet (Lea & Worsley, 2003; Pohjolainen et al., 2015); however, it did not investigate potential biases consumers might have of vegetarian proteins nor the behavioral consequences of selecting vegetarian proteins in place of meat. With 4 studies, this research empirically demonstrates that consumers erroneously judge vegetarian proteins as less nourishing, which leads to the assumption that vegetarian proteins have fewer calories and thus increased consumption.

Study 1 aimed to establish the existence of the “vegetarian proteins = less nourishing” intuition. 256 MTurkers participated in a single-factor (vegetarian vs. meat) between-subjects experiment. Participants read a scenario describing a lunch choice between two options (vegetarian/meat). Participants then saw either the vegetarian or meat dish and evaluated it. The vegetarian dish was considered less nourishing ($M_{\text{meat}} = 5.84$; $M_{\text{vegetarian}} = 5.28$, $p < 0.001$) and less caloric ($M_{\text{meat}} = 5.24$; $M_{\text{vegetarian}} = 4.10$, $p < 0.001$) than its meat equivalent. Calorie inferences were mediated by nourishing perceptions ($\beta = 0.1893$, $SE = 0.0706$, $CI\ 95\%: 0.0733; 0.3441$).

Study 2 tested if providing explicit protein content could reduce this bias. 208 MTurkers answered this 2(vegetarian/meat) \times 2(protein information: present/absent) between-subjects experiment. Participants saw a (vegetarian/meat) meal and evaluated it. We manipulate protein information by adding (or not) the description ‘this portion contains 20g of protein’. Results revealed no main effect of protein

S. Shaikh · A. P. Yamim (✉) · C. O. C. Werle
Grenoble Ecole de Management, Grenoble, France
e-mail: sumayya.shaikh@grenoble-em.com; amanda.pruskiyamim@grenoble-em.com;
carolina.werle@grenoble-em.com

information ($p = 0.21$), nor a interaction ($p = 0.985$), but a significant main effect of protein type on nourishing perceptions ($M_{\text{meat}} = 5.72$; $M_{\text{vegetarian}} = 4.92$, $p < 0.001$).

Study 3 demonstrated the bias impact on consumption. 157 students read a scenario describing a daily lunch choice (either vegetarian or meatballs, randomly assigned) and then indicated the portion size they would have. Participants selected a marginally larger portion size in the vegetarian condition ($M_{\text{meat}} = 6.61$; $M_{\text{vegetarian}} = 7.3$, $p = 0.056$).

Study 4 measured the total calories served when consumers have vegetarian (meat) protein. 121 students read a scenario in which they received either meat or vegetarian protein. Next, they could order a side dish, a dessert, and/or a drink. Each category contained two healthy and two unhealthy options. We estimated the amounts of calories, fat, and carbohydrates of the complimentary items chosen. Participants selected food items that resulted in higher calorie content ($M_{\text{meat}} = 349.6$; $M_{\text{vegetarian}} = 428.8$, $p = 0.045$), carbohydrates ($M_{\text{meat}} = 48.2$; $M_{\text{vegetarian}} = 57.8$, $p = 0.046$) and fat ($M_{\text{meat}} = 14.78$; $M_{\text{vegetarian}} = 19.54$, $p = 0.076$) in the vegetarian condition.

This research provides relevant insights for policymakers facing the challenge of promoting the reduction of meat consumption.

Keywords Vegetarianism · Lay beliefs · Heuristics · Food consumption

References Available Upon Request

Plant-Based Diet in Consumer Research: An Abstract



Apollo Demirel

Abstract This article aims to bring attention to the link between diet and environmental sustainability from a consumer behaviorist perspective by synthesizing existing knowledge in this area and providing clear and specific future research directions that could encourage more plant-based dietary choices among consumers.

According to the United Nations, the animal agriculture industry is a leading contributor to the human-caused climate change and reducing meat consumption is needed to curb greenhouse gas emissions (Schiermeier, 2019). Animal-based foods require significantly more farmland use and cause tremendously more greenhouse gas emissions than plant-based foods (Poore & Nemecek, 2018). Hence, change from an animal-based diet to a plant-based diet can deliver major environmental benefits (Rust et al., 2020). More specifically, the single biggest way for a consumer to minimize their environmental impact on the planet is shifting from a diet that entails animal products to a plant-based diet (Carrington, 2018).

The connection between diet and human-caused climate change seems to receive minimal attention both in the mainstream society and academic consumer research. For example, articles on the topic of sustainable consumer behavior published in the leading marketing journals (e.g., *Journal of Marketing*, *Journal of Consumer Research*, and *Journal of the Academy of Marketing Science*) are focused on issues such as recycling (Paharia, 2020), reuse of products as a proenvironmental consumer choice (Goldstein et al., 2008), and eco-friendly product development with no mention of plant-based foods (Katsikeas et al., 2016). Such topics may appear important within the sustainability literature, but they are clearly less instrumental to minimize consumers' contribution to the climate change than their dietary choices.

The extant literature on sustainable consumer behavior will be reviewed to provide a synthesis of current knowledge in this field and bring attention to consumers'

A. Demirel (✉)

Dominican University of California, San Rafael, CA, USA

e-mail: apollo.demirel@dominican.edu

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B. Jochims, J. Allen (eds.), *Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs*, Developments in Marketing Science:

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dietary choices and environmental sustainability. Research gaps will be identified, and future research directions related to consumers' dietary choices and environmental sustainability will be discussed.

This research will bring more attention to the connection between consumers' dietary choices and human-caused climate change. This is currently an overlooked aspect of the consumer research on sustainability. The findings will trigger future research to explore this understudied phenomenon. Studying various aspects of encouraging sustainable dietary choices is integral to any discussion of environmental sustainability.

Keywords Sustainable consumption · Diet · Plant-based · Vegan

References Available Upon Request.

The Time is Now! Capturing the Momentum of Consumers' Attitudinal and Behavioral Change Towards Environmental Sustainability Due to the Pandemic: An Abstract



Bidisha Burman and Cecilia Ruvalcaba

Abstract The COVID-19 pandemic has brought the issue of environmental health to the forefront, highlighting the responsibility of marketers to help fight global climate change (Mende & Misra, 2021). During the pandemic lockdowns, many cities across the world saw positive environmental effects such as improvement of air quality and ecological restoration (Rume & Islam, 2020), but as the world returns back to “normal” it is necessary to consider the role of consumers on our environmental health (Kotler, 2020). This research examines peoples’ perceived connection between environmental health and human health to capture possible shifts in the perception of need for higher environmental sustainability efforts due to the pandemic.

This work employs a multi-method approach using interviews, surveys, and experiments to examine the relationship between the perceived relevance of the pandemic to environmental sustainability and individual’s attitude and willingness to act. Preliminary research suggests the pandemic has certainly increased individuals’ awareness about the environment’s health and their willingness to act in an environmentally friendly manner. Individuals noted concern over the impact of the environment’s health on human health and were aware of their individual impact on the environment, also noting an increase in their own sustainable behavior since the pandemic. Additionally, although individuals were highly confident in their ability to act in an environmentally friendly manner and felt they needed to change their way of life to protect the environment, they were less confident on the avenues to do so.

Overall, we see the pandemic has created momentum towards higher attitudinal and behavioral change towards pro-sustainability. By understanding which factors

B. Burman (✉) · C. Ruvalcaba
University of the Pacific, Stockton, CA, USA
e-mail: bburman@pacific.edu; cruvalcaba@pacific.edu

impact attitude towards environmental sustainability and willingness to act towards the same, we can capture this momentum to increase the sustainability mindset.

Keywords Environmental sustainability · Pandemic · Willingness to act · Self-efficacy

References Available Upon Request

The COVID-19 Life Event and Individual Well-Being: Do Coping Behaviors Matter? An Abstract



Anna Teresa Wanisch, Heike Hebborn, and Verena Hofmann

Abstract The COVID-19 pandemic has been vastly influencing the whole earth and billions of people all over the world face unexpected changes leading to major shifts in their daily routines (Lades et al., 2020), confronting public policy makers with serious challenges (Anderson et al., 2020); in the shortest possible time, they have to support their citizens to prevent possible deterioration of individual well-being (Pfefferbaum & North, 2020). Also, marketing management must flexibly react to ensure an optimal targeting of customers and, thus, marketing success (Koschate-Fischer et al., 2018).

This paper investigates the impact of the COVID-19 life event on individuals' perceived stress, resultant active coping behavior, and consequently individual well-being. Additionally, to better understand coping behaviors in response to COVID-19 and their relationship to well-being, several concrete coping behaviors are examined in depth. A suitable theoretical approach to examine the impact of the COVID-19 life event are theories of stress, which involve coping mechanisms (Moschis, 2007). To date, however, as the COVID-19 pandemic represents a new and yet rather unexplored life event, we do not know the exact role of perceived stress or active coping behavior in the context of this particular life event.

Results of an empirical study with a panel of 242 European consumers ($M_{\text{age}} = 39.41$ years, 59.50% male) show that perceived stress and active coping behavior serially mediate the effect of the COVID-19 life event on individual well-being, such that the COVID-19 life event increases perceived stress, which in turn increases active coping behavior. Moreover, active coping behavior enhances individual well-being. An independent, in-depth examination of additional concrete coping behaviors reveals that the COVID-19 life event has caused changes in almost all areas of life. While some coping behaviors have increased (e.g., going for a walk, purchasing food), others have not (e.g., gardening, purchasing fashion). Both posi-

A. T. Wanisch (✉) · H. Hebborn · V. Hofmann
University of Innsbruck, Innsbruck, Austria
e-mail: Anna.Wanisch@uibk.ac.at; Heike.Hebborn@uibk.ac.at; Verena.Hofmann@uibk.ac.at

tive and negative correlations of coping behaviors with individual well-being exist suggesting that an increase in certain coping behaviors (e.g., online activities) can even decrease individual well-being.

Taken together, our study presents an initial step towards answering major questions concerning the COVID-19 life event. In a theoretical sense, this study contributes to the life event literature by pointing out the specific paths to re-install individual well-being. In addition, more sophisticated knowledge on the relevance of a broad range of coping behaviors is generated. Further, this study is relevant for public policy because it stresses the importance of supporting individuals and reveals the benefit of communication campaigns addressing COVID-19, but also for marketing management as it uncovers that retailers should especially promote their products or services online while focusing on utilitarian products.

Keywords COVID-19 · Life event · Coping behavior · Individual well-being · Public policy

References Available Upon Request

Independent Restaurants' Pandemic Survival Toolkit: Thriving on Community Resilience: An Abstract



Martha Lisa Troncoza, Perry Parke, Candace McCain, and Mona Sinha

Abstract This research explores community resilience and its impact on the survival skills and coping abilities of independently owned restaurants in response to the COVID-19 pandemic. This rare phenomenon has provided an opportunity to investigate survival strategies during a pandemic. The Community resilience theory and related index provide the conceptual lens through which we analyzed the social and organizational systems that enabled restaurants to adapt, change, and evolve their operations post-pandemic to survive the unplanned, dramatic effects experienced by the restaurant industry. Our qualitative investigation with in-depth, semi-structured interviews of fifteen restaurant owners from multiple U.S. markets uses the means-end approach through the usage of the laddering technique. This study demonstrates both attitudinal and behavioral impacts on the restaurants and their owners, that were tempered by social capital i.e., the relationships that they had with community members including dedicated employees who were often viewed as extended family. Independent restaurant owners identified themselves as a separate, vulnerable group in the restaurant industry that not only had a high need for financial resources but also the resource of knowledge, collective organization, and a high need for a large social network. Content analysis conducted via NVivo connects the five community resilience facets: economic, infrastructure, community, institutional, and social. The findings determined that community resilience goes beyond independent restaurant owners, employees, and consumers. The significant theoretical implications extend community resilience to pandemics and beyond small rural communities that are typically impacted by natural disasters like hurricanes, tornadoes, and floods.

Practical implications indicate that independent restaurants (i.e., small to medium size businesses) can utilize community resilience to guide continued marketing efforts surrounding the recovery of the restaurant industry through word-of-mouth

M. L. Troncoza (✉) · P. Parke · C. McCain · M. Sinha
Kennesaw State University, Kennesaw, GA, USA
e-mail: mtroncoz@kennesaw.edu; pparke@kennesaw.edu; cmccain6@kennesaw.edu;
mona.sinha@kennesaw.edu

and information sharing, as well as future policies and support from key stakeholders including local and national government. Governments could consider both employee support services and financial support solely for independent restaurants and other vulnerable small to medium size businesses.

