CONNECT.
ENGAGE.
TRANSFORM.
ANZMAC 2018

AGENTS OF CHANGE
SHARING THE CUP OF KNOWLEDGE
MARKETING IN THE THIRD MILLENIUM
REPUTATION, RESPONSIBILITY, RELEVANCE
BRIDGING MARKETING THEORY & PRACTICE
ADVANCING THEORY, MAINTAINING RELEVANCE
VISIONARY MARKETING FOR THE 21ST CENTURY
MARKETING FOR IMPACT ENGAGING WITH THE FUTURE
INNOVATION AND GROWTH STRATEGIES IN MARKETING
CONNECTIONS DISCOVERY KNOWLEDGE & CONTRIBUTION
SHIFTING THE FOCUS FROM MAINSTREAM TO OFFBEAT
MARKETING ACCOUNTABILITIES & RESPONSIBILITIES
ENGAGING WITH THE FUTURE DOING MORE WITH LESS
SUSTAINABLE MARKETING AND MANAGEMENT
MARKETING IN A POST DISCIPLINARY ERA
MARKETING IN THE AGE OF CONSUMERISM
BROADENING THE BOUNDARIES
FACING THE CHALLENGE

20 YEARS

CONFERENCE
PROCEEDINGS

THE UNIVERSITY of ADELAIDE

ADELAIDE 3-5 DECEMBER 2018

anzmac
AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY

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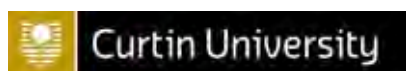
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SPECIAL THANKS

CENGAGE

WELCOME FROM THE ANZMAC CONFERENCE CO-CHAIRS

On behalf of the ANZMAC 2018 Conference organizing committee, we would like to welcome you to the 20th ANZMAC Conference and the first one hosted by the University of Adelaide.

The Australian and New Zealand Marketing Academy, ANZMAC as we now know it, was founded in 1998 with the first conference at the University of Otago with the theme "Connections". This was a different time, when digital technology didn't allow us to connect with our academic peers as easily as it does now. So it is a testament to the value and enjoyment we find in the ANZMAC Conference that has seen it expand and continue to be so well attended in today's environment.

Our conference theme "**Connect. Engage. Transform**." pays homage to past, present and future ANZMAC Conferences. If you look at the eye of the logo you will notice the history and the relevance of it being the 20th anniversary of ANZMAC. You will see '20 years' and also the themes of all the previous ANZMAC Conferences. We hope at this year's conference that you not only **connect** with your colleagues, but truly **engage** with them in academic discussion and around the fun social events, as well as work in collaboration towards ensuring that we **transform** the societies in which we live.

This year's main conference and doctoral colloquium received over 500 paper, poster, and special session submissions from 34 countries. Over the next three days more than 330 papers and posters will be presented, along with 12 special sessions and 3 keynote plenary sessions. The quality of papers is outstanding, and the special sessions look like they will be thought provoking and of high caliber. Our meet the editor sessions will allow you to hear from up to 14 Editors and Associate Editors from some of the leading journals in our field.

This year we have not just one but three keynote speakers. Seeking inspiration from outside academia, we invited Holly Ransom, one of Australia's most dynamic and influential leaders whose pursuits span government, corporate, not-for profits, and sporting organisations. Further, we have Professor Andy Neely, the Pro-Vice-Chancellor: Enterprise and Business Relations at the University of Cambridge and Professor Steve Vargo, one of Thomson-Reuters *World's Most Influential Scientific Minds/Highly Cited Researchers* (top 1%) in economics and business.

There truly is something for everyone at ANZMAC 2018!

The venue of the conference, the National Wine Centre, is part of the University of Adelaide and we encourage you to take your time during breaks to look around or perhaps go for a walk in the adjacent Botanic Gardens. The Welcome Reception will be in Bonython Hall on the University of Adelaide campus and the Gala Dinner at the Adelaide Convention Centre. All locations are an easy walk, or tram ride, along North Terrace.

This conference would not have been possible without the invaluable support of many people, but first and foremost the sponsors and exhibitors. We would like to thank all of the Heads of School that found it within their ever-decreasing budgets to continue to support the ANZMAC Conference, particularly this year to RMIT and UNSW as our Platinum sponsors and Monash as our Gold sponsor. Importantly, we also want to thank the track chairs, track review committees, and special session chairs for all of their invaluable contributions and for making our lives easier and more enjoyable by the way they went about it. Further, when you see the many volunteers around this week please stop and thank them for their efforts. Many of them are top undergraduate, Honours and PhD students just starting out on their academic journey. A massive thanks also goes to Dr Rebecca Dolan and Professor Roderick Brodie for organising the Doctoral Colloquium and for generally providing enormous support for the main conference. The Doctoral Colloquium had close to 50 participants and the involvement of more than 20 mentors. Rod and Rebecca planned an exciting program with several special sessions aimed at providing invaluable advice for doctoral students early in their careers.

We want to thank the ANZMAC Executive Committee for accepting a new operating model this year that allowed a smaller team to organize the conference and for their continued belief in us throughout the year. Finally, we want to acknowledge the support of the Adelaide Business School, the University of Adelaide, and our colleagues that enabled us to host this event.

Most importantly, we hope you have enjoy the ANZMAC conference and your time in Adelaide.

Jodie Conduit, Carolin Plewa and Dean Wilkie

WELCOME FROM ANZMAC PRESIDENT

The 20 year milestone is an important marker of progress.

The beginning of the ANZMAC journey began in 1998 with a conference where the Executive Committee of the time ratified the Constitution and thereby formally established the Australian and New Zealand Marketing Academy.

We have since reconvened for the annual conference for 20 years running. The conference has become a tradition. A milestone that signals the end of another year, offers a chance to celebrate wins in our community, acknowledge progress and reconnect with old friends. The value of the conference is interpreted in diverse ways but perhaps above all, its appeal is in the relevance it provides as a focal point around which to organise our thoughts and share each of our journeys in the marketing discipline. The strength of our association has enabled the ANZMAC name to evolve into an identifiable and meaningful brand that is an expression of the recognition of the academic marketing community in our region. It has become an important aid for our collective identity. ANZMAC is our asset that should be celebrated and respected.

The 2018 conference theme speaks to the dynamic nature of the marketing discipline and nods to the evolution of the Academy. On behalf of the ANZMAC Executive Committee and community, I would like to thank the co-chairs Jodie Conduit, Carolin Plewa and Dean Wilkie for organising the event, and the University of Adelaide for acting as host institution. No matter how diverse our pursuits of marketing might be, we look forward to hearing the latest research, meeting with the Special Interest Groups, and attending the special sessions designed to "Connect. Engage. Transform."

Thank you for choosing to attend our 2018 conference. For most delegates this is a ritual and for some it is a new experience. I encourage you to take advantage of our initiatives to help make everyone feel more welcome such as the Meeting Point, delegate identity tags, and special sessions showcasing achievements such as the Layton Award, and providing new support for academics at varying career stages such as the mid-career focused session.

Finally, I hope that you will take the time to enjoy the special gift from the ANZMAC Executive Committee as a small token to mark our 20th anniversary. Thank you for sharing this occasion.

Welcome.

Associate Professor Tania Bucic
President, ANZMAC

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Kate Daellenbach
Victoria University of Wellington

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Deakin University

Laszlo Sajtos
University of Auckland

Yelena Tsarenko
Monash University

Ian Wilkinson
University of Sydney

KEYNOTE SPEAKERS

Holly Ransom

Holly Ransom is the CEO of Emergent, a company specialising in disruptive strategy and building the capacity of leaders to execute change. Emergent, has worked with the likes of Microsoft, Virgin, INPEX, Europcar, KPMG, & the AIS, as well as local, state and federal government departments globally.

Prior to Emergent, Holly's corporate career has involved working as Chief of Staff to NAB Wealth Chief Executive and for Rio Tinto CEO Sam Walsh. Holly holds a Law degree and BA (Economics). In 2012, she was the youngest person to be named in Australia's '100 Most Influential Women', and also became the world's youngest-ever Rotary President. Her work with Rotary has played a key role in the global efforts to lift youth participation in the organization.

Holly is an experienced non-executive director across the private, government and non-profit sectors. In 2016, Holly was appointed to Co-Chair the United Nations Coalition of Young Women Entrepreneurs and in 2014, the Australian Prime Minister appointed Holly to Chair the G20 Youth Summit, resulting in the first summit to secure its policy demands from G20 leaders. Holly is the youngest ever woman appointed to the board of an AFL football club (with her appointment as a Director of Port Adelaide) and is also on the advisory Board for the launch of the AFL Women's League.

An accomplished global keynote speaker, Holly has presented across 6 continents, including delivering a Peace Charter to the Dalai Lama. She has featured on ABC's 'Q&A', Channel 7 News & Channel 10's 'The Project', and is renowned for her commentary on intergenerational economic and social issues. A top-ten age group finisher in her most recent Ironman Endurance Triathlon, in 2016 Holly was listed by Sir Richard Branson as one of his dream dinner guests, and in 2017 was Sir Richard's nominee for Wired Magazine's 'Smart List' of future game changers to watch. In 2018, she was personally requested by Barack Obama to moderate an hour-long conversation with during his only engagement in Australia.

Professor Andy Neely

Professor Andy Neely is Pro-Vice-Chancellor: Enterprise and Business Relations at the University of Cambridge and former Head of the Institute for Manufacturing (IfM) and of the Manufacturing and Management Division of Cambridge University Engineering Department.

He is a Fellow of Sidney Sussex College and Founding Director of the Cambridge Service Alliance, a highly successful university-industry interface. He is widely recognized for his work on the servitization of manufacturing, as well as his work on performance measurement and management. Previously he has held appointments at Cranfield University, London Business School, Cambridge University, where he was a Fellow of Churchill College, and British Aerospace. He was Deputy Director of AIM Research – the UK's management research initiative (2003 – 2012), was elected a Fellow of the British Academy of Management in 2007, a Fellow of the Academy of Social Science in 2008, and a Fellow of the European Operations Management Association in 2009.

Professor Stephen L. Vargo

Professor Stephen L. Vargo is a Shidler Distinguished Professor and Professor of Marketing at the University of Hawai'i. Thomson-Reuters has identified him as one of the World's Most Influential Scientific Minds/Highly Cited Researchers (top 1%) in economics and business for four consecutive years (2014 – 2017).

His research has achieved over 35,000 Google Scholar citations, and over 10,000 citations according to the more restrictive Thomson Reuters Web of Science Index. He has the most cited article published since 2000 in our pre-eminent journal, the Journal of Marketing, as well as most-cited paper awards in Marketing Theory, industrial Marketing Management, and INFORMS Service Science. Professor Vargo is best known for his work with Robert F. Lusch on 'service-dominant logic', and for this work has received the highest accolades in our field, including the Harold H. Maynard Award from the American Marketing Association for "significant contribution to marketing theory and thought," and the AMA/Sheth Foundation Award for "long term contributions to the field of marketing".

TRACK CHAIRS

Business Networks, Distribution and Retailing
Prof Michael Kleinaltenakamp (Frei Universität, Berlin) and
Prof Jack Cadeaux (University of NSW)

Consumer Behaviour
A/Prof Sally Rao Hill (University of Adelaide),
A/Prof Karen Fernandez (University of Auckland) and
Dr Lauren Gurrieri (RMIT University)

Customer Engagement
Prof Jill Sweeney (University of Western Australia) and
Dr Sanjit Roy (University of Western Australia)

Digital Marketing and Social Media
Dr Paul Harrigan (University of Western Australia) and
Dr Torgeir Aleti (RMIT University)

Food, Wine and Leisure Marketing
Prof Larry Lockshin (University of South Australia) and
A/Prof Armando Corsi (University of South Australia)

Macromarketing and Public Policy
A/Prof Lucie Ozanne (University of Canterbury) and
Dr Ann-Marie Kennedy (University of Canterbury)

Marketing Analytics, Methods and Modelling
Prof Chris Dubelaar (Deakin University)

Marketing Communications
Prof Mike Reid (RMIT University) and
Dr David Waller (University of Technology Sydney)

Marketing Education
A/Prof Vinh Nhat Lu (Australian National University) and
Dr Joanna Ho (Singapore Universtiy of Social Science)

Marketing Strategy and Innovation
Prof Magda Nenycz-Thiel (University of South Australia) and
Dr Arry Tanusondjaja (University of South Australia)

Product and Brand Management
A/Prof Jay Weerawardena (University of Queensland) and
A/Prof Ravi Pappu (University of Queensland)

Service Research
Prof Elina Jaakkola (University of Turku) and
A/Prof Matthew Alexander (University of Strathclyde)

Social Marketing
Prof Sharyn Rundle-Thiele (Griffith University) and
Dr Rory Mulcahy (Univerity of the Sunshine Coast)

BEST PAPER AWARDS

Business Networks, Distribution and Retailing
What Adaptations Does Value-Driven B2B Exchange Require?
Joona Keranen, Elina Jaakkola, Harri Terho and Mekhail Mustak

Consumer Behaviour
The "Healthy=Light" Heuristic Nico Heuvinck, Yi Li, Mario
Pandelaere

Branding love: Lovelocks as a Romantic Sacrifice Ritual
Xinyue Zhang, Toni Eagar and Decosta L'Espoir

Customer Engagement
How does engagement affect customer journeys?
Elina Jaakkola and Matthew Alexander

Digital Marketing and Social Media
*Antecedents and Consequences of Consumers' Online
Brand-Related Activities (COBRAs) on Social Networking Sites*
Rico Piehler, Michael Schade, Barbara Klein-Kalmer and
Christoph Burmann

Food, Wine and Leisure Marketing
The Effect of Inner Packaging Colour
Patrick van Esch and Jonas Heller

Macromarketing and Public Policy
*Butting Out: An Evaluation of Strategies to Address Tobacco
Product Waste* Janet Hoek, Phil Gendall, Mei-Ling Blank,
Lindsay Robertson and Louise Marsh

Marketing Analytics, Methods and Modelling
Modelling sequential spatial choice: a trip-planning study
Harmen Oppewal and Ari Pramono

Marketing Communications
Celebrity versus Film Persona Endorsements
Amanda Kennedy, Stacey Baxter and Jasmina Ilicic

Marketing Education
Reinventing the case method through collaborative casing
Carlos Diaz Ruiz, Katy Mason and Luis Araujo

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Stakeholders in Commercialization and Creating Market for Innovation
Anil Engez and Leena Aarikka-Stenroos

Product and Brand Management
*Homophily's influence on child-oriented brand community
identification* Marqurite Hook, Stacey Baxter and Alicia Kulczynski

Service Research
*Mapping Patient Experience and Journey from Service Providers
and Caregivers perspectives* Lauri Litovuo, Leena Aarikka-
Stenroos and Elina Jaakkola

Social Marketing
Does reversing heavy drinking encourage moderate drinking?
Khai Tran, Kirsten Robertson and Maree Thyne

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Business Networks, Distribution and Retailing
Dr Charles Jabarajakirthy (Griffith University)

Consumer Behaviour
Dr Felix Septianto (University of Auckland) and
Maja Golf-Papez (University of Canterbury)

Customer Engagement
Prof Kristina Heinonen (Hanken School of Economics)

Digital Marketing and Social Media
Dr Onnida Thongpravati (Swinburne University)

Food, Wine and Leisure Marketing
Prof Heath McDonald (Swinburne University)

Macromarketing and Public Policy
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Marketing Analytics, Methods and Modelling
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Kathy Knox
Griffith University

Hajime Kobayashi
Meiji University

Foula Kopanidis
RMIT University

Kaisa Koskela-Huotari
Karlstad University

Bamini Kpd Balakrishnan
Universiti Malaysia Sabah / RMIT University

Martin Kuchta
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CONFERENCE PROCEEDINGS

BUSINESS NETWORKS, DISTRIBUTION AND RETAILING

What Makes Customers Attached to Commercial Places?

Torgeir Aleti, RMIT University
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Abstract:
The study investigates how consumers develop attachment towards commercial places and how attachment relates to intention to visit the place. Drawing on the notion of third-places and non-places, we examine to what extent consumers develop an attachment to three types of businesses categories: café's, fashion stores, and supermarkets. Participants were asked to describe their favourite and their less favourite establishment for each category before answering a set of questions related to the physical and social description of these places, their feelings of attachment and their visitation frequency. The results indicate that consumers mainly visit supermarkets due to convenience. However, visits to cafés and clothing stores directly relate to how attached they feel to these places. Further, consumers base their attachment to these places on an evaluation of how unique the place is, relationships they have with staff, convenience, the uniqueness of the servicescapes as well as visits in the past.

Keywords: place attachment, third places, retail patronage

Role of Values in Business Purchase Decisions

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Robbin Derry, University of Lethbridge
Debra Basil, University of Lethbridge

Abstract:
The study incorporates the role of personal values, organizational values and values-congruency in the business purchase decisions. Using the Supply Chain Management Association of Canada as the sampling frame, the study tested the relationships between personal values of employees, the perceived organizational values, values-congruency of personal/ organizational values, and the perceived role values play in business purchase decisions. The study found a significant relationship between the perceived humaneness or benevolence values of the organization and the perceived role the same values played in the business purchase decision. The study also showed a similar significant relationship between the perceived humanity or compassion values of the organization and the perceived role played by profitability values in the business purchase decision. Lastly, the study found a significant relationship between the perceived level of formalization in the purchasing function within the organization and the role perceived values play in the business purchase decision.

Keywords: business purchase decisions, organizational buying, values congruency

Gender Bias in Sales Evaluation and Hiring

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Abstract:
Based on sociological theories and the contradicting findings in prior research on gender bias, we examine how gender bias affects the evaluation of sales candidates Specifically, in this study we explore the effect of gender mis-match between the candidate and the recruiter on candidate's performance in a sales role-play and on the likelihood of hiring the candidate. We test the hypotheses using data from a multi-year national sales competition held at a leading public university in the United States. We find that gender mis-match between the candidate and the recruiter affects the likelihood of hiring the candidate. However, we do not find any effect of gender mis-match on the candidate's sales role-play performance evaluation. Our theoretical contribution resides in shedding light on the gender-based biases and stereotypes that exist in sales performance evaluation and hiring decisions.

Keywords: gender bias, salesperson performance, hiring

Internally Recruited Franchisees' Franchise Buyer Decision Process

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Maria Ryan, Edith Cowan University

Abstract:
A shortage of suitable franchisees has long plagued the franchise industry. Gaining insights into the franchise buyer decision process is important for franchisors to better target their recruiting practices. The five-stage Consumer Decision Process Model provided the theoretical framework for exploration of the franchise buyer decision processes of 12 Australian McDonald's franchisees. Qualitative, semi-structured interviews were used to gain rich insights into the processes undertaken in acquiring their first franchises.

A new category of internally recruited franchisees, being former McDonald's employees, was identified. Different franchise buyer decision processes were employed by the six franchisees who were recruited internally compared to those who were recruited externally. The internal recruits relied on internal search, explored few alternatives and perceived little risk. Conversely, the external recruits used extensive external search, evaluated numerous alternatives and perceived higher risk.

Keywords: franchise buyer decision process, internally recruited franchisees, franchising

Introduction and Research Aim

Lack of suitable franchisees has long plagued franchisors in their quest for growth (Bradach, 1997). This has continued unabated with recent Australian surveys showing almost half of franchisors believed the availability of prospective franchisees was insufficient to meet their growth needs (Frazer, Weaven & Bodey, 2012). Furthermore over 70% of franchisors rated lack of suitable franchisees as their major ongoing challenge (Frazer, Weaven & Grace, 2014). The franchisee shortage has been a catalyst for the development of different categories of franchisees. One method of addressing this shortage is simply to grant more franchises to your existing franchisees. This practice, known as sequential multi-unit franchising, has been extensively researched. Another reaction to the shortage is to recruit internally. This study identified this new category and termed it *Internally Recruited Franchisees*, representing those franchisees who were previously employees of the franchisor. The industry has long known that internal personnel may provide a recruiting ground for franchisees (Kroc & Anderson, 1977). Indeed, the prevalence of former employees becoming franchisees at McDonald's UK operation was estimated at 40% (Lashley & Morrison, 2000). However, the existence and importance of this category of franchisees has been ignored by the literature.

On the face of it, franchising appears to be B2B, however recent research suggests asymmetries of power and knowledge mean B2C is a better characterization (Spencer, 2013; Atwell, 2015).

Marketers in consumer businesses have long understood that by gaining insights into the buyer decision processes of consumers they are better able to establish and maintain customer relationships (Pride, Ferrell, Lukas, Schembi & Niininen, 2015). In a similar fashion, franchisors seeking to establish and maintain franchisee relationships can gain insights by better understanding the franchise buyer decision process adopted by franchisees. While various studies have focussed on individual stages of the franchise buyer decision process few have attempted to develop models of the entire process. Indeed, research on franchisee buyer decision models is scant.

Consequently, this study explores the following research questions:

RQ1: Does the Consumer Decision Process model fit the franchise buyer decision processes undertaken by franchisees in acquiring their initial franchises?

RQ2: Is a different franchise buyer decision process adopted by internally recruited franchisees versus externally recruited franchisees?

Conceptual Model

Nicosia (1966), Howard and Sheth (1969) and Engel, Kollat, and Blackwell (1978) developed models of buyer decision processes that became known as the *grand models* of consumer behaviour (Erasmus, Boshoff & Rousseau, 2001). Gradually, these grand models morphed into the almost universally accepted traditional Consumer Decision Process Model (Erasmus, Boshoff & Rousseau, 2001) used in the preponderance of consumer behaviour textbooks (Ashman, Solomon & Wolny, 2015). The traditional Consumer Decision Process Model, which has five core stages (Figure 1), forms the theoretical underpinning of many purchase behaviour studies and is the underlying premise for this study.
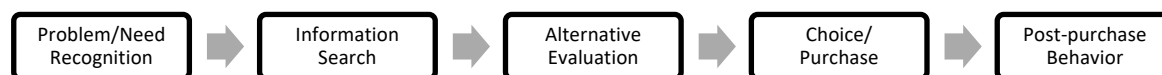
Figure 1. Consumer Decision Process adapted from Erasmus, Boshoff & Rousseau, 2001.

Method and analysis

As this research was exploratory; qualitative, semi-structured interviews were used to gain rich insights into the *why*, *what* and *how* of the research questions (Saunders, Lewis, & Thornhill, 2009).

A purposive sample of 12 Australian McDonald's franchisees was selected. Six were internally recruited, being former McDonalds' employees and six were externally recruited. The franchisees were a mix of current and former franchisees, with half currently being McDonald's franchisees at the time of their interview. A list of open-ended questions addressing the research questions was developed in conjunction with a content expert to enhance validity. One-on-one interviews of 33-77 minutes duration were conducted. The interviews were recorded and transcribed resulting in over 90,000 words of transcription. Reliability was enhanced as data was collected until saturation (Creswell, 2014).

The phases of thematic analysis (Braun & Clarke, 2006) were used to identify and analyse patterns within the data. Familiarisation occurred as the data was transcribed by the researcher. Initial codes were generated and noted down as the transcripts were read and re-read. Themes were identified with various thematic maps developed. Final themes were named and organised using the five stages of the Consumer Decision Process Model.

Findings, Discussion and Contribution

With regards to RQ1, generally, the Consumer Decision Process Model appeared to be a good fit for the franchisees' franchise acquisition practices, with most of those interviewed going through each stage, albeit considering different factors.

Regarding RQ2 different factors were considered and different evaluation processes employed by the externally recruited franchisees versus internally recruited franchisees. The franchise buyer decision process of externally recruited franchisees having characteristics of; being franchisee initiated, extensive external search, many franchisee interviews, limited internal search, extensive evaluation of numerous alternatives, on-the-job evaluations, higher risk perception, and the need to commit to the franchisor before they commit to you. Contrasting markedly, the internally recruited franchisees franchise buyer decision process had characteristics of; being franchisor initiated, virtually no external search, few franchisee interviews, reliance on internal search, little or no alternative evaluation, no on-the-job evaluation, little or no risk perception, and franchisee/franchisor commitment coinciding. However, somewhat unexpectedly, in the purchase/choice stage no differences were apparent in the propensity to reject sites, all accepted the first franchise site offered and neither group engaged strong external adviser involvement in their decision process.

While some differences between the franchise buyer decision process of externally versus internally recruited franchisees were anticipated, the differences were even more pronounced than expected. For example, in the information search and alternative evaluation stages many of the factors identified were almost diametrically opposite.

These findings suggest further development and separate analysis of these two franchisee categories with the development of separate models of the franchise buyer decision process for externally recruited franchisees versus internally recruited franchisees is warranted. Such models would be of interest to franchisors, who, given the absence of other models, may use them to better tailor their franchisee recruitment processes and efforts.

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E-Shopping Cart Abandonment at Fashion Pure Plays

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Abstract:

Conventional wisdom suffices to say that a simple infraction during the transaction conclusion phase bestows a poignant episode of shopper irritation, becoming overture to a decision to divest from the eShopping cart, without buying. Whereas some studies have purported to focus on the initial stages of the buying process, this study confronts the brief and often overlooked period skirted by product evaluation and the actual purchase (or non-purchase) act, termed checkout. To address this knowledge cavity, this study conducts an online survey with 353 fashion shoppers at pure plays, since this retailing channel is the most gravely affected owing to a non-existent traditional storefront alternative to make sales. The results of this study enrich the scant emerging markets literature by highlighting a tripartite set of innate, social-based and retailer driven stimuli that induce emotional dissonance during the checkout stage, leading to an emotionally aggravated decision to abandon the shopping cart.

Keywords: eShopping cart abandonment, fashion pure plays, South Africa

Customer Importance and Resource Mobilization Processes

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Abstract:
Supplying organizations allocate, activate, and engage resources in a complex process on behalf of customers, termed resource mobilization. This mobilization process involves a wide variety of individual supplier actors, both boundary spanners and non-boundary spanners, making decisions and devoting a range of different types of resources, to specific industrial customers. This study seeks to understand the complexities of this process by addressing the following research question: How do suppliers mobilize their resources for individual customers on industrial markets? To answer this question a case study method was employed, and a range of customer-facing personnel were interviewed in a large organization. The findings reported here indicate several areas of tension and differences between sales and operational staff and that the individual actor's resource mobilization is not a straightforward process despite company attempts to standardize some resource inputs and segment the market.

Keywords: resource mobilization, boundary spanners, customer importance

Introduction and research aim

Business marketing theory often assumes the management of available supplier resources is homogenous, involving exchanges between autonomous buyers and sellers. This research project considers that these exchanges present a simplified understanding of supplier resource mobilization (Ellegaard & Koch 2012). Furthermore, these exchanges require interactions amongst different actors from various levels of both the buying and supplier organizations. Recent research indicates that managing such resources is not a straightforward process. These processes are complex where suppliers and buyers actively access their exchange partners and is known as resource mobilisation. This study investigates the process of resource mobilisation which can include such processes as new product development, cost reduction and process integration. Several studies indicate that buyers (customers) often employ inappropriate methods of engagement with suppliers or are ill prepared internally within the organisation as to how supplier resources are organised. Knowledge on how actors in supplying firms overcome internal organisational and customer barriers in using supplier resources is therefore needed.

Background

Researchers consider that actors use exchange processes to control resources, and base their customer facing activities on these resources. Furthermore, there are differences between actors in the amount of knowledge they possess about the activities and resources in the network. However, little is known about the mobilising processes that actors are involved in within the firm (Nystrom 2012). It is also important to understand how resources are combined as resources themselves cannot be viewed as isolated items and it is the connections between these resources that are important. Research has also assumed that resources are a given and often independent of the firm in which they are situated (Baker & Nelson 2005). The development of the resource interaction framework (Hakanson & Waluszewski 2005) addresses many of these assumptions.

In addition to economic or functional resources, Finch, Wagner and Hynes (2012) consider that social capital is also important in resource mobilisation. Social capital can facilitate access to resources and is defined as "the aggregate of potential resources linked to a network of relationships of mutual acquaintance and recognition" (Bourdieu 1986). The entrepreneurial literature also highlights the distinction between the use of professional resource and personal resources. Many entrepreneurs have extensive experience of using the resources at hand when starting a new business including resources such as moral support from friends and family (Khota & George 2012). Bhagavatula, Elfring, van Tilburg and Van de Bunt (2010) found that human capital was an important resource which included experience, professional skills and language skills. Wilkund and Shepherd (2012) also distinguish between human capital, experience, qualifications and social capital.

Ritvala and Salmi (2010) identify the enabling factors that mediate between the resources being mobilised on and the target organisation. Here the resource mobilisation process is based on issues. In terms of entrepreneurship sometimes actors may be able to exploit non-obvious areas in the market place. Ritvala and Salmi (2010) highlighted the phases of resource mobilisation beginning with the customers, looking at mobilisation tactics and potential outcomes. Baraldi, Gressetvold and Harrison (2012) also highlight the resource interfaces or contact points along which the resource mobilisation occurs including technical and social interfaces. The value of a resource is also dependent on its connection to other customers, resources change over time, multidimensional, these resource changes create tensions and conflict within supplier firms. This study investigates the following research question: How do suppliers mobilize their resources for individual customers on industrial markets?

Research method

A case study method was used for the investigation. Case studies allow researchers to make sense out of complex social phenomena (Eisenhardt & Graebner, 2007; Yin, 2009). A case study can be deeply imbedded in a rich real-world context and this makes it possible to develop theory that is accurate, testable, and interesting. The research study was undertaken with two large NZ companies, supplying products and services to industrial customers. The resource pool subject to mobilization was broad and the customer portfolio must have a considerable size, variation and range – to allow comparison and distinction between different customers and the organizational processes. We interviewed a range of central boundary spanners in each company – including sales/marketing personnel, R&D/product development, production/logistics, service employees, as well as executives in these functions. The interview protocol asked about the range of customers boundary spanners had responsibility for, their customer management systems and the priorities attached to each customer by themselves and colleagues, then how any resource allocation issues were addressed by each firm.

Results and conclusion

The preliminary analysis has focussed on the first of the two case firms, an ICT services provider. The themes initially generated focused on the importance of the customer. Secondly the themes considered the types of resources and how they were used to address the customer concerns. Third the analysis focused on the relative level of agreement or otherwise between the participants. In terms of the customer importance, the company personnel interviewed had a clear idea of the segmentation with the focus on government, corporate and enterprise clients. Metrics used here were customer employee numbers and sales revenue. Although many commented that all customers were important, the sales staff had the dilemma of choosing which customers to focus their efforts on. New business managers also found the efforts of obtaining new business was sometimes in conflict with the overall organisation requirements to maintain existing clients.

This focus on "getting the number" by sales often led to internal conflict with technical staff who were required to implement the solutions that the sales staff had agreed with the prospective client. Away from the sales team other technical managers commented that "we have had an organisation that has been very subservient to the customer so when customers ask for dumb things we say yes". In addition, there was criticism of the sales aspects of the staff "We are very sales led organisation, so if the sales person gets commission they don't care what happens downstream". This was often a source of tension leading to unproductive resource mobilisation within the firm as additional operational costs were incurred to keep the customer. As a result, operational staff realigned their responses to better handle the unexpected promises made by sales.

Participants commented the emphasis had been on providing bespoke solutions for customers which involved costly development and design resources. It was reported that company was looking to standardise the customer offering through refocusing the sales effort and identify segments leading to resource allocation efficiency.

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Impact of Relationship Orientation on Interfirm Relationship Health &Performance

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Abstract:
This study measures the influence of interfirm relationship orientation (RO), relationship health (BRHI) and sales interaction (SI) on relationship performance. Data was collected in an online nationally representative business panel survey of 500 United States respondents aged 18 and over. Using PLS modelling the findings show that RO, SI and BRHI explain 64% of relationship performance. RO explains 28% of the variation in performance and supports the hypothesis that the extent to which relationships are able adapt, coordinate, manage conflict and facilitate exchange can positively influence SI, BRHI and performance. SI explains 22% of relationship performance and supports the hypothesis that the extent of sales personal engagement can positively influence relationship performance. BRHI as the dominant predictor explains nearly 50% of the variation in relationship performance and supports the hypothesis that scholars and practitioners should focus on behaviours which facilitate the relationship's emotional climate, interaction/problem solving and organisation and structure.

Keywords: relationship health, sales interaction, interfirm relationship performance

Introduction and Research Aim

The aim of this study is: *To investigate the influence of relationship orientation and sales interaction on interfirm relationship health and performance.* Two research questions are addressed in line with this aim: **RQ1:** What impact does interaction with the sales force have on relationship health and interfirm relationship performance? **RQ2:** What impact does interfirm relationship orientation have on relationship health and interfirm relationship performance?

Background and/or Conceptual Model

Interfirm relationships are risky and subject to high rates of failure (Dekker, Ding & Groot (2016); Gomes, Weber, Brown & Tarba (2011); Lunnan & Haugland (2008); Das & Teng (2001,2)). This paper seeks to shed light on three significant drivers of interfirm relationship performance which have not been previously linked together. They are relationship orientation, sales interaction and relationship health. Relationship orientation (RO) defined by Helfert, Ritter, and Walter (2002) puts customer interaction at the center of the success of long-term interfirm relationships. RO measures the extent to which interfirm relationships adapt, coordinate, manage conflict and facilitate exchange. These behavioural characteristics act as an enabler of sales interaction and relationship health by providing an environment in which the focus of the sales function is to better understand customer needs and is prepared to commit itself to its customers. Salesforce interaction (SI) as inspired from Cannon & Perreault (1999) represents the extent to which the sales function engages and interacts with its interfirm partner through activities including interaction with top management, spending time at their facility, providing technical support, private interaction, offering advice and solutions and training staff. These activities act as an enabler of interfirm relationship health and positively influence the long-term performance of an interfirm relationship. The Business Relationship Health Index (BRHI) as defined by Gray, Bignoux and Mirzaei (2016) is a general measure of inter-firm relationship health adapted to the interfirm relationships from the domain of marriage and family therapy (Yingling et al (1998). The BRHI comprises three aspects including the emotional climate, interaction/problem solving and organisation/structural behaviours adopted within the interfirm relationship. Interfirm Relationship Performance (Perform) is defined by Ashnai, Henneberg, Naudé & Francescucci (2016) as a range of relationship outcomes which include both financial (e.g. profitability or profit growth) and non-financial measures (e.g. the extent to which the interfirm relationship helps the companies involved to detect changes in end-user needs and preferences). A central question here for these relationships and as projected in Figure 1is the extent to which a firm's RO and SI translate into interfirm relationship health and produce differential impacts on interfirm relationship performance (Das and Teng, 1998; Dwyer et al., 1987; Ford, 1980 and 1989; Jap, 2001; Terawatanavong et al., 2007). To date this area is under researched and little is known about what those differences are. In this study, RO, SI and BRHI are empirically tested by assessing their impact on interfirm buyer–seller relationship performance (Perform). The model, hypotheses and overview of results tested are shown in Figure 1.
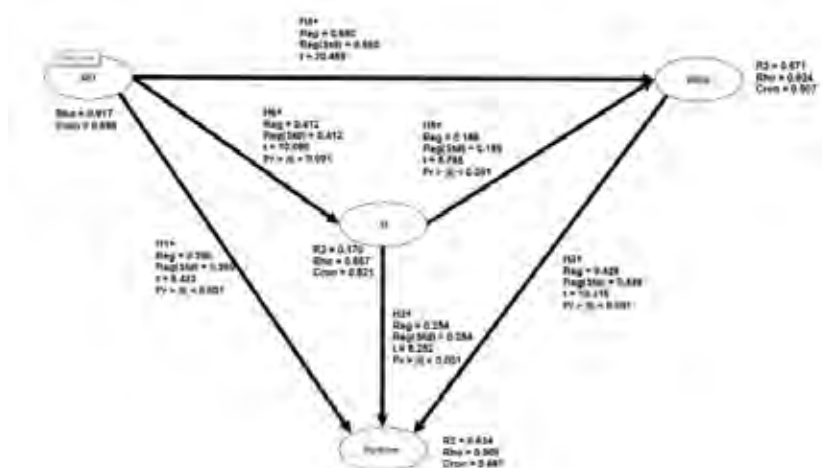
Figure 1 Conceptual Model

Methodology

Data was collected in an on-line nationally representative (by state, age and gender) self-report administered business panel survey from 500 respondents based in the Unites States aged 18 and over. Survey respondents were pre-qualified to ensure that their knowledge of the B2B relationship was adequate to answer the survey questions. The respondent positions comprised: owner managers/sales manager/marketing manager. The structure of the actual sample was in line with US Census data (Lichtenstein, 2014): gender (36.2% female, 63.8% male) and age distribution was skewed towards younger age groups (21.8% 18-29, 27.2% 30-39, 21.0% 40-49, 17.4% 50-59, 12.6% 60 plus) group. The BRHI comprises three reflective components of the emotional climate, interaction/ problem solving skills, organisation and structure. Relationship orientation (RO) is measured by adapting items from Helfert, Ritter, and Walter (2002). Sales Interaction (SI) is measured by adapting items from work conducted by Cannon and Perreault (1999). Finally, relationship performance is measured by adapting an eight-item reflective scale from Ashnai, Henneberg, Naudé, and Francescucci (2016). All scales use a 5-point Likert-type scale from 1 (strongly disagree) to 5 (strongly agree). Partial least squares (PLS) path modelling was used to simultaneously estimate both the measurement and structural components of the model. The model shown in Figure 1 was analysed using PLS software XLSTATPro (Fahmy, 2018).

Results and/or Discussion and Contributions

The model identified in Figure 1 tested and validated the influence of RO, SI and BRHI on relationship performance. All six hypotheses are supported. Overall the model explains 64% percent of relationship performance, 57% interfirm relationship health and 17% of sales interaction. Overall, the model shows that BRHI is the biggest contributor to interfirm relationship performance at nearly 50%, followed by RO at 28% and SI at 22% (See Table 1)

Table 1: Impact and contribution of the variables to Perform

	BRHI	RO	SI
Correlation	0.736	0.680	0.558
Path coefficient	0.428	0.260	0.254
Correlation path coefficient	0.315	0.177	0.142
Contribution to R² (%)	49.707	27.938	22.355
Cumulative %	49.707	77.645	100.000

Note: BRHI=Relationship Business Health Index; RO=Relationship Orientation, SI=Sales Interaction
All variables p<.01; Overall sample N=500; All variables Cronbach alpha >0.7.

Implications for Theory and Practice

This study is the first to identify and link the importance of RO, SI and BRHI as antecedents to interfirm relationship performance. Firms with a relatively high RO and SI provide a supportive context which enables the adoption of behaviours which directly improve relationship health and interfirm relationship performance. The BRHI provides scholars and practitioners with a diagnostic tool and a road map to determine the extent to which any B2B relationship is healthy or needs repair, re-evaluation, re-commitment, re-connection or re-positioning. The RO concept Helfert, Ritter, and Walter (2002) was derived from the concept of firm market orientation (Jaworski & Kohli.1993) and adapted to the individual interfirm relationship. In this paper we have shown that RO explains 28% of the variation in relationship performance and supports the hypothesis that practitioners should focus their relationship development and management efforts on ensuring that relationships are able to successfully adapt, coordinate, manage conflict and facilitate exchange. We show that RO can act as an enabler of the relationship team through SI customer engagement to explain 22% of relationship performance. Finally, we show that BRHI as developed by Gray, Bignoux and Mirzaei (2016) is the dominant model predictor and explains nearly 50% of the variation in interfirm relationship performance and supports the hypothesis that scholars and practitioners should focus on behaviours which facilitate the development and management of the relationship's emotional climate, interaction/problem solving and organisation and structure.

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Investigating Salesperson Performance Factors: A Contemporary Meta-Analysis

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Abstract:
Business and consumer buying behaviour has changed dramatically in recent time; a fact that is not lost on selling organisations when considering how best to recalibrate salesperson performance measures in response. However, a more contemporary academic meta-analysis into those most effective salesperson performance factors is markedly absent. This work seeks to continue in line with Churchill et al. (1985) in conducting a comprehensive review of the extant sales performance literature in an effort to more fully understand the drivers of contemporary salesperson performance. This study adopts meta-analysis techniques to investigate the salesperson performance literature by systematically content-analysing over 250 published articles from 1986 to 2017 and synthesising the findings into a new salesperson performance typology. This typology consists of personal, organisational, co-worker, buyer and situational dimensions. Additionally, this work offers a parsimonious overview of current key salesperson performance research as well as a clear agenda for future salesperson performance research.

Keywords: salesperson, performance, effectiveness

How do Shoppers React to In-Store Messages?

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Abstract:

The purpose of this paper is to examine how in-store price and product messages influence shopper's touch behaviour. In the field of retailing and sensory marketing research, there is a paucity of knowledge on how visual inputs impact the tactile evaluation of products through shoppers' touch behaviour and touching time. The empirical study was a field experiment and entailed direct observation of shoppers in a Swedish national department store. The observations were based on a convenience sample of shoppers assigned to a control group (n = 75) and two experimental group (n = 75) in total 300 observations. In-store product messages as visual inputs significantly influence shopper's touch behaviour and touching time compared to non-significant in-store price messages. The study provides guidelines for retailers and service outlets in using in-store product messages for developing an attractive display enhancing shoppers' touch behaviour at point-of-purchase in a retail setting.

Keywords: in-store messages, touch behaviour, sensory marketing

Influencing Supply Chains: An Interpersonal Perspective

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Abstract:
Aligning the interests of a diverse set of supply chain members often requires the engagement of key individuals. This is most notable in sales appeals. However, the concentration on sales in current research overshadows other interpersonal efforts to influence supply chains. In this study, we argue that the ability to manage costs and quality of the firm's inputs derives from the network of *interpersonal* relationships in the supply chain. Accordingly, the results include a conceptual model of supply chain dynamics that explains i) antecedents, and ii) influence approaches used by supply chain members. The study draws on an eight-month study of the Australian Defence sector, involving 67 interviews with key stakeholders, meeting observations and a focus group. The results highlight key interpersonal influence approaches that shape supply chain practices while also identifying important conditions that facilitate or constrain these.

Keywords: case study, B2B, relationship

Introduction

The behaviours of supply chain member firms often follow one of three main explanations. First, members seek to minimize transaction costs and, accordingly, their engagement in long-term relationships centres on efficient asset utilization (Parker and Hartley, 2003). Second, interdependencies between supply chain members create switching costs and, accordingly, this constrains their possible actions (Thomas et al., 2013). Third, institutional logics shape the possible actions of supply chain members through an implicit set of rules or regulations (Jia and Zsidisin, 2014; McFarland et al., 2008). While these accounts constitute explanations of the fundamental dynamics that shape supply chain members' actions, there is less consideration of the interpersonal, micro-level engagements that characterize the supply chain as a whole.

The interpersonal notion of supply chain interaction is largely subsumed by broader ideas such as trust, commitment and sense making (Leek and Mason, 2010; Prior et al., 2018). Recent studies suggest that the influencing activities of supply chain members as an important means of shaping supply chains (Liu et al., 2018; McFarland et al., 2006). However, most of these studied are limited to; 1) discussing influence as a set of tactics 2) within a sales context (Liu et al., 2018; McFarland et al., 2006; Plouffea et al., 2014). Thus, we argue that there is a lack of understanding of interpersonal influence within B2B marketing literature.

In this study, we take the perspective of boundary spanners within a supply chain who seek to influence their complex supply chains. We define influence as an attempt to manipulate the cognitive, behavioural, and affective dimensions of a target in the direction the influencer desires. We ask *i) what are the conditions that lead to supply chain influence, and ii) what are the key influence techniques likely to create positive outcomes*? Accordingly, we draw on a large-scale dataset in the Australian Defence sector to unpack the key determinants and approaches usable by supply chain managers to affect supply chain outcomes.

Approach

The study draws on a eight-month study of the Australian Defence sector, involving 67 interviews with key stakeholders, meeting observations and a focus group. We used an abductive analytical approach (Dubois and Gadde, 2014, 2002; Visconti, 2010). This involved an initial investigation of the supply chain and marketing literature to establish existing theoretical frameworks. We next turned to triadic reciprocality socio-cognitive theory proposed by Bandura, (1986), to help us understand the interactions between social context and individuals' behavioural processes. This led us to observe two main antecedents: social capital and individual capital. Next, we used open coding to identify and describe the major influence approaches used by supply chain members. We established the credibility of findings using established methods (Lincoln and Guba, 1985; Miles and Huberman, 1994; Patton, 2001).

A Conceptual Framework

The results support a conceptual model of i) the antecedents, and ii) the influence approaches used by supply chain members. The results support the basic idea that interpersonal dynamics do indeed shape supply chains.
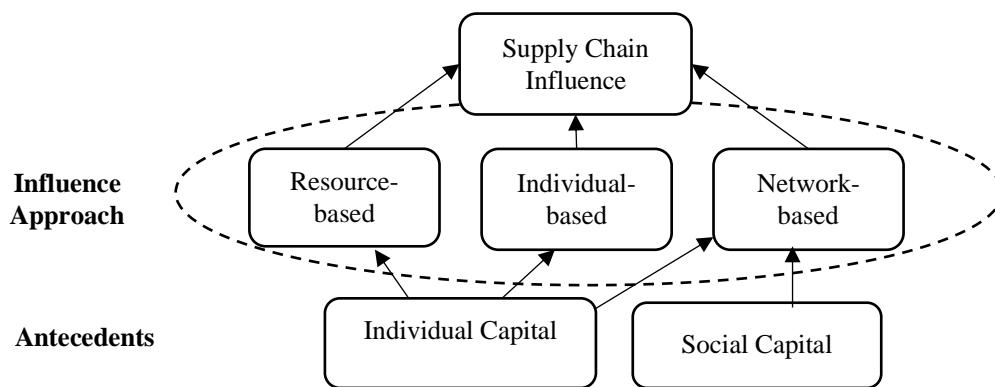
We saw supply chain influence as the ability for an individual to alter the behaviours of other individuals in the supply chain (McFarland et al., 2008). With this in mind, we searched for evidence of different influence approaches. The evidence suggested that these could be *resource-based* (i.e. by relying on rare and valuable resource differences between the influencer and the target individual), *individual-based* (i.e. by relying on the specific emotional and cognitive appeals that individuals make to other individuals), or *network-based* (i.e. by appealing to other individuals within the network so as to convince a focal individual).

Underpinning these influence approaches were two antecedents. One of which is, individual capital that relates to the skills, experiences and knowledge that the influencer themselves possess *("Because I was in the Navy for a long time, I have worked with the current chief of Navy and worked with the current VCDF. Maybe I am not the general manager or CEO but I can still talk to them and I easily set up meetings with them"*, respondent A). Individual capital also relates to the identities the individuals have created for themselves *("At a recent meeting I was described as a having a high intellect but also having high emotional intelligence and the ability to achieve successfully to get better outcomes for everyone involved"*, respondent B).

Social capital relates to the individual influencer's ability to invoke obligations by others through relationships with other individuals *("We have built our own networks now over the last few years which we have most kept. And usually when somebody in defence changes and moves on … That person will normally tell the next person taking over their job, to deal with us"*, respondent C).

Discussion and Conclusion

These initial findings highlight the relationship between the underlying mechanisms that are necessary for individuals when affecting supply chain influence in terms of their relevance to specific interpersonal influence approaches. In so doing, the study extends the existing work on interpersonal influence (Liu et al., 2018; McFarland et al., 2006). These findings constitute a micro-level view of supply chain influence based on interpersonal interaction that provides an important link between the previously-identified macro and meso-level views of supply chain influence (Frazier and Rody, 1991; Frazier and Summers, 1984). Apart from its theoretical implications, the study provides directions for boundary spanners for developing effective supply chain related interpersonal influence strategies. The study directs managers' attention to the importance of integrating resources, personal factors and networks to exert effective interpersonal influence within supply chains.

While acknowledging that the context and the adopted methodology of the study have the potential to limit the applicability of findings, we suggest testing this framework in other contexts with similar properties in future.

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What Adaptations Does Value-Driven B2B Exchange Require?

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Abstract:
While current B2B literature considers value-driven exchange (VDE) as the most promising business approach, successful implementation of VDE is highly challenging as realization of value-in-use depends upon various adaptions across supplier and customer organizations and processes. Extant literature offers only little insights on what exactly firms should adapt, and how, to optimize VDE. This study explores reciprocal adaptations required for successful VDE in B2B markets. Drawing on a qualitative study of nine supplier-customer dyads in different industries this paper identifies 1) the key adaptations needed in the selling, buying, and joint processes to facilitate VDE; and 2) the ways firms are able to carry out these adaptations at individual and organizational levels. These findings contribute to several priority areas in the current B2B marketing research where the adaptations to reciprocal VDE processes and matching value-driven sales and purchasing practices have remained critical, yet poorly understood issues.

Keywords: value-based selling, organizational buying, adaptations

Understanding Young Shoppers' Mall Behaviours

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Abstract:
Young shoppers (Generation Y consumers) is one of the significant cohorts for retail marketers because of their significant spending power and relatively more disposable income. Despite the large size of the young population with high purchasing power and disposal income, there are limited studies on young shopping mall patrons in Australia and their mall behaviours. Therefore, this study aimed to understand the shopping mall related behaviour such as the frequency of visits, the purpose of visits, time and money spent at shopping malls of young shopping mall patrons. The results confirm that the primary purpose of the visit of young shoppers in Australia is utilitarian rather than recreation. They visit shopping mall very frequently, spend short hours at the mall and less money than the average shoppers. These findings have several implications for mall managers and marketers.

Keywords: young shoppers, retail marketing, mall behaviour

Introduction and Background

The shopping mall (retail) industry currently faces an unprecedented level of competition due to online shopping, direct buying and category killers like Walmart. Nevertheless, the Australian shopping mall shows impressive growth in the retail industry, despite the many alternative routes. The retail industry was the first to record the transaction of more than AUD 8.4 billion in 2015 (Rooney & Quillfeldt, 2016). Furthermore, the total retail sales of Australian shopping centres are estimated at $ 120 billion, accounting for 10.2 per cent, making it the second-largest contributor to employment in Australia in 2017.

Young shoppers play a major role in the Australian retail industry, especially in shopping malls. Young shoppers (also called Millennials or Generation Y), born in 1980-1995 (aged around 18-34) and children of the baby boomers, have emerged as an important cohort in the modern market (Emmons, 2001). This cohort shows significant purchasing (or spending) power (Wolburg & Pokrywczynski, 2001). According to the Australia population map, Generation Y represents about 22 per cent of the population and 33 per cent of the workforce, making it the leading force in Australia today (McCrindle, 2015). For this reason, many marketers and shopping mall and store managers invest heavily in targeting young Australians in designing mall recreational activities, store ambience, product assortments and so on. However, despite the large size of the young population with a high proportion of workforce rate, high purchasing power and a tremendous amount of disposal income, there are insufficient studies of the youth markets and their mall behaviours (Gentina et al., 2014).

A key contribution of this study is to employ generation theory to examine patterns in the shopping behaviour of a vital shopping cohort in a significant industry in Australia. According to Meriac et al. (2010), the generation theory assumes that the same generation shares similar life experiences, attitudes and beliefs because of their similar lifespan. Furthermore, Codrington (2008) emphasised that human behaviours, particularly actual consumption patterns, shows identical patterns among generation. Another contribution is that it extends the current body of knowledge in this area by corroborating or contradicting the existing narrative regarding shopping behaviour of young mall patrons by providing evidence from an Australian market. For example, Quart (2003) and Massicotte et al. (2011) highlighted that in America the young shoppers are more frequent visitors of shopping malls compared to other groups. It is worth examining if this pattern is similar in Australia and consequently if the implications apply. In terms of the purpose of visit, Bedi and Lal (2014) suggest that young consumers are mostly impulsive. Martin and Turley (2004) also confirms that the young shoppers mainly visit malls for entertainment and show impulse behaviours. Furthermore, the young shopper's purpose of visiting mall is not only for buying something but also to engage in social activities with peers, friends and parents. With respect to time and money spent, Underhill (2004) found that the young shoppers visited mall more frequently, and spent more money than other groups and many young shoppers prefer browsing and window shopping.

Research Aim

In light with the above-discussed literature and background, the objective of the present study is to examine young shopping mall patrons' mall related behaviours in terms of visits to mall, time and money spent at the mall. It also aims to highlight their key purpose of visit to malls. Consequently this research aims to address four research questions, as follows:

Q1. Do young shopping mall patrons visit the shopping mall frequently or infrequently?
Q2. Do young shopping mall patrons spend long or short hours at the mall?
Q3. Do young shopping mall patrons spend more or less (compared to average) money during their visit?
Q4. Is the main purpose of young shoppers visit malls, recreational, utilitarian or browsing?

Research Approach

The overall sample size included 429 responses. The samples were composed of young shoppers between the aged 18 to 35 years, and data were collected at different times, dates and locations in Australia to ensure proper sampling diversity. The classification of visiting frequency, time spent, money spent and purpose of visit is described in table 1. Descriptive analysis was conducted to determine patterns of shopping mall behaviour of young shopping mall patrons. Chi-square test was used to examine the association between the three variables (visiting frequency, time and money spent) and test the significance of the results.

Results and Implications

The results in table 1 shows the findings in relation to research questions.

Table 1. Shopping mall patrons: frequency of visit, time & money spent and purpose

Frequency of visit	Very Frequent visit (visit once or more in a week)	Frequent visit (at least once a fortnight)	Moderate visit (once in one or two months)	Infrequent visit (once in three months or fewer)
% of young shoppers	72	16	10	2
Time spent	Short hours (0 to 3 hours inclusive)	Medium hours (3 to 5 hours inclusive)	Long hours (more than 5 hours)	
% of young shoppers	85	13	2	
Money spent	Light spenders (less than $90 per visit)	Moderate spenders (between $91 to $180 per visit)	Heavy spenders (more than $ 181 per visit)	
% of young shoppers	57	36	7	
Purpose of visit	Recreational	Utilitarian	Browsing	
% of young shoppers	20	60	20	

The study found that 72% of young shopping mall patrons visit mall very frequently, 85% spend less than three hours at the mall, 57% are light spenders and 60% are utilitarian shopper. This shows that in general, young shopping mall patrons are heavy visitors who spend less time and are light spenders. This pattern indicate that young shoppers are purposeful shoppers who visit mall with planned approach (i.e. utilitarian) and not recreational shoppers as previous research (Bedi and Lal 2014) suggested. The result of chi-square test confirm that there is a strong association between time spent in the mall and money spent ($\chi2 = 82.4$, p=0.000) as well as time spent in the mall and frequency of visit ($\chi2 = 31.4$, p=0.06). Therefore, time spent in the mall is a vital variable to pay attention. This indicate that the mall managers and marketers should aim to engage shoppers in the mall and ensure that they spend longer hours in mall.

The findings imply that mall managers need strategies that allow young people to stay at the mall for a longer period of time. The more time young shoppers spend at the mall will lead to more opportunities to purchase items (Kim and Park 1997) and the footfall will be converted into sales. While finding in relation to frequency of visit and money spent is consistent with previous studies (Crask and Reynolds 1978; Pare and Pourazad 2017), with respect to purpose, the finding is counterintuitive as previous research and the nature of cohort suggest that the young shoppers would be recreational shoppers. Our results show that they are mostly purposeful shoppers highlighting the importance of attending utilitarian needs and warranting more attention to promoting shopping and convenient goods in malls.

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Collective Engagement in Organizational Settings

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Abstract:
Customer engagement has emerged as a central concept in marketing. Despite impressive scholarly citations and managerial relevance, the consideration of customer engagement and emotional connections in business marketing has been scant. Indeed, researchers have focused on individual-level engagement, conceptually inadequate for the multi-actor nature of business-to-business settings. To advance this limited theoretical perspective, the paper contributes a systematic, coherent conceptualization of collective engagement and advances the theoretical domains of customer and actor engagement in particular and business-to-business research in general, while also suggesting a detailed research agenda.

Keywords: actor engagement, collective engagement, customer engagement

Introduction

Customer engagement has emerged as a central concept in marketing. Despite impressive scholarly citations and managerial relevance, the consideration of customer engagement and emotional connections in business marketing has been scant. Indeed, researchers have focused on individual-level engagement, conceptually inadequate for the multi-actor nature of business-to-business settings. To advance this limited theoretical perspective, the current paper introduces and conceptualizes collective engagement, along with its characteristics and conditions for its emergence.

Theoretical and Practical Background

In marketing and service literatures, the relevance of customer engagement has been primarily demonstrated in business-to-consumer (B2C) contexts. Only recently, customer engagement research has started to emerge in business-to-business (B2B) contexts (e.g., Kumar & Pansari, 2016; Reinartz & Berkmann, 2018). However, with the exception of Li et al. (2017), such research has treated engagement as an individual-level phenomenon, with core manifestations across cognitive, affective and behavioural aspects (Brodie et al., 2011; Kumar & Pansari, 2016; Vivek et al., 2016). In contrast, recent research in organizational and occupational psychology (e.g., Costa et al. 2014; Garcia-Buades et al. 2016) conceptualizes and measures engagement also as a collective construct, with a stream of research focusing on the context of work teams. Many organizational examples can indeed be found that demonstrate the relevance of engagement on a collective level: Consider for example joint innovation projects where employees of a customer and a supplier firm work both within and across internal as well as external organizational units. Throughout the project, shared interactions, thoughts, and enthusiasm toward the innovation may emerge that can have a significant influence on the success of the project. Indeed, collective engagement is likely to emerge as a multitude of individuals act as buyers and/or users of industrial goods or services as well as in other organizational settings like cross-organizational innovation teams, multi-vendor construction and or consulting projects etc.

The variety of individual actors interacting within or across company boundaries in organizational settings make an understanding of collective engagement pertinent. Consequently, we build this conceptual paper on the understanding that collective engagement has an impact on value creation, and as a result, on relational outcomes like satisfaction, commitment, word-of-mouth and loyalty. We define this collective engagement as *multiple actors' shared cognitive, emotional and behavioural dispositions manifested in interactive efforts toward a focal object*.

Methodology and Findings

Starting with a critical review of the literature on customer and actor engagement, we delineate the concept of collective engagement in organizational settings by offering a distinct definition of the concept, its dimensions and properties. Further, drawing on organizational and institutional theory in addition to engagement as a foundational theoretical concept, we theorize the characteristics of such a collective engagement phenomenon and consider how it emerges. As a result, we develop a conceptual framework as well as ten propositions (P) as a starting point for future conceptual and empirical advances of collective engagement in business:

P1: *Engagement is both an individual- and a collective-level phenomenon*

P2: *Collective engagement comprises cognitive, emotional, and behavioral dimensions.*

P3: *Collective engagement is more than the sum of its parts, reflecting a multiplicative rather than a summative aggregation from individuals' engagements to the collective level.*

P4: *Collective engagement can be positively or negatively valenced.*

P5: *Collective engagement reflects an individual's (phenomenological) perception of the degree to which engagement is shared across actors.*

P6: *Collective engagement results from interactive experiences across actors, for which emotional contagion is important.*

P7: *The level of collective engagement increases when the respective institutional setting is better aligned.*
P8: *Collective engagement is influenced by and influences the institutional order or institutional arrangements.*
P9: *Collective engagement is a dynamic phenomenon that features interdependence across levels, actors, and time, such that (a) individual actors shape the valence and intensity of collective engagement, and vice versa, and (b) institutional arrangements shape the valence and intensity of collective engagement, and vice versa.*
P10: *Collective engagement can arise in collectives that are simultaneously physically present, as well as in those that connect virtually through some engagement platform.*

Discussion

Multi-actor settings and their consequences have always occupied a wide space in business research in general and in B2B marketing in particular. This is echoed in research on decision making processes, team building and behavior, conflict management, negotiations etc. In B2B marketing, collective phenomena have been reflected in the concept of the buying center (e.g., Johnston & Bonoma, 1981). However, these concepts rely too much on an understanding of more or less rational actors who decide and act free of emotions. Similarly, though taking affective elements into account, current research on the business usage center also looks primarily at the role of the individual actor and its implications on the behavior and the value creations of others, rather than focusing on the behaviors of collectives as a whole (Huber & Kleinaltenkamp, 2018). The concept of collective engagement overcomes these shortcomings by providing a mechanism to better understand the cognitive, emotional and behavioral disposition of actors as they interact in purchasing, activities beyond purchase, as well as usage situations in organizational settings.

Moreover, it builds an important basis for greater considerations of emotions in B2B marketing.

Implications for Theory and Practice

The theoretical implications of our approach relate to an enhancement of our understanding of customer engagement as a collective-level phenomenon that better represents the nature of business contexts, a better understanding of purchasing as well as usage behaviours' in organizational settings, and the potential of engagement to be a bridging concept for multilevel theorizing.

Managerial implications address the recognition and evaluation of collective engagement, influencing its cognitive, emotional and behavioural elements, levers for the strategic development of engagement among collective groups within and across organizations, and the shaping of institutions in a manner conducive to collective engagement.

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Retroduction – An Alternative to Induction and/or Deduction

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Abstract:

This paper presents a study of the effects of social capital on start-up outcomes in the context of university entrepreneurial ecosystems. Relying in qualitative data and taking an abductive research strategy permitted to achieve a more robust theoretical proposition while retroduction allowed for testing the ability of the model to adjust to empirical data, hence delivered confirmatory results. We conclude that retroduction after abduction but improves quality of results for qualitative studies and challenge the idea of any research being truly inductive.

Keywords: abduction, retroduction, research strategy

Introduction and Research Aim

Social sciences' researchers, particularly those conducting businesses' research constantly face the dilemma of choosing between inductive or deductive research strategies. Inductive research, which is about reasoning from causes and effects to create theories, draws, in general, in qualitative data. Deductive research, which is about starting with causes and theories to determine effects, relies, mostly, in quantitative data, however, for many business research questions, one or the other research strategy appears not to deliver convincing enough answers, thus, pragmatists propose the use of mixed methods to respond to the limitation of using either an inductive or a deductive research strategy. However, mixed methods create a philosophical conflict about the nature of reality for the researcher that cannot be ignored.

In attempting to solve this issue, researchers have chosen an abductive approach combining the two research strategies, (i.e., induction and deduction). However, although abduction has helped overcoming the limitations of choosing one strategy only, little literature on abduction exist compared to induction and deduction. Also, abduction, a research strategy of having insights but without supporting evidence, is sometime confounded with retroduction. Retroduction involves explanation of events by reconstructing the structures and mechanisms that can produce them (Blundel, 2007; Danermark, Ekström, Jakobsen, & Karlsson, 2002), and concerns moving from a phenomenon of interest backwards to identify mechanisms that could have triggered the phenomenon (Lawson, 1997).

While induction and deduction follow law-like regularities (Danermark et al., 2002), retroduction can describe the possible mechanisms that cause the regularities (Blaikie, 2007). Retroduction in in reality a different research strategy that has important differences with abduction. This study clarifies those differences.

Background and/or Conceptual Model

As early as in 1903, the American philosopher Charles Peirce introduced the idea of abduction as an act of insight highlighting the importance of choosing the adequate research strategy, (abduction, deduction, or induction), in correspondence of the research needs (Peirce, 1997). Abduction is generally accepted as working backwards from unmet expectations to find a possible explanation or theory to find meaning (Peirce, 1997; Van Maanen, Sørensen, & Mitchell, 2007). Weick (1989) first describes abduction as an interesting phenomenon that cannot be explained by past experiences with past understanding being inadequate, to later urge researchers to venture outside the traditional approaches of deduction and induction, and engage Peirce's third strategy of abduction (Weick, 2006). Hence the engagement of induction and deduction to find evidence to support the insights resulting from abduction. Folger and Stein (2017) argue that this may be the reason why much of studies reported in current journals are said to be actually the result of abduction but presented as based on deduction.

While abduction generates insights, retroduction works backwards to find supporting evidence for the insights, as induction and/or deduction would have been otherwise employed. While abduction uncovers current experience and works backwards re-reviewing literature to find explanations, retroduction works on finding support to for the insights drawn from the initial step using abduction. Nevertheless, abduction and retroduction are used as similar terms, probably because both terms are based on working backwards based on insights, or due to the interchangeably use made by the very Charles Peirce (Chiasson, 2005). Unfortunately, in current reporting of research, the vague notion of insights and the drawing of additional knowledge based on what is already known are not explicitly reported. Instead, the term abductive approach is used with little if no further explanation.

Methodology

We studied the effects of social capital on start-up outcomes in the context of university entrepreneurial ecosystems, drawing on data gathered from 41 current and former students from universities in New Zealand that allowed the identification of 59 start-ups (cases). Informants had participated in curriculum-based or extracurricular entrepreneurship programmes. In addition to providing knowledge, these programmes were also instrumental in bringing together university, industry, and government organisations and creating an entrepreneurial ecosystem supporting the development of social capital. Interview Data were coded using template analysis. We focus in this paper on the data analysis process, explaining the adoption and benefits of the retroduction strategy.

Results and/or Discussion and Contributions

The initial literature review provided a framework of bonding, bridging, and trust. Bonding as a generic term for groups serving different purposes was inadequate to reflect different types of trust and its resulting reciprocity. An early interview produced an insight that prompted a new construct of tribal social capital bonding in addition to the traditional social capital bonding. The new data uncovered that people who have had no interactions in the past display trust as opposed to a commonly held thought that the number and intensity of interactions determine the level of trust. In addition, traditional bonding was split into team bonding (representing relations within teams) and institutional bonding (representing relations with university, businesses, government organisations, and community). The refined framework consists of tribal bonding, traditional bonding (team bonding and institutional bonding), bridging, and trust.

A membership template of the 59 cases were calibrated for fsQCA (fuzzy sets Qualitative Comparative Analysis) following Tóth, Thiesbrummel, Henneberg, and Naudé (2015) calibration method drawing supportive interview quotes from the coding using template analysis, which is based on a retroductive strategy, permitted a rigorous case by case comparison process.

The QCA results also identified tribal bonding and traditional bonding as core components, and bridging and trust as peripheral components leading to the identification of the two approaches: traditional and tribal. This nsight provided at the analysis stage led to another round of review of both theoretical and empirical literature as well as the interview data to get a fresh view. Of practical importance is the non-expectation of reciprocity in tribal bonding instead of reciprocity as applicable to traditional bonding. There is faster exchange of tacit knowledge and lesser monitoring in situations of higher trust as in the case of tribal bonding.

Implications for Theory and Practice

Starting with an initial phase of abductive research approach that allowed for an enhanced theoretical framework that later through a retroductive strategy was able to deliver confirmatory results. Adopting retroduction after abduction besides the well-known induction and/or deduction pathways does not require the abandonment of the researcher's paradigm, but improves quality of results for qualitative studies (Danermark et al., 2002).

We conclude with a few questions: Did past inductive studies actually use a retroduction strategy? Was reasoning done from causes and effects to create theories (induction) or were effects and theories used to figure out potential causes (retroduction)? With literature review and identification of a theoretical lens being a precursor for research, a question arises of how often research is truly inductive?

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Vape Shops: Boom, Bust or Cloudy Future?

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Abstract:

The paper investigates the retail strategies UK vape shops have deployed to retain loyal customers and remain profitable. Vaping is the act of inhaling vapor produced by a vaporizer or electronic cigarette. Retailing a product shrouded in rhetoric and controversial benefits is risky: a product that weans smokers from a nasty habit proven to shorten one's life span yet is banned in Canada and restricted in Australia. Many tobacco smokers are turning to e-cigarettes as a cessation method to quit smoking. Interviews were conducted with vape shop managers in three UK cities during March and April, 2018. The value of the paper is discovering the retail strategies needed to be profitable in this ever changing, highly competitive industry. The findings are linked to 'retail kinship' and 'experiential retail'. The paper provides practitioners key retail strategies that will boost their sales and retain customers.

Keywords: e-cigarettes, retail strategies

Ecosystem Mechanics and its Impact on the Process of Biotechnology Commercialization

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Abstract:
The purpose of this paper is to reframe the perspective of network influence on commercialization to include levels of adaptation and dynamic involvement. Established literature emphasises on understanding the ecosystem dynamics from a conceptual perspective and around the new product development process. However, it has limited information about understanding the impact of the underlying interactions in the process of Biotechnology commercialization. This empirical study was conducted using thirty semi-structured interviews with Biotechnology innovators. This research led to the identification of key network interactions for the Biotechnology commercialization process where the networks influence and adaptation have the most impact. This research contributes to expanding the knowledge and understanding of the motives and manifestation of the network exchanges and their role and behaviour in generating network dynamics during the process of Biotechnology commercialization. It also proposed a conceptual model of network interactions to improve commercial outcomes.

Keywords: network ecosystem, biotechnology commercialization, network dynamics

Contract Frames and Interorganizational Exchange

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Abstract:
There has been substantial research on the role of contracts in interfirm exchange. Building on the notion of frames, we argue and show that prevention framing, the interpretation of an exchange goal as minimal, or something that must be met, and promotion framing, which considers goals as maximal, or something ideal if reached, systematically impact intent to continue to work together. We advance our understanding of these two promotion frames and provide multimethod evidence. In Study 1 and drawing on a scenario-based experiment amongst business managers, we show how their presence impacts how the parties engage for vigilant and flexible work behaviors, trust development, and ultimately their intent to continue to work together. In Study 2, we rely on matched dyadic survey data to show the boundary conditions under which framing is effective. We provide implications for both academics and managers.

Keywords: contracts, framing, continuity intentions

Introduction and Research aim

There has been substantial research on the role of contracts in interfirm exchange. Transaction cost economists have argued that they are necessary for reducing opportunism and supporting exchange (e.g. Williamson 1996), but subsequent research has also suggested that they also foster distrust and can create unintended or increased exchange hazards (e.g. Dyer & Singh 1998; Ghoshal & Moran 1996). Research has attempted to unpack these effects, considering factors such as the contract's degree of specificity (e.g. Mooi and Ghosh 2010) or elements such as its task description, technical and process detail, and enforcement and expectation clauses (Mayer & Argyres 2004; Vanneste & Puranam 2010). A nascent but critical theoretical development has been the notion of contract frames, advanced by Weber and Mayer (2011). A frame is a cognitive structure that directs attention, provides meaning to perceptions, and understanding to what one observes and experiences; they help make sense of local environments and are typically constructed from assumptions, information, and expectations. Weber and Mayer (2011) proposed that contract frames, identified as prevention and promotion are evidenced by the wording of enforcement clauses, legal detail, etc., psychologically impact the players in an exchange and systematically influence expectations and foster specific behaviors as a result. Specifically, a prevention frame leads to the interpretation of an exchange goal as minimal, or something that must be met, because these frames emphasize the negative consequences of not meeting the goal (Brendl and Higgins 1996) while a promotion view considers goals as maximal, or something ideal if reached (but not required) (Brendl & Higgins 1996).

The goal of this paper is to advance our understanding of these two promotion frames and provide multimethod evidence of how their presence impacts how the parties engage for goal achievement, develop trust, and ultimately their intent to continue to work together. In doing so we make three key contributions. Firstly, we illuminate the impact of such frames on continuity intentions, a willingness to continue exchange into the future. At a basic level, it is impossible to achieve the benefits of long-term exchange without conviction that the relationship will last (e.g. Axelrod 1984). Secondly, we contribute to the discussion of how framing impacts the mechanics of the relationship itself, by unpacking their individual effects on how partners work together, and how these efforts, in turn, build trust between them. Thirdly, we explore the conditions under which the use of contract frames is enhanced or mitigated, by modeling the moderating impact of three forms of uncertainty

Background and Conceptual Model

Building on related research on prevention and promotion frames in the organization and social psychology literatures, we begin first by unpacking the impact of contract frames on the parties' willingness to continue the exchange. This belief reflects not only that an exchange relationship was successfully established but is also the starting point for more cooperative behavior. We propose that the impact of contract frames on exchange continuity is serially mediated via flexibility or control, and trust.

This the core of Study 1, which test the hypotheses that prevention frames lead to more vigilant behavior, while a promotion frame fosters flexibility. These different approaches promote trust between the partners which in turn, strengthens continuity intentions. We provide supporting evidence via an experiment that establishes the degree of mediation between these constructs to test these hypotheses.

For Study 2, we then rely on this conceptual mechanism to further investigate the impact of these frames on continuity intentions in the face of three forms of uncertainty that have been widely studied in the interorganizational literature to date: environmental, interpretive, and behavioral uncertainty. Uncertainty is a key concept in transaction cost economics, arising from both environmental conditions and the cognitive limitations of the organizational players. To date, there has been sparse (if any) consideration of the effectiveness of contractual governance under these conditions. What is more, whereas prevention and promotion have been treated as opposite ends of a continuum (e.g.

Weber and Mayer (2011), we show that these are separate dimensions that can also both be low or high, each triggering different effects.

Methodology

To test our hypotheses, we used a multi-method research design incorporating a scenario-based experiment, testing the impact of contract frames on interfirm exchanges (Study 1) using 177 managers. We conduct a survey of 197 conventional distribution channels between manufacturers (suppliers) and buyers (Study 2) to examine the boundary conditions of three forms of uncertainty. Leveraging the dyadic data, we first show that the suppliers and buyers have convergent views, setting the stage to use a weighting and aggregation to use both the supplier and buyer data simultaneously in our regression analyses. We pay particular attention to the possibility of the two frames interaction (of which we find no support) and potential endogeneity.

Implications for Theory and Practice

From Study 1, the results suggest that the contract frame of prevention and promotion is mediated in parallel by work behaviors, vigilance and flexibility, which then lead to increased trust and in turn, to increased continuity intentions. These results demonstrate that when promotion-framed contracts are adopted, it can lead to the same increase in continuity intentions as promotion framing which invited flexible working behaviors. Both help to increase trust and advance continuity intentions through a serially mediated model.

From Study 2 we obtain the boundary conditions of uncertainty under which these frames are effective. Whereas we find in Study 1 that these frames can be effective, Study 2 shows that the greater the environmental uncertainty, the less positive the impact of promotion contracts and the more *negative* the impact of prevention contracts on continuity intentions. We also find that the greater the interpretive uncertainty the less negative the impact of prevention on continuity intentions while the greater the interpretive uncertainty, the less positive the impact of promotion on continuity intentions. Further we find that as behavioral uncertainty increases, the greater the negative impact of prevention but we did not discern any impact for promotion. Overall, these boundary conditions suggest caution and that the frames of prevention and promotion need to be used judiciously. Moreover, the framing of contracts in terms of prevention and promotion are concrete managerial decisions, thereby also holding particular managerial appeal.

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Governance and Value Creation in Business Solutions

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Abstract:
The extant research on business solutions has focused on extended relationships between exchange partners with a high-likelihood of repeated transactions. Less evident are strategies to govern relationships in a solutions context where the likelihood of repeat business from the same customer is low. Grounded in the literature on governance and service solutions, we propose a conceptual framework that considers the impact of contractual and normative governance mechanisms on recommendation intent which is critical in the absence of repeat business from a customer. We draw on a combination of survey and archival data from the supplier and customer in the medical equipment and advanced (business) lighting systems industries and find that contracts and relational norms can increase customer recommendation intent but only when the supplier creates customer value. We discuss implications and issues for further research.

Keywords: governance, business solutions, customer value

Introduction

Recent research on *business solutions,* customized and integrated combination of goods and services for meeting a customer's business needs (Tuli, Kohli, & Bharadwaj, 2007) has primarily focused on extended relationships with repeated transactions between exchange partners but has paid limited attention to the area where likelihood of repeat business from the same customer is low[1]. Hence, relationships with low extendedness, in which solution partners do not anticipate the relationship to continue into the future (Heide & Miner, 1992), present an opportunity to examine governance mechanisms and their effects on important performance outcomes such as new business generation. The literature on B2B customer reference behavior suggests that recommendations can play an effective role in generating new customers (e.g. Hada, Grewal, & Lilien, 2014). Accordingly, *recommendation intent*, the willingness of the customer to refer their existing supplier to other customers, may thus present a critical avenue to develop new business (e.g. Keiningham, Cooil, Andreassen, & Aksoy, 2007) in such contexts. However, generating recommendations requires creating customer value, which can be challenging in a context where relationship extendedness between the exchange partners is low. Our research explores the question - *how can customer recommendation intent be generated in low-likelihood repeat business situations by B2B suppliers of business solutions*? We forward a conceptual framework that examines if, and how, B2B suppliers can use governance mechanisms – contracts and norms, to promote customer value perceptions and subsequent recommendation intent. In doing so we make three important contributions.

First, much of the governance literature has considered how governance mechanisms, contracts (e.g. Mooi & Ghosh, 2010) and norms (e.g. Heide & John, 1992), can reduce "negatives" or "costs" of the transaction. By explicitly considering the role of customer value and customer recommendation intent, we extend the literature on the impact of governance mechanisms on the *positive aspects* of the transaction. Second, our research focuses on a context where a single transaction is the rule and repeat business unlikely thereby allowing us to contribute to research on the influence of governance mechanisms in such contexts. Specifically, norms take time and effort to develop and are typically deployed in contexts where repeat business is likely, our consideration of normative governance has the potential to inform their applicability in settings with reduced extendedness. We emphasize that business solutions are analogous to transactions, with distinct start and end points, and our consideration of norms allows us to speak to their relevance in transactions in low-likelihood repeat business settings. Third, empirical investigations in associated domains of B2B marketing, such as client reference behavior (e.g. Kumar, Petersen, & Leone 2013), has largely overlooked the *customer's perspective* in generating recommendations. Our research leverages a proprietary dataset that combines archival and survey data from a leading supplier of solutions matched to customer survey data, thereby informing our understanding of how value is created from the customer and the supplier's perspective.