Keywords Pandemic · Covid-19 · Independent restaurants · Community resilience · Qualitative research · Hospitality · NVivo

References Available Upon Request

The Role of AI Agents in Spreading and Detecting Fake Online Reviews: A Systematic Review: An Abstract



Maria Petrescu, Haya Ajjan, and Dana Harrison

Abstract Researchers have underlined the need for a better understanding of the variables that contribute to and undermine the process of fake reviews detection, to help business, government, and non-profit organizations design more effective strategies (Grazioli & Jarvenpaa, 2000; Xiao & Benbasat, 2011). The purpose of this paper is to offer a comprehensive literature review on the role that AI-based technology plays in the creation, diffusion, as well as detection of fake online consumer reviews, and to propose a theoretical framework for future research.

There is a developing literature on digital deception detection based on artificially intelligent tools, including machine learning and automated deception classifiers in analyzing textual and contextual indicators of manipulation (Anderson & Simester, 2014; Munzel, 2015). In this context, artificial intelligence represents a resource to automate business processes in online targeting, engaging consumers, as well as gain insights from data, analyzing numbers, text, voice, faces, and images (Davenport & Ronanki, 2018; Grewal et al., 2020; Shankar, 2018; Wirth, 2018; Yadav & Pavlou, 2020). AI agents have the potential to be successfully employed by both consumers and marketers in the process of spreading and detecting deceptive reviews, through technologies like social bots and machine learning algorithms that can make the process of manipulation more effective but can also help in its detection.

Drawing from the theoretical framework based on the Persuasion Knowledge Model (Campbell & Kirmani, 2000; DeCarlo, 2005; Friestad & Wright, 1994) and the sinister attribution error in consumer judgments (Kramer, 1998; Main et al.,

M. Petrescu (✉)

Embry-Riddle Aeronautical University, Daytona Beach, FL, USA

e-mail: petrescm@erau.edu

H. Ajjan

Elon University, Elon, NC, USA

e-mail: hajjan@elon.edu

D. Harrison

East Tennessee State University, Johnson City, TN, USA

e-mail: harrisondl@etsu.edu

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B. Jochims, J. Allen (eds.), *Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs*, Developments in Marketing Science:

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2007), we are proposing a framework for future research that focuses on both the intervention of AI-agents in the fake review process, as well as the changing equilibrium in consumer and business outcomes as a result of fake review use. This framework synthesizes the process of diffusing fake online reviews and their impact on consumers and organizations. This paper represents the first attempt to provide an extensive and critical review on the topic of AI-based manipulation and detection. A systematic review of the literature helps us advance our current knowledge of online reviews in several impactful ways. (1) It helps us identify AI-agents manipulation and detection mechanisms applied to understand deceptive online reviews, (2) It allows us to shed light on the unique characteristics of online reviews that allow for its manipulation and detection, and (3) it gives the ability to study the inter-relationship of literature themes using PKM to propose a direction for future research.

Keywords Fake reviews · Deceptive communication · Persuasion knowledge model · Sinister attribution error · AI-based deception detection

References Available Upon Request

The Impact of Power Distance Beliefs on Resistance Toward AI (vs Human Service): An Abstract



Tofazzal Hossain and Jaehoon Lee

Abstract With the rapid advances of technology enabled healthcare services in the last few decades, Artificial intelligence (AI) can provide cost-effective healthcare services with equal precision to human expert-delivered health services (Chatterjee, 2019). AI can diagnose various diseases and provides medical suggestions which may help to enhance patients' well-being. For example, AI can readily track Covid-19 patients and assists with infection management by providing real-time data (Vaishya et al., 2020). However, many customers have shown their apathy to adopt AI-enabled patient care services. This research investigates why customers resist to adopt AI delivered patient services. Using identity process theory, this study demonstrates that power distance belief (PDB) dimension influences customers to resist AI delivered health services. We reason that people with high PDB demonstrate resistance toward AI delivered health services because they believe that AI may fail to consider their unique problems. Consequently, their uniqueness motives get activated and create anxiety among them, resulting in resistance toward AI delivered medical services. Further, this study proposes a boundary condition for this effect. We argue that when high (vs low) PDB people perceive threat, they demonstrate lower need for uniqueness. However, when they don't perceive threat, they show higher need for uniqueness.

To examine our assertions above, we used 2 (PDB: High vs Low) \times 2 (Perceived threat: present vs control) between subject experimental design. Findings demonstrate that people with high PDB show less need for uniqueness when they perceive threat, which impact their adoption of AI delivered health services. However, they demonstrate higher need for uniqueness in the control condition. Results show the importance of threat in consumer decisions as well as the need to emphasize on the tailored and individualized care in the AI delivered health services to enhance customers' preference. These results have important implications for healthcare mar-

T. Hossain (✉) · J. Lee
Florida International University, Miami, FL, USA
e-mail: thoss007@fiu.edu; jaehlee@fiu.edu

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keters, as customers with high PDB resist AI delivered health services for their preference toward equality. Therefore, hospitals can design AI delivered health services in a way that attenuates customers' concerns for their uniqueness.

Keywords Artificial intelligence · Power distance belief · Perceived threat · Need for uniqueness

References Available Upon Request

Intention to Spread E-WOM about Dynamic Pricing for Goods and Services: The Roles of Feeling Exploited and Perceptions of Price Complexity: An Abstract



Silke Bambauer-Sachse and Ashley Young

Abstract Dynamic pricing is used in many industries such as tourism and even in the online retail of goods. Companies using dynamic pricing for goods are often less successful than service providers. One reason could be that dynamic pricing for services is considered a norm compared to goods and therefore may lead to weaker feelings of being exploited. In addition, the difficulty of comprehending price variations for homogenous goods compared to the heterogeneous nature of services may lead to higher perceived complexity in the case of dynamic prices used for goods. Strong feelings of exploitation and high price complexity perceptions lead to negative consumer responses. Therefore, the objective of this study is to compare price-disadvantaged customers' feelings of being exploited, price complexity perceptions, and intentions to spread negative WOM for goods and services. Another objective is to better understand the process underlying consumers' reactions to dynamic prices for services vs. goods. Examining these research questions will contribute to consumer research on dynamic pricing because no previous study compares price-disadvantaged customers' responses to dynamic pricing in the context of goods and services. Our study results provide companies with insights into customers' reactions to dynamic pricing for goods versus services. We determine whether price-disadvantaged customers tolerate dynamic pricing for goods as well as they tolerate dynamic pricing for services or if it would lead to retaliatory behaviors such as negative e-WOM.

We tested two service categories (hotel room and rental car) and two goods (PC and mobile phone). In the test scenarios, we described a customer faced with dynamic pricing and being in a price disadvantaged position. We measured feelings of being exploited, price complexity perceptions, and intention to spread e-WOM.

S. Bambauer-Sachse (✉) · A. Young
University of Fribourg, Fribourg, Switzerland
e-mail: silke.bambauer-sachse@unifr.ch; ashley.young@unifr.ch

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The results show that dynamic prices for goods lead to stronger feelings of being exploited and higher intentions to spread negative WOM of price-disadvantaged customers than dynamic prices for services. In contrast, perceptions of price complexity did not differ across goods and services. A path analysis indicated that consumers first develop feelings of being exploited, and then evaluate price complexity. Then, price complexity leads to higher intentions to spread e-WOM about their experience. This research serves as a warning to marketers who hope to profit from dynamic pricing, particularly for goods. The chain of negative consumer reactions indicates that dynamic pricing is not as well tolerated as marketers would expect and could lead to reputation damage and, therefore, fewer sales.

Keywords Dynamic pricing · Feeling exploited · Price complexity perceptions · Negative WOM

References Available Upon Request

Salespeople's Earned Social Media and Enablement: Understanding and Enhancing the Salespeople's Digital and Social Selling Influence: An Abstract



Joël Le Bon, Phil Lurie, Michel Beaulieu, and Steve Watt

Abstract Business organizations traditionally leverage three social media strategies: (a) owned media, i.e., promotion with controlled web properties such as through a company's website, (b) paid media, i.e., promotion with paid media advertising such as through social media platforms, and (c) earned media, i.e., promotion with earned publicity and exposure from methods other than paid advertising such as through shares, mentions, etc. (Stephen & Galak, 2012). Although business-to-business salespeople may have a significant role when enabled to support organizations' earned media (Pentina et al., 2014; Rodriguez et al., 2016), such contributions to their organizations' social media strategy and to their personal digital and social selling influence has not been investigated and studied empirically (Agnihotri, 2020).

This research examines salespeople's social earned media, enablement, and digital social selling influence in business markets. The analysis of multisource data collected from a sales enablement and a social media platform offers new insights in understanding salespeople's critical role in building customers' awareness and engagement. More specifically, at the corporate level, we uncover how organizations could benefit from their salespeople's digital presence and advantageously enhance their marketing and communication outreach. Further, at the individual level, we explore how salespeople can better engage customers while establishing and leveraging their digital and social selling influence. From a conceptual and theoretical standpoint, the research introduces at the sales function level the concept

J. Le Bon (✉)

Johns Hopkins University, Baltimore, MD, USA

e-mail: jlebon@jhu.edu

P. Lurie

SAP, New York, NY, USA

e-mail: phil.lurie@sap.com

M. Beaulieu · S. Watt

SEISMIC, Toronto, ON, Canada

e-mail: mbeaulieu@seismic.com; swatt@seismic.com

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and instrumental influence of salespeople's earned social media, a domain usually embedded at the marketing and advertising function level. In doing so, the research advances the role of salespeople as important stakeholders of organizations earned social media strategies, marketing content communication, and advocacy programs. Although the research uncovers how salespeople can engage customers for their own benefit through digital and social selling strategies, it emphasizes the importance of quality marketing content for sales enablement programs to improve customer engagement loyalty.

To the best of our knowledge, this research is the first to theoretically explore and empirically investigate salespeople's earned social media and enablement on their digital and social selling influence. This research provides three interesting and novel contributions to the marketing, advertising, and sales literature. First, findings show that salespeople are important stakeholders of organizations earned social media strategies, marketing content communication, and advocacy programs. Second, results also show how salespeople can engage customers for their own benefit through the leverage of digital and social selling strategies. Third, the research sheds light on nascent the sales enablement research and the importance of enabling salespeople with quality curated marketing content to improve customer engagement.

Keywords Sales · Sales enablement · Marketing · Advertising · Earned social media

References Available Upon Request

Value Creation and Disruptive Innovation by Robots: An Abstract



Nobuyuki Fukawa and Naoto Onzo

Abstract In 1921, the Czech writer Karel Čapek introduced the word robot in his science-fiction play, “R.U.R.” (Jordan, 2019; Mims, 2021). One hundred years later, robots play a part in our society, such as in retail and service encounters. These robots are called RSAs (robotic service assistants), and pioneering work has been conducted to understand the roles of RSAs in retail and service contexts. Today, some RSAs, such as Pepper Robot, can autonomously communicate with customers and enhance retail and service experiences. Other RSAs, such as Servi Robot and Whiz Robot enhance these experiences without directly interacting with customers. Servi Robot autonomously brings dishes to customers in restaurants. In the “innovation radar” proposed by Sawhney et al. (2006), RSAs could improve *process*, enhance *customer experience*, and create value for customers. For instance, Servi Robot can autonomously serve tables 300 times a day (Chiba, 2021), and thus improve the *process* of serving food to customers at restaurants and enhance the *customer experience* (e.g., shorter wait time, touchless service during Covid-19 pandemic). Another RSA, Whiz Robot, is an autonomous robotic cleaner Softbank Robotics utilizes to disrupt the commercial cleaning sector (McSweeney, 2019).

However, in recent years, some companies have experienced challenges in sustaining the presence of RSAs (e.g., Lalley, 2020). What determines the successful application of RSAs? How can retailers introduce RSAs in a way that creates value for customers? How does the introduction of RSAs uniquely affect the digital transformation of companies? How could RSAs disrupt industries? Through interviewing executives of Softbank Robotics (a manufacturer of RSAs, including Pepper, Whiz, and Servi Robots), we will seek to answer those questions. In particular, we

N. Fukawa (✉)

Missouri University of Science & Technology, Rolla, MO, USA
e-mail: fukawan@mst.edu

N. Onzo

Waseda University, Tokyo, Japan
e-mail: naoto@waseda.jp

explore how RSAs could create customer value, trigger digital transformation, and enhance disruptive innovation. Series of propositions have been generated in relation to these roles of RSAs. We discuss theoretical and managerial implications from insights generated through executive interviews.

Keywords Robots · Value creation · Disruptive innovation · Digital transformation

References Available Upon Request

Emotions Effect on Shopper Behavioral Responses in AI-Powered Retail Stores: An Abstract



Maher Georges Elmashhara

Abstract The border between the real and digital worlds is blurring as a result of technology-driven commerce. In retail, websites are behaving like stores, and stores are mimicking websites. Artificial intelligence (AI) is vital at this crossroads of offline and online (Grewal et al., 2021). However, retailers spend a lot of time and money installing AI technology, and the predicted satisfying outcomes aren't always assured (Moore, 2018). Therefore, it is important to figure out how shoppers perceive AI technologies.

While some AI technologies focus on transactional moments like price checking to improve the utilitarian side of the shopping experience, other AI applications enrich both utilitarian and hedonic aspects (Kelly, 2020). Consumer emotions might be more relevant when focusing on hedonic experiences. However, the interaction level between shoppers and AI technologies is crucial to determine the importance of considering emotions (Huang & Rust, 2021). Based on that, the current study considers retail AI technologies that include higher levels of interaction with shoppers (like touch screens and smart mirrors).

This research, first, plans a pilot study to identify two positive and two negative influential emotional states when consumer-AI interaction moments occur, and then it conducts a survey-based study to examine the effect of these four emotional states on shopper attitude, behavioral and positive WoM intentions. The pilot study recommended that emotional states of interest, enjoyment, sadness, and anger are easily triggered when consumers interact with AI in retail stores. However, the survey-based study demonstrated a significant path only from the positive emotional states to shoppers' attitudes and behavioral responses. Specifically, the study

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M. G. Elmashhara (✉)
Catholic University of Portugal, Porto, Portugal
e-mail: melmashhara@ucp.pt

suggested that both interest and enjoyment directly impact on shopper attitude, indirectly on behavioral intention through both hedonic and utilitarian sources of attitude, and indirectly on positive WoM via the hedonic source of attitude only.

Theoretically, the research notifies a significant relationship between positive emotional states, shopper attitude, and behavioral and positive WoM intentions (through attitude). Managerially, this study provides several suggestions for retailers and marketers; to enhance the emotional shopping experience, AI technologies applied in retail stores (1) should be emotion-aware by reading and evaluating consumer emotions, (2) should be useful by enhancing the utilitarian side of shoppers' attitudes, for example by showing that AI technology features have high utility value like saving time or facilitating transactions, and (3) should be joyful by enhancing the hedonic side of the shoppers' attitude, for example by keeping up with new trends.

Keywords AI · Emotions · Attitude · Behavioral intention · Word-of-mouth · Retailing

References Available Upon Request

A Bibliometric Analysis of Context Effects and a Research Agenda: An Abstract



Susanne Jana Adler, Martina Katharina Schöniger, Marcel Lichters,
and Marko Sarstedt

Abstract Marketing and consumer researchers have demonstrated that the choice context has a significant bearing on purchase decisions. Research in the area shows that the choice set composition and the choice framing influence consumers' decisions strongly, which is not in line with the stable preferences concept. Over the last decades, researchers have identified a plethora of so-called context effects, such as the attraction and the compromise effect. While present literature reviews offer important insights into the mechanisms underlying prominent context effects, they do not reveal the structure of scholarly networks that researchers' co-authored works form, nor do they reveal an overarching structure of research topics. In addition, existing literature reviews focus primarily on seminal effects, such as the attraction effect and compromise effect, neglecting less prominent context effects, such as the zero comparison effect or the common attribute effect. To address these issues, we present the results of a large-scale bibliometric analysis of 334 articles in context effect research, which unveils the fields' structure and identifies research themes. A co-authorship analysis identifies four large network components covering author groups that focus on, for example, compromise and similarity effects in general and their relevance for marketing (e.g., Ravi Dhar, Itamar Simonson, and Amos Tversky) and aspects related to choice modeling (e.g., Jonathan Pettibone, Jörg

S. J. Adler (✉)

Ludwig-Maximilians University, Munich, Germany

e-mail: adler@lmu.de

M. K. Schöniger

Chemnitz University of Technology, Chemnitz, Germany

e-mail: martina.schoeniger@wiwi.tu-chemnitz.de

M. Lichters

Chemnitz University of Technology, Chemnitz, Germany

e-mail: marcel.lichters@wiwi.tu-chemnitz.de

M. Sarstedt

Ludwig-Maximilians-University, Munich, Germany

e-mail: sarstedt@lmu.de

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Rieskamp, and Jennifer Trueblood). In addition, the pioneering authors of attraction effect research, Joel Huber, John Payne, and Christopher Puto, form their own, smaller component. Furthermore, these components relate to topics that drive the research field. Specifically, drawing on keyword co-occurrences and topic modeling we identify several topics related to three different schools of thought: (1) *psychological research* on the foundations of context effects, their initial description, and background processes; (2) *behavioral and experimental economics* that relates to choice modeling and the processes behind the context effect-induced preference shifts and violations of the rational choice axioms; and (3) *consumer and marketing research* on context effects in applied contexts and moderators that explain actual product choice. Our results suggest that researchers from different components and schools of thought should join forces and expertise. Doing so would allow for addressing the overarching research questions to consider, for example, important moderators and the field's latest methodological discussions (e.g., implementing experimental designs that enhance the external validity).

Keywords Bibliometric analysis · Context effect · Attraction effect · Compromise effect · Similarity effect · Asymmetric dominance effect

References Available Upon Request

Special Session: Marketing Research Automation and Robotization (M-RAR): A Chance for Marketing Practice and a Risk for Marketing Science/ Scientists? An Abstract



Steffen Schmidt, Evmorfia Karampournioti, Klaus-Peter Wiedmann,
and Frank Buckler

Abstract The digitization in business and society has already progressed significantly, and is poised to revolutionize marketing and exchange processes with different stakeholders through increased automation and robotization to a greater extent. By leveraging modern information and communication technologies, many companies are already closely networked with their customers throughout the customer journey, as well as with their cooperation partners, competitors, and other stakeholders. With the advances in artificial intelligence and machine learning, as well as the expansion of the web from the web of communication to the web of context (semantic web, smart interface) and the web of things (e.g., communication-enabled products) to web of thoughts (collective intelligence, artificial brain, direct brain link, digital aura, etc.), forms of human-machine communication as well as machine-machine communication are becoming increasingly important. Very far-reaching scenarios indicate that this could lead to a marketing perpetuum mobile (marketing perpetual motion) in which customer needs and demands are constantly being identified, monitored and addressed through feedback systems, without any human

S. Schmidt

Link Marketing Services, Zurich, Switzerland

e-mail: Steffen.Schmidt@link.ch

E. Karampournioti (✉)

Leibniz University of Hannover, Hannover, Germany

e-mail: Karampournioti@m2.uni-hannover.de

K.-P. Wiedmann

Leibniz University of Hannover, Hannover, Germany

e-mail: Wiedmann@m2.uni-hannover.de

F. Buckler

Success Drivers, Cologne, Germany

e-mail: buckler@neusrel.de

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intervention. In-depth research of customer needs is conducted through feedback systems that track customer brain activity, behavior, usage patterns, and product engagement along the customer journey. This process enables practitioners as well as researcher to understand what customers are thinking and feeling, how they interact with products, and what their unmet needs are. The data is used to design customer-centric solutions that improve customer experience and increase customer engagement, retention, and lifetime value. Even though marketing practices may be more or less distant from implementing such a scenario in many industries, it is still necessary to investigate how increasing digitization in the economy and society will affect the design of market and, more generally, marketing research. The effects of increasing automation and robotization on market research are expected to be far-reaching, affecting not only the practice of market research, but also scientific marketing research. Marketing research is confronted with many questions due to all these advancements that might bring new opportunities. Which priorities will be set in the future? What will the scientific marketing research of the future look like? Which variety of skills and prerequisites do marketing scientists need to succeed? What are the implications of this for the teaching offer and its institutionalization?

Keywords Research methods · Automation · Robotization · Agile marketing · Consumer insights · Market research · Augmented reality

References Available Upon Request

Variation of Customer Performance Influence on IMC Outcomes in Different Size Companies in Inter-Country Context: An Abstract



Vera Butkouskaya, Joan Llonch-Andreu,
and María-del-Carmen Alarcón-del-Amo

Abstract IMC is data-driven and a customer-centric concept. Recent research from customer survey data confirms that satisfaction reduces the positive effect of IMC on WOM (word-of-mouth) and repurchase intention. The analysis of managers' data confirms the existence of customer performance (CP) mediation in the relationships between IMC, market, and financial performance. However, IMC implementation effectiveness may vary under the company size moderating conditions. SMEs may be more effective in IMC implementation than larger companies as they have more flexibility and fewer marketing communications. Closer relationships with customers provide SMEs with more information for decision-making. From another standpoint, compared to larger rivals, SMEs may apply fewer technological innovations and have decentralized decisions. It may negatively impact the control function and neglect IMC effectiveness.

Additionally, in marketing research, the institutional context should be considered. Due to the lack of available market data, the IMC effectiveness is lower in developing than in developed economies. In the case of SMEs operating in develop-

This study has been conducted within the fundamental research project "Transformation of Marketing Strategies for Customer-Oriented Business in the Global Digital Economy" as a part of the HSE Graduate School of Business Research Program 2021-2023 (Protocol No.23 22.06.2021 HSE GSB Research Committee).

V. Butkouskaya (✉)
HSE University, Moscow, Russia
e-mail: vbutkouskaya@hse.ru

J. Llonch-Andreu
Universitat Autònoma de Barcelona, Cerdanyola del Vallès, Spain
e-mail: joan.llonch@uab.cat

María-del-Carmen Alarcón-del-Amo
University of Murcia, Murcia, Spain
e-mail: mcarmenalarcon@um.es

ing economies, fewer communications and smaller customer databases may limit their internal knowledge and further reduce the IMC effect. Thus, the article investigates the differences in customer performance role on IMC outcomes in SMEs and larger companies in an inter-country context. The study uses data from 540 smaller and larger company managers' surveys for hypothesis testing. The analysis applies SEM (structural equation modeling) and MGA (multi-group analysis).

This research enriches both theory and practice. The study focuses on the analysis of IMC outcomes in the complex model. Considering the customer-central nature of the IMC concept, the CP mediating role is analyzed. Recognizing that SMEs more often apply focus strategies to gain market leadership, the article analyzes the moderating role of company size on IMC outcomes. Additionally, following the need to generalize the marketing models, this research contributes to the international marketing research by applying inter-country comparative analysis of IMC outcomes in SMEs in developed and developing economies. From the managerial perspective, the results help understand the specific role of customer performance in IMC implementation effectiveness towards improving market and financial performance. It also reveals the role of the company's flexibility and formalization level on IMC effectiveness. Moreover, the inter-country context indicates obstacles for international business managers.

Keywords IMC (Integrated Marketing Communications) · Customer performance · SMEs · Developing economy

References Available Upon Request

Exploring Functional and Experiential Advertisement Construction from a Graphic Design Perspective: An Abstract



Yuanyuan Zhu, Paul Harrigan, Kristof Coussement, and Tina Tessitore

Abstract Functional versus experiential advertising is a prevalent advertising typology that has been extensively explored (Zarantonello et al., 2013). Prior research has mainly focused on the content of functional and experiential advertisements. Functional advertisements contain a clear illustration of tangible attributes, benefits and value of the advertised product (Puto & Wells, 1984), while experiential advertisements usually depict an enhanced consumption experience (Naylor et al., 2008). What is lacking in previous research is a focus on graphic design differences between these two types of advertisements. Graphic design is a form of visual communication, which is not only decorative but also informative (Hollis, 2012). Prior research shows that a strategic creation, selection and organization of graphic design elements (i.e., colour, font) can affect information processing and impact consumer perceptions (i.e., Wang et al., 2020). Given the role that graphic design plays in visual communication, it is important to explore advertisement construction from such a perspective. However, there is a paucity of research considering the functional versus experiential advertising typology from a graphic design perspective.

In this research, we investigate the use of colour and design complexity in functional and experiential advertisements. We draw on the affect infusion model

Y. Zhu (✉)

The University of Western Australia, Crawley, WA, Australia
e-mail: yuanyuan.zhu@uwa.edu.au

P. Harrigan

The University of Western Australia, Crawley, WA, Australia
e-mail: paul.harrigan@uwa.edu.au

K. Coussement

IÉSEG School of Management, Lille, France
e-mail: k.coussement@ieseg.fr

T. Tessitore

IÉSEG School of Management, Lille, France
e-mail: t.tessitore@ieseg.fr

(Forgas, 2008) to understand why colour could work as a heuristic cue. Colour has the capacity to evoke a wide range of emotions (i.e., Ou et al., 2018), which has further heuristic impact on advertising message processing. This is why we investigate colour in terms of its evoked emotion types, where the Pleasure-Arousal-Dominance (PAD) framework is adopted to assess emotional reactions to colour. We also draw on processing fluency theory to understand why design complexity could work as a heuristic cue: it may influence advertising effectiveness through its impact on processing fluency (Wu et al., 2016).

The current research analyzed 347 existing advertisements used in real-life marketing campaigns in terms of their functional and experiential levels and corresponding graphic design elements employed. We find that high-functional advertisements tend to feature pleasant colours rather than arousing or dominant colours, but no patterns emerge in terms of design complexity. In contrast, high-experiential advertisements tend to be more complex in their design, but no patterns in colour use emerge. Our research provides insights into current practices of functional and experiential advertisement construction and offer guidance to advertising designers, regarding how they can match their content and graphic design to achieve maximum persuasion. We suggest that advertising designers should limit design complexity in functional advertisements and leverage colour-induced emotions in experiential advertisements.