Background and Conceptual Model

Low-likelihood repeat business contexts, with distinct start and endpoints are analogous to *transactions*, allowing us to adopt the literature on transaction cost economics (TCE) (Williamson, 1996) and governance (e.g. Heide & John, 1992). We augment this using work with research on service solutions to (e.g. Tuli et al., 2007) develop our conceptual framework. Contracts may promote understanding between exchange partners while norms allow for adjustments in the relationship, both of which promotes value creation for the customer. Customer value, in turn, fosters recommendation intent because such value (a) stems from customers' preferences and evaluations, (b) is co-created by the customer when using the product or service and therefore more likely attuned to the customer's needs, and (c) links products with use situations and related consequences experienced by goal-oriented customers (Woodruff, 1997). We thus posit customer value as a critical mediator between contracts, norms, and recommendation intent and forward the following hypotheses:

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[1] For example, a CT scanner or an office lighting solution, once installed, typically function for many years before a replacement is required presenting suppliers with challenges of discovering additional growth avenues.

H1: Customer value mediates the relationship between contract specificity and recommendation intent.

H2: Customer value mediates the relationship between norms and recommendation intent.

Methodology

We conducted our research with customers of two multi-million Euro turnover business units - healthcare and professional lighting - of a prominent supplier of medical and architectural business solutions. Our methodological approach consisted of an exploratory qualitative phase followed by a subsequent quantitative phase. We used qualitative research in the form of 10 semi-structured, one-on-one interviews (three marketing managers, three business unit managers, and four customers) to develop a more comprehensive conceptualization of the role of customer value creation in the business solutions context, refine our research design, and to refine the constructs used in the survey. In the quantitative phase, we obtained a list of 43 solutions projects each from the medical and architectural solution business units of the supplier that they had completed or delivered during the last 12 months for a total of 86 projects. We asked each business unit to identify a potential informant from the *customer* side and to provide customer contact details. 29 customers of the medical solutions business unit (67% response rate) and 25 customers of the architectural solutions unit (60% response rate) participated in the survey for a total of 54 customers. Additionally, we obtained archival data from the supplier regarding the projects. Our findings reveal full support for H1 and partial support for H2.

Implications for Theory and Practice

Governance strategies have important implications for performance outcomes in low likelihood repeated transactions settings. Our finding that both mechanisms enhance value creation, which further enhances recommendation intent, allows us to demonstrate a path through which governance fosters positive outcomes. Contracts, specifically, while rigid, also explicitly outline obligations and safeguards thus helping parties in the relationship to deal with contingencies. This detailed codification of obligations and standards helps exchange partners to focus on their responsibilities and roles thereby creating customer value. In contrast to research which highlights the role of norms as being important in long-term relationships with high extendedness, our findings also suggest that norms are important in influencing customer value perceptions in a context where follow-up business is not expected, and the relationship typically has a clear endpoint thereby highlighting their relevance for relationships with low extendedness. Managerially, our research shows that customer value is central to recommendation intent and is in a business solutions context critical to acquiring subsequent business.

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Store Prototypes and Retail Brand Development

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Abstract:
This research examines the role of consumers' processing of store prototype designs in the development of a retail brand. Three prototype generations of the same grocery retailer are examined using multi-group comparisons and structural equations modelling. The findings indicate how minor prototype changes induce fluency affects, automaticity and integral affects at the store-level and brand loyalty and credibility at the retail-level. Different store and retail-level effects result from the processing of established and changed prototype designs. This research thus responds to calls for branding research to consider the fluidity of meanings that consumers attribute to brands and the processes that lead to short and long-term retail brand development.

Keywords: retail, brand, prototype

Introduction

The aim of this study is to demonstrate how existing and new prototype designs can help to promote retail brand loyalty and retail brand credibility by comparing affective intensities across three different prototypes.

Background and Conceptual Model

There are significant brand equity dilution risks facing retailers associated with store prototype introductions if they propose new designs to consumers that are not liked. This approach also addresses calls for more research to examine the basis of typicality and distinctiveness (Delgado-Ballester, Navarro and Sicilia 2012; Dolbec and Chebat, 2013; Foster and McLelland, 2015; Stocchi, Wright and Driesener, 2016) and retail brand equity (Anselmsson, Burt and Tunca, 2017).

We examine how perceptual and conceptual fluency theory (e.g. Reber, Schwarz, & Winkielman, 2004; Lee & Labroo, 2004), integral and automaticity affects theory (e.g. Brown & Stayman, 1992; Cohen, Pham, & Andrade, 2008), and preferences-for-prototypes theory (Martindale & Moore, 1988), combine to better understand the perceptual processes that promote retail brand loyalty and credibility outcomes.

Retailers who are prepared to change their store prototype designs need to understand the implications of these store-level changes on their retail-level brand equity. We contribute to these developments by examining consumers' perceptual processing of aesthetics and examine how these store-level prototype processing of changed designs, in different stores, can positively affect retail-level brand loyalty and retail brand credibility.

Figure 1. Conceptual Model
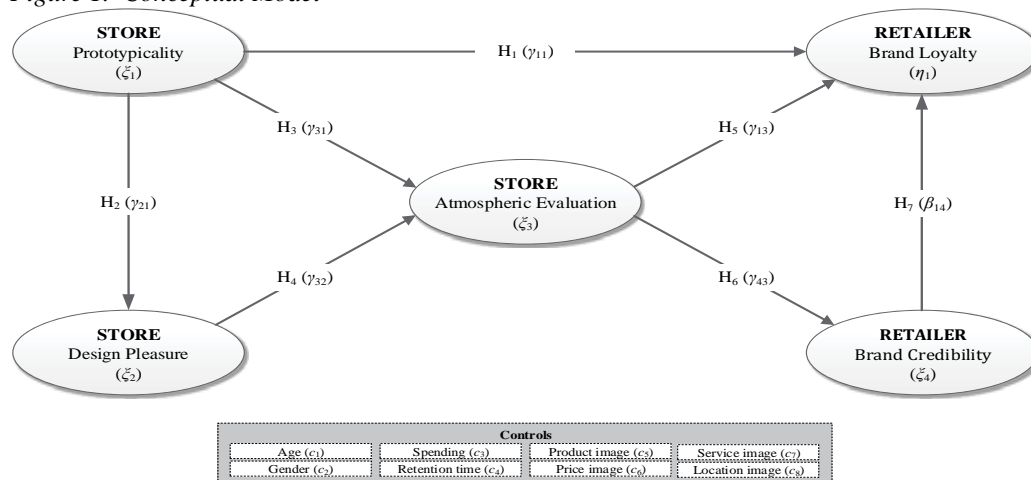
Methodology

To investigate the perceived effects on retail-level brand loyalty and credibility, three stores of the same Australasian grocery chain were compared using identical in-store surveys of over 600 consumers. Store 1 had the oldest store design prototype, whereas Store 2 had recently undergone a design refresh, but still employs a similar prototype design to Store 1 in the same mall. Store 3 has the newest prototype generation of the retailer and is substantively different in design to the other two stores.

Results and Discussion

The data was examined using Structural Equations Modelling (SEM) with multiple-group comparisons. No confounding effects or common method bias effects were found. The applied scales displayed sufficient reliability and validity. The three prototypes were invariant in multiple-group comparisons. The empirical data fit the proposed conceptual model in model estimation testing.

Comparisons of the structural effects confirm statistically significant differences were more evident in the store-level analyses compared to the retail-level analyses.

Key Findings Summarised

Our findings propose a number of retail-level effects involving prototype changes and retail brand loyalty. When changes to prototypes are made, habitual and affective retail brand loyalties are maintained across the three prototype stores. No statistical differences are found in multi-group comparisons of the prototype and loyalty responses across the three stores.

However, although the most established store design (Store 1) and the newest store design (Store 3) have the stronger retail brand loyalty relationships, there are differences in consumers processing of the designs of these stores. When the perceptual processes that underpin aesthetic preferences for the store prototype are considered, positive design preferences are most strongly expressed by consumers for Store 1. The newest prototype store (Store 3) was least preferred with consumers experiencing less design pleasure; consumers also have lower store atmosphere evaluations towards the newest design. Multi-group comparisons of both the store prototype to design pleasure and atmospheric evaluations relationships confirm statistical differences in consumers' perceptions of Store 1 and Store 3. Consumers do not perceive the newest design (Store 3) to be more attractive, impressive (design pleasure) or exciting, pleasant (atmospheric evaluation) and points to the manner in which fluidity and familiarity effects may be taking place as consumers process store designs.

Implications for Theory and Practice

This research responds to recent calls for branding research to consider the fluidity of meanings that consumers attribute to brands (Sirianni, Bitner, Brown, & Mandel, 2013), and short-term to longer-term brand development (Aaker, 2015). Specifically, this paper offers an improved understanding of retail brand equity by examining how changes to existing prototype designs, involving one retailer, can contribute to retail brand loyalty and retail brand credibility development.

We propose that consumer processing of store-level design stimuli undergoes a series of perceptual processing that together help to account for how transfers of evaluative meaning from the store prototype to retail-level brands materialize. Consumers, familiar with established store prototypes, are highly likely to make decisions based on what they experience anticipatorily (Alba & Williams, 2013; Pham, 1998; Wilson & Klaaren, 1992) whilst holding mental representations of the store prototype in their minds. Even small changes to an established, frequently visited prototype design can be enough to evidence disconfirmations of expectations and perceptual disfluency effects. Consumers are more likely to prefer moderate changes to the established prototype as evident in their stronger preferences for the slightly changed prototype (Store 2) and the realisation of their perceptual and expected fluencies (Reber, Schwarz, & Winkielman 2004; Winkielman, Halberstadt, Fazendeiro, & Catty, 2006; Whittlesea, 1993).

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Value-in-Use Management - An Inductive Approach

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Abstract:

In order to stay competitive, suppliers in business-to-business settings increasingly offer solutions to promote long-term relationships with their customers. Solutions comprise customer-supplier relational processes and are thus more than just the sum of their product and service components. Within such processes, suppliers may also perform activities of value monitoring and enhancement, which we refer to as 'value-in-use management'. However, up to date, little is known about the effects of such measures on customers' value in use and the subsequent relational outcomes like satisfaction, commitment and loyalty.

By using a qualitative inductive approach, the study investigates the status quo of value-in-use management processes in practice from a supplier's perspective. The findings from 18 interviews show that the companies have very different experience in interacting with the customers during their usage processes. Moreover, their efforts regarding value monitoring and enhancement vary a lot.

Keywords: solution business, value in use monitoring, value in use enhancement

Introduction

In order to stay competitive, suppliers in business-to-business settings increasingly offer solutions to promote long-term relationships with their customers (Worm et al. 2017, Nordin and Kowalkowski 2010). Solutions are customer-supplier relational processes and more than just the sum of their product and service components (Tuli et al. 2007). In fact, solutions "are built on understanding customer requirements, are customized to implement customer activities and/or processes, take the form of an output-based performance contract that delivers on customer-specific metrics, and provide post-deployment support" (Worm et al. 2017, 491). Hence, the goal of solution business is more than meeting a customer's predefined business needs (Tuli et al. 2007). By implementing measures of value monitoring (Storbacka 2011) and enhancement throughout their customers' usage processes, which we refer to as 'value-in-use management', suppliers should proactively search for opportunities to continuously increase solution quality and subsequently their customers' perceived value in use (Macdonald et al. 2016).

Value in use can be defined as "all customer-perceived consequences arising from a solution that facilitate or hinder achievement of the customer's goals" (Macdonald et al. 2016, 98). The experienced value in use, as a result of the customer's solution quality assessment process, has an impact on relational outcomes as commitment and trust, which are known to trigger rebuy decisions (Lemke et al. 2011). Hence, continuous improvement of the solution quality and therefore the customer's perceived value in use should be the overall aim for the supplier (Macdonald et al. 2016).

While there is already extant knowledge in the field of buying decisions, and buying processes in business-to-business settings based on an established body of research (i.e. Webster and Wind 1972; Dholakia et al. 1993), the subsequent usage processes and their impact on rebuy decisions are less well explored. Especially in solution business, where business relationships are determined by interactive after-sales processes between the customer and the supplier, the usage process and experience assessment by the customer need to be better understood. The value-in-use management processes, as part of the customer's solution quality assessment, have not been investigated yet (Macdonald et al. 2016).

Methodology

This study uses an inductive approach (Hunt 2015) to investigate the status quo of value-in-use management processes in practice. Therefore, it aims at garnering in-depth understanding of the customer-supplier interactions during the customers' usage processes from the suppliers' perspective. Data is gathered by conducting semi-structured in-depth interviews (Qu and Dumay 2011). The sample size was determined by the concept of saturation (Mason 2010).

So far, 18 interviews were conducted with employees of 17 different supplier companies. The interviewees represent supplier companies operating in different sectors, including technology, engineering, advertising, outsourcing and consulting. In developing the sample, the goal was to maximize diversity in order to detect varieties regarding the value-in-use management processes across various contexts. The companies range from small start-ups with only nine employees to large and well established companies with up to 435.000 employees. Although the aim was to develop a diverse sample, the companies needed to be comparable. Therefore, all companies are suppliers in business-to-business settings. Furthermore, each company positon itself as solution provider or at least as provider of value-based offerings. Value-based offerings contribute to the customer value by "providing benefits to the customer or lowering a customer's costs" (Ulaga and Eggert 2006, 119 f.). The functions and hierarchical levels represented by the participants were divers. Still, every participant was somehow in charge of the companies customer relationships and had direct customer contact. On averge, the participants had 13 years of professional experience.

Overall, the interviews took 810 minutes and lasted 45 minutes on average. Furthermore, they were audiotaped as well as trascribed verbatim. Following the inductive research approach, the main goal of the data analysis is to identify patterns or relationships that are recurring and recognized across

different cases (Eisenhardt and Graebner 2007). In order to facilitate the data coding and analysis (Gioa 2012), f4/f5 software was used.

Findings

The data analysis aims at identifying measures that are currently implemented by suppliers in order to control their customers' value in use. Initial findings show, that the companies represented by the interviewees have very different experience in interacting with the customers during their usage processes. Moreover, their efforts regarding value monitoring and enhancement vary a lot. While some companies demonstrate the value of their solutions, as for instance by reporting pre-defined indicators to their customers (i.e. increase in sales or increased performance), others do not. One explanation for the absence of value-in-use measurements, that emerged from the data, is a lack of information sharing between the supplier and the customer firm. In particular, suppliers state, that customers are not always willing to share sensible data, in order to enable the supplier to measure and demonstrate the economic benefit of the solution. Others remarked the complexity of measuring the actual value created by the solution. This is because external factors, which are not controllable by the supplier, might influence the results. Furthermore, the data reveals approaches, how suppliers improve the solution quality during their customers' usage process. Some approaches can be described as reactive, as for instance adjustments based on negative customer feedback, others are more proactive. Understanding the customer's usage process and business needs, as result of continuous interaction and communication, seem to facilitate the detection of improvement potential. Overall, a good customer relationship appears to be higly relevant from the suppliers' perspective.

Contributions

By revealing the status quo of value-in-use management measures from the suppliers' perspective, this study enhances the understanding the customer-supplier interactions during the customer's usage processes in solution business. Therefore, this study builds the basis for further studies, which aim at investigating the customer's perspective on value-in-use management. This is particularly interesting in regard to its impact on the customer's perceived value in use and eventually the customer's rebuy decision. The results might be of high relevance for solution providers in order to sustain long-term relationships with their customers.

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How do Muslim Consumers Arrive at Halal Purchase Decisions in Online Food Consumption Context?

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Abstract:
Just like any other religious groups, Muslim consumers increasingly buy food online. Although purchase decision making around Halal food is known in conventional brick-and-mortar store environment, not much is known about Muslim consumers' purchase behaviour of Halal foods in online context. The purpose of this study is therefore to explore how Muslim consumers meet their Halal expectations when purchasing food online. Adopting a qualitative phenomenological approach, 15 in-depth interviews were conducted with Muslim consumers in Australia who regularly purchase food online. The prominent themes emerged from the qualitative analysis included "Islamic values", "sources of food items" and "publicly available information" which are the prominent ways for Muslim consumers to meet their Halal expectations in online context. These findings contribute to the food marketing, retailing and religious marketing literature particularly in online shopping context, and suggest some insightful managerial implications for grocery retailers, food marketers and fast-food retailers serving Muslim consumers.

Keywords: Muslim consumers, Halal, online purchase, food

Introduction

According to reports in 2010, world Muslim population was estimated to be 1.6 billion, spreading out to different parts of the world (Desilver & Masci, 2017). Muslim consumer group therefore is a formidable force that dominates many consumption trends in the world. Most Muslim consumers are guided by Shariah Law that prescribes good and bad practices while making consumption choices which is known as "Halal" (Jusmaliani & Nasution, 2009). Although Halal rules apply to a wide variety of consumables, such as toiletries, pharmaceutical products, apparel, cosmetics and to services including banking, insurance, travel and tourism (Lada, Tanakinjal and Amin, 2009), it applies especially to foods.

Food consumption is an important part of household purchase. Currently, purchasing food online has become an important food consumption trend. Muslim consumers also tend to widely shop online, and Islamic laws do not forbid Muslims from purchasing online. Muslim consumers, the world's second-largest religious group, are reported to verge upon this online shopping trend (Butt & Aftab 2013; Desilver & Masci, 2017). Studies have indicated the difference in consumption patterns, emotions, and motivations in online and offline consumption contexts (Penz, & Hogg, 2011). The demand and consumption patterns of Halal food in a conventional brick and mortar shopping environment is widely reported in the extant literature (Lada, Tanakinjal, & Amin, 2009). However, little is known about consumption patterns of Halal food in online buying environment (Samsi, Zainal & Ibrahim, 2011). Therefore, the purpose of this study is to explore how Muslim consumers meet their Halal expectations when purchasing food online.

Literature review

According to an estimate in 2006, the annual demand for Halal food was approximately USD 347 billion (Che Man, 2006). Dubai Chamber of Commerce estimated Halal food products to be worth of $1.6 trillion by 2018 (Food & Beverage 2014). Muslim consumers are increasingly becoming more educated (Mohammad, Norhaizah, Nuradli, & Hartini, 2007; Yaakob, Awis, & Ahmad, 2007) and hence, the demand for clean and healthy food that are religiously prepared has escalated recently (Hamdan, Issa, Abu, & Jusoff, 2013; Che Man & Abdul Latif, 2003).

One recent trend in food consumption is ordering food online. Customer expenditure on food consumption market is expected to increase to $234,206 million by 2022 from $64,851 million in 2012 (Yeo et.al, 2017). Statista (2017) indicates that 362.3 million consumers do online food shopping, and that this trend will further increase with the technological developments, such as mobile shopping (shopping via mobile applications). Research shows that in the future, customers will be more inclined to buy foods online than conventional physical methods (Saleem et al., 2018).

Several factors affect customers' decision to purchase food online. For example, user-friendliness of computer applications or website for ordering good, and the ease of making payments via the application or website are crucial factors affecting customer decision to purchase food on-line (Hasanov and Khalid, 2015). Customer trust in marketer is another factor affecting customer preference for ordering food online (Alagoz and Ekimoglu, 2012). The retailers' ability to provide optimal services to online buyers also encourage their online food buying habits (Lee and Jeon, 2017). As explained above, several factors drive customers' decisions to purchase food online. Although Muslim population is huge in size, and Halal food market is a multibillion dollar business, it has not yet been investigated how Muslim consumers meet their Halal expectations when purchasing food online or what factors drive Muslim consumers decisions to purchase Halal food online.

Methods

The qualitative method, particularly, a qualitative phenomenological approach was adopted for this study because qualitative method enables researchers to better understand the participants' point of view, and to explore their insights in depth (Corbin et al, 2014). In order to collect data, 15 in-depth interviews were conducted with Muslim consumers in Australia who regularly purchase food online. Respondents belonged to both genders and various demographic backgrounds. The first author and second author (who had previous experience in conducting interviews) conducted all the interviews, and each ran for about 40-50 minutes. We collected data during the interviews using a protocol which was carefully prepared based on the objectives and focus of the study and, after pre-testing, slightly adapted. With the participants' permission, interviews were audiotaped and then transcribed. The interview transcripts were subject to content and thematic analysis independently by two researchers. Using NVivo, the transcripts were independently coded by two researchers around discursive themes or codes in the data. The themes and codes identified by both researchers were compared and analysed further to arrive at consensus (inter coder reliability 0.89).

Analysis and Discussion

The eminent themes emerged from the qualitative analysis include: 'Islamic values', 'sources of food items' and 'publicly available information' that are the main ways or sources by which Muslim consumers meet their Halal expectations while purchasing Halal food online.

Islamic values: The purchase decisions of Muslim consumers, both in online and offline settings are driven by strong religious beliefs. Similar to offline setting, in online settings they are looking for Halal monogram or logo, which indicates that a food item is religiously permissible, and is a strong factor in convincing Muslim consumers to buy foods in online marketplace.

Sources of food items: Not all online sellers include clear information on Halal logo that can identify their foods as permissible for Muslim consumers. In the absence of Halal logo, they consider sources of food items to ensure they were prepared in line with Halal principles. For example in Australia, 'Lilydale' branded chicken has got Halal accreditation by the Australian Federation of Islamic Councils. Many restaurants and cafes source their chicken by 'Lilydale' branded chicken and don't show the Halal logo on their websites for each food item sold.

Publicly available information: In the absence of information on the two factors mentioned above, publicly available information about the food sellers and food manufacturers assist Muslim consumers to decide whether the foods ordered online were prepared based on Halal principles. For example, information as to whether particular food seller or food manufacturer has been approved and accredited by local or national Muslim community groups (e.g., The Australian Federation of Islamic Councils) can be used in this regard.

Academic and practical implications

This study has several academic and practical implications. Academically, this study enhances the understanding of Muslim consumers' food consumption behaviour in the online shopping context. Overall, the findings of this study will make an important contribution to the literature relating to food marketing, retailing and religious marketing particularly in online shopping context. Practically, this study provides several managerial implications for grocery retailers, food marketers and fast food retailers who serve Muslim consumers. The demand for Halal food is extremely large. Therefore, the findings of this study will be useful to the businesses in better understanding Muslim consumers' Halal food consumption behaviour in online context, hence they can design strategies to better serve Muslim consumers.

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Role of Customer Orientation in Retail Marketing

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Abstract:
An intensely competitive environment forces retailer to increase customer value continuously. Therefore, retailers aggressively adopt Customer Relationship Management (CRM) and Supply Chain Management (SCM) in service development process. At the same time, Customer Orientation (CO) and Marketing Capabilities (MC) are key drivers when retailers create customer value. The present study integrates these different concepts into a single conceptual model. This conceptual model investigates the relationships among CO, CRM, SCM, and MC, and their impacts on financial performance. Data were collected from Japanese retailers and analysed using structural equation modelling. The results show that CO has a positive impact on financial performance through three constructs: CRM, SCM, and MC. Also, CRM and SCM have a mediating role between CO and MC. The key theoretical contribution of this paper is that it shows the mediating effects of CRM, SCM, and MC between CO and financial performance.

Keywords: customer orientation, customer relationship management, supply chain management

Some Insights to Luxurious Brand Retailers to Reach Customers Globally

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Abstract:
The purpose of this study is to investigate whether customer intention to buy luxurious products online vary depending on the degree of corporate image of the luxurious retailers and showrooming strategy, especially when the retailers do not have stores in their store brand name in the country or state customers live in. Two scenario based between subject experimental studies are conducted to test hypotheses. The data collection is currently underway. Independent Sample t-test and two-way between group ANOVA tests will be conducted to test hypotheses. Our study contributes to the literature relating to online luxurious consumption behaviour and multichannel retailing. The findings of this study will be useful to the luxurious retailers who do not operate stores in all regions and countries, but target customers in those territories.

Keywords: luxurious brand, experimental research, showrooming

Business Research Collaboration as Knowledge Coproduction Partnerships

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Abstract:
This paper considers the conference theme – connect, engage and transform – in terms of the nature of relationships business researchers form with industry and government partners. Such discourse most often focuses on whether the topics of our research are relevant to partners and the wider community but this neglects an important fundamental –the nature of the relationship between the researcher and the "researched". Typically, researchers dictate the terms of academic research, choosing what topics to consider, funding source, modes of investigating, and ways findings are interpreted and communicated. This paper argues that more reciprocity and knowledge co-creation is needed, doing research WITH managers and policy makers as active participants increases value and relevance for all. The resulting research will advance not only practice-related knowledge but also the theoretical and empirical knowledge of business academia.

Keywords: engagement, research collaboration, knowledge co-production

Introduction and Research Aims

There is already recognition that to be effective, research with industry and government requires the choice of mutually useful research topics and the development of closer, more meaningful relationships between business, government and its researchers (Rynes, Bartunek and Daft 2001). We need to develop research relations that are more balanced and reciprocal to achieve this increased value. Such an approach to research requires fundamentally changing our conceptualization of the "research" relationship between the researcher and researched and the way we undertake research activities. This paper considers the conference theme – connect, engage and transform – in terms of relationships that business researchers can form with industry and government partners. To most meaningfully engage, research needs to be co-produced with all stakeholders involved.

Background and Conceptual Model

The design of mutually valuable, collaborative research needs to include methods of information capture and analysis that enable research collaboration *with* organisations' stakeholders as distinct from doing research *about* them. Necessary to this approach is a continuing, collaborative relationship. This both provides an environment for continuing research and allow practitioners to be "educated" in the value and methods of more long-term, wider-perspective research such that they will participate and researchers to be "educated" in the norms and practices best suited to this co-production environment. This is underpinned by the relationship development theories in business marketing, in particular the Industrial Marketing and Purchasing (IMP) Group. This focuses on a process of building trust over time with cooperating organisations and forming relationships that are characterized by reciprocity and collaboration (Turnbull, Ford and Cunningham 1996). It is only within such relationships that the shared understanding that is at the center of co-produced research can be developed. Much of the research emulating from university sector does not build research partnerships because: research is short term and provides information to assist specific organisations to solve particular problems rather than seeking in-depth understanding of deeper processes; research is done on topics using methods where data is easier to collect and this is exacerbated by the ongoing pressures on academic researchers to publish frequently and to provide results quickly; the norms that prevail at many of the more prestigious journals are directed away from the sometimes-qualitative outcomes that characterize collaborative methods and research (Davis et al 2013, Woodside 2011). This leads to outcomes that do not necessarily consider what the participants in research think about the investigations and their contributions to them and doesn't build enduring knowledge for practitioners; it also does not build collaborative research relationships. Exacerbating this situation, both business and the wider community are increasingly cynical about the value of academic research and are increasingly disinclined to participate (Ankers and Brennan 2001).

Theories of human psychology tell us that people are more likely to become involved in activities that hold meaning for them, where they feel they contribute and are valued and where they receive value from participation (Holbrook and Hirshman 1983). Relationships that are balanced and reciprocal are most likely to flourish (Heider 1958). Research designs and methods that can foster this kind involvement are obviously most likely to be those that are collaborative.

Method and Findings

Our research design centers on developing a portfolio of good knowledge co-creation practices and identifying patterns within these to assist in developing such relations. As a first step, advocates of a range of methods that have been used in research co-creation have contributed descriptions of these including examples of their use (presented in Freytag and Young's (2017) edited volume). Analysis of these highlights a range of method domains in which co-creation of knowledge does and does not occur. The analysis highlights a need to not only go beyond providing data in research using pre-designed instruments to elicit answers to researchers' questions but also beyond many qualitative practices such as participant-observation and ethnographic practices. In the latter the researcher is

(still, most likely) the collector of information and the research subject the provider. The collaborative co-production of knowledge changes this traditional relationship. The researcher may well act as a guide who facilitates and manages the processes of research that are occurring on an ongoing basis as this is their area of expertise and is often the key asset they bring to the collaboration. But the business and government stakeholders also can become researchers –assisting in the directing of research inquiry including the theorizing (as per Schön 1983), designing, information collecting, analysis, interpretation and presentation of findings. An example of research co-creation programmes is the industrial PhD arrangement used in many parts of Europe. A PhD contract is entered into between a company and a university, the student works in both organisations and has co-supervisors in each. The relationship continues over a number of years and can facilitate continuing connection and further collaboration. Traditional methods are sometimes used but these are likely to be augmented by other approaches such as observation and quasi experimentation (Marroun and Young 2017), action learning (Haug 2017), workshops (Storvang, Mortensen and Clarke 2017), drawing (Evers, Marroun and Young 2016), role play acting and game playing (Larsen and Friis 2017). These methods are shown to have the potential to enhance participation, communication and provide a deeper understanding of one's own and others' sense-making processes and constructions of reality which in turn deepens collaboration.

Conclusions, Implications and Future Research
In the information age, those who design enquiries, gather information and make sense of it are poised to play an ever-more-important role. However, changes in the mind sets of some researchers and practitioners will be needed if they are to move from traditional research designs to co-production. A move from researchers as knowledge producers and practitioners as consumers of that knowledge to one where practitioners become more research-competent and researchers shift from their position of authority to a more consensual, reciprocal and equal relationship is needed. This will not be to everyone's taste. Neither academics nor organisations may wish to give up their current bases of power nor may they wish to invest the time and energy that this transformation will involve. There are discrepancies of time, place, information and assortment between business and academia to overcome (Alderson in Wilkinson and Gray 2007) that may require skill and effort that cannot be acquired.

Future research will continue to document and systematically analyse examples of good practice research co-production and the value it provides. The potential benefits are substantial. Many of the problems we see in contemporary business marketing research can be at least partially addressed by co-produced enquiries with different perspectives; this can enable insight and change (Young and Freeman 2008). Practitioner-academic co-production of knowledge in the ways described here adds an important component to considerations of business network processes. These will change, as well the network structures in which they occur. Systematic research into research practices is needed to determine the way effective and ineffective research partnerships unfold and the ways benefits and liabilities flow. The contribution and quality of research can be evaluated more thoroughly as it will occur in more contexts with more heterogeneity of evaluation. More accurate assessment of the generalizability of findings and the ways these can be appropriately extrapolated is likely for the same reason. A research context of continuing co-production of knowledge may reverse the trend of increasingly small increments to knowledge based on their "research-ability" and the worrying lack of theoretical development that we increasingly see (Yadav 2010). Instead there is the possibility to research big problems and big phenomena. There will likely be fresh perspectives from practitioners that can shine light on and question conventional wisdom rather than contra-findings being explained away, inconvenient theoretical and empirical relationships being ignored and alternative ways of investigating phenomena being dismissed (as often occurs at present).

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CONSUMER BEHAVIOUR

Bricolage: From Conceptualisation to Scale Validation

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Abstract:
Consumers use fashion clothing to create self-image. To create personalised fashion image consumers engage in bricolage. Yet while observing fashion clothing trends and consumers' dress, it is clear bricolage is practiced widely. Surprisingly little research exists in consumer behaviour literature focusing on bricolage. In this paper, we aim to define and measure bricolage from a consumer behaviour perspective. The bricolage measure was developed based on two qualitative and three quantitative studies. The results established a 14-items multidimensional scale with four first-order dimensions (i.e. ideational bricolage, accessorising, customising, and mixing and matching). Our findings demonstrate bricolage holds a unique position in relation to other relevant constructs such as fashion consciousness and identity distinctiveness. The development of a bricolage measure will enable researchers to investigate wide-ranging issues associated with consumer use of fashion clothing. The scale developed may help practitioners design personalised outfits by examining consumers clothing experimentation, which in turn will increase consumers' lifetime value and generate an enduring positive impact on brands.

Keywords: bricolage, scale development, fashion styles

Introduction and Research Aim

Consumers are becoming more fashion conscious and keen to construct their personalised styles through fashion products (O'Cass, Lee, & Siahtiri, 2013; Marion & Narin, 2011). To create unique and inclusive fashion styles, many consumers use bricolage in their clothing reconfiguration. For clothing style experimentation, consumers receive new ideas from environmental stimuli (e.g., interpersonal, social, and media influences). Consumers' engagement with their clothing is increasing, and engagement fosters individuals' imagination about clothing styles and broadens their mental horizon for clothing reconfiguration in multiple ways. Prior studies (e.g., Marion & Narin, 2011) explicate clothing experimentation as a form of bricolage where consumers mix, match, and combine different fashion styles to construct their unique self-images.

Thus far, bricolage has resided in the realm of entrepreneurship (e.g., Baker & Nelson, 2005; Senyard, 2015; Davidsson, Baker, & Senyard, 2017; Yang, 2018), however, it has received scant attention in consumer behaviour research. The application of bricolage in consumer behaviour seems sufficiently different from entrepreneurship. Also, extant bricolage scales in entrepreneurship cannot measure consumers' style experimentation since the scales address the ways firms use to combine their resources for new challenges and opportunities. Because the existing scale of bricolage is not addressing consumers' style experimentation, researchers suggest developing domain-specific bricolage scale through in-depth qualitative approaches (Davidsson et al., 2017). The limitations of existing measures mount the need to develop a domain specific scale that can comprehensively and parsimoniously measure bricolage in consumer behaviour, especially related to fashion clothing. The purpose of this research is:

To develop a conceptual definition and measure of bricolage from a consumer behaviour perspective.

This study address the following two research question:

RQ1: *What constitutes bricolage in fashion clothing consumption?*
RQ2: *How can bricolage be measured?*

Theoretical background

Bricolage construes the set of actions driven by the pursuit of scarce and existing resources that can be recombined to engender interesting and innovative solutions (Levi-Strauss, 1966; Madajova, Pallabi, & Mpumwire, 2017). Researchers have examined bricolage in various fields such as anthropology (Levi-Strauss, 1966), psychology (Sanchez-Burks, Karlesky, & Lee, 2015), sociology (Johannisson & Olaison, 2007), entrepreneurship (Senyard, 2015; Baker & Nelson, 2005; Stenholm & Renko, 2016; Yang, 2018), and product innovation (Wu, Liu, & Zhang, 2017; Salunke, Weerawardena, & McColl-Kennedy, 2013).

To date, application of bricolage in consumer behaviour and fashion clothing in particular is in its infancy where conceptualisation is fragmented, too narrow, and lacks empirical investigation. So, we address these issues and respond to the call to contextualise bricolage for a specific domain (e.g., fashion clothing; Davidsson et al., 2017). We conceptualise bricolage as *"a consumers' capability to creatively mix, match, combine, and customise different fashion elements (e.g., clothes, footwear, accessories, hairstyle, and makeup) to construct their desired fashion self-images"*. Building on this definition the remainder of the paper presents the measure of bricolage in consumer behaviour research.

Method and Analysis

To develop bricolage measures, we followed the established scale development process (Churchill, 1979). The scale was developed based on two qualitative and three quantitative studies. In these studies, data were collected from young consumers aged between 18 to 35 years. We began the scale development process from 40 semi-structured in-depth interviews (study 1) and 138 open-ended surveys (study 2). From these qualitative studies, we identified five bricolage dimensions (i.e. ideational bricolage, accessorising, customising, hybrid styles, and mixing and matching) and generated the initial pool of 92 items. After generating the items, we conducted three rounds of expert evaluations, and 14 PhD students, 13 marketing academics, and 24 consumers assessed the items. Consequently, 60 items were deleted, and some item wordings were modified. Following the expert evaluations, data were collected from 48 consumers for pilot testing, and seven items were deleted at this phase. With the remaining 25 items, we moved to the scale purification and validation phase.

For scale purification, we collected data from 327 consumers (Study 3). Exploratory and confirmatory factor analysis were performed, and 11 poorly fit items including one dimension (i.e. hybrid style) were dropped. We moved to the scale validation phase with the remaining 14 items related to four dimensions. For scale validation, data were collected from 407 consumers (Study 4), and confirmatory factor analysis was performed. The model fit indices, loading scores of items, reliability and validity scores were in acceptable range. Also, each dimension significantly explained the overall bricolage construct. In the final phase (Study 5), data were sourced from 325 consumers to examine the nomological validity of bricolage. We developed a bricolage model with two other constructs such as fashion consciousness and consumer identity distinctiveness. Our findings revealed that fashion consciousness significantly increases the level of bricolage and bricolage significantly influences consumer identity distinctiveness.

Discussion and Contribution
Empirical evidence indicates that bricolage is a second-order construct with fourteen-items belong to four-dimensions. We posit that the multidimensional bricolage scale has a great potential to add a new perspective of bricolage in consumer behaviour field. Our research contributes to the bricolage and consumer behaviour literature by conceptualising and empirically examining bricolage from a consumer behaviour perspective, and by validating bricolage as a higher order construct. The development of new bricolage scale in current research is an important contribution which also responds to Davidsson et al.'s (2017) call to develop a domain specific bricolage measure.

By using our proposed bricolage measure, researchers and marketers can examine consumers' clothing experimentation at different abstraction levels (e.g., concept and dimension). Through this close examination of consumers' clothing reconfiguration, managers can also arrange clothing items in unique and personalised ways which may increase consumers' satisfaction and brand loyalty. In this way, bricolage could serve as a means to increase consumers' lifetime value and generate an enduring positive impact on brands. Based on findings we suggest that bricolage provides strategies to brands to create demands for high-margin products since consumers (particularly in South Asia) are insensitive about the prices of unique and personalised outfits. Our study provides research opportunities to test and refine bricolage measure through cross-country comparison. Generalisability of this scale can be enhanced by applying it in other product categories such as kitchen appliances, furniture, electronic gadgets, mobiles, cars, and other status goods. Building on our bricolage model, future studies may focus on a comprehensive bricolage framework by adding more antecedents and outcomes.

This work may encourage consumer behaviour researchers to focus on empirical investigation alongside the extant conceptual discussion of bricolage. Such a perspective will enhance managers understanding of consumers' clothing experimentation meticulously (e.g., customising, mixing, and matching) that in turn improve brand loyalty and establish a sustainable customer relationship.

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An Eye-Tracking Study to Understand Muslim Consumers' Product Choice Behaviour

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Abstract:
Halal labelling is an important decision tool for Muslim consumers and helps them solve the complex product decision problem of how to satisfy their religious dietary restrictions. However, despite a growing number of studies on halal product adoption, how Muslim consumers treat different categories of halal labelling and general brands in their product decision making is hardly reported in the marketing literature. This paper contributes to filling that gap by reporting findings of an eye-tracking investigation of how Muslim consumer visually process information when deciding which grocery product to choose. Findings reveal that the Halal label serves as a heuristic cue in the product decision process as most observed selection decisions are significantly influenced by the presence of a halal logo. This is the case irrespective of the product's country of origin and whether the country of origin is Muslim or not has no significant impact by itself. Findings challenge proposed halal brand categorizations in the literature and reveal how heuristic processing can help explain Muslim consumers' product choice behaviour.