Keywords Functional advertisement · Experiential advertisement · Graphic design · Heuristic-systematic processing · Affect infusion · Processing fluency

References Available Upon Request

Effects of Complaint Management Strategies in Social Networks on Observers' Emotional Attachment and Brand Commitment: An Abstract



Silke Bambauer-Sachse and Sanja Maria Stuhldreier

Abstract Many companies with a social network presence face the growing challenge to handle public customer complaints in social networks in an appropriate and customer-oriented manner that considers effects on both the complaining customers and other consumers observing the interaction. Social network communication is crucial for a company's customer relationship management and corporate success as it not only affects the attitude, emotions and behavioural intentions of the complaining customer but also of many other consumers who observe the complaint handling process and follow the company-customer interaction in the social network. While previous research has already examined the reactions of the complaining customers to such social media company-customer interactions, the research on observer reactions is limited. In addition, there is no research on the emotional and attitudinal impact on observers. Therefore, we examine the effect of three complaint management approaches on observers' emotional attachment and brand commitment. From a marketing perspective, we argue that strong emotional attachment and brand commitment drive the success of customer acquisition and the development of sustainable customer relations.

In our study, we test the effects of three commonly used corporate response strategies for online complaints (accommodative, defensive and redirecting) in a service context (hotel stay) on the emotional attachment and brand commitment of social network users observing the interaction between a complaining customer and the hotel. We simulated the social network experience using a video.

Our results show that emotional attachment and brand commitment of consumers observing how a company handles the complaint of another customer are higher

S. Bambauer-Sachse (✉)
University of Fribourg, Fribourg, Switzerland
e-mail: silke.bambauer-sachse@unifr.ch

S. M. Stuhldreier
University of Fribourg, Fribourg, Switzerland
e-mail: sanja.stuhldreier@unifr.ch

when the company either manages the complaint in a customer-friendly way (accommodative) or refuses to find a solution (defensive). The latter result might be explained as follows. Observers who are not involved in the interaction between the company and a complaining customer seem to appreciate the company's public reactions as diagnostic and transparent regardless of whether they are in the interest of the complaining customer. The strategy that directs the conversation out of the network and out of the observer's sight leads to lower levels of emotional attachment and brand commitment.

While social media managers might intuitively try to isolate the interaction with complaining customers in social networks from other customers because this strategy has been proven to be successful in offline contexts, our results suggest that the complaint handling should be continued within the social network because this can positively affect observing customers' emotional attachment and brand commitment.

Keywords Social media communications · Complaint management approaches · Corporate response strategies · Sustainable customer relationships

References Available Upon Request

The Effect of FOMO: In Relation to Involvement and Technology Usage: An Abstract



Julia E. Blose, Henry Y. Xie, and Robert E. Pitts

Abstract Fear of missing out (FOMO) is defined as “a pervasive apprehension that others might be having rewarding experiences from which one is absent” (Przybylski et al., 2013, p. 1841). Zhang, Jimenez, and Cicala (2020) suggest that FOMO is actually an emotional reaction to one’s perceived psychological threat to one’s self-concept. It is reported that individuals with “High FOMO” are likely to exhibit higher usage of social media (Przybylski et al., 2013). Messaging that fosters a fear of missing out is considered an important sport marketing communications tool (Larkin & Fink, 2016). This study intends to explore the effect of FOMO in promoting sports events, in relation to involvement and the use of Internet technology (e.g., social media). This research project is a result of a multi-year FOMO study on a sports marketing effort in the southeastern US to increase attendance at a local ESPN College Basketball Tournament.

In Study 1, we hypothesized that all three interest measures (interest in learning about the event, in attending the event, and in inviting friends to the event) are higher among participants in the high-FOMO condition that included the “Don’t Miss Out” message. It was also hypothesized that consumer involvement is a significant moderator of this effect. Lastly, it was hypothesized that interest is positively correlated with technology use. The results showed a significant interaction between gender and involvement for the dependent variable of interest in learning more about the event and substantially lower levels of interest in attending among female, light social media users that received the “Don’t Miss Out” message compared to other females.

In Study 2, we hypothesized that interest and attendance intentions will be higher among subjects in the high-FOMO condition. It was also hypothesized that individual FOMO levels will moderate the relationship between appeal type (i.e., loss-framed or not) and interest/attendance intentions. Lastly, we hypothesized that

J. E. Blose · H. Y. Xie (✉) · R. E. Pitts
College of Charleston, Charleston, SC, USA
e-mail: blosej@cofc.edu; xiey@cofc.edu; pittsr@cofc.edu

basketball involvement will moderate the relationship between appeal type and interest/attendance intentions.

The preliminary results of this study have provided insights into the FOMO appeal in the age of technology (Internet and social media) for marketing managers as well as marketing researchers. The Don't Miss Out message might not have the intended effect, as the preliminary results of this study suggest. As Filo, Lock, and Karg (2015) pointed out, there is a profound impact of social media usage on sports management due to its importance in cultivating relationships. Individual's technology and social media usage as social behavior may be a signal of the individual's need (or lack thereof) to be part of a group attending a sports event and thus affect FOMO's promotional effectiveness.

Keywords FOMO · Involvement · Technology use · Sports marketing

References Available Upon Request

Fostering Customer Adoption of Curbside Pick-up Service: An Abstract



Summer Hyoyeon Kim, Jonathan M. Beck, Alexander LaBrecque,
and Slava Deniskin

Abstract Brick-and-mortar retailers are facing increased pressure to innovate to remain competitive against online retailers. In recent years, brick-and-mortar retailers have implemented the addition of curbside service, which allows customers to order ahead and pick up their items without leaving their cars (“click and collect”). While curbside pick-up service has surged 208% during the COVID-19 pandemic (Thomas 2020), it is unclear whether the service will persist in a post-pandemic world. Little empirical research has examined curbside pick-up antecedents or customer behaviors, despite investigations into curbside pick-up being an important issue for marketers (Grewal et al. 2021). This research explores the interplay between customer perceptions of curbside pick-up, time saved by customers, and downstream financial consequences for firms that provide curbside pick-up. Drawing upon the planning fallacy (Kahneman & Tversky 1977), which explains how people underestimate the length of time a task will take to complete, two studies test outcomes at both the firm and customer level. Study 1, an experimental design, examines the impact of itemized versus grouping time saving perceptions for consumers. This study shows that when firms “unpack” the amount of time saved by curbside service, then the perceived value is differentially higher than when time savings are grouped together. Study 2 uses data from a large retailer in the Midwest area of the United States. In Study 2, the authors show that the introduction of curbside service increases the repurchase time for consumers initially, but over time these effects diminish. Overall, the results of these studies show that offering curbside pick-up increases repurchase time for customers, that customers cannot accurately judge how valuable curbside pick-up will be to them, and that

S. H. Kim · J. M. Beck (✉) · S. Deniskin
University of Kansas, Lawrence, KS, USA
e-mail: summer.kim@ku.edu; jonathan.beck@ku.edu; viacheslav.deniskin@ku.edu

A. LaBrecque
University of New Hampshire, Durham, NH, USA
e-mail: alexander.labrecque@unh.edu

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firms can convey the value of curbside pick-up via "unpacking" (i.e., itemizing) potential time savings.

Keywords Services marketing · Curbside pick-up · Service adoption · Interrupted time series

References Available Upon Request

Discovering AI-Driven Services for Service Wellbeing: An Insider Perspective: An Abstract



Jagdish N. Sheth, Varsha Jain, Gourav Roy, and Amrita Chakraborty

Abstract Artificial intelligence-driven services are becoming a primary source of service consumption. In today's world, service stakeholders prefer to access quick and real-time information. Recent service audit reports also discuss the relevance and vitality of AI in services, and the demand for AI-enabled services is expected to grow in upcoming years. Moreover, users expect the service gateways to be wise, intelligent, and easily accessible. Users have continuously selected artificial intelligence-driven enablers; these enablers are dynamic and time-saving. Recent research has endowed that artificial intelligence-induced services help users by knowing their digital patterns; moreover, the aligned pattern maps help the service providers to understand the user's expectations and choices. Subsequently, given that the world is thriving towards a digitally dominated culture, the relevance of artificial intelligence in services is dominant and budding. However, the notorious nature of AI has arisen with many concerns. Although the attributes of AI are exceptional, however, the AI enabling tools are prone to errors.

Certain instances suggest that inappropriate positioning of AI-induced enablers has caused users to service disruption and technology anxiety. Moreover, the role of AI in services becomes doubtful due to digital errors, digital theft, and unknown digital scams. Recent scholarship has been uncertain and concerned about AI-induced services. Moreover, the existing scholarships have blamed AI-driven services for being unethical. Although AI-induced services are criticized, the ongoing issues are juxtaposed. Above all, recent narratives have rightfully elongated the scope of AI through relevant justifications. Overall, AI-induced services are promising. Furthermore, recent studies have rightfully appreciated the amicable behavior

J. N. Sheth

Goizueta Business School of Emory University, Atlanta, GA, USA

e-mail: jagdish.sheth@emory.edu

V. Jain (✉) · G. Roy · A. Chakraborty

MICA, Ahmedabad, India

e-mail: varsha.jain@micamail.in; gouravroy.fpm20@micamail.in;

amritachakraborty@micamail.in

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of AI in services. Many discussions have suggested AI implementation, as AI enablers are cost-effective and user-friendly. However, the underlined ambiguities should not be ignored, demanding innovative and effective AI implementation in services.

As we rightfully mentioned, AI attributes are noteworthy. However, they lack poor positioning. The ongoing research also compels the understanding of lacuna, as the study has discussed AI attributes predominantly. We aspire to position a different direction of AI in services through our paper. With an investigative school of thought, we promise to identify the relevance of AI in the service providers' perspectives and users' perspectives. Ultimately survival of a business depends on user satisfaction. However, ongoing research fails to articulate the relevant positioning of AI amongst the users. This paper entitles research through a grounded theory approach and discusses the positioning of AI in services through a bi-directional model. We firmly believe that our proposed model will strengthen the positioning of AI in services and provide service wellbeing by replacing the existing technology stress. This paper aims to highlight the AI ambiguities and channel AI implementation cost-effectively through in-depth interviews with global experts.

Keywords Artificial intelligence · Services; Service marketing · Service wellbeing

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Is Relationship Marketing Still Relevant? A Concept Analysis: An Abstract



Jen Riley and Kate Nicewicz

Abstract Relationship marketing represents a shift from traditional, transaction-based marketing practices to customer-centric techniques that focus on providing customers with a competitive advantage through the development of mutually beneficial relationships. As a result of COVID-19's isolation orders, quarantine requirements, and an increase in remote workforces, one has to wonder, how are relationships changing due to this forced digital era? The purpose of this research is to review the origins, definitions, and intricacies of relationship marketing, including but not limited to the current importance and validity of it as a paradigm shift in the digital era, applicable theories and constructs, and the various facets associated with relationship marketing. By reviewing the importance and worthiness of relationship marketing as a dominant theoretical and practical school of thought, the authors review the fundamentals of relationship marketing and present it as a paradigm shift in the wake of the digital marketing climate forced by COVID-19.

Relationship marketing has garnered significant attention from scholars as a dominant field of study within the marketing discipline. However, as marketers navigate the wealth of new opportunities afforded by the digital era, it is germane to address how relationship marketing aligns with these new tools and strategies. Conducting business is fundamentally rooted in one's ability to establish and maintain fruitful relationships through the development of commitment and trust (Morgan & Hunt, 1994; 1999). The content analysis examines the origins, definitions, and intricacies of relationship marketing to determine its relevance to the current market and concludes by presenting several viable areas for future research contributions.

J. Riley (✉)
Kansas State University, Manhattan, KS, USA
e-mail: Jenr@ksu.edu

K. Nicewicz
Kennesaw State University, Kennesaw, GA, USA
e-mail: KNicewicz@students.kennesaw.edu

Exploration of relationship marketing as a paradigm shift is far from mature and holds many implications for academia and industry. Relationship marketing is essential because this research is a window into strategic approaches and tactics; it expands much more comprehensively than the company and its customers and offers the potential for additional research contributions including theory and scale development. The digital age has enhanced future research possibilities by unifying various perspectives of relationship marketing and providing new avenues for assessing the bonds between consumers and companies. Furthering the body of knowledge for relationship marketing is essential to understand the ups, downs, starts, and conclusions of this communication and marketing strategy and the overall longevity of business relationships in the digital age.

Keywords Relationship marketing · Marketing strategy · Digital marketing · Digital strategy · Customer relationship management

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“Business-to-Business-to-Brain?” A Structured Literature Review on Neuroscience in B2B-Marketing Using TCCM Analysis: An Abstract



Carolina Herrando, Marc M. Kuhn, Anne Köpsel, and Benjamin Österle

Abstract Neuroscientific findings seem to call into question several psychological fundaments of research in B2B-Marketing (Hodgkinson, 2015). Neuroscience was also recently proposed as an important area for interdisciplinary research, potentially leading to the development of original, courageous ideas in B2B research (Lindgreen et al., 2021). While this discipline has been developed in medical research and early applied in psychology research (Posner & DiGirolamo, 2000), applications in the field of marketing mainly focus on consumer behavior (Harris et al., 2018; Hubert & Kenning, 2008; Plassmann et al., 2015), and there on a more direct view into the “black box” of the consumer organism (Hubert & Kenning, 2008). For example, the preference for a brand, or the valuation of a price-setting can be associated to specific neural activations (Smidts et al., 2014). Yet, topics like pricing decisions or brand awareness are also important in the B2B sector (Hodgkinson et al., 2015; Zhang et al., 2014). Therefore, suggesting Neuroscience as a “bridging discipline” to B2B-Marketing seems comprehensible (Lindgreen et al., 2021). The application of consumer neuroscience has been recently discussed in B2B settings as well (Lim, 2018), but there is still a gap in structuring existing research that bridges both disciplines, and a lack of transparency on applications of neuroscientific insights and instruments in B2B-Marketing.

This study aims to answer the following research questions: (RQ1) What is the current state of the art of Neuroscience research in B2B-Marketing? (RQ2) What suggestions for future research directions can be derived out of existing contribu-

C. Herrando

University of Zaragoza, Zaragoza, Spain

e-mail: cherrando@unizar.es

M. M. Kuhn · A. Köpsel

Baden-Wuerttemberg Cooperative State University Stuttgart, Stuttgart, Germany

e-mail: marc.kuhn@dhbw-stuttgart.de; anne.koepsel@dhbw-stuttgart.de

B. Österle (✉)

University of Twente, Enschede, The Netherlands

e-mail: b.osterle@utwente.nl

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tions? Hence, the main objective and contribution of this article is to offer an overview of neuroscience in marketing research with a particular focus on B2B studies and those studies whose results could be transferable to B2B marketing.

We searched for relevant publications on Scopus. We considered neuroscience publications with reference to B2B or Industrial Marketing, and initially got 1,126 results. After screening, the resulted review list consists of 60 articles. These papers were classified using the framework-based review approach theory-context-characteristics-methodology (TCCM) (Paul & Criado, 2020; Tranfield et al., 2003) to paint a comprehensive and precise picture of the field and to outline a future research agenda. Our analysis shows that neuroscience in B2B is nascent, and the majority of publications are conceptual. Yet, some findings rooted in B2C could be transferred to B2B. Future research directions comprise empirical research focusing on implicit measurement in advertising, communication, pricing, trust formation in personal and human-computer interactions, sales performance, and general decision-making. With this, we hope to help further improve the principal psychological underpinnings of B2B-Marketing.

Keywords Neuroscience · Neuromarketing · B2B marketing · Industrial marketing · Systematic literature review · TCCM

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The Impact of Downstream Online Ratings on Upstream B2B Relationships: An Abstract



Thanh (Hans) Nguyen, Justin Lawrence, Andrew Crecelius, Colleen McClure, and Lisa Scheer

Abstract In this research, the authors investigate the impact of a firm's online rating, which is determined by the firm's downstream end-users, on a previously unacknowledged party: the firm's supplier. While extant literature in online reviews domain has established the positive impact of a good rating on the firm's own sales, there has been no study looking at whether that increase in downstream sales travels upstream to benefit the firm's supplier. Drawing on signaling theory, dual but competing impacts of a firm's online rating on the supplier's revenue are examined, along with their contingencies. In Study 1, the conceptual model was tested using a panel, multisource data of 551 firms that purchase from a collaborating supplier. Contrary to the common expectation that a firm with high rating has greater downstream sales and thus should buy more from its supplier, the finding reveals that under certain conditions the increase in a firm's online rating leads to a *decrease* in supplier's sales to that firm. For instance, a highly rated firm that also receives too much attention from the supplier will buy less from the supplier. However, the effect is reversed when the highly rated firm receive an adequate level of attention: in that case, higher rating results in more sales to the supplier. Therefore, this research agrees with the common expectation but offers more nuances to understand the impact of the firm's downstream rating on the supplier's sales. The findings reveal both positive and negative implications for the supplier. The authors theorize that higher rating increases the firm's downstream sales but decreases the firm's share-of-wallet with the supplier, and the two of them jointly determine the supplier's

T. Nguyen (✉) · J. Lawrence · C. McClure
Oklahoma State University, Stillwater, OK, USA
e-mail: hans.nguyen@okstate.edu; lawrence@okstate.edu; colleen.mcclure@okstate.edu

A. Crecelius
Iowa State University, Ames, IA, USA
e-mail: acrececi@iastate.edu

L. Scheer
University of Missouri, Columbia, MO, USA
e-mail: scheer@missouri.edu

sales to the firm. Study 2 sheds light on the underlying dual mechanism by providing evidence of these mediators (firm's downstream sales and firm's share-of-wallet with supplier) using a series of lab experiments.

Keywords Online ratings · B2B; Digitalization · Signaling theory

References Available Upon Request

Signaling Trust Using B2B Firm Indicators: An Abstract



Ying Liao and Enping (Shirley) Mai

Abstract Seller indicators are becoming the new norms on digital platforms. Yet, B2B seller firm indicators have not been widely examined in academic studies. For instance, Alibaba uses supplier online performance index (SOPI), a data-driven indicator of business performance, to measure presentation quality, product popularity, transaction volume, and service quality (Alibaba, n.d.).

Signaling theory holds when parties (individuals or organizations) in an exchange have access to different kinds and degrees of information. Besides signaling theory, a relevant research topic for this paper is trust. Trust development in a digital platform has more barriers for B2B sellers to overcome because of the high degree of uncertainties and trading risks (Kim & Ahn, 2007; Pavlou & Gefen, 2004). In the context of B2B seller firm indicators on digital platforms, transaction level indicators (e.g., Alibaba's SOPI indicators) can be useful ways for buyers to establish observable and credible signals.

Secondary data from Alibaba was collected in 2020. After cleaning, there were a total of 220 B2B seller firms in the electronics industry covering multiple product categories. Multiple regressions and mediation analyses using SPSS 27 were conducted to test our proposed hypotheses. The results indicate that both transaction level and WOM volume were significant predictors of total numbers of transactions. There is a full mediation of transaction level on the total number of transactions through WOM volume.

We propose that seller indicators are important trust signals of B2B firms on digital platforms. Buyers can perceive seller firm indicators as trust signals positively through the number of reviews, which further impacts seller business performance. This study contributes to the marketing literature by revealing that the relationship between seller indicators and business performance is fully mediated by WOM volume. B2B digital platforms generally incorporate a variety of mechanisms for sup-

Y. Liao · E. Mai (✉)
East Carolina University, Greenville, NC, USA
e-mail: liaoy17@ecu.edu; maie@ecu.edu

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pliers to convey information to prospective buyers to mitigate information asymmetry to facilitate online transactions.

Keywords Trust signals · B2B buyer-seller relationship · Firm indicators · Digital platforms

References Available Upon Request

Should Reviewers and Website Moderators Censor Swearwords in Reviews?

An Abstract



Katherine C. Lafreniere and Sarah G. Moore

Abstract Swearing in product reviews is offensive but helpful to readers, particularly when the swearword qualifies a product attribute (e.g., “the dishwasher is damn quiet!”). Can reviewers and website moderators use censored swearwords to convey similar information about the product attribute (e.g., quietness) without causing offense? We investigate this research question using field data from Amazon and two experiments. We theorize and find that censorship changes the meaning of swearwords by suggesting that the product’s attribute is weaker. Thus, a censored (vs. uncensored) swearword in a review has less favorable effects on readers. Still, we find that reviews containing censored swearwords are less impactful only when readers attribute censorship to the reviewer (e.g., the reviewer did not think the product’s attribute was strong enough to use a swearword), rather than to the website (e.g., the website censored the reviewer). Swearwords that are censored by a website moderator remain helpful to readers because readers can infer the reviewer’s intentions from the swearword when they know the source of the censorship. We contribute to marketing and linguistics by being the first to empirically test the effects of censored language. While prior work in linguistics theorized about the meaning of swearwords (e.g., Löbner, 2013), it remains unclear if censored swearwords convey the same meaning. Our research shows that censorship can reduce the meaning and impact of swearwords. This work also qualifies past research suggesting that attributions in word of mouth occur on a product-reviewer continuum (e.g., Chen & Lurie, 2013). Although readers commonly make product or reviewer attributions, we show that the causal locus may also be platforms and that these platform inferences impact readers. Specifically, censored swearwords can be as impactful as uncensored swearwords if readers infer that the swearword was censored by the

K. C. Lafreniere (✉)
University of Lethbridge, Calgary, AB, Canada
e-mail: lafreniere@uleth.ca

S. G. Moore
University of Alberta, Edmonton, AB, Canada
e-mail: sgmoore1@ualberta.ca

website because it clarifies the reviewer's intentions. Thus, review websites can maintain the meaning of censored swearwords in reviews by disclosing when they censored content.

Keywords Word-of-mouth · Reviews · Censorship · Swearwords · Attribution · Meaning · Linguistics · Offensiveness

References available upon request

How Consumers Process Online Reviews for Purchase Decision: A Grounded Theory Approach: An Abstract



Robin Roy and Ateeque Shaikh

Abstract For marketers, online consumer reviews are a double-edged weapon that customers rely on to make purchasing decisions. The past OCRs literature suggested that consumers frequently depend on OCRs to make online purchase decisions (Gottschalk & Mafael, 2017) and profoundly affect a firm's success (Garnefeld et al., 2021). The past OCRs researchers documented OCRs research in several ways. However, a scant the literature remains on how consumers process online reviews. This study attempts to fill this gap, how consumers process online reviews for purchase decisions and relevant review evaluation touchpoints they consider at the hour of purchase. In order to explore the research question, an in-depth qualitative investigation was conducted, and a grounded theory approach was applied. Diversity is critical in GT, and we identified the participants from LinkedIn India with different demographic profiles. A detailed interview protocol was developed to carry out the interview, and the medium was English. This study saturated in 24th interview and continued upto 26th to ensure the saturation point in GT. Each interview lasted approximately 30-40 minutes, and 158 pages of the transcribed document were generated in total. The interviews were transcribed and analysed using the open, axial, and selective coding strategies.

This exploratory research contributes to the existing literature by highlighting a workable model explaining how consumers process online reviews for purchase decisions concerned with different review evaluation methods, touchpoints, and sub-components. The review process model is divided into three; precedence (critical conditions influencing the selection of review evaluation methods), review processors (review evaluation touchpoints and sub-components) and action/outcome (purchase or purchase abandonment). Theoretically, this study contributes novel literature by providing a workable model, and tentative hypotheses lend for further refining and empirical testing. This qualitative research clarifies the relevant review

R. Roy (✉) · A. Shaikh
Indian Institute of Management Jammu, Jammu, India
e-mail: phd20006@iimj.ac.in; ateeqe@iimj.ac.in

evaluation touchpoints that an online consumer considers whilst making an optimal online buying decision by addressing the void in the past OCRs literature. The findings of this study provide insights to managers to understand how consumers process OCRs according to product involvement, product category, brand familiarity (precedence), and how methods, touchpoints and sub-components change according to that, further leading to action/outcome.

Keywords Online shopping · Online consumer reviews · Grounded theory · Purchase decision

References Available Upon Request

Effects of Uncertain Incentive on Customer Engagement in Gamified Social Competition: An Abstract



Jee Hyuk Wi, Fang Wang, and Hae Joo Kim

Abstract Gamification has garnered significant attention in marketing research recently. One popular gamification approach in marketing is via social competition, where individuals are grouped together upon a common goal, and are compared in their performance to determine the winners that would be rewarded. However, although such social competition is generally fun and motivating to the participants, a large portion of the participants will end up losing and unrewarded while they look at other peers in the competition being rewarded. Losing in a competition can lead to feelings of dissatisfaction and decreased intrinsic motivation. Alleviating such negativities of losing and motivating continued participation are important topics of study.

A potential approach to motivate participants in gamified social competition is through uncertain incentives. Previous research in the individual performance context suggests that uncertain incentives, compared with certain incentives, can motivate individual efforts, because the uncertainty itself could act as a form of reward for participants. However, the effects of uncertain incentives have not been studied in the gamified social competition context.

This research studies uncertain incentives as a potential approach of motivating participation in gamified social competition. We first extend the research on uncertain incentives from the traditionally studied individual performance context to a social competition scenario to test its effect on customer engagement. Then, we examine the moderation effect of winning and losing on the incentive type and customer engagement relationship.