Keywords: Halal labelling and heuristic theory, eye-tracking in Muslim consumer research, information cue in product choice

Digitized World and Bottom-of-Pyramid Consumer Behavior

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Abstract:

Less-affluent customers that constitute Bottom of Pyramid are becoming a part of digitized world. Digital revolution in lower socio-economic tier has been an under-researched yet an interesting area of study. This hermeneutic inquiry interprets how digital technology is influencing lifestyles and purchase decisions of less-affluent customers. Digital products and technologies have symbolic and hedonistic value for these customers. In mediatized global consumer society, less-affluent customers are becoming more knowledgeable about global trends through internet and smart phones. Their desire to indulge in conspicuous consumption has increased because of greater exposure to global lifestyles through internet. Use of internet related devices and technologies make economically deprived persons avoid social exclusion which is a form of felt poverty. This phenomenon is interesting to study in Bottom of Pyramid context because economically challenged persons have to make critical trade-offs between basic necessities and technologically advanced objects of symbolic utility

Keywords: hermeneutic inquiry, bottom of pyramid, felt poverty

Introduction and Research Aim

Bottom of Pyramid (BoP) is the lower socio-economic tier that is living on less than USD 8/- per day (UNDP, 2008). Despite the financial constraints faced by less-affluent customers, they purchase smart phones, Bluetooth devices and other technological products and services. These products and services are shaping their lifestyles and influencing their purchase decisions. This phenomenon is interesting to study in BoP context because economically challenged persons have to make critical trade-offs between basic necessities and technologically advanced objects of symbolic utility.

The aim of this hermeneutic inquiry is:

> *To interpret what is the perceived utility of digital technology for Bottom of Pyramid customers and how is it influencing their lifestyles and purchase decisions.*

The objectives of this research are:

RQ1: What is the perceived utility of digital technology for Bottom of Pyramid customers?

RQ2: How has digital technology influenced decision making of Bottom of Pyramid customers?

RQ3: How are digital products and services changing the lifestyles of Bottom of Pyramid Customers?

Background and/or Conceptual Model

United Nations Development Program defines Bottom of Pyramid (BoP) as comprising of people living on less than USD 8/- per day (UNDP, 2008). Traditionally, marketers did not make this segment their primary target market because of weak purchasing power of the less-affluent customers (Prahalad & Hart, 1998). However, it was estimated that globally, BoP is a multi-trillion dollar market and Asia constitutes 70% of this share (Guesalaga & Marshall, 2008). Affluent world regarded digital revolution as irrelevant for BoP but companies like Bharti Airtel and Nokia designed successful value propositions for BoP customers of India and made them a part of digitized world (Hitt, Ireland, Hoskisson, & Manikutty, 2012). In Pakistan, 29.5% of population is living below poverty line (Pakistan Economic Survey, 2016). BoP in Pakistan is purchasing products of conspicuous consumption, such as those related to digital technology, to gain social dignity and inclusion. In the context of Pakistan, it is interesting to study how the exposure to new technologies is changing consumer behavior of less-affluent customers.

This exploratory research was conducted in the context of BoP in Pakistan. It approached the phenomenon of digital influence on BoP customers with a fresh perspective. Although naïve understanding was aligned with Maslow's hierarchy of needs, the research itself was not grounded in Maslow's Hierarchy. Hence this qualitative research was not grounded in theory.

Methodology

This hermeneutic inquiry was done under the philosophy of interpretivism. People aged between 18-55 years, belonging to BoP residing in Karachi, conversant in Urdu and digitally active were the population (Satterthwaite & Mitlin, 2012). Snowballing technique was employed (Zikmund, Babin, Carr, & Griffin, 2013). Saturation was reached after 9 interviews. In-depth interviews were conducted in Urdu, transcribed and then translated into English. Thematic analysis was done to identify the embedded themes (Patton, 2015). Guba's model of trustworthiness served as the guiding principle in ensuring credibility, applicability, neutrality and consistency of results (Patton, 2015).

Results and/or Discussion and Contributions

Functional utility of digital technology to meet social and security needs:

Expressed responses of the informants revealed that law and order situation of Karachi had made ownership of mobile phone a necessity for even the BoP customer. This was supported by earlier findings that social circumstances impose consumption (Yurdakal, Atik, & Dholakia, 2017).

Novel way to consume leisure:

Similar to the behaviour of more-affluent people, less-affluent customers were also using digital technology as a novel way of consuming leisure, such as entertainment through social media, virtual gaming and virtual relationship building and maintenance. This finding corroborated earlier findings that technology allows for self-expression and gratification (Jaiswal & Gupta, 2015).

Digital technology fuels desires for conspicuous consumption:

BoP respondents expressed that digital media expanded their set of choices and online flea markets made quality products available to them at economical prices. Respondents also stated that internet increased their exposure to global lifestyles and increased their desire for conspicuous consumption. This desire was so powerful at times that it made them sacrifice their basic necessities. It was discerned that respondents did not desire the products in themselves, but desired to gain social inclusion and bridge social dignity gap to mitigate felt poverty. This finding was supported by earlier research that customers exhibit compensatory consumption behavior (Barki & Parente, 2010).

Adoption of technology despite low literacy and low linguistic proficiency:

An interesting insight was to note that in Pakistan, where proficiency in English language is low, BoP customers have become adept in texting through cell phones as they have learnt to identify the sound of alphabets and use this in texting in roman Urdu or in their own dialect.

Implications for Theory and Practice

Theoretical implication of this hermeneutic inquiry is to broaden the existing understanding of how technology is influencing BoP. It has practical significance because it offers fresh insights into relatively inaccessible BoP segment. Through this research marketers can refine their value propositions for BoP to market experiential products that have social legitimacy as well.

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Do Consumers Ordinarily Think of Brands in Terms of Personality?

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Abstract:

Brand personality is an important branding concept, but concerns have been raised about the theory that supports the concept and, more importantly, the empirical evidence for the theory. In particular, much of the research on brand personality uses a method whereby participants are asked to think of a brand as a person, and this may produce ecologically invalid findings. The research presented here uses case studies to examine whether brand personality or anthropomorphic perceptions of brands occur without the use of personification. The findings of the research are that they do not, albeit user image associations were found after some degree of prompting. As such, user image may be a better focus of future research and practitioner interest.

Keywords: brand personality, personification, research methods

Introduction

In a seminal article, Aaker (1997) used research and factor analysis to create a model of brand personality (BP), using a method in which participants were asked to actively personify the brands used in the study. Since the publication of Aaker's article, there has been a stream of research surrounding the BP concept , including the development of new BP models (e.g. Smit, Van Den Berge, & Franzen, 2003; Sweeney & Brandon, 2006), examination of the cross cultural validity of Aaker's model (e.g. Sung & Tinkham, 2005), and examination of many aspects of consumer brand perceptions in relation to BP (e.g. Ramaseshan & Tsao, 2007). However, there have been also been critiques of the BP concept, including questions about the theoretical foundations (Avis, Aitken, & Ferguson, 2012), and also questions about the validity of the research methods used to examine the concept (Avis, 2012). One key question that has been raised is whether consumers ordinarily think of brands as if they are people, and / or whether they ordinarily think of brands as having personalities. The purpose of the research presented here is to ascertain whether personality perceptions naturally occur in absence of the use of brand personification. This is an important question, and relates to whether the concept has ecological validity (Brunswik, 1955) i.e. do BP perceptions, and in particular brand anthropomorphism, occur without the prompting of brand personification, a process that does not take place outside of the research context?

Background

Although the BP concept has generated significant interest, the concept and research supporting the concept has not been without criticism. For example, Aaker's (1997) definition has been described as too open-ended and the scale includes descriptors that are not properly human traits (Azoulay & Kapferer, 2003), there is an absence of negative traits (Bosnjak, Bochmann, & Hufschmidt, 2007), and that the scale cannot be generalised across categories (Austin, Siguaw, & Mattila, 2003). Further, it has been argued that; (1) the inclusion of descriptors in models will be contingent on the categories used in the scale development, (2) that the meaning of descriptors will change according to category, and (3) that category perceptions may be confused for brand perceptions (Avis, 2012). There have also been question marks raised about the theoretical foundations for BP, in particular whether the concept is a metaphor for researchers or consumer perceptual reality (Avis et al., 2012), with the latter view suggesting consumers actually think of brands as if they are humanlike entities (e.g. see Puzakova, Kwak, & Rocereto, 2009).

There has been a significant body of research that has suggested that consumer BP perceptions can be measured, but there is also evidence that suggests that this may not be the way that consumers ordinarily think. For example, one study utilised fMRI brain scans to examine consumers as they were presented with flash cards, either with names of people and traits, or brands and traits (e.g. Sprite + cheerful), finding that brands activated the part of the brain used for judgement of objects (Yoon, Gutchess, Feinberg, & Polk, 2006). In another study, instead of forcing respondents to rate items , the researchers asked consumers to pick BP traits that were applicable and found very few were chosen and that the few items that were selected appeared to be 'category traits' rather than brand traits (Romaniuk & Ehrenberg, 2012). Finally, in one study, the methodology used by Aaker (1997) was applied to pictures of rocks to demonstrate that the *research method* could create BP. The findings supported this contention, and the three rocks used had higher trait means than the brands used in Aaker's (1997) scale development (Avis, Forbes, & Ferguson, 2014). In consideration of the question marks over whether consumers might ordinarily think of brands as having personality, the research presented here examines whether consumers *ordinarily* think of brands as having personality or are perceived as humanlike.

Methodology

Using case study research comprising diaries and interviews (Bolger, Davis, & Rafaeli, 2003; McCracken, 1988), a convenience sample of 10 non-marketing students were recruited to write a diary entry detailing any perceptions whenever they thought of the following fast food brands for a

week; KFC, McDonalds, Subway and Burger King. The brands were chosen due to previous findings of BP for the category (e.g. Aaker, 1997; Siguaw, Mattila, & Austin, 1999; van Rekom, Jacobs, Verlegh, & Podnar, 2006; Wee, 2004). The intention in the interview stage was to examine any personality-like descriptions in the diary, but only three entries from 128 could have applicability whereby brands are perceived as humanlike (e.g. "I *love* BK grilled chicken salad"). In consideration of the of the limited use of human trait / anthropomorphic language overall, the interview format was revised into phases as follows; (1) what the participants thought a brand was, (2) elicitation of their emotions towards the brands studied (e.g. 'How do you actually feel about, or what are your emotions for McDonalds?'), (3) examination of any diary entries that were potentially anthropomorphic, (4) whether they thought of the brands as being like people or something different, (5) a further direct question about whether they see brands as animistic / anthropomorphic. The aim of the revised interview research was to offer greater encouragement at each stage towards the use of anthropomorphic language, or the elicitation of anthropomorphic perceptions, whilst still not directly asking participants to personify the brand.

Results / Discussion
For phase (1), brands were seen by all participants as logo / names for identification. Phase (2) raised 'mundane' emotions, such as disgust with the fat in the food. Phase 3 found the entries to be non-anthropomorphic, for example a participant wrote that he 'secretly loved KFC' but explained it was 'an exaggeration'. Nine responses to stage (4) made clear they did not see brands as being like people, but one participant offered a very different answer, saying that she thought of brands as people, later proposing she 'added personality'. She later elaborated on the comments, saying she was thinking of visitors to the restaurants (i.e. user image, Sirgy, 1982). Finally, in phase 4, she observed that she did not think of brands 'are living things at all'. The other participants phase 4 responses were mixed, with some saying they were just objects, but others suggested they did anthropomorphise, but later explained this in terms of user imagery. The most notable point is that, reflecting the diary entries, there were no unprompted examples of spontaneous trait language or anthropomorphism, even when prompted to think in emotional terms. After significant prompting, the perceptions reported were of user imagery, a concept that is supposed to be distinct from brand personality (Helgeson & Supphellen, 2004; Parker, 2009).

Implications for Theory and Practice
Although limited to one category, the research findings suggest that, whilst people can be encouraged to think of brands as humanlike / having personality, they do not ordinarily do so. Notably, the category and brands used for this study has previously generated findings for brand personality, but where the methodologies have been questioned in regards to their ecological validity. In relation to extant critiques of BP theory and research, the finding can be seen to add further question marks about the ecological validity of previous research which has 'found' BP. More positively, it seems that, with some encouragement, consumers may associate user imagery with some brands. Although there have been proposals that BP and user imagery are distinct concepts, from this research, they appear to be very closely related and it may be that examination of user imagery offers a more productive avenue for future research and practitioner interest. However, it should be noted that even the findings of user image were only resultant from significant prompting in the interview stage.

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Jerkies, Tacos, and Burgers: Socioeconomic Status and Meat Preference

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Abstract:
Based upon psychological theories of compensation, individuals low on socioeconomic status (SES) should have a greater preference for meat, as meat is substitutable for the status that they lack. Three behavioural experiments tested this premise. Participants low on subjective SES preferred meat-based foods compared to participants high on it (Experiment 1). The effect is driven by a desire for status (Experiments 2) and not generalisable to plant foods (Experiment 3). The findings are of use for doctors who advise eating less meat to improve physical health and for environmental activists who argue that meat-eating exacerbates global warming.

Keywords: meat, health, sustainability

Introduction

Nearly all medical doctors and nutritionists advise individuals to eat less meat. *Some* meat is not harmful, but too much of it increases risks of cancer, obesity, and other metabolic syndromes (Biesalski, 2005; Popkin, 2009). Thus, meat consumption is advised within moderation. Yet, despite calls to eat less meat, per capita consumption increased from 31.3 kilograms in 1999 to 41.9 kilograms in 2010 worldwide (Worldwatch Institute, 2017). People in the developing world now eat 32 kilograms *per person* a year, and those in the industrial world eat 80 kilograms. Consuming less meat also has benefits for the planet, as the animal agricultural practices on which meat consumption depends add to greenhouse gases (Macdiarmid et al., 2016). Thus, understanding the reasons behind this growth offers means to intercept the behaviour.

Conceptual Model

In human evolutionary history, likely attributed to its rarity and its difficulty in preparation, meat was consumed to become stronger and healthier, giving man the better opportunity to survive harsh and tough physical conditions (Bunn, 1981; Milton, 1999; Smil, 2002). Even children infer that fictional native tribe members who eat boar have more hair and run faster, allowing them to compete and survive (Nemeroff & Rozin, 1989). That meat-eating provided strength also meant that it conferred social benefits as well in that those who were able to eat meat were conferred by others status by those who were not able to eat it. The evolutionary importance of meat can also be seen among animals. Consider males of chimpanzees who hunt smaller monkeys in order to be more attractive as potential mates (Stanford, 1996), implying the similar link between meat and status among chimpanzees. Thus, meat is symbolic of status. This is a symbolic connection that likely persists until today.

A symbolic connection between meat and status presents an intriguing implication. According to the idea that consumption can be compensatory, individuals who lack a certain resource are motivated to obtain resources that are substitutable for it. That is, in addition to providing a utilitarian benefit, consumption can help people "make up" for the resources that they perceive to lack. So long as the resources are substitutable and help achieve a common or higher-order goal, compensatory consumption predicts the preference for substitutable resources (Brendl, Markman, & Messner, 2003; Tesser, 2000). Also, as more broadly described in the psychology literature, when individuals are motivated to attain a mating partner but they see themselves lacking physical attractiveness, they improve their intelligence and decision-making abilities as other ways to make themselves attractive to the other sex (Sobol & Darke, 2014). In these cases, individuals' desire to "make up" for something that they perceive themselves to lack motivates them to acquire substitutable resources.

Consistent with such theories of compensation, then, and consistent with how both evolutionary and anthropological lenses suggest that meat may be substitutable with status, we hypothesise that low-SES individuals should show a greater preference for meat. Certainly, it is difficult to raise one's status overnight, and so low-SES individuals may choose to pursue other resources that they see as substitutable with the status that they lack. Without doubt, there are many resources substitutable with status and thus able to symbolically-compensate for one's low status; meat should be one such resource. Specifically, we predict that it is a desire for status that drives the preference for meat among low-SES individuals. This possibility extends knowledge on the impacts of SES on nutrition choices (Dammann & Smith, 2009; Dinsa et al., 2012; Inglis, Ball, & Crawford, 2005) and onto food preference based on symbolic meanings.

Methodology & Results

We conducted three behavioural experiments in which we manipulated participants' subjective socioeconomic status to see if doing so would moderate their desire, liking, and/or consumption of meat products. We chose to manipulate subjective socioeconomic status using an established method (Sharma & Alter, 2012) and also because subjective status is more important than objective status as psychological predictors (Diener, 1989).

Results

In Experiment 1, low-SES participants consumed more beef jerkies than those high on it. In Experiment 2, the effect of low-SES on preference for pork tacos was greatest among participants living in U.S. states perceived to be high on social inequality, consistent with the "social-rank hypothesis" that social inequality promotes a drive for status. Finally, in Experiment 3, low-SES only increased preference for beef but not vegetarian burgers (despite the fact that the vegetarian burger was even stated to taste like beef); the effect was mediated by desire for status.

Implications for Theory & Practice

Product symbolism is important (Belk, 1988; Levy, 1959) and affects choices yet little is still known about symbolism for food products save for a few findings concerning alcohol (Rick & Schweitzer, 2013), fast food (Zhong & DeVoe, 2010), or meat (with masculinity; Rozin et al., 2012; White & Dahl, 2006). We add to this literature by showing that meat can have other meanings such as status. Indeed, foods can have *multiple* meanings worthy of investigation.

As mentioned, medical doctors, nutritionists, and environmental advocates all promote the consumption of less amounts of meat for different reasons. We provide a simple, useful way for them to attain their goals, simply by manipulating individuals' perceptions of their own SES. Scotiabank, a Canadian bank, a few years ago used the tagline "You're richer than you think". Perhaps this slogan might affect individuals' meat preference per results from our three experiments. Doctors, nutritionists, and environmental advocates might utilise similar taglines to change individuals' perceptions of their own status and thereby moderating their meat preference and consumption. Indeed, status is subjective and malleable to an extent, making the application of our results readily useful and practical. This makes this possibility a viable tool in the toolbox beyond existing attempts at communicating knowledge about nutrition and effects of eating meat on environmental sustainability.

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Engaging with Colour as a Multidimensional Construct

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Abstract:

Marketers use colour—an instinctively and automatically-processed visual cue—to signal to consumers various types of information (e.g. Herm & Möller, 2014). Although prior research in colour application and psychology studies (e.g. Fuller & Carrasco, 2006) has established the importance of all three colour dimensions (hue, saturation, and lightness), colour research in marketing and consumer behaviour has tended to represent colour with just a single dimension (hue). Whether this is appropriate is still empirically unknown. Consequently, this study investigated the effects of hue, saturation, and lightness on consumers' discrimination response latency of secondary colours (purple, orange, and green) using a $3 \times 3 \times 3$ full factorial repeated-measures experimental design. A complex relationship between the three colour dimensions and discriminability was found, emphasising the need for both research and practice to account for the effects of not just hue but all three colour dimensions.

Keywords: colour discrimination, HSL colour model, response latency

Questioning the Lego Cocreation Talisman

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Abstract:

Back in 2004, one paper issued a throwaway reference to Lego® Mindstorms™ as an example of a cocreated process. Subsequently, the Prahalad & Ramaswamy (2004) paper became a talismanic invocation of idolised and idealised cocreation case study of "Lego as cocreated brand". This paper questions whether that approach still works, and proffers a small set of research questions to encourage academics to engage the cocreation literature and Lego experience. Does the consumer experience of Lego fit the cocreation process?

Keywords: Lego, cocreation, coproduction
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Introduction

In the Cask of Amontillado, a victim befalls an entombing fate in pursuit of the tasting of a rare wine (the Amontillado namesake). In marketing, one often wonders where coproduction ended up after popping down to the Services Marketing Cellar whilst accompanied by cocreation. Specifically, here in the domain of Lego specific research, the nature of coproduction raises the question of whether it should be the rightful heir to Lego's throne, and if the ursuper co-creation has a recently renovated wine cellar.

Background

To pursue this line of enquiry, the paper set out to first examine the portrayal of Lego within the marketing literature, and second, to identify prior research exploring cocreation in the Lego context, and finally, to enquire as to the origin of the knocking sound behind the Lego Brick Wall of academic engagement in research on Lego consumption.

Methodology

A comprehensive review of the marketing identified journals was conducted to source any and all Lego related papers. Marketing journals were identified by their listing in the 1505 Marketing category in the Australian Business Dean's Council Journal ranking list (ABDC 2016), producing a list of 141 journals identify as "Marketing 1505". Each journal was searched by the keyword Lego®, either through the journal's own index system, or Google Scholar's advanced search. All 141 journals were access through a combination of library subscriptions in Australia and Canada, returning a total of 215 useable papers after rejecting false positive matches (eg "allegorical"). Within the 215 papers, five cluster of papers were established through luck, magical thinking and the blessed power of caffeine, adhering strictly to the method established by Bles (1949 in Berdyaev and French, 1949) and oft guiding many a daydreaming researcher. 83 papers were located within the main domain of interest by their direct acknowledgement of cocreation as a factor featuring Lego, or by using Lego as case example of a cocreated product, outcome, or experience. In this case, cocreation covers the use of Lego® as both guiding light and quickly assembled case study in engaging lead users, community, and customers for co-created products.

Lego® was seen initially as an ideal cocreation case with a product that is sold both with "Some assembly required" packages, and a range of "Use your imagination" product alternatives where the user's engagement with the product generates the value in use (Michel, 2017). However, beyond a cursory examination led to the discovery of an unusual practice of using a single case illustration of Lego through the "Mind Storms" product as an invocation of the power of cocreation. Prahalah and Ramaswamy (2004)'s paper became the Patient Zero of Mindstorms case studies – 20 papers, a full quarter of the cocreation elements, simply refer back to the paper as a fait accompli illustration of the value of cocreation. Whilst one expects a certain level of tap-tap-tapping at the chamber door, this frequent pounding from the cellar beneath the floor of inconsequential and insubstantial reference to the product as a perfect case is even more so concerning when the Patient Zero literally used the branded product as a single cell in a table of example products. With a solid 10% of all calls to the Lego brand in the literature coming from this one talismanic representation of "A Successful Cocreation Venture", it begs the question of the research branded meaning of the Lego® Construct – has the brand become a heuristic for cocreation without having recently been examined for relevance and continued success?

Research Agenda 1: Further research is required to validate the position of Lego® as the invocation of cocreation performed effectively for business goals, and commercial success.

The unquestioned use of Lego® as a cocreation case is contrasted against the contrarian view of the product as mass customisation rather than a co-created experience (Endo and Kincade 2008; Franke and Schreier 2008; Xia and Rajagopalan 2009). If, and when, users are limited to a selection of

options from a pre-set menu opens an opportunity to further explore the difference between controlled co-creation from fixed menu versus open engagement from previous sold parts.

Research Agenda 2: Is the Lego® brick building experience classifiable as mass customisation, cocreation, or a combination of forms?

One challenge with cite historical Lego® cocreation tools has been their subsequent revocation as Lego® moves into a different approach. Cooke and Buckley (2008) talk of a 500 piece online customisation tool dubbed "Lego® Factory" which has shut down, to be replaced by the Lego® Ideas platform (Dong and Sivakumar 2017). The He et al (2017) case example of the community created "Lego® Hobby Train" was offered on a limited release, sold out, and removed from offer. Lego®'s comparatively rapid turnover of ideas, platforms and processes opens the opportunity for revision and frequent revisit as a cocreation case.

Research Agenda 3: Replication and further research is need to review Lego®'s contemporary community engagement cocreation strategy

Although Lego® is identified as a co-created product throughout the literature in the way the product itself enables cocreation through construction (James 2006) it remains a paradoxical experience – a defined set of pieces with an instruction manual that evokes the Ikea style "make what you are told" approach (Mochon et al 2012), and the open world of imagination that comes from use, reuses and creative misuse of those same pieces (Akaka et al 2014, Kravets and Sandikci 2014).

Conclusion

Using Lego as a talismanic invocation of cocreation has several problems. As the product ebbs and flows in engagement with the community, can the brand best known for creative kits be distinctly and permanently assigned as a cocreation masterwork? Does the requirement of Lego to have bricks in proximity to the producer recreate the conditions of coproduction more than cocreation? Does value-in-meaning hold up under the requirements of following a strict plan that results in a single outcome? Is it truly cocreation when following the instructions, particularly in the creator range with a menu choice of options, and the Architecture series in the form of single purpose art-pieces?

This is yet to be determined, discussed or questions. And thus, the paper asks the questions – is Lego cocreated or coproduced, and if it is coproduced, where is coproduction in the modern marketing literature?

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Liminality and Hyperreality in Celebrity Consumption

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Abstract:
This paper expands celebrity consumption research beyond a celebrity-as-object conceptualisation, to include their liminal subjectivity. We view celebrity consumption experiences as the interaction that occurs between celebrity and consumer entities and distinguish between the mode and the form that the consumption interaction takes. Twelve self-identified media users were interviewed, finding four types of celebrity consumption experiences: reading, characterising, parasocialising and encountering. Celebrity consumption experiences enable individuals to both reinforce and subvert celebrity structures when building their social world. The celebrity consumer experiences their interaction first within the concrete space media produced celebrity images which are then sensitised and nurtured in the liminal space of the imagination culminating in the hyperreal encounter with the celebrity.

Keywords: celebrity, liminality, hyperreality

How Do Geographical Changes Affect Consumer Repertoires?

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Abstract:

The world is increasingly mobile with consumers settling in new lands across the globe. The effects of such movements on migrants' purchases were the focus of a study by Bronnenberg, Dubé and Gentzkow (2012). This conceptual paper builds on it by investigating how disruptions to physical availability (distribution) and mental availability (the likelihood of the brand coming to mind in purchase occasions) affect consumer behaviour. Changes to these two dimensions have been theorised as being the primary determinant of changes in brand size (Sharp, 2010). Across countries, brands vary in their market share, distribution, and advertising activities. Thus, migration provides a natural experiment to examine the effects of immediate changes in physical availability and gradual changes in mental availability on migrants' (shoppers who changed environment) purchases and changes in loyalty. These findings will explore the importance of a brand's continued and widespread distribution and advertising on consumer brand choice.

Keywords: physical and mental availability, consumer behaviour, repertoires

Leveraging Location-Based Services to Disrupt Retail Showrooming

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Abstract:
Innovations in technology and an increasing omnichannel retailing environment have fundamentally changed how consumers shop. In this context, showrooming is becoming a growing problem for retailers. While practitioner press is abundant with articles, the topic has received limited academic attention. Prior studies have investigated determinants of showrooming, trying to understand consumers motivations and attitudes to showroom. Less is known how showrooming can be effectively disrupted. Given that proximity marketing and location-based advertising (LBA) are changing the way consumers interact with brands around them, the question arises how location-based services can reduce showrooming. This paper presents a qualitative study in progress to investigate the influence of location-based technologies and services to disrupt showrooming and trigger unplanned in-store purchase decisions. This study responds to calls in research on showrooming and provides evidence for managers in the retail industry to understand the enablers and barriers of LBA to engage with showrooming customers.

Keywords: showrooming, location-based advertising, consumer behaviour

'Sieving Brands': How Consumers Make Purchase Decisions

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Abstract:
The aim of this paper is to improve understanding of how consumers 'sieve' brands in memory when making purchase decisions. Specifically, this paper: (i) advances existing information processing accounts of consumer decision-making to conceptualise and operationalise the relationship between the awareness set, consideration set and purchase repertoire in brand choice; and (ii) examines how this relationship differs across packaged goods and service markets. The findings offer several theoretical and practical contributions. Theoretically, the findings emphasise the importance and delineation of recognition-based cognitive processes vs the increasingly popular concept of mental availability. This advances understanding of how key stages of decision-making are formed (i.e., the consideration set) on the basis of brands being recognised and accessible in memory. Practically, this study reveals that service brands face 'harsher' competition at the early stages of decision-making, which yields implications concerning the strategies aimed at encouraging brand choice in service markets.

Keywords: awareness set, consideration set, purchase repertoire

Introduction and research aim

Consumers are exposed to hundreds of brands every day, which compete to be noticed, considered, and ultimately purchased when the chance arises (AMA, 2017). Research in branding assumes that to cope with the number of options, individuals systematically narrow down brands for choice, 'sieving' through the options available (Shocker et al., 1991). These assumptions have led to the establishment of key theoretical concepts such as the *awareness set* (e.g., Shocker et al., 1991), *consideration set* (e.g., Nedungadi, 1990) and *purchase repertoire* (e.g., Banelis, 2008). Recently, Stocchi, Banelis and Wright (2016) presented some important reflections in relation to the theorisation and measurement of the consideration set (i.e., the sub-set of brands that consumers can retrieve from memory) and the purchase repertoire (i.e., the sub-set of brands that consumers routinely purchase). Nonetheless, the authors neglected the awareness set and the more simplistic recognition-based cognitive processes feeding into it. Stocchi et al. (2016) also focused primarily on consumer packaged-goods, which is surprising given the growing proliferation of service brands (Ostrom et al., 2014). Accordingly, this study has two aims. First, it re-introduces the notion of the *awareness set*, resuming original theoretical assumptions by Shocker et al. (1991). Second, it extends Stocchi et al.'s (2016) protocol to compute and compare the sizes of the awareness set, consideration set and purchase repertoire for different markets including services. In doing so, this study contributes to: i) advancing the conceptualisation and operationalisation of the process through which consumers sieve brands for choice (i.e., inclusive of the awareness set); and ii) generates insights into the competition that brands face in service markets, which is an under-researched but valuable topic (Hellen and Gummerus, 2013).

Conceptual background

Information-processing models of consumer decision-making describe the stages through which brands are 'sieved' for choice based on the psychological mechanisms that make brands and brand-related information accessible in memory (Roberts and Nedungadi, 1995). Within this field of research, a concept that has gained ground is *mental availability*. Drawing upon principles from psychology frameworks such as the Associative Network Theory (ANT) (Anderson et al. 2004), mental availability describes the likelihood that a brand will come to mind in a given purchase occasion as a result of brands being linked to a wide array of cues (Romaniuk, 2013). Mental availability is thought to play a key role in consumer decision-making; and recently, Stocchi et al. (2016) drew on this notion to reflect on the conceptualisation of the consideration set (the set of goal-satisfying brands that are accessible on a particular purchase occasion - see Shocker et al. 1991) and the purchase repertoire (the set of brands a consumer purchases from a category over a specified period of time – see Dawes, 2008). However, Stocchi et al. (2016) overlooked a stage prior to the consideration set, the *awareness set*, which is shaped by psychological processes that precede (and feed into) mental availability. Namely, the establishment of an awareness set is shaped by the consumer's ability to recognise a brand as an offering in a certain market based on one simple, single cue, usually the category (see Rossiter and Percy, 1987). The awareness set features in several decision-making models (e.g., Narayana and Markin, 1975; Shocker et al. 1991), where it offers valuable insight into how consumers make brand choices over and above the consideration set and purchase repertoire. Accordingly, as a first step, this study extends the conceptual and operational work of Stocchi et al. (2016) and details the relationship between the awareness set, consideration set and purchase repertoire.

Furthermore, conventional thought suggests that the sieving that occurs between decision-making stages (i.e., the ratio of the size of the sets relative to the sets before), details where brands face the fiercest competition for choice and where managers should allocate marketing budgets (Narayana and Markin, 1975). Stocchi et al. (2016) overlooked service markets, yet they represent a particularly crucial market where such insights would be valuable. In particular, there is: (i) a growing prevalence of service brands in the marketplace, meaning heightened competition (Ostrom et al., 2014); and (ii) a current lack of insight into how consumers make service brand choices from

a cognitive perspective (Hellen and Gummerus, 2013). Therefore, as a second step, this paper examines the ratios between the awareness set, consideration set and purchase repertoire for a service vs goods market. Crucially, there is reason to believe that since services elicit high cognitive effort (Laroche, Nepomuceno and Richard, 2010), but are inherently difficult to evaluate (Brady, Bourdeau and Heskel., 2005), competition would be higher for services at the early stages vs later stages of choice. Hence:

H1: *The ratio between the awareness set and the consideration set is larger for service vs goods brands, and the ratio between the consideration set and the purchase repertoire is smaller for service brands vs goods brands.*

Overview of methods and results
We analysed a set of longitudinal survey data from the UK (N=771), featuring brand awareness, mental availability and purchase data for soft drinks (22 brands) and banks (14 brands). Extending the approach of Stocchi et al. (2016), we computed, for both markets, three time periods and across use groups, the following metrics: i) *awareness set* (AS), calculated as the sum of all brand's top of mind awareness (% of the sample who could name the brand when given the market as cue); ii) *consideration set* (CS), calculated as sum of all brand's associative penetrations (proportion of the population for whom the brand is mentally available when prompted with a range of cues - Romaniuk, 2013); and iii) *purchase repertoire* (PR), calculated as sum of all brand's purchase penetrations - Banelis, 2008). To provide a baseline, we also included the *universal set* (US), i.e. the number of brands available in each the market. As per Stocchi et al. (2016), the analyses included ratios across the size of the sets and Spearman Correlations. Table 1 presents an overview of the results.

Table 1 – Comparison of ratios between US, AS, CS and PR (aver. all time periods)

Ratios:	Soft drinks	Banks	*Harsher competition…*
US vs. AS	1.3	1.6	Banks
AS vs. CS	1.9	2.3	Banks
CS vs. PR	4.7	2.3	Soft drinks

Discussion and overview of implications
The results support H1 and show that service brands are sieved to a greater extent (relative to consumer packaged-goods) at the initial stages of the decision-making process, i.e., the formation of the awareness set and consideration set, in contrast to packaged goods brands, which are narrowed down more harshly at the purchase repertoire. From a theoretical perspective, this outcome advances understanding of how consumers narrow down brands for choice based on the consumer's ability to recognise a brand as part of a market's offering *and* mental availability. The results show that the first process matters more for services brands than packaged-goods brands and vice-versa. From a practical perspective, the findings indicate clear differences in the way goods and service brands should be marketed to optimise brand choice. Specifically, it is especially important to ensure service brands are salient in consumer memory, and consumers are aware of reasons to buy goods brands.

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Actor-Institutional Concept in Investigating Consumer Behaviours

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Abstract:

This paper discusses the concepts, issues and challenges on the current literature on consumer behavior and consumption pattern researches. Both psychological-behavior and ethnographic sociology approaches are respectively at the two broad category of the examination on consumer behaviors. In fact, they are not commensurable at two ends of the consumer behavior research spectrum. To complete the theoretical development of consumer behavior, the paper argued and put forth a conceptual framework in using the actor-institutional approach to investigate and explain consumer behaviors. Key recent themes, such as co-creation in digital space, trust in electronic marketplace, and normative family and social ties in consumer behavior researches are discussed. These new emerging trends are well suited to be investigated from an actor-institutional approach which provides the meso-level analysis and explanation to behaviors of consumer.

Keywords: institutional-actor, co-creation and trust

Introduction

Consumer behavior as a subject for investigation has straddled across many disciplines with different research methods and theoretical perspectives. However, Belk (2015) observed that the major split of the mainstream consumer behavior research is between experimental-psychological studies and ethnographic-sociological studies due to the difference in their approach in defining problem and unit of analysis. The former focuses on individual consumer's choice, and their decision-making and behavioral responses (Severn et al, 2013); while the sociological perspective focuses on the social and cultural aspects of consumption, ecology and sustainability, taking a thematic approach in reviewing the systems, practices of groups, and societies (Firat et al, 1995).

The mainstream of consumer behavior theories in fact are embodied in segmentation bases, personality traits, cognitive conditioning, and need hierarchies in studying those consumer responses to marketing messages. In essence, the key themes of this paradigm include the evaluation, acquisition, consumption and post-consumption of products by consumers, as well as the emotional and cognitive responses stimulated by acquiring the products. A few sociologists attempted to investigate the consumer behaviors through utility theories against the backdrop of consumer culture and societies' affluence (Firat et al, 1995). However, the literature in this aspect still largely centered at social issues, sustainability, and ecological impacts (Hartmann et al 2018).

Conceptual framework

The proposed interdisciplinary conceptual framework provides an alternative to study consumer behaviors, investigating the institutional arrangements that are shaping and driving the consumer decisions (Cherrier, 2007; Hartmann et al, 2018). Consumer culture theorists further posit that consumers are agents actively altering symbolic meanings in marketplace, as they pursue their identity and lifestyle goals in the societies (Thompson et al, 2006; Cherrier, 2007).

The institutional-actor analysis will bridge the gaps by examining the micro details of social processes in the construction of lives and behaviors of the consumers in relation to their social and cultural institutions. For example, how consumers as actors could have their behaviors better explained under institutional influences, such as families, social networks, and marketplace (Rindfleisch et al, 1997). Instead of portraying consumer behaviors as an outcome of individual choice, and the premeditative purchase intention of individuals, the consumers are actors themselves in shaping their attitudinal responses to messages. They possessed family and social network resources derived from the structures they reside in it (Rindfleisch et al, 1997); and in it, possessing their own networks of social capitals and relationships, as well as with the ability to co-creating contents and collaboratively consuming products.

Family is an important institution in explaining consumer behaviors

Jennings and Zandbergen (1995) proposed that when extending institutional theory to a new area of study, consideration of natural constraints of individual actors is vital. The articulation of interdependence among institutional members is the basis of social order. Often, these relationships also serve a utilitarian purpose for the individuals. Each individual is socially embedded in the structure like familial institutions that facilitate consumption expediency. Several studies have concluded that family systems have not only survive in a modern economic context, but positively mobilize individuals' resources in response to situations (Hanzaee and Lotfizadeh, 2011).

Furthermore, existing behavioral economics explanation has not provided enough evidence to the generality of consumer behaviors across contexts of families (Hanzaee and Lotfizadeh, 2011; Arnould and Thompson, 2005). Without attempting to explain the individual roles within groups and the family, Hanzaee and Lotfizadeh (2011) argued that one would be left at the point of analyzing and comparing research results with no basis for understanding and explaining why the similarities and differences among families or individuals. Hirschman and Holbrook (1982: 99)

further summarized "these differences suggest that social class acts as a subcultural socialization agent, channeling consumers into those hedonic activities appropriate to their social positions."

Consumer behaviors in electronic commerce and digital marketplace

Consumer as an actor in co-creation and socialization

Individual consumer's choice is more complexed when in a group or larger community setting. The consumer responses of conformity versus divergence in groups have largely been mixed. Lee et al (2017) attributed the empirical irregularity could be a result of social norms, peer influences, neighborhood effects, conformity, imitation, contagion, epidemics, bandwagons, or herd behavior of groups interacting amongst themselves.

Furthermore, Lee et al (2017) revealed that it is inconclusive from a cognitive understanding if group behavior actually affects individual behavior, or group behavior is simply the aggregation of individual behaviors. In that aspect, predicting future behavior from the past actions through the congruence between consumer self-concept and brand image is becoming ineffective when consumers are proactively co-creating a social reality and identity which resulted them in generating their own self-gazette content and providing new interpretation to brands. One of such extreme is the doppelganger brand image as a result of digital democracy in the ecommerce marketplace, a reflection of consumers taking the control of brands from marketers.

Social media – a "lifestyle" or an extended institution of trust and relationships

Social media has become an important domain in marketing and consumer behaviors with the rapid growth of ecommerce activities. While Bryer and Zavatarro (2001) had strictly defined social media as technologies that facilitate social interactions and engage collaborations among users. Over times, it had evolved to become an outlet for emotions, develop impressions, create social bonding or even build communities in the cyber space where users identifying among themselves with affinity. Social media has itself becomes a demonstration of members' lifestyles, and marketers engaged customers to drive purchases, and build customer loyalty and trust.

Grabner-Kraeuter (2002) in reviewing the functional aspect of digital activities analyzed that trust is a foundation for the acceptance of electronic commerce, and trust is also seen as the driver for reducing the uncertainty and complexity of transactions in electronic markets. To examine digital consumer behaviours, particularly over trusts, the institutional-actor approach can provide a systematic investigation in explaining how trust logics exist and dissipate in the societies, particularly in those that transpose trust into the digital space (Whitty and Joinson, 2008).

Implications for Theory and Practice

The argument for an institutional-actor model overcomes the individual behavioral approach, which has been widely criticized for its lack of attention to structural issues and constraints (Hartmann et al, 2018). With the definition of consumers as actors, we can introduce a discursive framework that explicates the role of consumers in their co-creation activities as digital activists. The conceptual argument for such approach espouses the fundamental institutional or market similarities (or difference) where the actors reside across their social media activities.

Lars-Gunnar (2010) concluded that the basic attribute of "embeddedness", or the institutionally arrangements of the actors is largely missing in marketing discourse. With familial and cardinal arrangement as an actor-institutional investigation, the future of consumer behavior research must support literature variety, unfolding the intricacies of consumption with full spectrum of macro-, meso-, and micro-theoretical basis (Webster and Lusch, 2013).

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The "Healthy=Light" Heuristic

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Abstract:
A series of five lab and field studies provide evidence for a "healthy=light" heuristic. We show that people infer food containing healthier ingredients to weigh less than food containing normal or unhealthy ingredients. In the meantime, people also use weight as a cue to signal products' healthiness: products with less weight are perceived as more likely to contain healthier ingredients compared to products with heavy weight. We reveal that the calories estimate is the mechanism underlying this bidirectional relationship between weight and healthiness perception, while ruling out density as an alternative explanation. Furthermore, we demonstrate this heuristic has direct influences on consumers' product choices, purchase intentions and willingness to pay. Implications for theory and practice are discussed.

Keywords: heuristic, healthiness, weight

How Does Consumer Vulnerability Affect Financial Decision-Making?

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Abstract:
Vulnerable consumers are at particular risk of financial detriment due to, for example, low financial literacy or numeracy; high debt; low income; or impactful changes in personal circumstances. We introduce a comprehensive and formative measure of consumer vulnerability that integrates these risk factors and is grounded in definitions of vulnerability from financial regulation bodies and government agencies such as the Consumer Financial Protection Bureau. Across three studies of U.S. individuals, we assess the nomological validity of this measure through its relationship with positive and negative financial outcomes (e.g., savings levels; paying credit card balances in full each month; being in arrears on critical payments) as well as relevant psychological characteristics (e.g., personal savings orientation; money management skills; financial self-efficacy). Moreover, we examine whether and how these psychological characteristics mediate and/or moderate the relationship between vulnerability and financial outcomes. We conclude with implications for policy makers and business practitioners.

Keywords: consumer financial decision-making, consumer vulnerability, public policy

Virtual Shopping Simulation: Consumer Knowledge of Country of Origin

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Abstract:

A simulated store using immersive virtual reality technology was used to examine consumers' knowledge of the origin of three chocolate items (Whittaker's, Made in New Zealand; Cadbury, Made in Australia; Lindt, Made in France) as well as effects of label positioning (front versus back) on product handling patterns and purchases. Shoppers correctly stated the country of origin (COO) for 29.1% of purchases. However, knowledge varied considerably by brand, indicating that perceived brand origin is of greater influence than where production occurs. Few consumers rotated items to inspect information displayed on the back-of-packs, and knowledge of COO, back-of-pack inspection rates, and purchase rates did not differ according to front-of-pack versus back-of-pack labelling. This study has implications in terms of marketing strategy decisions based on COO. The study also provides methodological insights into use of immersive virtual reality simulated store studies.

Keywords: country of origin, virtual reality, shopping simulation

Introduction and Research Aim

Despite widespread interest in the country of origin (COO) concept, questions continue to be raised about the extent to which origin does influence consumer behaviour (Magnusson, Westjohn, & Zdravkovic, 2011; Pharr, 2005). Debate about the relevance of the COO concept as a marketing strategy centres on whether consumers do in fact know the origin of the items they purchase (Samiee, Shimp, & Sharma, 2005). Clearly, unless consumers have prior knowledge or acquire knowledge of the origin of items in-store, the COO cue cannot influence their purchase behaviour.

Use of a virtual simulated store (VSS) environment enables researchers to obtain behavioural data and to control for a multitude of environmental variables such as the effect of labelling on purchase decisions. Thus, a VSS provides an alternative methodological approach to traditional survey methods which rely on verbal or pictorial representations to examine consumer behaviour. However, despite the methodological advantages that a simulated store environment offers, few academic researchers have utilised this kind of technology as a tool to conduct experimental consumer behaviour studies.

The aim of this study is:
To examine consumers' knowledge of the origin of chocolate items purchased in a virtual simulated store.

The following research questions were examined in line with this aim:
RQ1: To what extent are consumers aware of COO at the point of purchase?
RQ2: Does product inspection and purchase behaviour vary according to whether COO information is displayed on the front or the back of the pack?

Background

Two gaps have emerged in existing literature regarding methodological approaches taken to examine the effect of COO on purchase decisions. First, studies that have investigated the effect of COO on behaviour have typically examined non-behavioural data (e.g. beliefs, attitudes, opinions, intentions), leading to questions raised about the importance of the COO cue in influencing actual shopper behaviour (Liefeld, 2004). A second gap in the existing COO-related literature is that little is known about the impact of placement and clarity of 'Made in…' labelling on consumers' knowledge of the origin of items purchased. It is posited that the extent to which consumers can ascertain and recall an item's origin in part relates to how the information is presented on packaging (Holdershaw & Konopka, 2017). For example, whether the information appears on the front-of-pack (FoP) versus back-of-pack (BoP). While findings in the context of nutritional labelling indicate that information provided on the FoP has greater influence on consumers' purchase decisions than when the information appears as BoP labelling (Machin, Aschemann-Witzel, Curutchet, Gimenez & Ares, 2017; Maubach, Hoek, & Mather, 2014), comparatively little is known about consumers' interaction with product labelling in the context of COO. Developments in immersive virtual reality (IVR) technology provide the opportunity to further improve the perceived realism of in-store simulations for survey purposes and examine consumers' in-store product inspection behaviour (Schnack, Wright, & Holdershaw, 2018).

This study contributes to ongoing debate about whether COO remains a relevant cue in an era of increased globalisation of the production and availability of goods. Further, the insights that this study provides into consumers' in-store behaviour contribute to researcher interest in the use of IVR store simulations to advance methodological practice beyond what can be achieved using traditional survey methods.

Methodology and Analysis

The study was set in a virtual simulated convenience store, in which participants used a head-mounted display, and motion-tracked controllers, which enabled them to select virtual products from virtual in-store shelf displays and inspect the items like in a real store. The product category examined was

large (family-sized) chocolate blocks, involving three brands (Whittaker's, 'Made in New Zealand'; Cadbury, 'Made in Australia'; and Lindt, 'Made in France'), available in four flavours (milk, dark, caramel, mint), and at regular retail market prices. 'Made in…' information appeared on the front of the pack for one treatment group and on the back of the pack for the second treatment group. Data were collected in New Zealand, involving 153 participants (71 female and 82 male), ranging in age from 13 to 77.

The VSS software recorded information about the overall shopping trip, including product inspection and purchases. After the shopping trip, brand name recall was obtained for purchased items. Participants were also asked whether they knew the brand's COO and, if so, to name the country to establish accuracy. Initial analysis of metric data revealed that the sample observations were not normally distributed. Performing a non-parametric Levene's test for homogeneity also found that variances were not equal across groups. Accordingly, statistical analysis of group deviations in means were analysed using a Welch's rank t-test, as this method has been reported as being robust to heteroscedasticity and heterogeneity of variance (Zimmerman & Zumbo, 1992). Effect sizes were examined using Cohen's d scores, while differences in sample proportions were analysed using Pearson's chi-square test.

Results, Discussion and Contributions

Combined purchases by all participants provided 175 cases for analysis of knowledge of the COO of items purchased. Participants expressed knowing the COO of items for 46.9% of shopping cases on average and, for 29.1% of cases on average, their knowledge was correct.

Whittaker's, a local brand, was the most popular purchased. It was also the brand that most participants stated they knew the origin of, and in most cases, they were correct with 97.9% accuracy. The high accuracy with recalling Whittaker's COO may reflect consumers' accurate knowledge of brand origin and the corresponding assumption that local brands are locally produced (Tjiptono, Arli, & Rosari, 2015). By comparison, participants stated that they knew Cadbury's COO for fewer than 25% of purchase cases, and were correct for a third of those purchases. In over half of cases (55.8%), those who purchased Lindt reported to know the COO, however few (4.2%) were correct. Further analysis examined whether the position of 'Made In…' information (front vs. back) impacted on shoppers' COO knowledge, product handling and purchase behaviour. Results indicated that positioning of COO labelling did not impact on knowledge or accuracy of origin recall, nor whether shoppers inspected the BoP. That is, the absence of COO information on the FoP did not lead shoppers to inspect the BoP. Furthermore, front versus back location of COO on-pack information had no impact on chocolate sales.

First, this research provides further insight into the extent to which consumers know the origin of items purchased. The findings indicate that perceived brand origin is more influential than where the item is made, at least for familiar food items such as chocolate. Front versus BoP labelling did not result in any improvements in terms of COO knowledge, nor change behavioural patterns in terms of product inspection or purchase rates. Future research could extend our findings to examine consumers' in-store knowledge of a wider range of product categories. Second, based on observations of survey participation in this VSS study, consumers appeared to behave as if in a real store. Hence, this study provides important insights into how survey methodology can be enhanced by incorporating IVR technology into store simulations to obtain behavioural data.

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Sensory Mindfulness in Consumer Behaviour

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Abstract:
The aim of this paper is to present an integrative approach grounded in embodied cognition and mindfulness theories that we refer to sensory mindfulness (SM). We define sensory mindfulness as "individuals' ability to be aware and pay attention to in the moment body experiences including conscious experiences across different places, cultures and time zones". The aspects of embodied experience and embodiment of the environment (e.g. local culture, geography, time and person's biology) have frequently been forgotten by researchers when assessing how consumers perceive products, brands, and the impact of surrounding environment on moment to moment body experiences and mind-body-world interactions. To address this problem, we propose sensory mindfulness construct with four dimensions. The implications are relating to and affecting consumers' quality of life and societal and environmental well-being through the better understanding and management of the relationship between body, mind and the environment and subsequent mindful decision-making and consumption.

Keywords: sensory mindfulness, embodied cognition, sensory marketing

Shake it Off: Anxiety and Product Use

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Abstract:
Product packaging imagery can be an effective tool to elicit emotional responses in consumers. However, product packaging imagery does not always evoke feelings of joy and happiness, with marketers potentially eliciting more negative emotions though integrating images of spiders, snakes, and clowns. As research shows that individuals can express emotion though bodily expressions, we introduce and provide evidence of an anxious shaking phenomenon, whereby consumers express the emotion of anxiety through shaking a product. Observational and physiological results demonstrate that the presence of anxiety eliciting imagery on product packaging results in consumers dispensing a product using a shaking, as opposed to pouring, method. Anxious shaking occurs due to a process of emotion regulation, with evidence of heightened cardiovascular reactivity from anxiety inducing stimuli decreasing following shaking a product. This research is intended to make a contribution to literature on emotion and, more specifically, on product packaging design and product use.

Keywords: product packaging, emotion, regulation

Introduction and Research Aim

Imagery is frequently used as a strategic design tool on product packaging (Underwood, Klein & Burke 2001) to influence consumers' emotional reactions (Liao, Corsi, Chrusochou & Lockshin 2015; Reinmann et al. 2010). However, packaging does not always depict fun and whimsical imagery designed to elicit positive emotions, with packaging often depicting darker, more negative objects, figures, and themes. For example, *MAC* makeup and *Budweizer* beer depict snakes on their packaging, while, Post's *Sugar Krinkles* and *McDonald*'s product packaging feature clowns; a figure known to induce anxiety (Coulrophobia, van Venrooij and Barnhoorn, 2017). However, no research to date has examined consumer behaviour when exposed to anxiety inducing stimuli. This research aims to examine the effect of anxiety-inducing product packaging on product use and cardiovascular reactivity; that is, an anxious shaking effect.

Background

Emotions are an "*irresistible force that exert a sweeping influence on behaviour*" (Koole 2009, p. 4). Research shows that emotions influence bodily expressions including vocal characteristics (e.g., high-arousal emotional words such as fear, joy, and anger are spoken in a higher pitch (i.e., frequency) than lower arousal emotions such as sadness; Scherer, Banse, Wallbott & Goldbeck 1991), and facial displays (e.g., negative emotions are associated with lowered eyebrows that are brought closer together; Kring & Sloane 2007). Research also demonstrates that emotions are expressed via bodily behaviours. In relation to the expression of fear, DeMeijer (1989) finds individuals express fear through a strong bowing trunk and head movements, bending of the knees, as well as arm movement. Whereas, leg kicking or shaking, rocking body, shaking or wiggling of the foot or hand are characterised as bodily expressions of anxiety (Kendall 1994). As such, we propose that product packaging imagery that induces anxiety will result in bodily expressions that influence product use. Specifically, we propose that that anxiety inducing packaging will result in consumers using a shaking method to dispense of the product. We expect, on the other hand, that packaging stimuli that does not evoke anxiety will be less likely to result in a shaking dispensing method (H1).

Lazarus' (1991) appraisal theory distinguishes an individual's primary emotional response from their secondary emotional response; with the primary emotional response reflecting an individual's emotional sensitivity, and the secondary emotional response reflecting their emotion regulation. We argue that the primary emotional sensitivity to anxiety induced by product packaging results in the secondary expressive response of shaking to regulate the primary negative emotion. Research provides evidence that cardiovascular activity or heart rate variability analysis is an objective measure of emotional regulation (Appelhans & Luecken 2009). For example, individuals who regulate their emotions (e.g., disgust; Gross & Levenson 1993) show a reduction in heart rate. As such, we propose that shaking product is a form of emotion regulation that occurs after exposure to anxiety inducing product packaging. We suggest that emotion regulation will be evidenced through heightened cardiovascular reactivity (i.e., heightened heart rate) following exposure to anxiety inducing imagery *then* recovery (i.e., decreased heart rate) through shaking. The absence of anxiety on packaging stimuli, on the other hand, is not expected to elicit a primary emotional response and will not require regulation through a shaking method of product use. As such, we expect that heart rate will be sustained prior to and following exposure to anxiety absent packaging stimuli (H2).

Method

Four experimental studies were conducted to test the anxious shaking effect, two experiments are reported in this paper. For each study, pre-tests were conducted to select the product tested (a product that can be shaken or poured) and the anxiety inducing imagery depicted on product packaging. Product packaging typicality was also pre-tested across studies.

Study 1. One hundred and thirty-five undergraduate students (83 male, 52 female; M_{Age} = 19.95) participated in a between subjects experiment: anxious cereal packaging absent (n = 68; door) or anxious cereal packaging present (n = 67; tarantula). First, participants were asked to report their attitude towards breakfast food brands, frequency with which they eat breakfast, and their current hunger levels. Next, participants were instructed to "*prepare a bowl of cereal*". During the experiment two assistants observed and recorded participant's product use, that is, whether participants poured (long, consistent arm movement) or shook (small, rapid arm movements) the cereal into the bowl. Next, participants indicated whether the packaging made them feel "*anxious, nervous, or uncertain*" (Lau-Gesk & Meyers-Levy 2009). Finally, demographic information was collected.

Study 2. One hundred and five undergraduate students (40 male, 65 female; M_{Age} = 19.89, SD_{Age} = 1.21) were recruited to participate in a between subjects experiment: anxious cereal packaging absent (n = 52; Newton's Cradle), or anxious cereal packaging present (n = 53; clown). Participants were fitted with a *FitBit Charge HR* to measure heart rate throughout the experiment (Wallen et al. 2016). Procedures then replicated those followed in Study 1.

Results

Study 1. No difference in participant hunger level and attitude towards the brand was observed across conditions, eliminating confound effects. The manipulation of anxiety was deemed successful (87% of participants in anxiety present condition reported that they felt "*anxious, nervous, or uncertain*" following exposure to the product packaging). When considering product use, results revealed that a higher proportion of participants in the anxiety present condition (n = 54, 79%) shook the product to dispense of the contents when compared to the anxiety absent condition (n = 37, 55%). Next, to test whether these findings were significant, a Chi-square test of equality of proportions was performed and a significant result was obtained ($\chi2(1)$ = 8.74, p = .003, 95% CI: 8.15, 38.30), supporting H1.

Study 2. Confound checks confirmed no difference across conditions and the manipulation of anxiety was deemed successful (91% of participants in anxiety present condition reported as intended). Consistent with Study 1, results demonstrated that a higher proportion of participants in the anxiety present condition (n = 43, 83%) shook the product to dispense of the contents when compared to the anxiety absent condition (n = 28, 53%; $\chi2(1)$ = 10.73, p = .001, 95% CI: 12.21, 45.33), providing further support for H1. To test cardiovascular reactivity, a measure was created that reflected the difference between stimuli-induced heart rate and post bodily expression heart rate and an ANOVA model was estimated. A significant effect was observed (F (1, 103) = 8.56, p = .004, η^2 = .077). A greater mean change in heart rate was observed for participants in the anxiety present packaging conditions ($M_{\Delta HR}$ = -11.74, $SD_{\Delta HR}$ = 15.05) when compared to the anxiety absent packaging conditions ($M_{\Delta HR}$ = -4.62, $SD_{\Delta HR}$ = 9.11), supporting H2.

General Discussion and Conclusions

We introduce anxious shaking as a phenomenon that manifests due to the regulation of the negative emotion, anxiety. The results of this research provide marketing and product managers with guidance on how packaging designs influence consumer product use. It is proposed that these results will be of practical importance for products that encourage consumers to "shake well before use" (e.g., pancake mix, hair spray).

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Need For Touch: Perceptions of Payment Mode, Ownership and Spending

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Abstract:

In recent years, consumers have more choices regarding payment methods such as cash, mobile or card based payment mode. Given the ubiquitous nature of payment modes, it is important to investigate various payment modes and their need for touch (NFT) on spending behaviour and the ownership of purchase. The aim of the study incorporates and measures perception of payment modes on spending, psychological ownership of product purchased, and the effect of NFT as a moderator in the relationship between perception of payment mode and psychological ownership of purchase. The results show that there is a negative relationship between perceptions of cash-based payment mode and grocery spending and a positive relationship between perceptions of mobile payment mode (WeChat) and grocery spending in a single trip. Result reveals that positive relationship exists perceptions of payment mode (cash and WeChat), and ownership of purchase. NFT moderated the relationship between perceptions of payment modes (cash and WeChat) and the psychological ownership of product purchased. The study discusses managerial and theoretical implication.

Keywords: need for touch, perceptions of payment mode, spending

Introduction and Research Aim

Conventionally, the decision to purchase goods or services should be independent regardless how the transaction is done. However, there is considerable amount of evidence that perceptions of payment mode impact on spending behavior (Khan *et al.,* 2015; Cobla and Osei-Assibey, 2018). The increased spending and payment mode linkage attributed to pain of paying (Prelec and Loewenstein 1998; Raghubir and Srivastava 2008). Khan *et al.* (2015) argue that the tangibility of notes and coins creates a conscious or unconscious sense of possession through sensory inputs that the user owns something of value. Typically, using cash involves seeing, touching and counting of money after each transactions. This episode relegates possession of something of value and ownership. However, with respect to payment modes (cash, card and mobile payment) there are evidence that payment mode influences spending when greater attention is paid to physicality of payment mode and sensory perception. Kamleitner and Erki, (2013, 2) link payment mode and sense of ownership of the product purchased, in their word ownership of the product purchased (i.e. perception of an object as 'mine') is higher for cash compared to cards. Although these elements are important consideration in payment study, scholars suggest that these findings are mixed (Cobla and Osei-Assibey, 2018) and do not represent the entire picture. Therefore, Khan *et al.* (2015) suggested that scholars should extend their research by investigating other variables such as need for touch (NFT). Gonzales-Benito *et al.* (2015) argue that NFT, as a human sensory tool, serves as customer evaluation mechanism to make a purchasing decision. However, in payment mode context, customers lost their ability to touch payment mode that is more transparent, such as card and or mobile payment (Soman, 2003), and therefore, they utilized other sensory mode such feelings of NFT to substitute NFT (Grohmann *et al.,* 2017). The integration of NFT in perceptions of payment mode study is still in its infancy and requires further attention. Thus, it is important to explore whether those different payment mode perceptions and their NFT perception lead to different results especially in spending behaviour and ownership of purchase.

The aim of this study is:

The aim of the study is to examine the effect of perception of payment modes on spending and psychological ownership of purchase and the effect of NFT as a moderator in the relationship between perception of payment mode and psychological ownership of purchase.

We address three research questions in line with this aim:

RQ1: What is the effect of perceptions of payment mode on spending?

RQ2: What is the effect of perceptions of payment mode on psychological ownership of purchase?

RQ3: What is the effect of NFT as a moderator in the relationship between perception of payment mode and psychological ownership of purchase?

Conceptual Model

Prior studies of perception of payment mode mainly shed light on how different payment methods induce different consumers behaviour and the majority of the literature studies credit cards and spending behaviour (e.g. Hirschman, 1979; Prelec and Simester, 2001; Raghubir and Srivastava, 2008; Soman, 2003; Khan *et al.,* 2015; Wong and Lynn, 2017). Researchers have linked the immediacy and rehearsal of payments with spending behaviours. In other words, customers who use cash perceive the cost they expend more real, and the pain of paying is likely to be greater compare to other less transparent payment forms. Researches demonstrate that payment mode influences spending behaviour. Kamleitner and Erki (2013) argue that the perceptions of payment mode also influences psychological ownership of purchase, for cash induces more ownership of product purchased than other form of payment mode. Peck and Childers (2003) defines need for touch as consumers' information process mechanism through their sense of touch and haptic systems. Payment mode context, haptic system is limited to tactile (through a direct skin touch) and kinesthetics (through receptor in muscles or tendons) elements (Sigrst *et al.,* 2013) for cash payment, whereas payment mode that lacks physicality, it includes a visual motion (Kaber and Zhang, 2011) and or feelings of NFT (e.g. comfortableness, eagerness, confidence and trust). Salminen *et al.* (2008) suggest that the degree of a visual motion creates different feelings. That is the better the visual motion communicating the object, the better feelings the consumer will experience and vice versa. Therefore,

it is reasonable the quality and accuracy of such visual motions mobile payment improve customer's perception of payment mode, which in turn will influence psychological ownership and spending. Thus, it is reasonable to assume that feelings of NFT moderate the relationship between perceptions of payment mode and psychological ownership and spending.

Method and Analysis

The study was conducted in China using a cross sectional survey approach. All the items were adapted from the published literature and modified to the context of this study. Source of constructs: ***perceptions of payment mode*** (Khan *et al.,* 2015), ***NFT*** (Peck and Childers, 2003); ***psychological ownership*** (Pierce *et al.,* 2004). Participants were recruited in the main entrance of a major grocery retailer (Walmart) in a major Chinese city. Questionnaire was administered to recruit participants. A research assistant collected receipts at the exit of Walmart. The data collection was done during February 2018. McGorry's (2000) double translation procedure was adapted to suit Chinese participants. 70% of the participants are between 18-25 years old and 42.8% of the participants are male. The majority of the respondents (68%) used mobile payment (WeChat). A total of 201 usable questionnaires were collected. We calculated the Cronbach alpha coefficient, composite factor reliability, and average variance extracted for each of the scales and all the values were in the desirable range. We tested for alternative models and found the original model is than all constrained models. Our measures had required construct validity. We used simple regression to test RQ1 and RQ2. Hierarchical moderated regression to test RQ3.

Results

Perceptions of cash payment mode significantly and negatively predicted grocery spending, $b = -.62$, $t(200) = -11.1$, $p < .001$, $R2 = .39$, $F(1, 200) = 123.5$, $p < .001$. Perceptions of mobile payment mode (WeChat) significantly and positively predicted grocery spending, $b = .65$, $t(200) = 11.9$, $p < .001$, $R2 = .42$, $F(1, 200) = 143$, $p < .001$. This result finds support for RQ1 that payment mode effects spending and is consistent with extant literature (Raghubir and Srivastava, 2008; Soman, 2003; Khan et al., 2015). We found support for RQ2. Perceptions of cash payment mode significantly predicted psychological ownership of product purchase, $b = .33$, $t(200) = 4.9$, $p < .001$, $R2 = .11$, $F(1, 200) = 24$, $p < .001$. Similarly, perceptions of mobile payment mode (WeChat) significantly predicted psychological ownership of product purchase, $b = .41$, $t(200) = 10.0$, $p < .001$, $R2 = .17$, $F(1, 200) = 40.3$, $p < .001$. Our result demonstrate that payment mode did not discriminate between psychological ownership of product purchased. This result contradicts with Kamleitner and Erki (2013) study. The moderating variable need for touch (NFT) and perceptions of payment mode (cash and WeChat) were both statistically significant. The interaction term for need for touch (NFT) with payment mode ($\beta = .41$, S.E $= .07$, $p < .001$) were significant in predicting psychological ownership of product purchase.

Discussions and Contributions

The results show that there is a negative relationship between cash-based payment mode and grocery spending and a positive relationship between mobile payment mode (WeChat) and grocery spending in a single trip. Result reveals positive relationship exists between cash and mobile payment mode and ownership of purchase. NFT moderated the relationship between payment modes (cash and WeChat) and the psychological ownership of product purchased. This research also offers several practical implications for different parties. Firstly, government should play an active role in regulating the payment mode market, especially mobile payments. Knowing the use of mobile payments increases volume and overall amount spent per purchase, government and banks should cooperate and develop more ATM machines that displays depletion of resource (money) (Khan and Craig-Lees, 2009). The machines can act as a visual cue to remind m-payment users that they are likely to spend more on their phones than cash. In addition, every transaction should display how much is spent and how much is left using graphical figure other than numbers only, which will be more vivid for users to calculate the bill mentally. Future research is urged replicate the study and expand to different sample groups and test the theory in other cultural context.

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Role of Awareness and Ownership of 'Owned' Money on Spending

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Abstract:
Despite evidence that payment modes can influence spending behaviours, researchers have yet to rationalise how payment modes influence rational or a-rational spending. This research examines the relationship between positive emotions to forms of owned money and overall grocery spending by examining a) mediating role of social gratifications and mental spending and b) the moderating role of ownership and awareness of spending with payment modes. The data collection involved gathering perceptions of payment mode (PPM) scale among 385 participants from Christchurch, New Zealand, nonprobability criterion-based purposive sampling was utilised. Results revealed social gratification and mental spending as influential mediator effecting positive emotions towards cash based payment on rational spending. The sense of ownership and awareness of spending with payment modes moderated the mediated relationship. The studies offer empirical support to explain why ownership with payment modes influences rational spending.

Keywords: payment mode, rational spending, ownership of money

Introduction and Research Aim

Conventionally, the decision to purchase goods or services should be independent of how the transaction is paid. However, there is considerable amount of evidence that payment mode impact on spending behavior (Hirschman 1979; Feinberg 1986; Cobla and Osei-Assibey, 2018). The increased spending and payment mode linkage attributed to pain of paying (Prelec and Loewenstein 1998; Raghubir and Srivastava 2008). While few studies focus on factors that are specific to payment mode, for example payment transparency, Soman (2003) attributed spending differential to payment transparency, that is, more transparent the payment mode, the stronger is the awareness of wealth depletion. Khan, Belk, and Craig-Lees (2015) argue that tangibility of notes and coins creates a conscious or unconscious sense of possession through sensory inputs that the user owns something of value. Typically, cash involves seeing, touching and counting of money after each transactions. This episode relegates possession of something of value and ownership. However, with respect to payment modes (cash, card and mobile payment) there are evidence that payment mode influence rational spending when greater attention is paid to physicality of payment mode and sensory perception (Khan and Craig-Lees, 2009). Our understanding is that possession of cash and tactile response to payment mode triggers a process, such as creates cognitive and emotional associations and stimulates sense of ownership with payment modes. Taken awareness of spending and ownership of money together, positive emotions, coupled with sense of ownership, encourage the possessor to extend the duration of possession of cash, thus one would curtail their desire to engage in unnecessary or a-rational spending. Cobla and Osei-Assibey (2018) and Thomas *et al.* (2011) evidence that people use cash to curtail unnecessary spending while Prelec and Loewenstein (1998); Raghubir and Srivastava (2008) argue that use of electronic payment mode increases spending. None of these studies consider perceptions resulting from 'owned' money that may influence spending. The main considerations had been borrowed money (credit card) that decouples payment from consumption.

The aim of this study is:

The main goal of this study sits to advance theoretical contribution in payment mode and spending literature. If ownership of cash is a factor influencing spending behaviour, how they manifest that influence? To answer this question we have developed and tested a theoretical model where payment mode's effect (cognitive and emotional) on spending behaviour is stronger via social gratifications and money management dimensions. This proposed mediated relationship is moderated by sense of ownership (with payment mode) and awareness of spending with payment modes.

Conceptual Model

The emotional associations with notes and coins as physical representations of monetary value create a visceral and somatic relationship that influences our perceptions of such tokens which differ from those associated to electronic payment modes. The premise is that the tangibility of payment mode intensifies the cognitive and emotional ability to process transactional information using perceptual senses such as sight and touch and translates into an immediate experience of saving or spending decisions. The idea is that "cash/coins in one's wallet would stimulate positive emotions" (Khan *et al.* 2015, p. 5). The same positive emotions hold for card based payment mode but to a lesser degree in our understanding. Given this understanding, this awareness tempers choice behaviour at the point of purchase using cash or other payment modes. The mode of payment and ownership is related through the extent of personal involvement (Rochberg-Halton 1980) that people expend energy and time in their mental account thinking about cost versus benefit of purchase, saving versus spending of money. In relation to payment mode effects, the premise is that the physicality of cash triggers sensory- object perception and transmute a sense of ownership that seems to restrain unnecessary purchases (Thaler 1999). Ownership of money is related to social status, possessing money serves to influence our social status, buying power and freedom of choice, and these qualities are reinforced via social relations within a society (Belk and Wallendorf 1990). Apart from social status payment is is related to how we manage our money in day to day life. As Soman suggested (2001), cash use assists remembering how much money is being 'spent' and how much remains whereas the use of a debit card or mobile payment (owned money) does not. So, using cash as opposed to a debit/ credit card or mobile payment may link to different mental spending decisions. In our understanding, the

strength of ownership with cash based payment mode is highest when one faces a purchase episode. The assumption is that sensory perception stimulates our process when one part with cash and awareness of loss of money is revealed in our mental account. With card based payment such sense of ownership is dull. In other words possession of cash may moderate the mediated relationship, as discussed earlier between positive emotions to cash and spending behaviour via social gratification and mental spending dimension. We assume that awareness of spending moderates the mediated relationship via social gratification and money management in the relationship between payment modes and spending.

Method and Analysis

Three hundred and eighty-five participants from Christchurch, New Zealand took part in this study. Participants were recruited in the front entry door of a major grocery retailer (Pack n Save) in Christchurch CBD. A 19 items of PPM (perceptions of payment mode) scale was administered to collect perceptions of payment mode (see Khan *et al.,* 2015). A research assistant collected receipts from grocery shopping at the exit door of the grocery retailer. The data gathering covered a period of one week (1st to 7th January) in the year 2014.

Results

The mediating path emotions to payment mode → social gratification → grocery spending was found to be significant ($\beta = .22$, S.E. $= .05$, $p < .05$). The emotions to payment mode → money management → grocery spending was significant ($\beta = -.23$, S.E. $= .04$, $p < .05$). The result showed that the mediator money management negatively mediated the relationship between emotions to cash and spending behaviour. We did not find support for the path emotions to card → money management → grocery spending. The result revealed emotions to card based payment mode and grocery spending was significant and positively related ($\beta = .36$, S.E $= .09$, $p < .001$) and the mediating factors with grocery spending: social gratification positively ($\beta = .24$, S.E $= .04$, $p < .001$) and money management ($\beta = -.25$, S.E $= .04$, $p < .001$) was negatively related. The moderating variable awareness of spending with card based payment mode and spending was significant and positively related ($\beta = .23$, S.E $= .08$, $p < .05$). The interaction term for emotions to card and awareness of spending ($\beta = -.10$, S.E $= .04$, $p < .01$) were significant in predicting spending behaviour. Results showed that for awareness of spending amount with card, the conditional direct effects were significant at lower values of the moderator ($\beta = .25$, S.E $= .05$, $p < .001$) than at the high score ($\beta = .06$, S.E $= .06$, $p > .05$). The result indicated that card-based payment mode reduces the awareness of amount spent, blurs emotions and sense of ownership of money, thus increases spending when such tools are used to make purchases.

Discussions and Contributions

This research tested payment mode model explaining, and extending on previous research, why and how payment mode influences spending behaviour. The underlying factor for increased spending is broadly attributed to the nature and form of payment mode that influences our emotions and cognitions and, consequently, behaviour. We investigated the role of social gratification and money management dimensions and their relationships between emotions to payment modes and spending behaviour. Our focus in this investigation has been on the grocery spending context, since these behaviours are repeated and require formation of habit. Our assumption was that historical and a sensory association with cash-based payment mode creates a complex and visceral relationship with such payment and that this relationship is embodied as ownership. We found that sense of possession is related to ownership of the token money, the ownership of value. This ownership is heightened when one uses cash, since cash-based payment mode elicits sensory perception in that people can touch and feel the value of money. We find support for our assumption that the sense of ownership associated to payment mode moderates the strength of the mediated relationship between emotions to cash-based payment mode and overall dollar spending in a single grocery shopping episode, via mediator social gratification and money management.

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Are Disposition of Fast Fashion Sustainable?

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Abstract:
This research examines disposition behavior of young adults in relation to fast fashion. The results show that young females are socially responsible in disposing their used items. The implications of this finding are highlighted in this paper

Keywords: fast-fashion, disposition behaviour, sustainable consumption

Introduction and Research Aim

Fashion apparels have been identified as the largest category of consumer products that are disposed each year (Claudio, 2007). Overall, fast fashion disposition practices are regarded as a waste of resources resulting in unsustainable and harmful for the environment. According to Bhardwaj (2010) young females tend to participate in fast fashion disposition behaviour more often than other gender and age groups. One of the prime reasons is that society promotes young females to keep up with the latest fashion trends. Shim (1995) and Birtwistle (2006) found that the main reasons fordispositions of fast fashion apparels to be e low quality, dated fashion, , or the specific reasons for purchase achieved. Research shows disposition to be related to recycling behaviour and consumer values (Thogersen and Grunert 1996). Environmentally conscious consumers find the disposition habit of fashion users as harmful for the natural environment. Some consumers choose to dispose their apparels in a recycling effort so that those items can be re- used, others donate them to charities or friends or family. Some users feel good to donate the unwanted fashion apparel to charities so these can be reused by people who still need them. These behaviours of consumers are considered sustainable and environmentally responsible. Joy (2012) found young female consumers in Hong Kong buy branded apparels and dispose fast fashion apparel via selling online. Ha-Brookshire and Hodges (2009) described how social responsibility played a significant role in clothing disposition towards donation-disposition behaviour. The study showed that motivation for donating to charities was self- orientation and that consumer who donated has achieved hedonic value as they felt good donating for the right cause.

The aim of this study is:

Given the rising power of digital media today's young consumers are increasingly becoming aware of green marketing and environmental sustainability. Against this backdrop this research aims to examine (1) users' disposition as a practice of fast fashion and their action patterns, (2) users' motivations of such disposition behaviour.

Conceptualization

Shim (1995) and Birtwistle (2006) found that the main reasons for dispositions of fast fashion apparels to be low quality, dated fashion, , or the specific reasons for purchase achieved. Research shows disposition to be related to recycling behaviour and consumer values (Thogersen and Grunert 1996). Environmentally conscious consumers find the disposition habit of fashion users as harmful for the natural environment. Some consumers choose to dispose their apparels in a recycling effort so that those items can be re- used, others donate them to charities or friends or family. Some users feel good to donate the unwanted fashion apparel to charities so these can be reused by people who still need them. These behaviours of consumers are considered sustainable and environmentally responsible. Joy (2012) found young female consumers in Hong Kong buy branded apparels and dispose fast fashion apparel via selling online. Ha-Brookshire and Hodges (2009) described how social responsibility played a significant role in clothing disposition towards donation-disposition behaviour. Previous studies showed that motivation for donating to charities was self- orientation and that consumer who donated has achieved hedonic value as they felt good donating for the right cause (Birtwistle, 2006; Ha-Brookshire and Hodges, 2009). Given empirical studies support that disposition behaviour is effected by environmental concern, this study expose to understand the motivation behind disposition behaviour.

Method and Analysis

We employed netnography and subjective personal introspection (SPI) via in-depth study. Netnography allows documenting social interactions of digital communities (Kozinet, 2015) complemented with SPI takes "confessional" stance (Rod, 2011) deemed suitable for researching fast fashion disposition behaviour. The Netnography website used was 'Trade Me' which is New Zealand's largest internet auction website (Trade Me, 2014). SPI is a qualitative research approach

used to gather data in the form of narratives reflecting respondents' experiences regarding a specific phenomenon of interest (Holbrook, 2005). SPI allowed us to uncover the inner motives of disposition behavior of fashion users. The data were collected from eleven purposively selected female participants selling their apparels through the online site "Trade Me" as well as five purposively selected female students who provided subjective personal introspection (SPI) in line with the research objectives. The respondents wrote in the form of narratives their experiences and motivations in relation to disposition of fashion apparels.