An experimental study involving gamified competition in a social fitness context reveals interesting results. Contrary to the previously shown positive effect of uncertain incentives in an individual performance context, the extension into the social competition context showed no significant benefits of having uncertain incentives. Furthermore, we find that when it comes to individuals with losing experience in a

J. H. Wi (✉) · F. Wang · H. J. Kim
Wilfrid Laurier University, Waterloo, ON, Canada
e-mail: wixx3290@mylaurier.ca; fwang@wlu.ca; hkim@wlu.ca

gamified social competition, uncertain incentives could negatively affect the engagement intention of the participants.

This research contributes to the current literature by being one of the first to study the effect of uncertain incentives in a gamified social competition. Particularly, it considers the winning and losing conditions in this effect. Furthermore, this research poses implications for marketing practitioners by providing insights on how they could create a more resource-efficient gamified environment that would maximize continuous user participation and customer retention.

Keywords Gamification · Uncertain incentives · Social competition · Winning; Losing

References Available Upon Request

The Writing Is on the Wall: Using Computerized Text Analysis to Predict Customers' Evaluation of Their Service Experience: An Abstract



Caitlin Ferreira, Jeandri Robertson, Raeesah Chohan, and Christine Pitt

Abstract Ever-increasing numbers of customers are taking to online platforms to review their experiences offering social proof to other potential customers (Kaemingk, 2020), thereby reducing uncertainty for others (Mladenovic et al., 2019). These reviews influence the purchase decisions of others (Kaemingk, 2020; Perkins & Fenech, 2014), while also providing a valuable source of information for firms (Balducci & Marinova, 2018). A growing body of literature is seeking to analyze and develop quantitative insights from this readily available unstructured data (e.g., Ferreira et al., 2022; Korfiatis et al., 2018; Lord Ferguson et al., 2020; Pitt et al., 2018; Robertson et al., 2021). Researchers and practitioners alike have acknowledged the importance of the correct analysis and interpretation of this data as a vital input in firm decision-making (Boon et al., 2013).

The majority of academic research has focused on the impact of online reviews on customer decision-making, with much less literature assessing the methodologies used to analyze and interpret online reviews as a source of customer intelligence for the firm (Palese & Piccoli, 2016). To this end, this methodological paper examines how service firms can analyze unstructured data by using a computerized text analysis to assess evaluations of their customers' experiences.

The proposed methodological approach recommends the use of Linguistic Inquiry and Word Count (LIWC) as the computerized text analysis tool, offering a practical application of the tool in the healthcare insurance industry. The LIWC analysis establishes four summary variables designed to identify psychological states, thinking styles, emotional tone, and social concerns (Pennebaker et al., 2015). These lexical components can be used in a regression analysis to predict

C. Ferreira · J. Robertson (✉) · R. Chohan
University of Cape Town, Cape Town, South Africa
e-mail: caitlin.ferreira@uct.ac.za; jeandri.robertson@uct.ac.za; raeesah.chohan@uct.ac.za

C. Pitt
Vancouver Community College, Vancouver, BC, Canada
e-mail: cpitt@vcc.ca

evaluations of customers' experience. The findings of the practical application suggest that the lexical analysis of online customer reviews is able to predict evaluations of their customers' experiences.

The results offer service firms an inexpensive methodology with which to assess real-time, readily available evaluations of customer experiences. In addition, this research is among the first of its kind to make use of a computerized text analysis of customer-generated content as a tool to predict their evaluations of a service experience. The research indicates that firms in the service industry can use unstructured data in the form of online customer reviews and transform it into a numerical format to assess customers' experiences. This methodology greatly impacts the availability of real time data and cost effectiveness of service quality research.

Keywords Digital technologies · Computerized text analysis · Online customer reviews · Customer experience · LIWC

References Available Upon Request

Exploring the Boundary Conditions of the Power Distance Belief on DIY Preference: An Abstract



Yuan Li, Matthias Rüefenacht, Yinlong Zhang, and Peter Maas

Abstract The do-it-yourself (DIY) market is increasing. The most recent pandemic has seen people all over the world spend more time at home and more money in DIY home makeover. Though DIY is a lucrative market, there have been significant differences in DIY spending across countries. Recent literature suggests a negative relationship between power distance belief (PDB) and do-it-yourself (DIY) (Paharia & Swaminathan, 2019; Song, Jung, & Zhang, 2021). Yet it is not clear when such effect can be changed.

The authors propose that the negative PDB effect on DIY preference arises because of customers' attitude towards customer power. Customers generally believe they have a more powerful position than service providers in the market exchange based on the customer orientation marketing practice (Hutt, 1936; Labrecque et al., 2013; Yim et al., 2012). Accordingly, customers with high PDB think their powerful positions as customers are not respected and tend to dislike DIY activities. In contrast, customers with low PDB value equality and thus may show a strong preference for DIY. Based on this systematic difference in power focus, we identify the boundary conditions for the negative effect of PDB on DIY.

Across three studies, we show that the negative PDB on DIY effect for high PDB can be attenuated or reversed. Such effect can be mitigated when high PDB consum-

Y. Li (✉)

Georgia Southern University, Statesboro, GA, USA

e-mail: yuanli@georgiasouther.edu

M. Rüefenacht

Baloise Insurance, Basel, Switzerland

e-mail: matthias.ruefenacht@baloise.ch

Y. Zhang

University of Texas at San Antonio, San Antonio, TX, USA

e-mail: yinlong.zhang@utsa.edu

P. Maas

University of St. Gallen, St. Gallen, Switzerland

e-mail: peter.maas@unisg.ch

ers are status focused instead of power focused and are in a low power state. Such effect can be reversed when high PDB consumers are induced with a deal-seeking motivation while low PDB consumers are induced with hedonic seeking motivation. In addition, we discover the novel process of consumers' attitude towards consumer power as the underlying process for such an intricate relationship between PDB and DIY.

This research makes several contributions to the literature. First, we expand research on DIY by incorporating novel moderators into a theoretical framework to profoundly examine the impact of PDB on DIY preference. Second, this research enriches our understanding of the complexity of how PDB affects consumer responses differently. We contribute to this line of literature by highlighting its novel effect in DIY preference. We show PDB's effect on DIY is operating through the process of consumers' attitude toward customer powers. The finding from this research also provides better understanding on cultural influences for marketing professionals.

Keywords Power Distance Belief (PDB) · Do-It-Yourself (DIY) · Cultural orientation; Power

References Available Upon Request

Within and between Two Worlds: Mixed-Ethnic Identity Scale Development and Nomological Validity: An Abstract



Mark Cleveland, Sam Ghebrai, and Pankhuri Malik

Abstract As Western countries become ethnically diverse many are witnessing a burgeoning number of mixed-ethnic unions and consequently, a growing number of individuals with mixed-ethnic ancestry. These people do not fit neatly into one group or another. Making things more complicated is the fact that a person's self-ascribed identity is affected greatly by how they are perceived and labeled by others. Numerous theories exist to explain ethnic identity, and its corollaries for cognition, emotions, and consumer behaviors. However, aside from a handful of ethnographic studies, knowledge about how social identity is formed and shaped, how it affects self-esteem, and how it is expressed by mixed-ethnic (i.e., mixed-race) consumers, remains largely uncharted.

There is a pressing need to investigate social identity beyond the lenses represented by the minority-majority, monolingual-multilingual, or local-global dichotomies, for three reasons. First, the number of exogamous or mixed-ethnic unions and children of mixed heritage has greatly increased. Second, unlike visible minorities of a solitary heritage who can find sanctuary in their ethnic community, full assimilation with the mainstream society or subsumption within the minority community is unattainable because the mixed-ethnic person is seen as distinct from the mainstream and minority communities, rendering these individuals 'ethnically-ambiguous'. Third, mixed-ethnic people straddles cultural boundaries, which has implications for marketing theory and practice in terms of segmentation, targeting, product positioning, communication appeals, and interpersonal information exchanges.

The current research draws from a larger, ongoing project that is motivated by a gap in our understanding of complex social identities. In accordance with best practices, we develop and validate a multidimensional scale for measuring mixed-ethnic identity (MEI), and examine the reliability of the MEI scale across different societies (Canada: n=127, USA: n=236). Based on a thorough review of the social science

M. Cleveland (✉) · S. Ghebrai · P. Malik
University of Western Ontario, London, ON, Canada
e-mail: mclevela@uwo.ca; sghebrai@uwo.ca; pmalik8@uwo.ca

and marketing literatures, and dissecting the verbal protocols obtained via 14 in-depth, phenomenological interviews, we articulated ten *a priori* sub-facets of MEI, 8 of which pertain to the psychology (specifically self perceptions and characteristics) and social customs of mixed-ethnic people, and 2 pertaining to specific consumer behavior components of MEI. For scale validation and application purposes, we examine the cross-national consistency of the relationships between the various MEI components and an array of nine consumer dispositions commonly used to segment domestic and international markets: consumer ethnocentrism, national identity, identification with global consumer culture, cosmopolitanism, xenocentrism, life satisfaction, religiosity, materialism, and market-mavenism. We then detail implications for theory and practice.

Keywords Mixed-ethnicity · Identity · Scale development · Consumer behavior · Cross-cultural

References Available Upon Request

More Than the Bottom Line: Does Socioemotional Wealth Impact the Marketing of Ethnic Minority Family Businesses? An Abstract



McDowell Porter III, Monique Bell, Fernando Parra, and W. Keith Story

Abstract Family business owners derive socioemotional wealth from their enterprises. Socioemotional wealth consists of the non-economic benefits for the owners, including family influence on the business, the social bonds of the family with the community, and multigenerational family legacy. Many of these non-economic factors have yet to be explored within the context of ethnic family businesses, which present a unique context to explore both the antecedents and implications of socioemotional wealth. The current study examines the relationship among ethnic minority family business owners' strength of ethnic identification, socioemotional wealth, and ethnic brand promotion.

Our study aims are threefold. First, we contribute to the evolving research on family businesses' marketing strategies by exploring how family business ethnicity intersects with socioemotional wealth and strategic marketing decisions. Secondly, we extend socioemotional wealth literature by examining its nomological network to quantitatively test an antecedent to ethnic family businesses' socioemotional wealth (i.e., the strength of ethnic identification) and a marketing consequence of socioemotional wealth (i.e., family business brand promotion). Lastly, we extend the family business literature in the context of an understudied yet prevalent population (i.e., ethnic family businesses).

This study establishes a significant positive relationship between the strength of ethnic identification and socioemotional wealth and between socioemotional wealth and ethnic brand promotion. Notably, product ethnicity moderates the latter relationship such that the congruity between product ethnicity and family business ethnicity increases ethnic brand promotion. The results show that socioemotional wealth has a significant positive relationship with the firms' marketing strategies that emphasize family business ethnicity. In other words, the higher the socioemotional endowment of an ethnic family business owner, the more likely the business

M. PorterIII (✉) · M. Bell · F. Parra · W. K. Story

California State University, Fresno, CA, USA

e-mail: mporter@csufresno.edu; mbell@mail.fresnostate.edu; parra@mail.fresnostate.edu; kestory@mail.fresnostate.edu

will brand its products ethnically. Further, managerial and theoretical implications for ethnic family business marketing are discussed.

Keywords Family business · Socioemotional wealth · Marketing · Promotion · Branding · Identity · Ethnicity

References Available Upon Request

Brand-Triggered Inclusion: A Theoretical Framework: An Abstract



Tana Cristina Licsandru and Charles Chi Cui

Abstract Recent years have seen marketers becoming more mindful of Diversity and Inclusion in their practice and discourse, particularly in culturally diverse marketplaces such as the US. Examples include the Association for National Advertisers launching the Alliance for Inclusive & Multicultural Marketing (ANA, 2018); brands like Microsoft and Salesforce offering trainings on inclusive marketing; or Nike’s and Airbnb’s campaigns promoting “Equality” and acceptance (“We accept”). But what is an inclusive brand and how do brands benefit from such an accolade? Could feelings of inclusion triggered by brands lead to stronger consumer-brand relationships and improved commercial outcomes for the brand? To answer these questions, the present study proposes the construct of brand-triggered inclusion and investigates how it relates to some of the most seminal constructs in the branding literature (brand love, self-brand connection and pride in owning the brand) in a theoretical framework. To test our theoretical framework, we conducted a cross-sectional online survey with 415 respondents from Qualtrics Online Panels. Our sample consisted of 51.8% Black/African Americans and 48.2% participants of a Hispanic, LatinX or Spanish origin; two thirds born in the US and all aged between 18-40 years old. We measured brand-triggered inclusion (BTI, self-developed), brand love (Batra et al., 2012), self-brand connection (Escalas & Bettman, 2003), pride in owning the brand (Tracy & Robins, 2007), brand loyalty (Delgado-Ballester & Munuera-Aleman, 2005), intentions to spread word of mouth (WOM) and willingness to pay (WTP) (adopted from Warren et al., 2019). The structural equation modeling method with Mplus 8.3 (Muthén & Muthén, 1998-2017) was used for the data analysis. All the constructs’ measurements were supported by the results from the confirmatory factory analysis (CFA). The structural relationships in the theoretic-

T. C. Licsandru (✉)
Queen Mary University of London, London, UK
e-mail: t.licsandru@qmul.ac.uk

C. C. Cui
University of Westminster, London, UK
e-mail: c.cui@westminster.ac.uk

cal framework demonstrated the expected directions: BTI positively predicts brand love, pride in owning the brand and self-brand connection. These results support BTI's important role in consumer-brand relationships. Further, there are positive, significant relationships from brand love, pride in owning the brand and self-brand connection to brand loyalty, which in turn predicts WTP and WOM. Findings of this study have a two-fold contribution. First, they establish the convergent validity of the BTI scale, which can provide a very useful instrument to marketers who want to estimate the effectiveness of their brand's diversity and inclusion efforts. Second, our findings demonstrate an intricate network of BTI and other seminal constructs in the consumer-brand relationships domain, with direct implications to the emerging body of marketing literature that directly addresses the diversity and inclusion agenda (Demangeot et al., 2018; Kipnis et al., 2021; Licsandru & Cui, 2018) and to marketers' efforts to effectively target consumers that are often disadvantaged in their marketplace interactions.

Keywords Brand-triggered inclusion · Diversity · Inclusion · Inclusive marketing · SEM

References Available Upon Request

MNEs' CSR Communication Intensity in Host Countries through Social Media: An Abstract



Xixi Li and Yunmei Kuang

Abstract Social media has been increasingly used by multinational enterprises (MNEs) to diffuse CSR initiatives due to its timeliness, extensive coverage, and high public engagement. The effectiveness of CSR communications is crucial for MNEs in establishing legitimacy and improving business performance in host countries, especially when they are operating in a weak institutional context. However, studies on the effectiveness of MNEs' utilization of social media in their host countries are surprisingly scant.

Most research on CSR communication via social media fails to distinguish between different stakeholder groups and simply treat them as the “general public”. In addition, MNEs face diverse stakeholders' expectations shaped by the institutional complexities when operating across nations; yet, extant literature on this topic is either based on one single Western country or studying the difference between two distinct countries in delivering CSR messages. Little attention is paid to the effectiveness of different CSR communication intensity levels and how CSR communication intensity should differ across nations based on both the formal institutions (such as political and economic freedom) and the informal institutions (such as culture).

Particularly, it is unclear whether higher CSR communication intensity on social media in a host country will lead to an MNE's higher reputation, a critical dimension that reflects the effectiveness of all CSR efforts. On one hand, previous research found that there is a positive relationship between CSR intensity and reputation. If so, higher communication intensity on social media in a host country will increase an MNE's reputation in that location. On the other hand, intensive CSR communications may put an MNE's reputation at risk, given that the two-way interactions on social media may invite public engagement and raise unexpected public criticism.

X. Li · Y. Kuang (✉)
Saint Louis University, Saint Louis, MO, USA
e-mail: xixi.li@slu.edu; yunmei.kuang@slu.edu

As an initial attempt to fill these gaps in the extant literature, we develop testable propositions by drawing on Institutional Theory and Stakeholder Salience Theory. Although multiple types of stakeholders exist, we primarily discuss consumers as the target audience because they are the major participants on social media and directly involved in an MNE's production and consumption activities. We propose that the power of consumers in host countries, along with the institutional distance between the home and the host country, is a critical factor when MNEs consider whether and to what extent they communicate CSR on social media. Specifically, the greater the institutional distance between the home country and host country and the greater the power of consumers in the host country, the higher the CSR communication intensity through social media should be in the host country. Contingent on CSR communication fit, communication intensity through social media may also allow the MNEs to gain a more favorable reputation in the host country.

Keywords CSR communication · Institutional theory · Stakeholder salience theory · Social media

References Available Upon Request

Should Firms Encourage Employees to Engage in Work-Related Social Media Use? An Abstract



Neda Mossaei, Janna M. Parker, and Joseph Hair Jr.

Abstract Gartner (2020) reports that 82% of the US population uses Facebook, followed by Instagram, with 42% using the social media network. Social media provides an opportunity for firms to encourage employees to post on their personal social media about their work. However, firms still terminate the employee for work-related personal social media posts. Loyal employees passionate about the brand could potentially attract new customers by posting work-related content. Thus, an effective marketing strategy could motivate employees to create positive electronic word of mouth (eWOM) for their employers (Zhang et al., 2021) by sharing firms' posts or work-related posts.

Resource advantage theory (RA theory) posits that firms use available resources to achieve competitive advantage and superior financial performance (Hunt & Morgan, 1995). These resources do not need to be owned by firms but are only available to them. For example, Hunt (2014) proposed that skilled and knowledgeable employees are operant resources for firms. Likewise, social media could be viewed as a resource that provides firms with the dynamic capability to facilitate customer engagement.

Two research questions guided this exploratory study. R1 asks: Do most employers implement formal social media policies, and does this impact employees' social media usage related to work? R2 asks: Do frontline employees use social media to connect with customers, or are managers more likely to engage in work-related social media use?

N. Mossaei
California State University Bakersfield, Bakersfield, CA, USA
e-mail: nmossaei@csub.edu

J. M. Parker (✉)
James Madison University, Harrisonburg, VA, USA
e-mail: parke4jm@jmu.edu

J. Hair Jr.
University of South Alabama, Mobile, AL, USA
e-mail: jhair@southalabama.edu

The sample for this exploratory study includes B2C salespeople. Qualtrics was used to set up the survey with a panel from Prolific to collect data from marketing, sales, and retail employees. The model tested was a 2 (frontline employee vs. manager) \times 2 (employer social media policy vs. no social media policy) MANCOVA with two dependent variables (new customer outreach and communicating with existing customers) from the Landes and Callan (2014). Perceived ease of using social media (Rauniar et al., 2014) as a covariate. The results indicate that a social media policy doesn't impact work-related social media use, answering R1. However, the position in the firm was significant; thus, R2 is partially answered. Next, we looked at the direction of the means for further insight into the differences. Managers ($M = 4.86$, $SD = 2.80$) are far more likely than frontline employees ($M = 2.75$, $SD = 2.03$) to use their social media to communicate with existing customers. For reaching out to potential (new) customers, managers ($M = 4.94$, $SD = 1.97$) are more likely, but frontline employees ($M = 3.19$, $SD = 2.04$) are also a bit more likely to use social media.

RA Theory supports the suggestion that employees can serve as effective brand ambassadors by using their social media accounts to communicate with existing and potential customers.

Keywords Employee social media use · Social media policy · Resource Advantage Theory · Work-related social media

References Available Upon Request.

The Influencing Factors of Social Presence on Loyalty in Social Commerce: Mediating Role of Trust and Customer Satisfaction: An Abstract



Tanapol Yoonaisil, Ilia Protopapa, and Matteo Montecchi

Abstract Social commerce has grown exponentially over the past decade as social media has become an integral part of people's daily lives. Social commerce integrates social activities into e-commerce activities, resulting in an increased degree of social presence. Social commerce has higher growth averaging 40% per year, compared to e-commerce's 6% per year (Statista, 2021). With such a high magnitude of growth, social commerce deserves the attention of practitioners and researchers.

The aim of this study is to examine the effect of social presence on customers' loyalty in social commerce. In particular, the study aim to test whether social presence has a direct or indirect impact on customer loyalty in social commerce. Through the lens of social presence theory, this research suggests two social presence variables, specifically the social presence of other buyers and the social presence of interaction with the sellers. These social presence variables are hypothesized to directly impact loyalty and indirect impact through trust and customer satisfaction. This proposed model was validated by 221 users of social commerce collected via Amazon Mechanical Turk.

This study is different from previous studies in social commerce, which primarily focused on customer's trust. This study examines how customer relationship is influenced by the social interaction in social commerce. The research investigates the antecedents of customer loyalty in social commerce which is derived from a good customer relationship. The study introduces a new mechanism of loyalty by investigating customer satisfaction in addition to trust. The findings showed that all direct and indirect predictors of loyalty were statistically significant except the relationship of social presence of interactivity and loyalty. Interestingly, the social presence of other buyers has twice the influence on customers' loyalty compared to the

T. Yoonaisil (✉) · I. Protopapa · M. Montecchi
King's College London, London, UK
e-mail: tanapol.yoonaisil@kcl.ac.uk; ilia.protopapa@kcl.ac.uk; matteo.montecchi@kcl.ac.uk

social presence of interactivity. Moreover, customer satisfaction was found to be a stronger mediator than trust.

The findings from this research contribute to the literature by delineating the mechanism of social presence influences on loyalty. The study also offers a well-proven conceptual model that explains customer loyalty in social commerce.

Keywords Social presence · Loyalty · Trust · Customer satisfaction · Social commerce

References Available Upon Request

Brands' Response to Cancel Culture: Connecting Marketplace Actors: An Abstract



Aya Aboelenien and Chau Minh Nguyen

Abstract Brands and their firms maintain their institutional legitimacy (Hakala et al., 2017; Kates, 2004) by demonstrating their adherence to social norms, and by taking part in initiatives to show they are fulfilling their civic responsibilities towards their communities (Dowling & Pfeffer, 1975). Previous research investigated brand change, brand apology following transgressions, and the credibility of Corporate Social Responsibility initiatives.

However, the amplified age of cancel culture presents new challenges for firms. Multiple social movements (e.g., #MeToo, #BLM) are contesting the values and thus the relevance of some brands with activists calling for their cancellation. Their concerns relate to the presence of systemic racism, cultural stereotypes, and cultural injustices that have been inherent in Western cultures, and which brands normalized over the years. These movements are holding brands accountable for their roles in social and cultural injustices, ultimately forcing the brands to change. How brands are responding to such requests and communicating them remains relatively unexplored.

Through an analysis of 21 entertainment brands targeting kids (e.g., American Girl, Barbie, Caillou, Disney, Dr. Seuss, LEGO, and Peppa Pig), we reveal their efforts in staying legitimate in the marketplace despite requests for their cancellation. We find that kids' entertainment brands are accused of two errors that we label passive exclusion and representation offense. To remedy these errors, brands conducted changes at the interface with consumers, within their internal structure, and in their outreach programs. The alignment between these groups echoes firms' commitment to becoming better citizens in their communities. First, we add to the literature on market legitimacy by unveiling strategies for these brands to secure their position. Second, we add to the literature on brand activism by pinpointing the necessity to go beyond taking a public stance on social and political issues but to

A. Aboelenien · C. M. Nguyen (✉)
HEC Montréal, Montréal, QC, Canada
e-mail: aya.aboelenien@hec.ca; chau-minh.nguyen@hec.ca

walk the talk. For managerial recommendation, we suggest that brands conduct visible changes that match the evolving norms of the society. We also stress the importance of publicly announcing this transformation to enhance transparency between brands and their consumers.

Keywords Brand activism · Social movements · Children · Entertainment · Representation

References Available Upon Request

A Model to Encourage a Transformative Orientation in Marketing: An Abstract



Angeline Close Scheinbaum, Michael Giebelhausen, Laurel Steinfield,
and Susan Dobscha

Abstract This paper tackles an important, yet often overlooked, component of delivering better marketing for a better world: marketing education. A model demonstrated here, entitled *Teaching Marketing to Transform (TMT)*, provides marketing professors with tools and steps to deliver marketing courses in a way that will improve strategic decision-making skills by incorporating ethical, cultural and societal considerations. The TMT model is intended to provide marketing educators with a road map to enlighten, inspire, and empower students with the purpose of promoting reflexivity, agency, critical thinking, and awareness in ways that create positive social, environmental, and economic change. Our model was adapted for marketing from Mezirow's Theory of Transformative Learning. The model comprises of presenting students a balanced perspective of marketing to develop their marketing metacognition and perspective gathering, to help obtain a transformative orientation.

Via a series of field experiments, initial empirical testing found that indeed students who took classes where the model was applied developed better critical thinking skills and increased their ability to engage marketing content with an eye toward making the world a better place.

This moment in time signifies a turning point in the way business, politics, and social issues are merging. These modern times demand that marketers hone a critical reflexivity mindset with respect to topics such as gender (e.g., Hein et al., 2016) and race (e.g., Thomas & Jones, 2019) in marketing. They must develop a mindset that will enable them to respond to growing consumer demands for adoption of higher moral standards, social justice principles, and the capacity to prevent corporate misconduct (Ferrell & Kieg, 2013). Yet, marketing curriculum or other types of

A. C. Scheinbaum (✉) · M. Giebelhausen
Clemson University, Clemson, SC, USA
e-mail: aschein@clemson.edu; mgiebel@clemson.edu

L. Steinfield · S. Dobscha
Bentley University, Waltham, MA, USA
e-mail: lsteinfield@bentley.edu; sdobscha@bentley.edu

career training often does not prepare marketers for these types of complex responses. Accordingly, we offer a model that can instill a transformative orientation in future marketing professionals.