Results, Discussions and Contributions

a) *Subjective Personal Introspection*

Two out of the five respondents donated their unwanted apparels directly and solely for charitable purposes. SPI revealed that the consumers preferring donation option felt good as they believed that was the "right thing to do". Respondents reported emotions associated with donating their apparels. One such respondent commented;

"When I dispose my unwanted clothing items to these charity bins I feel that I have done a good deed by donating my clothes instead of throwing them away".

Some people feel good in their hearts when they do something for the people who need help. Lee et al. (2013) reported positive feelings and happiness in the people who donate their apparels to someone in need. Two out of the five respondents reported that they donated their unwanted fashion apparels as they were environmentally friendly, hence narrated:

"I would rather just donate them as they make me feel good at the end l I feel like I have helped someone out there who is in much need of clothing. Also I care about the environment and would never throw away my clothes and harm the environment"

b) **Netnography**

Netnography reveals that people do not like harming the natural environment and as such they preferred to dispose their unwanted apparels to charities instead of throwing them away as waste. Environmentally consciousness remain the central theme.

- *I am also quite into not harming the environment*
- *I recycle my clothes by donating them so they can be used again*
- *I donate my clothes as throwing away is such a waste of money ."*

Conclusion and implications

This research revealed positive and sustainable consumer behaviour which is rooted in most users' ethical and environmental orientation. The support for charities in terms of donating their unwanted apparels to greater social causes show that the respondents are committed to make differences to their traditional wasteful disposition behaviour by making the planet safer as well as minimising wastage of resources. Our result highlight that donation" is a sustainable practice for over-consumption through fast fashion and participant's action were inclined towards saving the planet. The traditional disposition behaviour of users in terms of giving away the unwanted goods of simply throwing out may results in wastages of resources as well as harmful for the planet. Towards rectifying their behaviour patterns social marketing campaigns can be launched to educate and motivate them to direct their unused and left overs to charities. Charity organisations such as Smith Family and Salvation Army can highlight the importance of sustainable and responsible disposition behaviour of users in their campaigns.

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Customers' Acceptance of Shared Clothes in China

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Abstract:
Shared clothes, one of the outcomes of sharing economy provides a variety of clothes to people at given fees online and contribute to sustainable consumption. This research examine the role of environmental concern in the relationship between economic, website/ app quality, reputation and trust on a) consumer acceptance and b) intention to use online clothes-sharing platforms. A total of 308 usable questionnaires were gathered in China, and mediation method was performed to analyse the relationship between antecedents and outcomes. This study found that perceived economic benefit, reputation and trust have a positive connection with customer purchase intention in sharing clothes. Environmental concern fully mediates the relationship between motivational factors (perceived economic benefit, reputation and trust) and acceptance of used clothing among young Chinese. Limitation and future direction are discussed.

Keywords: shared clothes, environmental concern, usage intention

Introduction and Research Aim

The total global size of sharing economy has reached at $186.9 billion and it is estimated to be $520 billion by 2018 and the sharing economy in China is predicted to be $230 billion (44%) in 2018 (Berger, 2016). A range of products, such as toys, cars, bicycles, umbrellas, mobile phones and portable batteries are dominating Chinese sharing economy. The growth of this sector is shared belief of middle class and young people to make China sustainable again reflected with the development of solar energy, clean car technology and participation in sharing economy (Zhan *et al.*, 2018). Despite shared clothes, a new entrant in online sharing platforms such as MS PARIS (www.msparis.com) and YCLOSET (www.y123.net) and physical store YIJIAHE in Shenyang China reaching customers via app demonstrate success of this sector and sustainability model in China. Studies suggest that sharing economy is facilitated by perceived economic benefit (Hamari *et al.,* 2015), quality of online app (Evans and Schmalense, 2016; van Alystyne et al., 2016) reputation of provider (Hamari *et al.,* 2016) and trust (Ert *et al.,* 2016) are the factors that influence people's acceptance (Habibi *et al.,* 2017) and intention to use (Tussyadiah, 2015, 2016). Wong et al., (2012) in Chinese context debate that clothes are part of possessions and accentuates extended self and in Chinese culture clothes are shared within close-knit circles gift to highlight strength of the relationship between gift giver and receiver. Given this cultural meaning of clothe sharing; this research sets out to investigate whether economic benefit, quality of app, and reputation of provider and trust influence sharing clothes. The highlighted factors had been tested mainly in western consumer context but requires further investigation in Chinese consumer behaviour. Lang and Armstrong (2018) demonstrate that personality influences female consumers' intention to use shared clothing and the factor that influence acceptance of and intention to use second hand clothing rests on 'need for uniqueness' (Workman and Kidd, 2000). However, buying second hand clothes, exchanging clothes, and sharing clothes help achieve sustainable clothing consumption (Nordic Fashion Association, 2012). The stream of research produce mixed results and it is not clear what will motivate Chinese consumers to accept and intend to use second hand clothing. Therefore, this research set to fill in the gap in literature in terms of whether environmental concern influence the relationship between economic benefit, website/ app quality, reputation and trust among users' intention and acceptance of shared clothing in Chinese context.

The aim of this study is:

RQ1: What is the mediating impact of environmental concern in the relationship between perceived a) economic benefit b) website/ app quality c) reputation of provider d) trust on a) consumer acceptance b) intention to use sharing clothes activities?

Conceptual Model

A number of scholars confirm monetary benefit and or time/effort saving are key determinants of consumer acceptance and use of product or service (Milanova and Maas, 2017). Hamari *et al.* (2015) claim that sharing clothing is perceived rational and utility maximisation customer may choose for saving on cost. However, Habibi *et al.* (2017) contradicts that cost sharing is not the ultimate goal of consumers in sharing economy. Hellwig *et al.* (2015) concur that financial benefit have little bearing on consumer acceptance and intention to use shared goods. Functional benefit of website ease of use and apps are easy to navigate and provide better service are more likely to be accepted and used (Evans and Schmalense, 2016). In relation to sharing clothes, trust has a positive impact on customers' willingness to transact via online vendor (Erte *et al.,* 2016; Richardson, 2015). Trust is related to reputation of the vendor and their acceptance of and intention to use shared clothing. Hars and Ou (2001) clearly shown the relationship between trust and reputation. However, Hamari *et al.* (2016) consider reputation as extrinsic motive and does not necessarily influence attitude to sharing economy, hence acceptance and intention to use the service. Extant literature produce mixed result whether economic benefit, ease of use of app, reputation and trust impact customer acceptance and intention to use shared clothing. Bamberg (2003) noted that people differ on concern for environment. Therefore, it is likely that environmental concern mediates the relationship between hypothesised antecedents (economic, functional, reputation and trust) and outcome behaviour

Method and Analysis

The study was conducted in China using a cross sectional survey approach. All the items were adapted from the published literature and modified to the context of this study. Source of constructs: perceived economic benefit (Bock *et al.,* 2005)), website/ app quality (Davis, 1989)); reputation (Song and Yang, 2004)), trust (Walsh and Beatty, 2007), environmental concern (Weigel and Weigel, 1978) acceptance (Hsiao and Chen, 2016) and intention to use (Hamari and Koivisto, 2015). McGorry's (2000) double translation procedure was adapted to suit Chinese participants. The study followed (Hair et al. 2009) suggestion of non-probability criterion-based purposive sampling, was used because it allowed the researchers to intentionally select participants who have experience with the central phenomenon being explored. Larsen (2013) justified that young people are more to participate in sharing economy, therefore our sample selection was justified. The pre-selection criteria to recruit participants determined whether participants were member of a sustainability group or used second hand clothing.

43% of the participants are between 18-25 years old; 35% between the age of 26 and 35 years; 10% between the age of 36 years and 45 years and 12% above 45 years old. Gender was equally distributed with 50.8% are male. The majority of the responders (40.5%) shop online 1-2 times per month. A total of 308 usable questionnaires were gathered. We calculated the Cronbach alpha coefficient, composite factor reliability, and average variance extracted for each of the scales and all the values were in the desirable range. We tested for alternate models and found the original model to be better than all constrained models. Our measures had required construct validity. We used hierarchical multiple regression to test RQ1 Mediation was assessed following Hayes (2013) suggested procedure.

Findings

We found the support for RQ1 that environmental concern is a mediator for customer acceptance of used clothes. Environmental concern mediate the relationship between perceived a) economic benefit (β = .029, S.E. = .016, BootLLCI = .005, BootULCI =.069), b) website/ app quality (β = .069, S.E. = .037, BootLLCI = .017, BootULCI =.166), c) reputation (β = .065, S.E. = .033, BootLLCI = .017, BootULCI =.159), d) trust (β = -.005, S.E. = .024, BootLLCI = -.051, BootULCI =.050) and customer acceptance of used clothes. Absence of zero between Boot LLCI (Boot Lower Level Confidence Interval) and Boot ULCI (Boot Upper Level Confidence Interval) supports our RQ1 except trust seem to directly influence customer acceptance of used clothes. Perceived economic benefit (β = .506, p < .001), website/ app quality (β = .078, p > .05, reputation (β = .332, p < .001) and trust (β = .231, p < .001) of providers directly affected intention to use used clothes.

Discussions and Contributions

Our finding is important as young consumers in Mainland China pay more importance to environmental concern while accepting sustainable lifestyle. Our findings deviates from Wong et al., (2012) that sharing clothes in China is a function of shared possession and gift giving plays a dominant role in the exchange relationship. Our result demonstrate that young Chinese consumers with high environmental consciousness are more likely to accept and use shared clothing. Managerial contribution of this study highlights that consumers are still sensitive to the price, therefore, the platform should discount or give coupons for users who repeatedly purchase. Moreover, the deposit can be cancelled for special users such as students, teachers and soldiers through identifications. In addition, users are not worried about losing the deposit, the platform should guarantee that when users do not use, the deposit can be refunded in time. On the one hand, the platforms should supply variety clothing to increase platform value to satisfy customers' need and appeal additional potential users. In addition, the platform should make the app is easy to navigate, users have ability to learn how to use. Another important aspect is the quality and size of clothing should be guaranteed. In order to reduce customers' concern for hygiene, cleanliness and high quality of the clothing, the platform should be formalized and increase its trust through providing safe and guaranteed service. Furthermore, the platform should concentrate on building good reputation because users' word-of-mouth encourage and attract other potential users.

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A Mixed-Methods Approach to Understanding Brand Prominence

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Abstract:

Brand prominence – the extent to which a product has conspicuous brand logos – is an emerging research topic in luxury marketing and little is known about what shapes consumers' attitudes towards loud vs. quiet branding. We explore preferences for loud vs. quiet products across two studies, using an experiment and semi-structured interviews. We compare a luxury brand (Chanel) and a high-street brand (Abercrombie & Fitch) and investigate how preferences are shaped by consumers' need for status, need for uniqueness and cultural capital. Quantitative and qualitative findings corroborate the fact that need for status and need for uniqueness are positively correlated with brand prominence. Conversely, cultural capital is negatively correlated with brand prominence. Importantly, these findings only apply to luxury products and not to high-street ones, which highlights the need for a better understanding of the psychology behind brand prominence preferences.

Keywords: brand prominence, luxury, need for status

Introduction and Research Aim

In consumer research, the extent to which a product has visible brand logos is referred to as 'brand prominence' (Han et al., 2010). Brand prominence being an emerging research topic, the mechanisms that shape consumer preferences for loud vs. quiet branding are still to be explored. We adopt a mixed-method approach for this study, using an experiment and semi-structured interviews, to explore the way brand prominence is shaped by consumers' need for status, need for uniqueness and cultural capital. This research advances the literature by investigating abovementioned relationships within the scope of high-street fashion, which has not yet been studied empirically. Additionally, past studies have overlooked how logo type (text vs. pictorial) influences brand prominence preferences, which is addressed in this research. Finally, we offer the first qualitative perspective on brand prominence, which allows a more exploratory perspective on the topic.

The aim of this study is thus:
To understand the factors that shape consumers' preferences in terms of brand prominence, and the underlying motivations behind these factors.

We address two research questions in line with this aim:
RQ1: What are the factors that shape consumers' preferences for loud vs. quiet branding?
RQ2: What are the underlying motivations behind these consumers' preferences?

Background

Luxury products play an important role beyond their functional purpose, as they allow consumers to signal their social status (Grossman & Shapiro, 1988). Han and colleagues (2010) showed that need for status is positively correlated with preferences for brand prominence on luxury products. We extend Han et al.'s findings by contrasting brand prominence for luxury vs. high-street fashion brands. As opposed to luxury products, high-street products do not allow consumers to convey their social status, as their lower price gives them less conspicuous value. Therefore, we hypothesize that **H1:** High need for status is associated with stronger preference for prominently branded luxury goods (**H1a**); but there is no such association when it comes to high-street goods (**H1b**). The term 'cultural capital' refers to an individual's knowledge in a specific domain (Thornton, 1996). In the luxury world, fashion 'insiders' signal their cultural capital to other insiders with subtle logos which only they can recognize (Berger & Ward, 2010). Given that high-street products are by definition popular and accessible, we do not expect cultural capital to play a role in defining consumer preferences. Therefore, we hypothesize that **H2:** High cultural capital is associated with weaker preference for prominently branded luxury goods (**H2a**); but there is no such association when it comes to high-street goods (**H2b**). High need for uniqueness consumers prefer distinctive products that convey a unique image of themselves (Snyder & Fromkin, L, 1977). Accordingly, they seek novelty which results in higher purchase intentions towards loud products (Bagheri, 2014). Given that prominent branding makes a product louder, we hypothesize that **H3:** High need for uniqueness is associated with greater preference for prominently branded luxury goods (**H3a**) and for high-street goods (**H3b**). Finally, past studies have overlooked how logo type (text vs. pictorial) influences brand prominence preferences. Pictorial symbols evoke an emotional response (Mozota, 2003) and have a positive effect on consumers (Kreuzbauer & Malter, 2005). Pictorial logos might be perceived as more prominent than text logos, as they are generally attended to faster, are more attention-getting and are easier to process (Edell, Staelin, & Staelin, 1983). Therefore, we hypothesize: **H4a:** Consumers prefer pictorial logos over text ones. **H4b:** High need for status is positively associated with stronger preference for pictorial logos.

Methodology

We adopted a 2 (logo size: big vs. small) by 2 (brand type: luxury, Chanel vs. high-street, A&F) by 2 (branding style: logo vs. text) between-subject online experimental design. Each subject was exposed to one of eight white t-shirts exhibiting a brand logo. Dependent variables included: willingness to pay (WTP; Gall-ely, 2009), willingness to buy (WTB, Dodds, Monroe, & Grewal, 1991) and attitudes towards the product. Finally, participants completed a need for status scale, a need for uniqueness scale (Ruvio, Shoham, & Makovec Brenčič, 2008) and a set of questions measuring cultural capital (Berger & Ward, 2010). We also ran semi-structured interviews, lasting between 45 and 60 minutes, with 13 subjects (7 female).

Results, Discussion & Contributions

Supporting **H1a** & **H1b**, we found a statistically significant interaction between need for status and WTB luxury t-shirts with large logos ($F(1, 88) = 4.82$, $p = 0.031$). Large logos were preferred over small logos for high need for status participants ($M_{Small} = 5.47$, $M_{Big} = 8.90$), but not for low status participants ($M_{Small} = 5.21$, $M_{Big} = 5.00$). As hypothesised, we found no such interaction in the case of high-street t-shirts ($F(1, 198) = 0.000$, $p = 0.989$). Supporting **H2a** & **H2b**, we found a statistically significant interaction between cultural capital and WTB luxury t-shirts with large logos ($F(1, 61) = 14.31$, $p < 0.01$). Large logos were preferred over small logos by low cultural capital participants, ($M_{Small} = 5.57$, $M_{Big} = 12.23$), but not by high cultural capital participants ($M_{Small} = 5.57$, $M_{Big} = 5.00$). As expected, we found no such interaction in the case of high-street t-shirts ($F(1, 198) = 0.124$, $p = 0.725$). Supporting **H3a**, we found a statistically significant interaction between creative choice conformity (a need for uniqueness trait; hereafter as CCC) and WTB luxury t-shirts with large logos ($F(1, 79) = 6.27$, $p = 0.014$). Large logos were preferred over small logos by high CCC participants ($M_{Small} = 5.65$, $M_{Big} = 8.85$), but not by low CCC participants ($M_{Small} = 5.84$, $M_{Big} = 5.00$). Supporting **H4a**, consumers expressed higher liking of t-shirts displaying pictorial logos over those displaying text logos ($M_{Text} = 2.71$, $M_{Pictorial} = 2.98$, $F(1, 402) = 3.15$, $p = 0.077$). No further significant relationships and interactions between variables were found.

Thematic analysis from semi-structured interviews highlighted the overall importance of product aesthetics in motivation to buy fashion clothing. In most cases, the overall aesthetics seemed more important than brand prominence. Identity expression also played a role in shaping consumers' preferences, with brand prominence preferences varying according to participants endorsement of the brand discussed. Finally, participants mentioned a variety of other factors, such as the location of logos, the frequency of logos on a given product, and the product type (e.g., shoes, bag, etc.), which highlights areas for further research on brand prominence.

Implications for Theory and Practice

Our experimental results contribute to a better understanding of the existing literature on brand prominence, and extend findings to high-street products. Our results are consistent with prior research indicating a relationship between brand prominence and need for status, cultural capital and need for uniqueness. Furthermore, qualitative findings contribute to the literature on luxury consumption by showing that brand prominence is closely linked to consumers' self-identity expression. Additionally, our study identifies new factors influencing consumers' preferences in terms of brand prominence, such as location or design of the logo (e.g. font), product and logo type (text vs. pictorial). These novel factors can be fruitful avenues for future research. In terms of managerial implications, marketers should adapt brand prominence levels according to their target customer (e.g. using prominent logos for brands targeting high need for status consumers).

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Online Price Dispersion: Impact on Hotel Choice

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Abstract:
This research investigates the impact of different degrees of price dispersion on travelers' hotel choice. More specifically, within an Online Travel Agency (OTA) context, we examine the effect of wide (vs. narrow) price dispersion on hotel preference. In addition, we suggest two boundary conditions for this effect: salience of external reference price and perception of destination uncertainty. Across multiple studies, our results show that travellers prefer a hotel option featuring wide price dominance dispersion. Additionally, both the presence of an external reference price and the level of uncertainty associated with the hotel destination act as moderating influences. This work represents an emerging direction in the online price dispersion literature, namely, exploring the consequences of online price dispersion (Wu, Vassileva, Noorian & Zhoa, 2015). In practice, by understanding the influence of price dispersion on consumer choice, hotel managers and OTAs can develop more effective pricing strategies.

Keywords: price dispersion, reference pricing, online travel

The Influence of Trashing Decisions on Incidental Purchases

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Abstract:

Consumers often confront their unused possessions and decide to forgo some of them (e.g., before moving). Incurring pain and costs, trashing evokes a motivation to avoid waste which makes consumers more effortful and conscious of product usage in subsequent purchases. The results of three experiments show that the process of contemplating whether to trash unused possessions reduced purchase intention (study 1). When an option of no choice was available, consumers were more likely to delay purchasing (study 2). Such effects were mitigated if consumers were asked to consider donating (vs. trashing) unused belongings (study 3). Our findings suggest that trashing does not necessarily lead consumers to reject future purchases but makes them more prudent in decisions. For the effect to occur, however, one should incur some pain and costs in the process. Contrary to the conventional belief, this research evidences that trashing is not always an unfavorable option to discourage.

Keywords: trashing, impulsive purchase, sustainable consumption

Introduction

"Global solid waste generation is expected to increase from more than 1.3 billion tones per day in 2010 to more than 2.2 billion tones per day in 2025 (Bhada-Tata & Hoornweg 2012)." Given the scale of the problem to the environment, making disposal sustainable is critical. Conventionally, it is believed that recycling is better than trashing. With an aim to promote sustainable disposal, prior investigations mostly focus on the choice of disposal options (trashing vs. recycling) and sought to understand motivation to recycle rather than to trash. Although trashing is at times inevitable, it was seldom investigated on its own right systematically. Little is known regarding trashing as a disposal behavior except the common finding that it could be a negative experience that consumers seek to avoid (e.g., Lewis 1997; Tracy & Robins 2004; Sun & Trudel 2017).

Conceptual Background

Trashing often incurs pains and costs as it forces people to write off the left values of their possessions (Arkes & Blumer 1985; see also Arkes 1996). Based on this premise, we posit that after contemplating whether to trash, people are motivated to avoid bad decisions so that they can prevent future trash and its associated pain and costs. If so, they should increase effort on seeking and comprehending information to ensure that the products they purchase would not be left unused before trashing. Given the same set of information regarding a purchase, people who contemplated whether to trash their possessions (vs. those who did not) are more likely to reject the purchase because they would not want to buy a product before an elaborated information search and evaluation. Note however that this rejection is actually due to a desire for seeking more information rather than an absolute decrease in purchase intention. Thus, if there is a no-choice option, more effortful consumers should prefer deferring their decisions for searching additional information to avoid a bad choice (see Dhar 1997; Lynch & Srull 1982).

Method and Results

To examine the effect of trashing on incidental purchases, we conducted three experiments with participants recruited from the online platform "Mechanical Turk" powered by Amazon with monetary incentive. In the trashing condition, we asked the participants to list five objects that they bought but seldom used, and indicate which items to forgo as they needed to tidy up their room. Then in an ostensibly unrelated task, they made choices several products. In the control condition, the participants skipped the listing task and proceeded to the decision task directly.

Study 1 (N = 76) employed a single-factor between-subject design (trashing vs. control). Results revealed that participants were less likely to purchase in the trashing condition ($M = 5.30$) than in the control condition ($M = 4.76$; $F(1,74) = 4.14$, $p = .048$). This provided preliminary support for our paradigm that disposal could alter incidental purchases.

Study 2 (N = 86) distinguished whether trashing reduces purchase universally or made one more effortful and prudent in decisions. Participants followed the procedure in study 1. However, they indicated "yes", "no", or "decide later" in the decision task. Results yielded a non-significant effect on purchase likelihood (i.e., the number of times choosing "yes"; $M_{Trash} = 1.06$ vs. $M_{Ctrl} = 1.44$; $F(1,84) = 1.84$, $p = .18$). Yet, participants in the trashing condition were more likely to choose "decide later" ($M = .85$) than those in the control condition ($M = .54$; $F(1,84) = 4.20$, $p = .044$). This qualified the finding of study 1 by showing that if a no-choice option is available, trashing motivates consumers to defer their choices rather than avoid purchases.

Study 3 (N = 128) examined the assumption that people modify their purchase decisions given the experience of pain and costs when contemplating whether to trash their possessions. Suppose they have a chance to donate, these negative experiences and thus the proposed effect should mitigate. To examine, we introduced a donation condition in which participants completed the same object listing task as those in the trashing condition, but were asked to decide which item to forgo as a donation to charity. All participants completed the same decision task as in study 2. In
support of our prediction, trashing had a significant impact on deferral ($F(2,125) = 5.72$, $p = .004$) and not on purchase likelihood ($M_{\text{Trash}} = .72$ vs. $M_{\text{Don}} = 1.00$ vs. $M_{\text{Ctrl}} = = 1.09$; $F(2,125) = 1.67$, $p = .19$). Specially, those in the trashing condition deferred more ($M = 1.13$) than those in the control condition ($M = .77$; $F(1,125) = 7.30$, $p = .001$) and those in the donation condition ($M = .53$; $F(1,125) = 3.13$, $p = .047$). Thus, for the effect to occur, people had to incur some pain and should have no chance to shift these unwanted outcomes to others via donation.

Summary and Discussion
The results of three experiments support that making trashing decisions can make people more prudent in their choices for incidental purchases. In study 1, we found initial support that making trashing decisions reduced purchase intention. Study 2 qualified this effect by showing that the decrease was motivated by the choice to defer and not to reject the offer on the spot. Study 3 replicated this finding while also validating our assumption that purchase decisions are modified because of the negative experiences associated with trashing—when participants had a chance to give away their possessions for charity after reflecting on what to trash, they became as likely to purchase in a subsequent context as those without reflection. This result suggests that simply reviewing one's idle products is insufficient to produce the effects.

From a theoretical perspective, the research extends disposal research by exploring trashing on its own and not as a baseline for comparison with other disposal options. Going beyond the conventional belief that trashing (as compared to recycling) is an unfavorable option to discourage, our findings suggest that trashing can be sustainable given its impacts on subsequent purchases whereas recycling can be undesirable as it offsets waste perceptions and licenses people to act less sustainably (see also Catlin & Wang 2013; Sun & Trudel 2017). Moreover, this research contributes to knowledge of waste aversion by relating concern for waste to a broader array of purchase decisions than repurchase of the same product (e.g., product replacement, Okada 2001; renting vs. purchasing, Bolton & Alba 2012).

On reflection, nowadays marketplace offers many incentives (e.g., time-limited discounts, attractive product presentations, etc.) which motivate impulsive buying (Bell, Corsten, & Knox 2011). There are a number of chances for consumers to make decisions without explicit recognition of the need for buying a product or considerations of its actual usage (Abratt & Goodey 1990). Though seemingly mundane, a simple act of trashing is sufficient to motivate them to think about their internal needs and helps them to resist external inducement. Trashing is therefore a lesson on what are essential to oneself. Perhaps without an option to give away their unwanted possessions to others and excuses to shed off the pain and costs associated with trashing, consumers can be more aware of what and why they purchase. This research lies down the ground to rethink whether it is desirable to provide convenient options for recycling.

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Responses to Trust Repair Approaches by Non-Profits

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Abstract:
Organisations face a range of negative consequences for violating the public's trust, including lost revenue and reduced brand equity. These can be particularly dire for non-profit organisations, who depend strongly on the community's goodwill. It is therefore important to restore trust as effectively as possible following a transgression. The literature on trust repair and service recovery presents mixed findings as to which trust repair approach (e.g., apology, denial, or reticence) is most effective in what context and why. Literature has also not directly compared the effectiveness of these approaches for non-profit versus for-profit firms. This research compares consumer responses to different trust repair approaches following an integrity-based transgression, for non-profit vs. for-profit organizations. Across three experiments, contrary to prior research findings, a full apology emerged as the superior approach. This effect did not differ between non-profits and for-profits, nor as a function of the veracity/doubtfulness of the transgression.

Keywords: trust repair, non-profit organisations, public apologies

Introduction and Research Aim

Corporate scandals involving violations of public trust occur relatively frequently across society, but they often have profound impacts on victims, consumers, and the transgressing firms themselves. In addition to financial fallout, the latter may include decreased consumer trust (Kramer & Lewicki 2010), damaged brand reputation (Decker 2012), and increased vulnerability to competitors (Van Heerde, Helsen & Dekimpe 2007). Non-profit organisations may be particularly at risk of violating trust, due to their reduced capacity for internal accountability procedures (Petrovits, Shakespeare & Shih 2011). Hence there is some evidence that transgressions have been increasing among non-profits over the past decade, which is problematic given their dependence on community trust and support (Burt 2014). Yet there is sparse research on the unique trust violation and trust repair implications for non-profits.

Both for-profit and non-profit organisations who violate trust face a choice of how to attempt to restore trust, including the form of verbal statement they issue in the immediate/short term. Apologies are the most common and most studied trust repair approach, but evidence for their effectiveness in organisational contexts (as opposed to interpersonal) is mixed (Janowicz-Panjaitan & Krishnan 2009). Alternative approaches such as denials or reticence have been found to be more effective than apologies following integrity violations, due to inducing doubt regarding culpability and poor character (Ferrin, Kim, Cooper & Dirks 2007). The aforementioned literature, however, has focused on inter-individual transgressions in organisational contexts. It neglects transgressions that are systemic or leader-enacted and damage the trust of the wider public rather than an individual victim—i.e., most notable corporate scandals. This leaves open the question of what trust repair approach is most effective in these contexts. Nor has the literature compared the effectiveness of different approaches between non-profit and for-profit organisations.

The aim of the present research is:
To compare consumer responses to integrity-based transgressions and subsequent trust repair approaches by non-profit and for-profit organisations.

We address several research questions in line with this aim:
RQ1: How does the effect of an integrity violation on consumer responses differ as a function of the transgressor being a non-profit vs. a for-profit organisation?
RQ2: How does a full apology compare to other verbal trust-repair approaches in terms of restoring consumer trust and intentions, and does this differ between non-profit and for-profit organisations?
RQ3: Is the relative effectiveness of different verbal trust-repair approaches influenced by the certainty/doubtfulness of the transgression?

Background

This research is informed by the social psychology literature on apologies and trust repair (e.g., Ferrin et al. 2007) and the associated conceptualisations of trust in the organisational psychology and management literature (e.g., Mayer, Davis & Schoorman, 1995) that distinguish between competence-based trust (e.g., "I trust this company not to make a mistake") and integrity-based trust (e.g., "I trust this company to be honest and do the right thing"). Here we focus on integrity-based transgressions (trust violations) by organisations, defined as those in which stakeholders see the organisation as having engaged in wrongdoing and disregarded important shared values (Pace, Fediuk & Botero 2010).

In addition to the primary outcome variables of perceived trustworthiness and consumer intentions, we also measured forgiveness, an established outcome variable in the literature on interpersonal apologies, where it is examined as a key ingredient of long-term trust repair (e.g., Fehr, Gelfand & Nag, 2010).

Methodology

Three mixed-design experiments (Ns = 300, 242, 447) were conducted online using Mechanical Turk and Prolific. Participants read about a hypothetical online fashion retail firm that was presented as non-profit or for-profit. A scenario was then presented describing a transgression by the firm (Study 1: fraud and larceny by the CEO; Studies 2-3: deliberate use of sweatshops), followed by a scenario describing the firm's subsequent public statement (Study 1: apology vs. mere acknowledgement vs. no response; Studies 2-3: apology vs. implicit denial). In Study 3, the certainty of the transgression report was manipulated (confirmed vs. unconfirmed) to test whether this would moderate the relative effectiveness of a denial relative to an apology, based on previous literature on the effectiveness of denials in trust repair (e.g., Ferrin et al. 2007).

Participants' trust, forgiveness, and consumer intentions towards the firm were measured at three time points: pre-transgression (Studies 2-3), post-transgression, and post-statement. Data were mainly analysed using mixed factorial analyses of covariance (ANCOVAs), with time as the within-subjects factor; organisation type, response type, and certainty (Study 3) as between-subjects factors; and age, gender, and annual online spending as control covariates.

Results, Discussion and Contributions

Across all three studies, trust and consumer intentions dramatically decreased following the transgression scenario, and then significantly increased following the subsequent response statement (except in the case of no response in Study 1), albeit remaining significantly lower than at pre-transgression. Although trust and intentions were significantly higher towards non-profits overall in Studies 2-3, the time effects (trust loss and repair) were the same for non-profit and for-profit conditions in all studies.

Across all studies, contrary to prior literature (e.g., Ferrin et al. 2007), apology was consistently the most effective trust-repair approach, restoring consumer trust, forgiveness, and intentions significantly better than no response, acknowledgement, and denial. This effect was not moderated by organisation type, showing that apology was no more beneficial for the non-profit despite its higher baseline trustworthiness. The superiority of apology was also not influenced by transgression certainty (Study 3): even when the report was unconfirmed (which reduced its overall impact) and denial might have capitalised on this doubt (Ferrin et al. 2007), apology was still the more effective response.

The present findings expand our understanding of consumer trust repair by extending it to public organisational transgressions beyond the individual victim, and to the unique trust dynamics of non-profits. In these circumstances, contrasting previous findings, apology is shown to be by far the most effective trust-repair approach for non-profit and for-profit alike.

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The Relationships of Brand Love with Related Constructs

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Abstract:
This study explores additional consequences and checks several antecedents of brand love from the existing literature. In a set of three steps of analyses, the relationships are developed and reliability, discriminant validity, and structural equation modelling (SEM) are established. The findings identify the brand identification and brand reputation can predict behaviour of consumer's love for a brand. Consumer's love for a brand has great relevance and a direct effect on positive word of mouth as previous research. Compulsive buying is an additional consequence of brand love.

Keywords: brand love, brand reputation, compulsive buying

Introduction and Research Aim

Brand love has been deeply developed by Batra, Ahuvia, and Bagozzi (2012), and antecedents and consequences of brand love have been studied by several researchers (Albert & Merunka, 2013). Antecedents of brand love include brand identification, brand trust (Albert & Merunka, 2013), or brand attachment (Kaufmann, Loureiro, & Manarioti, 2016), brand authenticity (Manthiou, Kang, Hyun, & Fu, 2018). Consequences of brand love are identified positive word of mouth (WOM), brand commitment, willingness to pay a higher price for the brand (Albert & Merunka, 2013; Batra et al., 2012; Suetrong, Pires, & Chen, 2018). Some key factors impact brand love has not yet researched in previous studies such as compulsive buying. This research aims to test an additional consequence of brand love combining others like brand loyalty, and WOM, also rechecks brand identification, and brand commitment like antecedents. This research will find out their roles with brand love.

Background and Conceptual Model

Antecedents of brand love based on personality and reputation

Brand identification guides the consumers choose the favourite brand, is as the degree to which the brand expresses and enhances consumers' identity (Tuškej, Golob, & Podnar, 2013). Consumers love the brand cause their selves overlaps with the brand's core or brand image (Batra et al., 2012). When consumers perceive that brands own characteristics that they consider as central to their own identities, they incorporate the brand's characteristics into their self-identity and self-definition, and communicate such self-definition to others (Underwood et al., 2001).

Proposition 1. Brand identification leads to brand love.

Brand reputation moderates the relationship between customer satisfaction and behavioural intentions (Sengupta, Balaji, & Krishnan, 2015), combines performance quality, customer satisfaction, and ambiguity (Selnes, 1993), moderates the effect of satisfaction on loyalty. The reputation is the aggregate perception of outsiders on the salient characteristics of companies (Fombrun, Gardberg, & Sever, 2000).

Proposition 2. Brand reputation leads to brand love.

Consequences of brand love

Compulsive buying obviously shows strong emotion and high cognitive behaviour as typical characteristics (Valence, d'Astous, & Fortier, 1988). Brand love also measures the high-level loyalty and involvement of brand and consumers (Batra et al., 2012). These consumers desire to use or feel emotionally connected to the favourite brand (Bagozzi, Batra, & Ahuvia, 2016). Therefore, there is an obsessive passion for consumers to urge them to belong to the favourite brand's products. Compulsive buying is distinct from brand love (Batra et al., 2012). It has been mentioned as a negative aspect to explain the nonstop behaviour in shopping. However, regarding brand love, compulsive buying also refers to the high passion toward the brand.

Proposition 3. Brand love relates positively to compulsive buying.

Consumers say positively with others regarding the favourite brand (Carroll & Ahuvia, 2006) or positive word-of-mouth (WOM). WOM is natural consequences of brand loyalty or brand passion when consumers always think positively and spread out positive words, also cover or ignore the bad aspects of brand (Albert, Merunka, & Valette-Florence, 2013; Wallace, Buil, & de Chernatony, 2014). WOM and brand are cornerstones relationship, and positive word of mouth (+WOM) is a communication strategy are appealing because of it the fastest way to increase the fame and revenue of brand (Trusov, Bucklin, & Pauwels, 2009). WOM supports brand can beat the strong competitive brands (López & Sicilia, 2013). This research combines both WOM and compulsive buying as two consequences of brand love to see the role of each factor in the relationship.

Proposition 4. Brand love relates positively to word of mouth

Methodology and analysis

Online data were surveyed from Mturk. A total of 255 participants has joined in the study. Participants are required to fill out their most favourite brand, the leading brand names are Apple and Nike. Scale reliability checks the consistency of each construct. Cronbach's alpha score estimates the reliability of each scale. Composite Reliability figures out reliability greater than 0.700. Loadings determine convergent validity greater than 0.700, AVE greater than 0.500, and Communalities greater than 0.500. Discriminant validity is supported if the AVE by the items of a construct is at least .5 (Fornell & Larcker, 1981). Structural Equation Modelling (SEM) is used to analyse data and check the predictive model. The results provide support for predicting brand love and its correlation.

RESULTS, DISCUSSION, AND CONTRIBUTIONS Convergent and discriminant validity

Reliability analysis proves all constructs in this study have high-reliability score (above .7), therefore these scale constructs are highly consistent for both potential practical and academic implication use in research. Furthermore, in support of discriminant validity, across the sample, the AVE are greater than the square of the correlations of brand love with brand identification, brand reputation, WOM, compulsive buying.

Structural Equation modelling

The summary of the measurement model fits. The CMIN $\chi2/df$ is less than (< 3), RMSEA is $(< .10)$, CFI meets the $(> .90)$ level, the SRMR indicates an acceptable fit at $(< .10)$ indicating acceptable (Hair, 2014; Kline, 2010). The GFI is slightly greater than the $(> .80)$ level required for good model fit but is acceptable, given the model complexity and sample size (Hair, 2014). The model estimation demonstrates significant results for all structural relationships. Positive relationships are supported between BR and BL; BL and BI; WOM and BL, and CB and BL. Hence, the results confirm nomological validity of brand love with examined constructs.

Discussion and Conclusion

This research extends the understanding of antecedents and consequences of brand love, by examining the current constructs in previous study and adding additional related constructs. The fit indexes of the structural and measurement models examine both brand identification and brand reputation are antecedents of brand love. Overlap of brand and consumers' identification will boost their love toward the brand, and brand reputation makes them feel proud to be part of themselves in the brand. Also, WOM, compulsive buying is consequences of brand love. This finding reveals compulsive buying are an additional consequence of brand love and insists that WOM an effective impact. Compulsive buying might be a negative impact of brand love because consumers are obsessive consuming and out of control their consuming favourite products or brands. That definitely negative effects on the consumers' budgets to keep balance plans in life.

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Inclusion of Close Brands in the Consumer's Sense of 'Self'

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Abstract:
This research extends the theory of inclusion of others in self to consumer-brand relationships. Consumers are willing to engage in brand relationships because of brands can provide resources, perspectives, and identities for their self-expansion. The central motive of consumers to enhance themselves via brand relationships can be achieved, by incorporating brands' resources, perspectives, and identities into their own selves. This cross-cultural study focuses on the perspectives of inclusion of others in self with consumers in consumer-brand relationships, to illustrate that consumers treat their emotions as arising from a desire to expand the self by including close brands in themselves, and by associating expansions with particular brands in brand relationships. Qualitative methods were used to investigate both New Zealand university students' and Chinese university students' relevant life experiences, brand experiences, culture differences, and other relevant phenomena that influence their brand relationships. The research showed significant cultural differences between the two groups.

Keywords: self-expansion, cross cultural brand relationships

Introduction and Research Aim

Consumer constructs brand relationships much the same way they built close relationships with individuals (Batra et al., 2012; Carroll & Ahuvia, 2006; Fournier, 1998 etc.). Individuals include others in 'self' in close relationships, by taking on these others' resources, perspectives, and identities (Aron and Aron, 1995). Individuals include others in 'self' because of long-term benefit exists in relationships that can help individuals accomplish self-expansion (Aron et al., 2001; Clark and Mills, 2013).

Fournier (1998) mentioned that good brand relationships should support consumers in living their lives. Consumers engage in brand relationships as they included brands as resources, perspectives, and identities that can provide long-term benefits to them. This paper illustrates how consumers maintain in brand relationships, based on the theory of inclusions of others' resources in the sense of 'self'. The research literature suggested that culture might be one of the influential factors in brand relationships (Akar et al., 2001). Therefore, respondents were recruited from two countries-New Zealand and China, as representatives of two different cultures. The study aimed to understand how consumers under two cultures maintain their brand relationships, based on theory of inclusion of others in self.

The research aimed to address two research questions in line with this aim:

RQ 1. What are the reasons that consumers willing to maintain their brand relationships?
RQ 2. Do consumers in brand relationships behaves differently under two different   cultural contexts?

Conceptual Model and Hypotheses

People include others in self in close relationships, by taking on resources, perspectives, and identities of others. Meanwhile, the others in relationships inform who the individuals are, shapes the values of them, affects the costs and benefits that individuals perceived themselves, and shapes the worldview for them (Aron et al., 2001). People include others in the 'self', as they conclude that themselves and others act as a unit, as long as they believe that relationships would provide long-term benefits for their self-expansion. People take things happens to others as happens to themselves, once people include others in themselves, their experiences and behaviour would influences by others in close relationships (Aron and Aron, 1995).

In consumers' brand relationships, consumers take brands not only as their partners or close relatives/friends, but also as resources that consumers include in the self, and helps consumers expansions. Meanwhile, consumers may consciously or unconsciously behave or act from the perspectives of their favourite brands. Furthermore, consumers believe brands represent their identities. Thus brands become part of the cognitive self-representation of consumers. This study applied the theory of inclusion of other in self in consumer-brand relationships, as the theory suggests that consumers take brands as resources, perspectives, and identities, which consumers include in themselves. As long as brand relationships can provide benefits and opportunities for consumers' self-expansion, they will maintain their brand relationships.

In Western cultures, individuals are categorised as independent, which includes internal abilities, thoughts and feelings, and being unique and expressing the self, and realizing internal attributes and promoting one's own goals. Meanwhile, in Eastern cultures, individuals are categorised as interdependent, which have the sense that the self and others are intertwined, and individuals are motivated to find a way to fit in and become part of relationships (Markus and Kitayama, 1991). In this study, culture considered as one influential factor that influenced the New Zealand young consumers' behaviour and Chinese consumers' behaviour. Whether consumers under two different cultures have any different or similar consumer behaviour in brand relationships.

Methodology

This study was conducted qualitative data collection from large sample of New Zealand young consumers and Chinese young consumers. This study applied a phenomenology method and an in-depth interview approach (Guion et al., 2001). Qualitative method was applied to investigate respondent's relevant life experiences and cultural differences that influence their brand relationships in depth and detail. The meaning and interpretation of respondents' personal relationships and brand relationships were the main objective of this research. Interviews were conducted using semi-structured and open-ended questions. 60 respondents (23 New Zealand respondents and 37 Chinese respondents) were chosen randomly among two universities-University of Otago (New Zealand) and Yunnan University of Finance and Economics (China). Students aged between 18-25 years were selected to provide two tight comparative samples. Thematic analysis was adopted to organise and analyse the large body of data that the interviews produced, as the goal of the research analysis is the comprehensive interpretation of consumer-brand relationships from the point of intrinsic motives within the life of respondents.

Results, Discussion and Contributions

Three themes of this research were identified and defined based on the theory of inclusion of other in self (Aron et al., 2001), as in consumer brand relationships, brand's resources are treated as consumer's own resources.

The first theme suggests that as long as consumers believe brands provide benefits and resources they need and help them achieve goals, consumers would like to maintain relationships with brands. Once consumers believe brands can provide long-term profit to them, they would like to increase time with brands and they would like to apply the brands' different functions into different situations. The second theme of the research suggests that consumers might understand and accept the world from the perspectives of brands, consciously or unconsciously. During the consumption or usage of brands, the sample took social influences as their perspectives on brand relationships, intentionally or unintentionally, as social influences relate to how others expect an individual to behave or act. The third theme of the research relates to identities. Consumers might consider a brand's identity as their own, as brands contain part of consumers' memories, characterises and features.

In conclusion, there are three main factors in brand relationships when involves inclusions of close brands in self: consumers include close brands as resources that can provide long-profit to them. Meanwhile, consumers might take social influences as their perspectives on brand relationships, as how others would expect them to behave or act. Consumers might believe brands contain memories, characteristics and features of themselves, and thus brands can present part of themselves to others. For New Zealand respondents, they are more influenced by independent culture, they like to assert their internal attributes of themselves at first. In doing so, they would like to check whether the brand can bring them any benefit for their self-expansion before they engage in relationships with it. For Chinese respondents, they are more influenced by interdependent culture, they are motivated to find a way to fit in with relevant others, they would like to concern whether their close ones or parents are like the brands they choose. Chinese respondents were more aware of the similarities and differences of others, and they would like to involve in brand relationships with close others' approval.

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The Customers' Intention of Using Loyalty Programs

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Abstract:

In an effort to overcome the competitive retail market, retail companies focus on increasing their number of loyal customers. To develop loyalty among customers, a range of loyalty programs have been implemented in the retail marketplace, which are typically designed based on the retailers' perspectives, not the customers'. Despite the diversity of these programs, companies still struggle to ascertain whether loyalty programs are meeting the needs and requirements of their customers. Focusing on the customers' perceptive, this research explores the major factors affecting the customers' intention to use grocery loyalty programs. Qualitative research was conducted which involved collecting data from six focus groups. NVivo software was used to analyse data collected from the focus groups. This study contributes to the literature by establishing habit and crowd behaviour as factors impacting on customers' use of loyalty programs in Australian grocery market.

Keywords: loyalty programs, habit, crowd behaviour

Introduction and Research Aim

Within the retail market, there has been an 11 percent growth per year in loyalty program memberships (Evanschitzky et al., 2012), indicating retail companies are continuing to invest in and promote their loyalty programs each year. Roy Morgan Research (2016) states 71% of Australia's population (14 years of age and over) had membership of at least one retail loyalty program. Woolworths Rewards and FlyBuys were and still continue to be Australia's most popular loyalty programs (Roy Morgan Research, 2016).

Although a significant number of Australians participate in loyalty programs, there has been limited research exploring the major factors that influence customers' intention to use loyalty programs. Existing research largely explores loyalty programs from the retailers' viewpoint (Bijmolt, Dorotic, & Verhoef, 2011; Steinhoff & Palmatier, 2016). In addition, a study conducted by Stauss, Schmidt, and Schoeler (2005) found a customer's frustration with the loyalty program negatively impacts that customer's relationship with the firm. Therefore, a greater understanding from the customer's perspective will allow retailers to more effectively develop their loyalty programs to meet the specific needs of their customer base.

One aim of retailers in employing a loyalty program is to develop habit based-loyalty (Henderson, Beck, & Palmatier, 2011). Loyalty programs can encourage repetitive purchase behaviour over time, leading to habitual loyalty (Fishbach, Ratner, & Zhang, 2011). Previous studies have investigated habit from the perspective of habitual purchase behaviour towards the retailer (Henderson et al., 2011). However, the role of habitual use of loyalty programs in the grocery sector is limited. In addition, habitual behaviour is based in one' cultural tradition (De Mooij, 2004), so conducting a study based on Australian customers' view point is pertinent.

Habit is not the only factor that propels customers to use loyalty programs; they also use loyalty programs as a result of follow the crowd behaviour. Customers prefer to follow the crowd instead of using their own experience when there is uncertainty between alternatives (Denrell, & Mens, 2016). Despite the impotence of follow the crowd behaviour, there are limited research studies that analyse the relationship between crowd behaviour and marketing aspects. Therefore, to overcome the limitations of minimal research in this area, this current study has examined individuals' behaviour in the use of loyalty programs in the crowd group concept.

Subsequently, the following research aim is proposed to address this gap in the literature:

AIM: *Explore customers' intention to use a loyalty program within the grocery market.*

Conceptual Model

To analyse habitual use of a loyalty program, the theory of habitual behaviour will be used. This theory proposes that habit is a "reflex-like" automatic reaction that occurs without rational thinking (Shah, Kumar, & Kim, 2014; Shiffrin & Schneider, 1977). Henderson et al. (2011) defined habit as an automatic behaviour. Habitual behaviour formation needs repetition of the same behaviour and develops over time (Aarts, Verplanken, & Knippenberg, 1998). Habitual behaviour may lead to continuous purchase of the product on a regular basis (Ji & Wood, 2007). Companies employ tactics to remind customers of their previous purchased products to assist with habit formation (Henderson et al., 2011). However, being a member of a loyalty program with a membership card without any repeating purchase intention does not mean the habitual behaviour is formed, and the customer will not necessarily use the loyalty card later.

Based on the current study, the second automatic behaviour by customers in the use of loyalty programs that is explored is follow the crowd behaviour. Crowd behaviour theory can be explained

within the concept of social group behaviour whereby individuals in this concept are influenced by the group they belong to (Tajfel & Turner, 2004).

Research method

Qualitative data was collected by conducting six focus groups. Participants were customers who reside and shop in Australian metropolitan areas and hold at least one grocery loyalty card. A thematic analysis method (Guest, MacQueen, & Namey, 2012) and cross-case technique was used to analyse information derived from the focus groups. NVivo Software was used in this stage. Data was collected until saturation point, to avoid repetition of themes (Francis et al., 2010).

Results and Discussion

The current study suggests the main reason customers use grocery loyalty programs is their habit. They usually scan their loyalty cards when they go shopping, with the majority not even aware of the actual award benefits associated with the loyalty programs. For example, when asked about her usage behaviour of her grocery loyalty card, one female respondent declared *"…often I pay by card, so I pull out the loyalty card at the same time [it's] Very much a habit.*" Furthermore, one male respondent who indicated he used his grocery loyalty card for every purchase stated *"I agree it becomes a habit …first thing you do is you swipe and then you start [scanning] your groceries…"* Even if respondents felt they could not achieve the mandatory loyalty point levels required for the award prizes, they continued to use their loyalty card out of habit. Another female respondent suggested *"I use loyalty cards without thinking… as a habit*". This finding supports previous research that has established that, to a large extent, consumers behave according to their habits (Chou & Ting, 2003; Henderson et al., 2011).

Follow the crowd behaviour mostly has been adopted by non-local participants such as international students or newly arrived immigrants. These groups of loyalty card members prefer to follow local people who might know about actual benefits of using loyalty programs. For example, a male international student claimed: *"…you see a group of customers who are doing the same thing and that encourages you. Everybody takes out his or her loyalty card. So, I usually want to keep mine close to me…"* Another newly arrived male immigrant mentioned, *"When you see people who are using loyalty cards you might also think maybe I should use it…"* While the crowd behaviour has been identified between respondents who are new to Australia, it was interesting to note that it is perhaps not a universal motivator. A male Australian respondent mentioned *"We are not sheep*" and he believes the crowd behaviour does not affect him in his use of loyalty programs.

Implications for Theory and Practice

Companies should reconsider their loyalty programs so that these are not only a source of collection of customers' data (Lacey & Sneath, 2006). Managers can use the results of this research to plan future loyalty programs that develop a strategy to transmit habitual use of loyalty programs to habitual behaviour that results in loyalty. Furthermore, the analysis of customers' intention of using loyalty programs helps managers to understand customers' perception and motivation of loyalty programs. Therefore, this research would benefit both end-user customers and retailers. This study also contributes to the gaps in the literature by examining the habitual use of loyalty programs and the impact of crowd behaviour in the use loyalty programs. For future enhancement the role of gender may be considered by conducting quantitative research.

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Cathecting with your AR15: The Transcendent Experience

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Abstract:
The AR15 assault rifle is a familiar paragon of US symbolism, recreation and self-defence. There are upwards of five million of these firearms in circulation yet ownership of this particular rifle is highly contentious given the predilection of those intending on mayhem to prefer it. The use and misuse of the AR15 has resulted in a peculiar notoriety. This project combines the qualitative methods of ethnography with netnography. Specifically, registration of three online AR15 forums and three purposeful site visitations to the US with the intention of participating in the AR15 sub-culture. We purchase, build, shoot, observe and socialise with AR15's in firearm settings. The findings include, but are not limited to how owners feel about their AR15's, their motives for possession and the nuanced nature of the AR15 community.

Keywords: AR15, cathexis. netnogtraphy

…if I needed to shoot under pressure I'd reach for the smaller AR-15, simply because I can operate that rifle — engage a target, change magazines, troubleshoot and clear a jam — without much thought or effort. I can do all that because the AR-15 is what I know, and it's what I know because it's what everyone else out there knows. (Stokes, 2016).

…if you can build Legos, you can build your own AR. (Kswhitetails. Grendel forum. 30/4/2018).

…It's an evil addiction we have. (RB288. 300BLKTalk forum. 26/4/2016).

Introduction
There are an estimated 5-10 million AR15 assault rifles in civilian possession in the USA (National Shooting Sports Foundation, 2017). The term 'assault' is as contentious as the rifle itself given it conjures anti-social equity in the civilian arena. The National Rifle Association, a key US pro-gun representative entity prefers the term 'sporting' rifle, while the provenance of the design however is indisputably military. While the AR15 is almost revered by the shooting community it does however suffer the infamy of being associated with several, notable terrorist incidents and mass murders. This has led to calls to ban or at least further restrict access to the product in an ongoing fractious community debate. The concept of cathexis is relevant here given the extent of emotional importance ascribed by aficionados to their, almost sentient AR15's.

The aim of this study is to: *Investigate the US AR15 community with a view to understanding the motives, interactions and emotions associated with this consumer sub-culture.*
The associated research questions are;
1. What is the US-community's fascination of the AR15?
2. What are the motives for consumer possession of an AR15?
3. What are the emic and etic social interactions and consumer behaviours associated with the AR15?

Method
Data for the AR15 includes five years of netnographic interaction on three specific AR15 shooting forums; the '65grendel.com/forum/', the '300blktalk.com/forum/', and the 'AR15.com'. This data was then compared with participant shooting experiences in Washington State (gun ranges and shops in 2015 and 2018) and New Mexico (5-days at the National Rifle Association Whittington shooting complex including participation in a Sporting Rifle Match, 2014). An element of auto-ethnography (Hirschman, 1994) was also involved given the first author is a former Australian Defence Force (ADF) soldier and familiar with the AR15.

Key Findings
1. Provenance
The military provenance and nostalgic symbolism of the AR15 is not lost on US shooters who tend to be nationalistic in their product choices. The 'Made in the USA' is a popular purchase heuristic that is constantly touted by marketers. The AR15 is a rifle that 1.43 Million current active US service personnel and a further 820,000 Reservists are familiar with. This is the rifle
used in Vietnam and all subsequent deployments of US troops. For this reason, the AR15 is a potent cultural icon used by owners to evoke episodic memories and self-transformation. The rifle promotes storytelling in contextualised settings. Often evoking *soft fascinations* that permit introspection and reflection with participants captured in a form of involuntary reverie (Arnould and Price, 1998). The AR15 is to some a special possession steeped in meaning and zeitgeist. Beyond the obvious utility of a ballistic firearm AR15 consumers desire to;
   a. achieve an ideal self,
   b. appreciate nostalgia,
   c. complete the incomplete (Belk, Sherry and Wallendorf, 1988),
   d. re-live the past (Belk and Costa, 1998),

e. experience extraordinary, special or transcendent flow (Celsi, Leigh and Rose, 1993),
f. take comfort and revel in a familiar iconic souvenir (Levy, 1959).

2. Modularity

Originally designed to be simply serviced in the field the AR15 lends itself to user servicing and after-market tinkering. The adult Lego analogy is a recurring theme used by respondents to describe how the AR15 can be configured to match the intended form and function of the user. Dress the rifle up with coloured furniture or choose your favourite slogan or photo to be etched into the receiver. Either commercially done or even Do-it-Yourself (DIY) with help from YouTube. Some consumers build their AR15's from scratch using carefully chosen parts that match their budget, perceptions of quality and intentions.

Once built or purchased an AR15 can be regularly changed. The top half of the rifle called the 'upper' can be swapped for other uppers, or deconstructed and rebuilt with shorter or longer barrels, or one in a different calibre, or with a different hand guard and aiming aid. Shooters talk about having an 'SBR' (Short Barrelled Rifle) for home defence and a longer barrel for hunting. All aspects of the AR15 can be altered. The length, weight, felt-recoil, calibre, range, accuracy, magazine capacity, aspects of grip, trigger pull, and even colour.

Consumers with multiple uppers and lowers can mix and match to suit their mood and intent. Shooters display their unique AR15's on forums gaining kudos from peers and senior posters (Hirschman, 1994). The rifle is used as a catalyst for conversations and social banter in a similar sense to Holt's (1995) *communing*. Aiming-aids can be swapped, along with ancillary items such as slings, torches, laser-aimers, handgrip types, handguard covers and associated manufacturer merchandise in a concept similar to Schouton and McAlexander's (1995) *'side-bets'*. Applying this concept to the AR15 we realise the rifle comprises an ensemble. The rifle exists in a context of clothing displaying affiliation and logos, gun belts, chest harnesses, range bags, choice of calibre and ammunition, vehicles and even personal tattoos.

Discussion

The AR15 is surrounded by a mystique borne from military provenance and further bolstered by an entrenched cultural connection with firearms. Lately, civilian ownership of the AR15 (and other assault rifles) in the US has become a highly contentious given the preference of those intent of mass casualties to prefer the most efficient firearm to cause the maximum damage. The AR15 as designed to do exactly this and its fully-automatic equivalent, the M16/M4 remains the workhorse of the US military. While it is not the intention of the authors to either promote or demote the use of firearms nonetheless illuminating the nature of this rich and storied sub-culture is designed to fill the void and inform key stakeholders, especially those unfamiliar with firearms.

Fig 1. Clockwise from the top left; Nationalistic transfers formerly sold by Walmart. An AR15 and M16 proudly tattooed on an aficionado. An early model AR15 with pink furniture (female owner).

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Heterotopic Airbnb Spaces: How Sharing Romanticises Exchange Markets

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Abstract:
The so-called sharing economy has disrupted the way people exchange, create, produce or transfer value. As part of a digitally-enabled economy it is easier for consumers to rent, share, barter and lend private resources to strangers. Past literature suggests that prototypical sharing facilitates a sense of inclusion, but consumers fail to develop feelings of belonging with commercial consumer sharing. The misuse of the term 'sharing' is a reason for mixed findings in the literature. This study explores how consumer sharing can be romanticised in market exchange. We focus on a home-sharing platform, Airbnb, and use ethnography to theorise consumers' romanticised sharing processes. We show how Airbnb homes as sharing heterotopic 'other spaces' and their seeming enclosure can stabilise romantic sharing discourses through mobilisation, assemblage and territorialisation of material and nonmaterial components. Networks are subject to disruptions that can deterritorialise the heterotopic sharing space and lead consumers back to the market.

Keywords: home sharing, heterotopic spaces, ethnography

Using Basket Penetration to Measure Category Performance

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Abstract:
Category management is a complex challenge for retailers, who must manage thousands of products across hundreds of categories in-store. This challenge has led to research examining the drivers of retailer category performance, comparing category share against measures such as shopper penetration, and product assortment. However, some important measures, such as category basket penetration (the proportion of all shopping trips containing a particular category), have not been examined. With the rising availability of bigger and more granular datasets, it is possible to examine these measures in more detail, and better understand how they relate to category performance. This paper examines patterns in category basket penetration across five categories (breakfast cereal, refrigerated milk, carbonated soft drinks, chocolate, and yoghurt). By analysing ~90 million purchases across ~10 million shopping trips, we found that category basket penetration is generally similar across retailers and is not a reliable measure to monitor category performance.

Keywords: shopping baskets, category performance, big data

Antecedents of Organic Food Products Intention and Behaviour

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Abstract:

The paper reports key findings from testing an extended model based on the theory of planned behaviour, which was presented at ANZMAC in 2017. The model captured six antecedents of organic food purchase intention (OFPI), which in turn influences young Indian consumers' organic food purchase behaviour (OFPB), along with the moderating effect of cultural values. For this group of consumers, little empirical research has investigated the drivers of green purchase intention and their relationships with green purchase behaviour in relation to organic food products. Survey data were collected using an online structured questionnaire. 401 complete responses were received and analysed quantitatively. Results revealed that OFPI is influenced by attitude, price consciousness, subjective norm and perceived quality, but not influenced by environmental concern and perceived consumer effectiveness. OFPI is strong predictor of OFPB. Further, students from high income, urban nuclear families, as well 'general' class are more attracted towards organic foods.

Keywords: organic food products, organic food purchase intention, organic food purchase behaviour

Introduction

The Indian organic food market has been developing significantly for the last few years (Kumar & Ali, 2011), but the rate of acceptance among people in India is generally low (Misra & Singh, 2016). Organic food products (OFPs) are in demand only by some consumers, notably by educated urban Indian consumers living in metro cities (Mishra & Sharma, 2010), women (Gan, Chang, Tran, & Cohen, 2016) and older people with higher disposable income (Fotopoulos & Krystallis, 2002). The literature suggests that the younger generation of consumers tends to have a distinct approach to OFP consumption relative to other generations (Kanchanapibul, Lacka, Wang & Chan, 2014). Younger consumers are more considerate of environmental issues and appear to be culturally and environmentally aware and persistent by nature (Akehurst, Afonso & Gonçalves, 2012; Ottman, Stafford & Hartman, 2006; Sullivan & Heitmeyer, 2008). In the Indian context, there is yet little literature about young consumers' organic food purchase intention (OFPI) and how it influences their organic food purchase behaviour (OFPB). Yadav & Pathak (2016) studied only OFPI not OFPB. Further, culture is important to the food context in India (Eckhardt & Mahi, 2012), but is relatively neglected in the green food literature. Hence, the study reported in this paper posed the following three research questions:

RQ1: What are the factors influencing organic food purchase intention and behaviour of young Indian consumers' towards the purchase of organic food products?

RQ2: How do cultural values affect the organic food purchase intention and behaviour of young Indian consumers' while purchasing organic food products?

RQ3: What demographic variables are important in understanding the factors affecting organic food purchase intention and behaviour from an Indian point of view?

A model of OFPI antecedents and OFPB in India

The theory of planned behaviour (TPB) proposes that intentions to perform behaviours can be estimated from attitude, subjective norms and perceived behavioural control, and that these intentions, together with perceived behavioural control, bring about substantial change in the real behaviour (Ajzen, 1991). Velnampy and Achchuthan (2016) identified seven salient antecedents of Green purchase intention (GPI, a planned behaviour) in the context of organic food purchases by young Sri Lankan consumers. The study at hand incorporated three of these antecedents - Environmental concern (EC), Subjective norm (SN), Perceived consumer effectiveness (PCE) – into a model of OFPI antecedents and OFPB in India. Three further OFPI antecedents - Price consciousness (PC), Attitude towards organic food products (ATT) and Perceived quality of product (PQ) were also included, as these are important in the young Indian consumer context.

Further, culture was posited to moderate the effect of OFPI on OFPB (the behavioural outcome). The six cultural dimensions identified by Hofstede (2011) - Power distance, Individualism/Collectivism, Masculinity/Femininity, Uncertainty avoidance, Long/Short-term orientation and Indulgence/Restraint were also added to the model. In addition to the antecedents and moderators, some demographic factors, such as gender, family income, family status (single/joint family), place of residence (urban/rural), city or state of residence and social status (general class/backward class/scheduled class/scheduled tribes), which are significant in Indian society, were added as control variables.

Of the six antecedents, five (EC, PCE, SN, ATT, PQ) were hypothesised to positively influence OFPI; PC was hypothesised to negatively influence OFPI (Hypotheses 1 to 6). The six cultural moderators were hypothesised to moderate the OFPI-OFPB relationship (Hypotheses 7 to 12). Finally, OFPI was posited to positively influence OFPB (Hypothesis 13). The model shown in **Fig 1**.
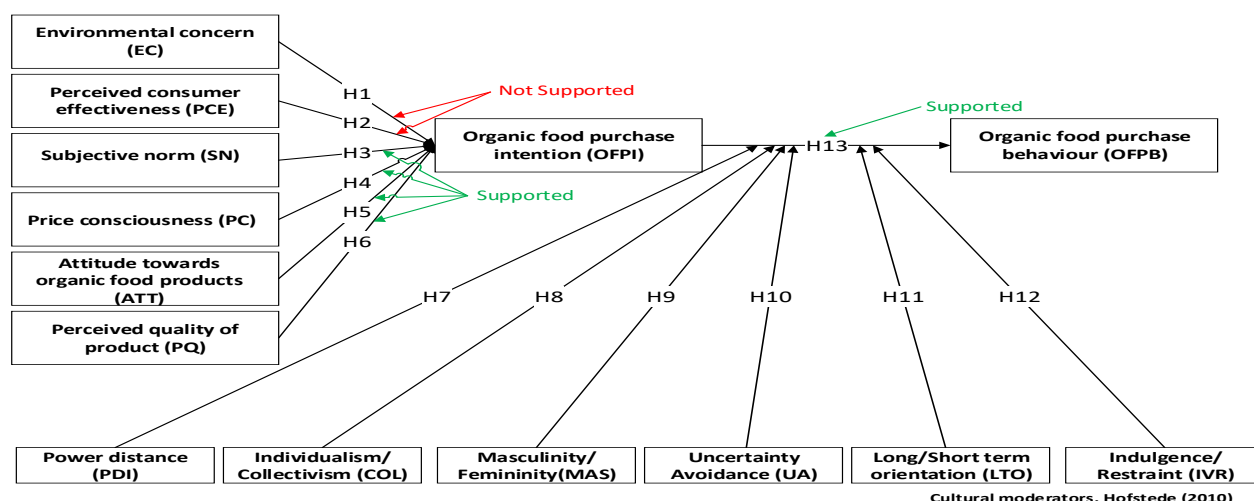
Fig. 1 Model of OFPI antecedents and OFPB in India

Method and Analysis

Data was collected in an online Qualtrics survey. The structured questionnaire contained 59 questions covering 14 constructs, including demographic questions - all drawn from previously validated scales and modified for the Indian context. Invitations to complete the survey were sent directly or indirectly (for privacy reasons via the institute) to the emails of more than 1300 students attending six higher education institutes in India. After treating missing data, checking for normality of distribution and screening of outliers, a total usable sample of 401 responses was achieved. Preliminary analysis for this study was conducted using descriptive and multiple regression analysis through SPSS version 24.

Results and Discussion

The Kaiser-Meyer-Olkin statistic is 0.85 and Bartlett's test of sphericity is significant (<0.001), which indicates the appropriateness of factor analysis for the data. A principal component analysis revealed that the factor loadings of all measurement items were more than 0.4 and can be considered for further analysis (Budaev, 2010). Total Variance Explained shows that the variance was divided among the 36 possible factors, of which 12 factors were extracted by combining relevant variables. The reliability coefficient (Cronbach's α) ranged from 0.78 to 0.82, which is acceptable (Hair, Ringle & Sarstedt, 2011). Pearson's correlation revealed that of the six psychographic factors all are significantly correlated with each other ($p<.01$), except PC and PCE. All six factors are also significantly positively correlated with OFPI ($p<.01$). Results of regression analysis revealed that the coefficient of determination (R^2) was 0.36 and significant at ($p < 0.001$), which explains 36.6% of OFPI variance in the dependent variable. OFPI is influenced by ATT, SN, PC and PQ but not influenced by EC and PCE. OFPI is a strong predictor of OFPB (0.580 at $p< 0.001$). Students from nuclear families and those from higher income groups are more attracted towards OFPs compared with joint families and those from lower income groups.

Implications for Theory and Practice

The results provide a more comprehensive understanding of young Indian's green consumer profiles in terms of what influences their intentions to purchase organic food. The study also supports the literature regarding the strong relationship between purchase intention and behaviour. With this information, organic food marketers, as well as government organisations may frame more effective plans to encourage young Indian consumers' purchases of OFPs with concomitant health benefits for the consumers, economic benefits for growers and environmental benefits for regions in India.

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Consumption Communities as Socialisation Agents

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Abstract:
Consumer socialisation is a valuable underutilised area in marketing. This paper demonstrates how consumer socialisation is relevant to understanding the problem of social isolation in modern society and its usefulness in sustained integration of older consumers in our society. Drawing on the theory of consumption communities this paper stresses the importance of socialisation within collectives and how this can be harnessed to reduce social isolation. Moreover, functioning communities are engrained in socialisation between members and aspiring members. The interaction in consumption communities' highlight the processes of further understanding consumer socialisation in this context. Thus, the paper adds theoretically to two separate fields of study; consumer socialisation and consumption communities.

Keywords: *consumer socialisation, consumption communities, social isolation*

Online Recommendation Language and Consumer Attitudes

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Abstract:
The aim of this paper is to establish a conceptual and empirical background for research into online recommendation language and consumer attitudes. As the internet grows, online retail firms have sought to invest in AI based recommendations to connect with consumers. Current research has focused on how to better implement these recommendations in order to increase the selection and purchase of the recommended products. This research aims to analyse how long term attitudes and intention to return to the website are affected by the language the recommendation system uses. We specifically focus on the language of the recommendation and find that higher levels of recommendation politeness lead to more positive attitudes towards the website with higher levels of perceived helpfulness as well as lower levels of perceived intrusion. Higher levels of politeness were also linked to a lower likelihood the consumer would avoid the website in the future.

Keywords: online recommendations, attitudes, loyalty

Linking Consumers' Ethical and Religious Orientation with CnSR

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Abstract:
Consumers are increasingly expecting corporations to commit to making provision for socially and environmentally friendly products and services. Research shows that many corporations are already committing to this cause and are directing their efforts towards addressing these emerging needs of consumers. As sustainability of responsible business ventures largely depend on active support of consumers for ethically oriented products/services, a timely question to ask is whether consumers' perceived social responsibility has anything to do with their ethical and religious alignment. To this end, the current study examines the nexus between consumers' religious and ethical orientation and consumer social responsibility (CnSR) which remains unexplored in extant literature. Findings revealed that consumers' ethical and religious orientation are significant predictors of CnSR with varying degrees of impact on the six dimensions of CnSR.

Keywords: ethical orientation, religious orientation, consumer social responsibility

Introduction and Research Aim

Consumer social responsibility (CnSR) has been coined on the premise that as one of the stakeholder groups benefiting directly from corporate social initiatives consumers have some reciprocal responsibilities vis-à-vis CSR (Pigors & Rockenbach, 2016; Quazi, Amran, & Nejati, 2016; Vitell, 2015). As a novel construct, CnSR has the potential to be linked with a variety of consumer issues driving it. Prior research has investigated the antecedents of ethical consumption, responsible consumerism, and consumer ethics (Freestone & McGoldrick, 2008). However, a review of the literature on the possible nexus between religious and ethical orientation and CnSR reveals a gap. This paper aims to address this research lacuna. Specifically, the aim of this study is:
To investigate the influence of religious and ethical orientation on consumer social responsibility.

We address two research questions in line with this aim:
RQ1: Is religious orientation associated with consumer social responsibility?
RQ2: Is ethical orientation associated with consumer social responsibility?

Ethical beliefs and behaviours of consumers have important implications on the marketing system and the broader social and ecological systems (Vitell, 2015). Religion and ethics have been associated with moral and ethical behaviours (Baker, Hunt, & Andrews, 2006; Ebstyne King & Furrow, 2008). Understanding how ethical and religious orientation drive consumer social responsibility expands the insights of marketers and allows a better marketing of green and sustainability-related products to the socially responsible consumer segment. Therefore, an exploration of the association between consumers' religious and ethical orientation with their perceived social responsibility is likely to contribute to advancement of our knowledge in terms of how consumers can integrate their underlying religious and ethical dispositions into their social responsibilities.

Background and Conceptual Model

Consumer social responsibility has been popularly defined as "the individual and collective commitments, actions and decisions that consumers consider as the right things to do in their interactions with producers, marketers and sellers of goods and services" (Quazi et al., 2016, p. 49). Research on CnSR is rare because of its novelty. However, there have been some attempts in the literature to associate consumer social responsibility with a number of other areas. Recent attempts include linking consumer responsibilities with consumer rights (Quazi, Nejati, & Amran, 2017), consumer purchase decisions (Tammelleo & Lombardi, 2014), and corporate social responsibility (Manning, 2013).

This study conjectures that both ethical orientation and religious orientation significantly influence consumer social responsibility. These propositions are grounded in the Hunt-Vitell theory of marketing ethics (Hunt & Vitell, 2006) which postulates that personal variables affect consumers' ethical beliefs. CnSR is about doing the right thing by consumers and is a manifestation of consumers' moral decision-making. Both religion and ethics influence moral attitudes and can therefore have an impact on CnSR.

Methodology

To test the study hypotheses, quantitative data was collected using a sample of 294 Malaysian consumers. In line with Quazi et al. (2016), we operationalized consumer social responsibility as a multi-faceted phenomenon comprising six dimensions, namely responsibility for: 1) social impacts, 2) solidarity, 3) critical appraisal, 4) supporting business growth, 5) environmental impacts, and 6) action. Items for measuring all dimensions of CnSR were adopted from (Quazi et al., 2016).

We defined ethical orientation as the consumer's perceived degree of commitment to ethical principles and coined up the term religious orientation to account for the degree to which consumers perceive themselves to be committed to their religious beliefs. All constructs were measured using a 7-point Likert scale where 1 represented *strongly disagree* and 7 represented *strongly agree*.

Data were analysed using partial least squares structural equation modelling (PLS-SEM), which has gained increasing popularity in modelling structural relations among latent variables (Sharma, Shmueli, Sarstedt, Danks, & Ray, 2018). The choice of PLS-SEM was mainly due to its "causal-predictive" nature (Joreskog & Wold, 1982, p. 270) which offers a balance between explanation and prediction (Shmueli, 2010) and suits the objectives of the current study. Analyses were carried out in the SmartPLS 3 software, and the PLS algorithm setting followed the recommendations of (Hair, Hult, Ringle, & Sarstedt, 2017) (i.e. path weighting with a maximum of 300 iterations, and a stop criterion of 10^{-7}).

Results

All of the measurement constructs met the convergent validity, discriminant validity and reliability requirements. Upon confirming the measurement model, the structural model was tested through bootstrapping procedure with 5000 resamples. Findings confirmed both H1 (partially supported) and H2 (fully supported) at 1 percent level of significance. Specifically, it was found that ethical orientation of consumers has a significant and positive association with all dimensions of consumer social responsibility except solidarity. Moreover, in line with (Chowdhury, 2018), it was found that religious orientation matters for consumer ethics as it was found to positively impact all CnSR dimensions at 1 percent level of significance. Our findings confirm that both ethical and religious orientation of consumers can be tapped into for creating greater awareness and commitment towards consumer social responsibility within the society.

Implications for Theory and Practice

The findings suggest that consumers possessing a higher level of ethical and religious awareness have greater understanding about their social responsibilities. This implies that more ethically and religiously-oriented consumers are more accountable for the consequences of their purchase decisions and behaviour. However, perception toward CnSR might not lead to actual responsible behaviour in all cases as extant literature suggest that there is an intention-behaviour gap for ethically inclined consumers. To minimise this gap, marketers need to take adequate measures to make ethical purchase mechanism easy, enabling consumers to make informed decisions. This action on the part of marketers is supported by research findings that indicate although customers perceive business ethics as an important issue, they face difficulties in obtaining information about ethically oriented products, experience product unavailability and high prices (Uusitalo & Oksanen, 2004).

Building upon these findings, marketers of ethical products/services are required to devise strategies to target ethical and religiously-minded consumers and ensure such products/services are transparently labelled, easily accessible, and reasonably priced. This paper is based on a sample drawn from Malaysia which limits the study findings and its generalisability. Future research can incorporate subjects from a wide range of countries. In addition, researchers can investigate the influence of social factors in shaping consumers' perceived social responsibility in future.

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Consequences of Apparel Retail Brand Experience: Moderating Role of Brand Love

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Abstract:
The current study investigates the effects of retail brand experience on willingness to pay more, word of mouth communication and continuous purchase intention in the retail apparel industry. The present study also attempts to uncover the moderating role of brand love in the proposed model. By applying the survey method, 416 usable responses were collected. The empirical findings indicate that all the relationships between exogenous and endogenous constructs are statistically supported. The study also finds non-linear relationships between word of mouth communication and willingness to pay more, and word of mouth communication and continuous purchase intention. The empirical results concerning brand love unveiled some interesting, yet counterintuitive findings. Surprisingly, the results show that brand love, to some extent, does not moderate the relationship among the variables. In addition, conditional probabilities query analyses are applied to estimate various queries, and the results revealed that among all queries examined in this study, brand experience, brand love, and word of mouth communication contribute the most to explaining continuous purchase intention.

Keywords: brand love, retail brand experience, willingness to pay more, continuous purchase intention

Conceptualization and Empirical Validation of Tourist Xenophilia

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Abstract:

Throughout history, people have often demonstrated an attraction toward foreignness. This phenomenon has been studied through the label of *xenophilia* and can be an important determinant of behavior. It is, however, yet to be investigated in a tourism context. Drawing on seminal research from social and evolutionary psychology, this study, therefore, provides the first examination of tourist xenophilia (TXI) which captures tourists' attraction toward the foreignness of foreign destinations. To do so, the study conceptualizes and operationalizes TXI and examines the construct in a nomological network. The results show that TXI is an important symbolic reason for why people travel as it drives tourists' willingness to visit foreign destinations. The results, moreover, demonstrate that TXI is created through a complex interplay of factors as promotion focus, boredom proneness, and mind-wandering are identified as antecedents. These findings have several implications for academics and tourism managers.

Keywords: tourist xenophilia, foreign country bias, tourist behavior

Abundance: Does it Improve Myopic Consumer Decisions?

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Abstract:

The most established finding in resource scarcity theory is that a scarcity mindset (subjective experience of not having sufficient resources) reduces cognitive ability and decision-making efficiency among consumers. The implicit assumption is that an abundance mindset, in contrast, ameliorates these problems and results in normal cognitive functioning and consumer decision-making. Experimental work reported in this paper tests this implicit assumption and explicitly manipulates abundance mindsets. The results show that, contrary to what is assumed in prior literature, abundance does not improve myopic consumer decisions, such as unwarranted temporal discounting. Implications for theory involve a significant revision of resource theory, implications for practice include a redesign of policy interventions.