Keywords Perspective gathering · Marketing metacognition · Transformative learning

References Available Upon Request

A Mediated Moderation Model of Perceived E-commerce Platform Quality: An Abstract



Qian Xiao and Weiling Zhuang

Abstract Conceptualizing e-service quality and understanding its performance implications in the context of e-commerce platforms as intermediaries have become an important research topic given the fast development of internet marketing and various business models of e-commerce. Yet little research exists about the service quality of e-commerce platforms as intermediaries despite the growth and popularity of third-party websites as the transaction medium (Liu et al., 2010). This study tries to fill the research gaps by examining both the role of sellers and the e-storefront's functionality, and consumers' subjective feel of the shopping experience reflected by their felt shopping confidence, perceived shopping values, and their general level of satisfaction. We argue that a comprehensive model of e-service quality should consider both technological attributes and human elements attributes, and that electronic service quality should broadly encompass all phases of customer interaction with a website.

We drew upon the technology acceptance model (Davis, 1989) to develop our propositions regarding the moderating effect of customers' perceived control and the mediating role of perceived shopping values.

Hypothesis 1: E-storefront's functionality is positively related to customer satisfaction. The relationship is moderated by customers' perceived control, such that the relationship is stronger for customers with a low level of perceived control than for customers with a high level of perceived control.

Hypothesis 2: Ratio of hedonic to utilitarian value mediates the moderating effect of customers' perceived control on the relationship of e-storefront's functionality with customer satisfaction.

Data was gathered by means of an online survey administration tool (www.qualtrics.com). Both hypotheses were supported.

Q. Xiao (✉) · W. Zhuang
Eastern Kentucky University, Richmond, KY, USA
e-mail: qian.xiao@eku.edu; weiling.zhuang@eku.edu

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This study contributes to the marketing literature by examining the factors of both technological and human attributes affecting the e-service quality in the context of third-party e-commerce. The results shed light on the nature of beyond the technological antecedents of quality, the quality dimensions should consider the role of online shoppers' feelings and perceptions in forming their overall e-commerce experiences and the factors that make using third-party websites a compelling experience. This study highlights the importance of including important mediator and moderator in examining the proposed relationships between e-commerce quality and customer satisfaction and offers suggestions for future research.

Keywords E-service quality · Hedonic value · Utilitarian value · E-commerce platform quality

References Available Upon Request

Extraversion, Technology Proclivity, and Participation in Technology-Mediated, Sharing Economy Markets: An Abstract



Doreen E. Shanahan, Cristel A. Russell, and Nelson F. Granados

Abstract Beyond the archetypical Airbnb and Uber brands, thousands of sharing economy platforms now operate globally. In these two-sided markets, governing algorithms bring together participants as consumers and as service providers across many business sectors. These platform's success relies on attracting a critical mass of participants on both sides of the market. Hence, alongside the emergence of the sharing economy is a growing body of research investigating the predictors of participation in the sharing economy. This study investigates whether an individual's disposition toward others and toward technology affect participation in these markets. Sharing economy markets exhibit a high level of consociality, defined as human interaction that is either physical or virtual or both (Perren & Kozinets, 2018), so we assess the role that an individual's natural propensity to engage with others—their degree of extraversion—plays on participation in the sharing economy. Sharing economy platforms leverage technological intermediation, so we examine the role that an individual's technology proclivity plays in participation in the sharing economy. We define technology proclivity as an individual's level of optimism about technology and the perceived proficiency with technology (Parasuraman, 2000; Ratchford & Barnhart, 2012). Further, we examine the relationship between extraversion and technology proclivity. Extraverts are generally described as more optimistic (Marshall et al., 1992; Williams, 1992), and optimists are more generally confident in their coping ability in novel and challenging settings (Scholz et al., 2002), including those that involve technology use. We augment Davis's (1989) technology acceptance model (TAM) to test whether and how extraversion and technology proclivity affect the likelihood of participating as a consumer or as a service provider in two sharing economy applications: ride sharing and in-home gig services. A structural equation model was tested using data from an online survey of 292 individuals. The findings reveal that extraverts have higher

D. E. Shanahan (✉) · C. A. Russell · N. F. Granados
Pepperdine University, Malibu, CA, USA

e-mail: doreen.shanahan@pepperdine.edu; cristel.russell@pepperdine.edu;
nelson.granados@pepperdine.edu

technology proclivity and that extraversion is directly related to the intention to use sharing economy applications. Additionally, extraversion is related indirectly to likelihood to use these technologies and to engage as a provider of such services, through technology proclivity and through the technology's perceived usefulness. Extraversion thus emerges as an important personality antecedent of participation in the sharing economy.

As the world returns to normalcy, following the unprecedented global crisis and social isolation caused by the COVID-19 pandemic, continued expansion of the sharing economy offers the potential to foster a more collaborative society. A novel finding in our study is the role of extraversion as an antecedent of technology proclivity. Extraverts appear to hold more optimistic beliefs about technology and greater desire to engage with technology.

Keywords Extraversion · Peer-to-peer service · Sharing economy · Technology acceptance · Technology proclivity · Consociality

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Disproportional Evaluations of Female Brands: An Abstract



Tim Ozcan and Michael Hair

Abstract Clearly, gender is an important concept in branding. While personality traits can be used to represent brands (Aaker, 1997), brand gender has been shown to influence brand judgments and brand-extension evaluations (Grohmann, 2009). Negative information is more important than positive information in judging an object—a phenomenon known as the negativity bias. In this work, we investigate how negative information affects gendered brands.

We conducted three studies to examine our research questions. In Studies 1 and 2, we ran experiments using real pasta sauce brands and fictitious gendered toothpaste brands, respectively. In Study 3, we analyzed a secondary dataset from [Yelp.com](https://www.yelp.com). The experiments utilized a 2 (brand gender: female and male) × 2 (information valence: negative and positive) × 2 (time: pre-information and post-information) mixed design was used. Brand gender and information valence were between-subjects, and pre/post was a repeated measure. We explored the asymmetric effects of negative information on attitude toward female-named brands, as well as the mediating effect of brand trust change on attitude change for female-named brands. In Study 3, we obtained a dataset that was made available via the Yelp Dataset Challenge, which included 4.1 million reviews of 174,000 businesses across 11 metropolitan areas in four countries. We analyzed review valence and brand gender as independent variables and usefulness from Yelp reviews as the dependent variable. To operationalize brand gender, we coded reviews based on gender characteristics of the business name.

Across three studies using mixed methods, we demonstrate female brands are hurt more than male brands by negative information. In Study 1, we demonstrated how negative information leads to greater attitude change than positive information

T. Ozcan (✉)

James Madison University, Harrisonburg, VA, USA
e-mail: ozcantx@jmu.edu

M. Hair

Southern Illinois University Edwardsville, Edwardsville, IL, USA
e-mail: mhair@siue.edu

for real female (vs. male) brands, and this effect is mediated by trust change. Study 2 replicated these effects with fictional brands (to remove any brand-familiarity effects) and showed the perceived usefulness of a review depends jointly on review valence and brand gender; the results show that negative reviews were more useful than positive reviews for female brands, but these effects attenuated among male brands. In Study 3, we replicated the findings related to review usefulness with Yelp reviews.

While a significant amount of research shows gender discrimination in a variety of business contexts (e.g., Blau & Kahn, 2017; Tharenou, 2010), our work is the first to show empirical evidence of bias against female brands. The increased susceptibility of female (vs. male) brands to negative information is a significant contribution to our understanding of how brands are perceived in consumers' minds. We show that not only human personality traits could transfer to brands as shown by Aaker (1997), but brand names can also trigger gender stereotypes.

Keywords Brand gender · Negative information · Brand attitudes · Review usefulness

References Available Upon Request

To Demystify Discriminative Behaviors against Outgroup Customers in Individualistic Culture: A Case Study: An Abstract



Joey Lam

Abstract This paper uses Lululemon's founder Chip Wilson's openly shame of the female body (Lustrin & Janis, 2013) as an "extreme case" (Eisenhardt, 1989). Through the analysis of why Lululemon can continue to succeed in Canada, a country with high respect for women and high scores in terms of individualism, to understand how different components of a brand can influence the identities of its customers and consequently their behaviors. Through, Lululemon, this paper dives into various parts of the self and identity of a brand's customers, the exciting dynamics among all these components, and the influence on customer behaviors. This paper uses Lululemon as a case study to demystify the phenomenon and extend the extant theories to other brands.

Concepts in social psychology and marketing literature are adopted to develop the theoretical model of this paper. This paper identifies constructs in brand and self from marketing literature and connects them with constructs in identity and behavior from social psychology literature. From marketing, this paper adopts three different levels of the self: Actual, Social, and Ideal (Aaker, 1999; Sirgy, 1982); Brand Anthropomorphism (Epley et al., 2007), Brand Personality (Ambrose & Valette-Florence, 2010), and Brand Role (Aggarwal & McGill, 2012). This paper creates a concept map based on the process of theory development. Brand personality and brand role are under the paradigm of brand anthropomorphism. The concept map portrays the connection of brand personality to the actual self. It illustrates two different brand roles, role model and companion, which connect to the ideal self and social self. This paper also includes the relational level of self-aspects (Aron et al., 1992) and links it to the social self.

This paper contributes to theory development by linking individual and collective identities from Social Identity Theory (Tajfel & Turner, 1979). It explains that the ideal self represents collective identity, leading to collective behaviors. It links

J. Lam (✉)
Simon Fraser University, Vancouver, BC, Canada
e-mail: inlam@sfu.ca

to individualism and collectivism from Hofstede's (Hofstede, 1984) model of national culture. It also investigates the influence of the cultural dimension of individualism versus collectivism on collective behaviors. One of the collective behaviors, outgroup discrimination, is the focus of this paper.

Chip Wilson's publicly shaming of women who were not skinny enough created a perfect scenario – a distinction between ingroup and outgroup. Such contrast leads to outgroup discrimination. Outgroup discrimination is more substantial in individualistic cultures (Wetherell, 1982; Gudykunst, 1988) such as Canada. This paper provides a systematic structure to connect different constructs to understand the dynamics between various components of the self and identities of customers and their behaviors accordingly. This paper discusses limitations and avenues for future research. It also describes future work to collect data through qualitative methods – ethnography and semi-structured interviews.

Keywords Social identity theory · Outgroup discrimination · Individualistic culture · Collective identity · Brand anthropomorphism · Brand personality · Brand role

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Cultural Diversity in Preventative Health Behavior: An Abstract



James M. Leonhardt

Abstract There is much diversity globally, as often captured by cross-cultural consumer research. However, cultural variation in empathy has been less studied. Cultural differences in empathy may provide clues for encouraging preventative health behavior. The present research looks at the relationships between empathic concern and perspective-taking on vaccination acceptance. These relationships are modeled at the national level to provide insight on factors that might help to promote preventative health behaviors on a global scale, including vaccination acceptance.

Empathy consists of both empathic concern and perspective-taking. Empathic concern is the more affective component—feelings of concern for the wellbeing of others—while perspective-taking is the more cognitive component—thinking about things from the perspective of others. Higher perspective-taking may enhance understanding and acceptance of information about herd immunity, increasing vaccination uptake. Empathic concern is associated with altruism and prosocial health behaviors, such as handwashing, and might also promote vaccination uptake.

Data on the public's willingness to accept COVID-19 vaccination was retrieved from the COVID-19 Beliefs, Behaviors, and Norms Survey (Collis et al., 2022). This survey was implemented by John Hopkins Bloomberg School of Public Health's Center for Communication Programs with the Massachusetts Institute of Technology, the World Health Organization, and Facebook's Data for Good. The survey assessed participant demographics and beliefs, and behaviors related to COVID-19. Data on empathic concern and perspective-taking across countries was retrieved from Chopik et al. (2017).

Model results show that vaccination acceptance rates are higher among participants from countries higher in empathic concern, such as Ecuador, Peru, and Taiwan. Vaccination acceptance rates are marginally higher among participants from countries higher in perspective-taking, such as Italy, India, and Singapore. Based on

J. M. Leonhardt (✉)
University of Nevada, Reno, NV, USA
e-mail: jleonhardt@unr.edu

these results and considering that empathic concern is the more affective component of empathy while perspective-taking is the more cognitive component, it may be the case that vaccination acceptance is better encouraged using emotional versus rational appeals. However, this remains an open question in need of direct empirical support, as is the more general question of how to encourage concern for the well-being of others.

Keywords Culture · Health · Empathy · Vaccine

References Available Upon Request

Correction to: Brand Hate and Diversity: An Abstract



Enping (Shirley) Mai, Brian J. Taillon, and Diana L. Haytko

Correction to:

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Chapter 88 was published with the incorrect family name for the corresponding author. This has now been updated as

Given name: Enping

Given name: (Shirley)

Family name: Mai

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