Keywords: resource theory, scarcity, temporal discounting, consumer decision-making, money

Scarcity – A Not So Scarce Concept

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Abstract:
Scarcity appeals are a widely popular approach adopted by many different businesses as part of their marketing initiatives to enhance the perceived value of a product. Scarcity appeals can be categorised into demand-related and supply-related scarcity appeal. Despite the distinction between the two scarcity appeal types, many researchers still use supply scarcity appeal to generalise scarcity appeal. In doing so, it highlights a gap in academic knowledge and hence widens the gap between theory and practice. In past studies, many moderating factors have been identified that affect scarcity appeals, but most of which are not psychological factors that could help practitioners to effectively target specific consumer groups using the appropriate scarcity appeal type. Hence, this research aims to investigate the underlying psychological factors that affect the effectiveness of both the demand scarcity appeal and supply scarcity appeal, specifically, Need for Uniqueness and Fear of Missing Out.

Keywords: scarcity; fear of missing out (FOMO); need for uniqueness (NFU)

Living, Leaving and Bleeding Narrative Worlds

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Abstract:
Marketing examples abound that use portals and narrative brands to connect, engage, and transform consumers. Narrative consumption is generally considered to be based on story interpretation, character identification, and imagery of the narrative worlds. Current investigations, however, are caught in "Disneyfied" ideas of happy endings for which narrative consumption leads always to positive outcomes for the consumer, rather than grappling with the complexities of transformation as experienced in consumers' lives. Against this paradigm, this paper examines the narrative worlds of three live action role-playing (LARP) games based on the Game of Thrones, Harry Potter, and Westworld narrative brands. Three years of field data surface a typology of narrative consumption based on story co-creation, character embodiment, and action within the narrative world. Most importantly, the authors document the negative outcomes, or *bleeds,* that leaving intensely-lived narrative worlds causes, and the practices consumers enact to cope with these negative outcomes.

Keywords: consumer culture, narrative worlds, live-action role playing (LARP)

The Effect of Congruity between Gift Types and Receivers' Attachment Styles on Relationships between Givers and Receivers: A Conceptual Paper

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Abstract:
Research reveals that gift-giving behavior satisfies people's need for relatedness with others. To suggest gift givers of what to give, this conceptual paper draws on self-congruity and attachment theories to postulate the effect of three types of gifts (material, experiential, and life experience gifts) on the relationship between givers and receivers. Besides, it considers how culture moderates such effects. A practical tactic that marketers can use to influence the purchase of their brand as a gift is demonstrating that increasing the fit between the gift type and the receiver's attachment style can result in better outcomes.

Keywords: gift giving, cross-culture, attachment style

Introduction and Research Aim

Gift giving is perceived as an exchange process that people seek reciprocity and aim to build long-term mutually satisfying relations (Antón, Camarero, & Gil, 2014). Widespread gaps exist between gift givers' prediction and receivers' actual evaluations, thus impairing receivers' happiness and satisfaction and their relationships (Antón et al., 2014).

Gifts can be categorized into three types: material, experiential, and life experience gifts (Guevarra & Howell, 2015). *Material gifts* (e.g., clothing and jewelry) are tangible objects that receivers can keep in stock, whereas *life experience gifts* (e.g., vacations and music performances) are events that receivers live through (Van Boven & Gilovich, 2003). Items that fall between these two anchors are referred to as *experiential items*, for example, electronic devices and sports equipment (Guevarra & Howell, 2015).

Although prior research has associated well-being improvement with experiential and material goods and has revealed how receivers evaluate different gift types (Ward & Broniarczyk, 2016), little empirical evidence exists as to what type of gifts influences one's relationships with others (Chan & Mogilner, 2017). Besides, researchers have suggested that future research could focus on individual characteristics and cultural differences to study gift-giving behavior (De Hooge, 2017). Drawing on attachment theory (Bowlby, 1969, 1973), which postulates that givers and receivers may be predisposed to exhibit certain gift exchange preferences to exert influence over relationship intimacy in accord with their own attachment style (Collins, 1996), this paper suggests that receivers' attachment styles affect the levels of identity congruence in the gifts they prefer to receive.

Literature Review and Propositions

People with different attachment styles have different perceptions about self and others (Bartholomew & Horowitz, 1991; Bowlby, 1973) or 'working models of attachment,' which refer to "highly accessible cognitive constructs that will be automatically activated in memory in response to attachment-relevant events," (Collins, 1996, p. 812). Bartholomew and Horowitz (1991) developed a four-category typology of adult attachment styles for studying friendship relationships: (i) *securely attached individuals* who feel worthy of love and perceive both self and others positively; (ii) *anxious/ambivalent attached individuals* who feel unworthy of love and view others positively but the self negatively; (iii) *dismissing attachment-style individuals* who feel worthy of love, yet have a negative disposition toward others but a positive view of self; and (iv) *fearfully attached individuals* who feel unworthy of love and evaluate both self and others negatively.

As aforementioned, individuals with a secure attachment style are supposed not to be influenced by the insecurities associated with anxiety and avoidance. Thus, receivers should like to receive gifts that express both the givers' and receivers' identities. In contrast, anxious attachment individuals pay much attention to obtain others' approval and are supposed to eliminate potential threats to the intimacy of the relationship (Mikulincer & Shaver, 2005). They may view that givers play a dominant role in the relationship, making receivers more likely to maintain the relationship by pleasing the givers (Wooten, 2000). Accordingly, individuals with an anxious attachment style are satisfied to receive a gift that reflects givers' identity. Individuals with a dismissing attachment style reject pro-relational and interdependent behaviors and instead prefer to assert their own independence (Mikulincer & Shaver, 2005). Consequently, receivers with a dismissing attachment style are supposed to be unhappy with receiving a gift reflecting the giver's identity because it is not necessary for

them to bring the relationship closer. Finally, individuals with a fearful attachment style have negative views of both self and others and struggle between bringing relationships closer and creating distance in their relationships. Because of the opposing pull of the anxiety and avoidance dimensions, receivers with a fearful attachment style are likely to prefer gifts that reflect neither the giver's nor their own identities. Thus, these propositions are proposed:

Proposition 1: Higher congruity between gift types and gift receivers' attachment styles will result in better relationships between givers and receivers.

Proposition 1a: Gift receivers with a secure attachment style will favor life experience gifts (vs. experiential and material gifts) that express both the givers' and the receivers' identities. Furthermore, life experience gifts that reflect both the givers' and the receivers' identities will foster the relationships between them the most.

Proposition 1b: Gift receivers with an anxious attachment style will favor life experience gifts (vs. experiential and material gifts) that reflect the givers' identity. Furthermore, life experience gifts that reflect the givers' identity will foster the relationships between them the most.

Proposition 1c: Gift receivers with a dismissing attachment style will favor life experience gifts (vs. experiential and material gifts) that reflect the receivers' identity. Furthermore, life experience gifts that reflect the receivers' identity will best maintain relationships between the givers and the receivers.

Proposition 1d: Gift receivers with a fearful attachment style will favor material gifts (vs. experiential and life experience gifts) that reflect neither the givers' nor the receivers' identities. Furthermore, material gifts that reflect neither the givers' nor the receivers' identities will best maintain relationships between the givers and the receivers.

With respect to culture, individualist cultures are characterized by independence of individuals, whereas collectivist cultures emphasize interdependence of individuals and their close others (Hofstede, 1980; Triandis, 1995). Individualist cultures focus on freedom of choice and individuals' needs, while collectivist cultures concern duties, others' needs, and acceptance of one's fate. Individualist cultures also pay more attention to emotions. For individualists, it is important to fulfill a life with many pleasant emotions and few unpleasant emotions, whereas for collectivists, they prioritize the interest of in-group members and give less importance to the fulfillment of personal goals than do individualists (Radhakrishnan & Chan, 1997). People in individualist cultures perceive doing what is pleasant as an essential indicator of a successful life, which is not the case for people in collectivist cultures (De Hooge, 2017). Individualist cultures encourage people to avoid negative states, so people in individualist cultures may focus on the positive more than the negative (Ehrenreich, 2009), whereas people in collectivist cultures may focus on the negative more than the positive (Koopmann-Holm & Matsumoto, 2011). Accordingly, people in individualist cultures desire to avoid negative gifting outcomes more than do people in collectivist cultures because individualist cultures give higher priority to "mastery" values such as achievement and controlling the environment more than do collectivist cultures (Schwartz & Ros, 1995). These lead to Proposition 2:

Proposition 2: Congruity between gift types and attachment styles has a stronger impact on relationships between givers and receivers in individualist cultures than in collectivist cultures.

Conclusion
This study suggests that for some people, giving life experience gifts to them may neither bring them happiness nor foster relationships between givers and receivers. By gaining greater knowledge about what kind of people prefer what type of gifts, this study can be extended to seller–buyer relationships by providing solutions for sellers to strengthen relationships with buyers.

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Gamified Behavioural Nudge into Social Closeness

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Abstract:

We investigated how social closeness between consumers in multi-cultural contexts can be increased. Markets become more multi-cultural, increasing consumers' exposure to different cultures. Tensions can arise based on people's natural tendency to categorise themselves and others into groups. People tend to favour their own group, sometimes resulting in exclusion and discrimination. Using design with intent and gamification, we developed a fun, evidence-based, behavioural economics-informed nudge to social closeness: the Cultural Communalities Memory Game (CCMG). Adopting the Dual Identity Model, we use re-categorisation to address this issue: Through encouraging participants to categorise on a superordinate cultural level (we are humans) while still exposing them to their own cultural level, we expect our game to increase closeness between cultures via inducing a more abstract level of thinking. Preliminary results indicate that the CCMG indeed increases cultural closeness and, importantly, is fun to play.

Keywords: consumer behavioural nudge, social inclusion, dual identity model

Introduction and Research Aim

The goal of marketing is ultimately to induce desired behaviour. One specific way to achieve this, which is gaining traction, is nudging. Nudging is defined as subtly-induced behaviour change that is effective both short- and long-term (Bernedo, Ferraro, & Price, 2014; Marteau, Ogilvie, Roland, Suhrcke, & Kelly, 2011; Thaler & Sunstein, 2008). Typically, nudges work by using people's heuristics (natural psychological tendencies) to influence favourable behaviour. In this research, we investigate how we might design a nudge to decrease intercultural tensions and increase social closeness between consumers. In this quest, we are informed by the Dual Identity Model (DIM; Dovidio, Gaertner, & Validzic, 1998) and the natural tendency of people to categorise others and themselves in groups (Turner, Hogg, Reicher, & Wetherell, 1987). We design a 'memory' game that exposes people to their own culture while being challenged to re-categorise their own and other cultures into one superordinate 'human' group (Tajfel & Turner, 1979; Turner et al., 1987).

The aim of this study is:

To investigate how we can nudge consumers to become socially closer to other cultures.

We address four research questions in line with this aim:

RQ1: Does our nudge (game) increase social closeness?
RQ2: Does our nudge make people categorise on a more abstract level?
RQ3: Do changes in construal level mediate the effects of the nudge on social closeness?
RQ4: Is the game fun to play?

Background and Conceptual Model

With globalisation, consumer's exposure to people with different cultural backgrounds increases. In social situations, people automatically categorise themselves and others into groups (Turner et al., 1987). Those groups differ in their level of abstraction (subordinate, original, or superordinate levels; Mervis & Rosch, 1981), which we refer to as construal level (CL; Trope, Liberman, & Wakslak, 2007). Social categorisation can evoke in-group bias (Tajfel & Turner, 1979), meaning people favour their own group in comparison to outgroups (Spears, 2007). Adapted to a multi-cultural context, this bias can lead to ethnic prejudice and discrimination. According to the DIM, intergroup barriers can be reduced by making the original group (here, the own culture) and a superordinate group (here, the human identity) salient at the same time (Dovidio et al., 1998). Encouraging people to re-categorise on a more inclusive superordinate category, whilst simultaneously keeping their own culture salient, should lead to reduced in-group bias. Drawing on DIM and the natural tendency for categorisation, we design a nudge according to the Design with Intent paradigm (DwI; Lockton, Harrison, & Stanton, 2010) and gamification (Deterding, 2012): the Cultural Communalities Memory Game (CCMG).

The CCMG makes the original and the superordinate cultural category salient simultaneously. The game works mostly like the children's game *Memory*. Cards depicting various images are presented faced down. The players have to find the matching cards by turning them over one at a time and remembering their location. Our online game includes matches of three cards, depicting images from three different cultures that belong together conceptually (e.g., doughnut, mooncake, and baklava as part of the category baked sweets). This way, the players are exposed to their own culture, whilst categorising on a superordinate cultural level simultaneously. To test the effects of our game, we designed a 'control' game with images from just the ingroup culture (e.g., three different doughnuts).

In an experiment, we investigate whether we succeeded in designing a behavioural gamified nudge into social closeness between different cultures. Based on the theories outlined above, we hypothesise that playing the CCMG (vs. the control game) will make people more socially inclusive to other cultures. We believe that this is mediated by CL. We expect people who play the CCMG to adopt a more abstract level of thinking as they are forced to categorise on a superordinate level compared to people who play the control game. Further, we expect our game to be a fun nudge.

Methodology

The experiment was a between-subjects design with the two memory games as independent variable, social closeness and fun as dependent variables, and CL as mediator. A questionnaire was distributed online through Qualtrics. 170 participants ($M_{age} = 41.78$, $SD_{age} = 15.78$, $n = 88$ women) were included in the analyses. Participants played the game twice (plus a practice round) and rated how much fun they had playing the game on a scale from 1 = *not at all* to 7 = *a lot*. Gamification literature suggests that fun increases participant's motivation, hence facilitating behaviour change. Perceived closeness was measured using the measure adopted from Carbon and Leder (2005). Participants estimated distances between cities from the cultures included in the CCMG. Cognitive and cultural distances are linked together (Ghemawat, 2001), thus distance estimations can be used as proxy for social closeness. CL was measured through Kimchi-Palmer figures (testing for a focus on details (concrete) vs. the whole (abstract); Kimchi & Palmer, 1982) and a grouping task adapted from Liberman, Sagristano, and Trope (2002; testing the inclusiveness of built groups: the more abstract, the more inclusive is a group). We tested whether the CCMG (vs. the control game) made people recognise categories on a superordinate level by asking them to label the categories they used to identify the matches in the game.

Results and Discussion
The manipulation check showed that participants used more abstract labels to describe the matches in the CCMG than to label the matches in the control game.

To test whether playing the CCMG increases social closeness to other cultures, we ran a mixed linear model with 10,000 bootstrap samples, random intercepts and random slopes. The estimates show a significant effect for the two games ($t(2423) = -1.363$, $p_{one-tailed} = .0135$, 95% CI [-430.04; -25.01]) and for the random effect distance type ($p_{one-tailed} = .000$, 95% CI [8885852.44; 10957107.06]). Playing the CCMG increased social closeness, resulting in smaller distance estimations in comparison to the control game ($M_{control} = 4324.93$; $M_{CCMG} = 4250.83$), thus validating the DIM.

We ran *t*-tests with 10,000 bootstrap samples to assess the influence of the games on CL. The games did not influence the CL as tested by our measures ($p > .10$). A mediation analysis (Process; Hayes, 2016) also shows that CL did not mediate the effect of CCMG on social closeness ($p > .10$).

The results of a one-sample *t*-test (test value = 5) indicate that the games are indeed fun to play ($t(169) = 3.49$, $p = .001$, 95% CI [0.18; 0.64], $M = 5.41$, $SD = 1.54$), supporting our use of gamification techniques. A two-sample *t*-test indicates that the games are comparable in the amount of fun they evoke ($t(168) = .678$, $p = .498$, 95% CI [-0.31; 0.61], $M_{control} = 5.49$, $M_{CCMG} = 5.33$).

We succeeded in designing a nudge based on the DIM, the DwI, and gamification, that brings cultures closer together. This nudge to social closeness is a fun way to enhance a more effective interaction. Contradicting our hypothesis, that effect is not mediated by changes in CL. This might be due to the exposure to the original level while categorising on the superordinate level. Future research should investigate the underlying mechanism behind the changes in social closeness and the effects of playing the game on different measures for social inclusion.

Implications for Theory and Practice
We could show that nudging can be used to increase social closeness and that designing a nudge based on DwI and gamification can work. This approach might be beneficial in various settings of marketing and consumer psychology. In all situations, in which consumers meet people from different cultural backgrounds, this nudge can help to facilitate the encounter. Reducing cultural barriers between markets helps to achieve greater degrees of subjective closeness, making the interaction easier and more effective (Swift, 1999). Our nudge can help to bring people in a globalised world closer together.

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Nexus Amongst Consumer Social Responsibility, Loyalty and Trust

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Abstract:
This paper addresses a relatively unexplored topic within the domain of social responsibility. In specific terms this research investigates if consumer social responsibility (CnSR) is linked with trust and customer loyalty. Prior research revealed relationships between corporate social responsibility (CSR), trust and customer loyalty. Since the novel CnSR concept is complementary to the CSR concept, there could be some association amongst CnSR, trust and loyalty. A conceptual model is proposed with paths showing the possible connections amongst the above issues followed by three hypotheses. The dataset comprises responses of 200 consumers and are analyzed using structural equation modelling. The results indicate that CnSR has a strong effect on customer loyalty without the mediation of trust, and this effect of CnSR on loyalty is greater than that of the impact of trust on loyalty. These findings have important implications for theory and practice which are highlighted in the paper.

Keywords: consumer social responsibility (CnSR), trust, customer loyalty

Introduction and background

Consumer social responsibility (CnSR) is a relatively new concept which has emerged to fill a vacuum existing in the social responsibility research domain. CnSR is rooted in the argument that consumers are under obligations to assume some mutual responsibilities in exchange for the rights they enjoy as well as the benefits they receive from corporate social responsibility (CSR) programs (Viettel, 2014, Quazi et al ,2016). While recent years have witnessed some scholarly discussions and debate on the general nature and premise of CnSR (Vitell, S. J.,2015), Quazi et al (2016) have made significant contributions to the realm of CnSR by conceptualizing and developing a scale to measure CnSR and validate the scale with empirical data. Review of contemporary literature indicates that consumers aware of their responsibility are variously referred to as socially conscious consumers (Anderson and Cunningham, 1972; Auger et al., 2006; Mayer, 1976), socially responsible consumers (Mohr et al., 2001; Webster, 1975) or ethical consumers (Crane, Matten, & Moon, 2004). The recent advancement of research on CnSR is generating interest among pundits to advance the concept by exploring its possible nexus with other related issues. Research investigating the relationship between CSR and loyalty using trust as a mediating factor (Vlachos et. al, 2007; Patricia and Martínez, 2013) indicated a positive relationship. Since CSR and CnSR are interrelated issues, we argue that CnSR will have a direct or trust mediated impact on consumer loyalty. This research is devoted to exploring the above propositions. The following conceptual model depicts the paths and directions of relationships between the propositions.
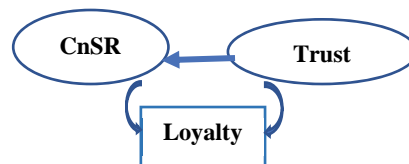
Towards testing the above propositions, the following hypotheses are developed for testing:
H1: Trust has an effect on CnSR; **H2**: CnSR has an effect on loyalty; **H3:** Trust has an effect on loyalty.

Methodology

This study followed a positivist approach of collecting and analyzing data. The six dimensions of CnSR: supporting business growth, critical appraisal, action, social impacts, environmental impacts, and solidarity have been derived from Quazi et. Al (2016). Scales for measuring loyalty is based on the factors of vulnerability developed by McMullan & Gilmore (2005) grounded on the original research by Oliver (1999). Trust is measured by Mayer et al.'s (1995) three elements: capability, benevolence, and integrity. Responses on all scales were recorded on a five-point scale where 1 represented strongly disagree to 5 represented strongly agree. Data were collected using a structured questionnaire. Responses of a random sample of 200 consumers were analyzed using structural equation modelling (SEM).

Results

The results indicate that both CnSR and trust have significant impacts on loyalty. However, the effect of CnSR ($\beta = 0.81$, $p < 0.01$) on customer loyalty is greater than the impact of trust ($\beta = 0.15$, $p < 0.05$) on customer loyalty. Thus, CnSR dimensions have emerged as an important predicter of customer loyalty. Finally, no significant mediating effect of CnSR on loyalty via trust was observed. These results corroborate the existing findings that like CSR CnSR is also a strong predictor of customer Loyalty, however this finding contradicts the existing knowledge that the impact of CSR on loyalty is mediated through trust. The reason for trust not being an important predictor of loyalty is that when it comes to the association between CnSR and loyalty. trust emerges as a less relevant construct. This is because CnSR has direct effect on loyalty where trust plays an insignificant role.

Implications

This research confirms consumer social responsibility (CnSR) as a unique construct in the arena of social responsibility/ethical marketing impacting creation of loyal customers. Marketers should focus on developing distinctive customer segments based on consumers' level of commitment to their social responsibilities. Thus, CnSR consciousness is instrumental in signifying consumers' greater level of loyalty to marketers. These implications have relevance to formulation of firms' social marketing strategy which are highlighted in this paper. This paper apparently supports the extract theoretical underpin that like CSR, CnSR can also impact customer loyalty. The analogy of this argument is rooted in the fact that CnSR as a sub-field of CSR has similar predictive power in determining customer loyalty. In other words, consumer consciousness of their responsibility is instrumental in forming loyalty amongst customers. In a sense this research challenges the established theory that loyalty is created through trust, however, when CnSR is introduced into the equation, a direct nexus between CnSR and loyalty is established creating trust as a relatively insignificant factor. This finding implies that when consumers will be conscious of their responsibility loyalty will be created naturally bypassing trust creation. Thus, this paper makes contribution to knowledge in both theoretical and practical terms as delineated above.

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Haptic Information and Consumer Brand Impressions

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Abstract:

This research is a preliminary investigation of the influence of haptic information on consumer impressions of brands and the role individual differences in the need for touch plays in this relationship. We explore these associations in the context of two primarily material properties: texture and weight. Results from the randomized experiment suggest that texture has a significant effect on creating three brand personality impressions: excitement, sophistication, and ruggedness. Texture is also associated with aesthetic perception in consumer products. Weight is associated with two brand personality impressions: competence and ruggedness, as well as with consumer perception of product quality. Study further reveals that high and low autotelic need for touch (NFT) consumers significantly differ in their haptic perception. Our study extends the understanding of consumer product touch in two ways. First we demonstrate that haptic perception leads to consumer impressions of brands. Second we show the moderating effect of autotelic NFT.

Keywords: sensory touch, haptics, brand personality impressions

The Power of Touch: Some Empirical Evidence

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Abstract:

This research explores the dynamic nature of the sense of touch. Study uses qualitative data through semi-structured interviews conducted with fashion industry professionals in Australia. The study: 1) reveals the role of haptics in eliciting consumer responses; 2) shows the influences of individual and environmental factors on haptic perception 3) suggests that haptic perception is multisensory and; 4) discusses the notion of haptic dominance. The principles of embodied cognition can be used to explain the findings. This study sheds light on the growing body of literature on touch by explaining the influence of sensory touch in shaping consumer judgment and decision making. Further, our study presents an empirically grounded foundation for further theorizing sensory touch. There are practical implications of this empirically developed understanding of sensory touch for product designers and sensory marketers as a means of engaging an individual's heart and mind through various forms of haptic interactions.

Keywords: sensory touch, haptics, consumer behaviour

Impact of Longevity on Elderly Consumer Needs

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Abstract:
The main objective of this preliminary study was to investigate the impact of longevity amongst the elderly on their consumer needs and how business should cater for these specific needs. The study focuses on the perception of senior citizens with regards to businesses' recognition of, and catering for these needs. Five specific needs were investigated viz. clothing, food, cosmetics, entertainment and health needs. A qualitative study was executed with five separate focus groups involving 20 senior respondents in each group. Total N=100 A semi-structured interview guide led the discussions and all responses were tape recorded. Data analysis involved content analysis. Results suggest that there is ample room for business to improve their catering for clothing, food, cosmetic and health needs of elderly consumers. Business should enhance training of salespeople, serving elderly consumers specific needs

Keywords: longevity, senior citizens, consumer needs

Introduction and Research Aim

The main research aim of this investigation was to determine the impact of longevity for businesses in South Africa as consumers live longer due to better healthcare and active lifestyle. The study focuses on the perception of senior citizens with regards to businesses' recognition of, and catering for these needs. Joshi (2016) prioritize needs of the elderly in terms of finance, housing, healthcare, dietary, nursing and social. These needs however, represent broad categories and could not all be included in the limited scope of the present study. Therefore, five specific daily needs were investigated emanating from prior literature viz. clothing, food, cosmetics, entertainment and health needs.

Global businesses would not think of ignoring China's 1.4 billion consumers. Nearly all the *Fortune* 500 companies have a presence there. The mature consumer market is a global market itself, nearly the size of China and it is entirely new, in the sense that people aged 50-plus, have never had so much spending power, staying power and ambition (Kadlec, 2016). According to Joseph Coughlin, director of MIT Agelab, people older than 50 are in control of 70% of the USA's disposable income (Coughlin, 2016). In South Africa, 5,3 million people are older than 55 years and an estimated 40% of this cohort is affluent, living in metropolitan areas (Rousseau &Venter, 2014) Many retired elders pursue an active lifestyle by doing volunteering work at an NGO, starting a small business, mentoring new employees or taking enrichment courses. They remain socially active, want to look and feel great and spend large proportions of their income to get the experience of living a meaningful life as senior-citizens (Carstensen, 2016). In South- Africa, many retired people occupy jobs such as nursing, caretaking at retirement homes, security officers, work supervisors and consultants. The reason for such post-retirement jobs are the increase cost of living, inflation and dissaving amongst many households (Loos,2016).

Background

The term longevity refers to the length of a persons' life. Various factors contribute to an individuals' longevity such as gender, genetics, healthcare, diet, exercise, lifestyle and crime rates. Regarding *clothing needs*, elderly apparel must be in line with items that is both age appropriate, easy to wear and easy to care for (Buck &Buck, 2016). Rousseau et al (2014) mentioned that retailers in South Africa often ignore the needs of the mature market because they target consumers in their teens and early adulthood. Regarding *food needs* seniors are a diverse group who highly value their daily dining experiences because it is important for maintaining proper health. Eating out in restaurants and coffee shops is an important way of spending leisure time. Meneely, Strugnell and Burns (2009) found that older people face a range of positive and negative experiences, when accessing food at retail stores in Ireland.

For *cosmetic purchases* skin health is a prominent priority for elderly consumers in South Africa, due to its dry and harsh climate. Sun-exposure during the summer months is severe. A large component of the cosmetic industry however, focuses on make-up, geared at young and middle age groups whereas the elderly market is often neglected. Regarding *entertainment needs* research shows that TV viewing increase after the age of 55 (Reid, 2016) All forms of electronic and printed media represents a primary gratification for the ageing audience, especially those whom are housebound, as it provides a knowledge link to the outside world. As for *healthcare needs,* access to appropriate medical facilities is a key issue for older persons to remain active within their community. In South-Africa, there are 28 organizations caring for the needs of the elderly, excluding hospitals and clinics (SAOPF, 2016).

Methodology

A qualitative study was executed with five separate focus groups involving 20 senior respondents (60+years) in each group. A non-probability purposive sample, drawn from retirement villages and old age homes in Port Elizabeth, was used in the study. Income levels varied between R10-R20,000

monthly. A semi-structured interview guide led the discussions and all responses were tape recorded. Data analysis involved content analysis, yielding 200 pages of transcripts During the process two independent reviewers, both qualified industrial psychologists, identified themes. for each question asked. Summary tables reflected the main themes emerging from the interviews. Results were structured according to five assumptions deduced from available literature. These assumptions were examined based on responses from the focus group participants (Cooper & Schindler, 2006; Strauss & Corbin 1990)

Results and discussion
Results suggest there is ample room for business to improve their catering for clothing, food, cosmetics and health needs of elderly consumers. A noticeable feature was that there was insufficient assortment for *clothing* and *footwear* items available for seniors. Clothing and footwear-factories also ignored elderly consumers' needs for comfortable apparel. General comments regarding *food needs* suggest that senior citizens should be vigilant regarding their eating and drinking habits. Although most of the comments made by respondents regarding food needs revolved around their preferences and vigilance of unhealthy foods for their age, they did agree that most restaurants catered for their food needs. All the respondents agreed that skin care was a priority for senior citizens as they are more susceptible to dermatology diseases. However, they said *cosmetics* was costly and excluded from medical aid. Everybody agreed that *cosmetics* could be helpful in delaying skin deterioration and preventing skin diseases.

Responses relating to *entertainment needs* of seniors focused primarily on how elderly people should involve themselves in time consuming activities to remain a healthy lifestyle. They particularly appreciated TV and interactive radio programmes Themes relating to hobbies and regular exercise also featured prominently. Regarding *healthcare* almost all the participants in the focus groups mentioned that there was not enough hospitals and clinics in South Africa to fulfil the needs of the elderly. They were however, sympathetic to doctors and medical staff who were perceived to be overworked. Facilities at clinics, which most participants visited regularly, were poor and many patients had to stand in long queues, waiting for treatment. Many participants also mentioned the lack of accommodation for the growing number of older people in old age homes.

Suggestions made by respondents *for businesses* catering for the special needs of senior citizens included accommodating the ageing health conditions of elderly customers such as the fact that they cannot stand for long periods of time and therefore needed special exit points to avoid long queues. More chairs/benches should be available for disabled waiting customers. Banks and insurance companies should provide special rates and discounts for pensioners with limited income. Security at OTM's and parking lots should be upgraded to prevent elderly customers from being targeted by criminals. Wider shopping aisles and hand rails, grab handles and anti-slippery floors to avoid falling, would also be appreciated in public spaces and rest rooms.

Implications for Theory and Practice
The results clearly demonstrate that elderly consumers are observant and attentive customers and patients. The fact that people in future will live longer due to improved healthcare and lifestyle emphasize the need for further research on the longevity paradigm and its impact on business geared at serving elderly consumer needs. Business should enhance the training of , salespeople by focusing on elderly customers special needs and preferences.

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The Role of Signaling in Scarcity Appeals

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Abstract:
Consumers may use brands to signal others (other-signaling), as well as to one self (self-signaling). Marketers often engage demand (e.g., product is popular) versus supply (e.g., product is exclusive) scarcity appeals in advertisements. Results from an experiment showed that people preferred a brand in terms of their "attitude" and "purchase intention" when demand (supply) scarcity appeal was matched with self versus others (others versus self) signaling. Results of PROCESS showed that the joint impact of scarcity framing and signaling motive on brand attitude and purchase intention for the focal brand is mediated through value perception. The findings of the current work discover an important mechanism (signaling) which guides consumer decision while considering product appeals engaging different types of scarcity framing. The role of signaling as a moderator to the influence of scarcity appeal on consumer decision has not been explored before.

Keywords: scarcity appeal, signaling, branding

An Application of the MOA Framework to Encourage Female Participation in Sports[2]

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Abstract:
This study demonstrates the effectiveness of a program, based on the Motivation Opportunity and Ability (MOA) framework, which aimed to encourage female participation in sports. Implemented in Bali, Indonesia over a two-month period, the study utilized a three time-point longitudinal design with 178 female students completing all three surveys. Results indicate that overall the program successfully encouraged female students to increase their participation in sports. Further, results indicate the first two factors of the framework (motivation and opportunity) were responsible for delivering the change of behaviour. The study demonstrates how to effectively encourage female students to participate in sports through the MOA framework. Specifically the implementation and effectiveness of various strategies implemented in the field was evident, including introducing AFL as a novel form of sports, inter-school tournament, awarding of trophies and small prizes, providing sporting equipment and free bus transportation to external facilities.

Keywords: theory, consumer behavior, campaign

Introduction

Participation in physical activity and sport typically declines with age (Brady, 2004; Pate et al., 2007), and this decline is exaggerated during adolescence (Lubans et al., 2007; Scheerder et al., 2005). Further, adolescent girls are less involved in physical activity compared to their male counterparts (Sanchez et al., 2007), and have a higher withdrawal rate from club sport (Vilhjalmsson and Kristjansdottir, 2003). For girls in developing country settings, participation in sport presents a strong departure from traditional norms and expectations about girls' roles in society and therefore presents a significant barrier (Brady, 2005). Additionally, in certain developing countries there is a severe shortage of trained Physical Education (PE) teachers and non-existent facilities for sport (Marshall and Hardman, 2000). Casey et al. (2009) found that girls were positively influenced when sports were perceived as fun, when friends were involved and when their families and teachers through role modelling and positive feedback supported them. This study aimed to demonstrate the effectiveness of a program based on the MOA framework, implemented in Bali, Indonesia over a two-month period, aiming to encourage female participation in sports.

Conceptual Model

The theoretical base for this study draws upon the MOA framework, which distinguishes between three factors that contribute to behavior, namely: motivation, opportunity, and ability (Rothschild, 1999). Motivation refers to "the internal drivers to perform a behaviour" (Parkinson et al., 2016, p. 415), which includes both the processes involved in setting goals and a desire to achieve them (Bagozzi and Dholakia, 1999). Opportunity refers to the extent to which the consumer can behave without any external restrictions such as time, money, or environmental limits (Binney et al., 2003; MacInnis et al., 1991). Ability refers to consumers' skill or proficiency to engage in certain behaviour (Parkinson et al., 2016; Rothschild, 1999). Ability includes self-efficacy (Huang and Petrick, 2016), knowledge and competence (MacInnis et al., 1991), and other internal skill sets (Pieters, 1998). Three factors work interactively to impact behaviors (Parkinson et al., 2016; Siemsen et al., 2008). Binney et al. (2003) argued that the measurement of existing studies using the MOA framework tend to be static, although the MOA framework is "essentially a dynamic model of potential behavior" (p. 400). The authors call for more research on confirming the sensitivity of MOA factors by modifying the factors over time and applying this framework to new activities. Similarly, Parkinson et al. (2016) also indicate the necessity of "measuring levels of consumer motivation, opportunity and ability periodically throughout intervention implementation and to relate those measurements to the actual behavior change" (p. 423). This study responds to such call by utilizing a three time-point longitudinal design in the context of encouraging female participation in a new sport activity, Australian Football (AFL).

Method

The program was implemented among five high schools in Bali, Indonesia over an 8-week period. The main components of the program that aligned to the MOA framework can be found in Table 1. A total of 438 participants enrolled in the program. Participants were asked to complete three identical surveys before (Week 0), during (Week 4), and at the end of the program (Week 8). Questions covered all constructs from the MOA framework, length and frequency of playing sports, and demographics including age and gender. The MOA scales were adapted from Binney et al. (2003) and Huang and Petrick (2016). A total of 368 participants completed all three surveys, 178 (48.4%) being females. The mean age is 15.58 (sd=1.44). Data analysis was conducted using confirmatory factor analysis (CFA) and latent growth model (LGM) in SPSS Amos. Three CFAs on the MOA scales were conducted at each time-point to assess validity and the models fit. See Table 2 for more details. Multiple-indicator LGM was used to minimize the measurement errors (McArdle and Epstein, 1987; Peterson et al., 2011). Three LGMs were then run on each of the three constructs from the MOA framework to estimate the total time of sport participation (See Figure 1 for an example). Multi-group analysis were also run to compare differences between males and females to investigate the

effectiveness of the program on females. Measurement invariance was confirmed prior to any model comparisons.

Results

Descriptive statistics can be found in Table 3. LGM models reached acceptable fit indexes (See Table 4). Overall the program successfully encouraged Balinese female students to participate in sports (mean slope=23.159, s.e.=11.273, p=0.032), comparing to insignificant increase among males (p=0.412). Motivation and opportunity factors have been significantly increased over the three time points across the entire sample (p_m=0.031; p_o=0.000) as well as both gender groups. Ability variable only shows significant increase among females (p=0.000) but not males (p=0.124). Results testing whether changes of the MOA variables will lead to the change of behaviors indicate that the latent slopes of motivation and opportunity variables are significantly related to the latent slope of the length of sport participation among the entire sample (Motivation: beta=0.995, p=0.004; Opportunity: beta=0.594, p=0.000) as well as both gender groups. However the latent slope of ability shows no association with the latent slope of behaviors. A detailed table reporting all statistics can be found in Table 5.

Discussion, Conclusion, and Implications

This study aims to evaluate the effectiveness of a program based on the MOA framework to encourage Balinese female students' participation in sports using a three time-point longitudinal design. In response to the call for more dynamic testing of the MOA framework, this paper found that latent growth analysis can explain how changes in one variable can lead to changes in the other. The results indicate the first two factors of the framework (motivation and opportunity) are capable of delivering the change of behavior. Practically, this paper provides empirical evidence on how to effectively encourage female students to participate in sports. Various program strategies were implemented in the field, such as introducing AFL as a novel form of sports, inter-school tournament, trophies and small prizes, providing sporting equipment and free bus transportation to external facilities and the effectiveness was evident. It is noteworthy the differences between males and females can also assist future program design tailored to either gender. For example, females require more motivation and ability (such as knowledge of sports, etc.) whereas males need more opportunity (such as facility etc.) in order to increase their participation in sports. The major limitation of this study is lack of a control group and mixed strategies with males and females. The practicality of the implemented program required inclusion of male students. Future research should consider developing targeted strategies to better suit females and include a control group to strengthen the research design.

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Marketplace Mythmaking: The Role of Experience

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Abstract:
The role of experience in marketplace mythmaking is explored. This is important to understand because we see a societal shift toward access-based consumption, whereby consumers increasingly prefer to consume experiences not products. This locates experience, and the making and re-making of associated myths, firmly in the realm of commercial marketing. Commercially-mediated meanings have taken a point of departure from the affective and cognitive realms, rather than the experiential, despite scholars of myth contending that "there is a strong tendency for the different experiential elements to blend and fuse in a nonlogical way". To understand these phenomena, we draw on two distinct ethnographies: adventure racing and yachting, both of which have become more commercial in recent decades. For participants, we find their bodies can be foregrounded to inspire the making and re-making of myth meanings, a process of co-creation and co-curation that is undertaken in conjunction with racing and yachting organizations.

Keywords: experience, mythmaking, body

Introduction and Research Goals

The aim of this study is to explore the role of experience in marketplace mythmaking. The study sits at the intersection of experiential consumption and marketplace mythmaking, with an eye on the commercial significance of these phenomena.

Myths are stories of emotion, cognition and experience that help human beings come to terms with their universe (Cassirer 1955). Marketplace mythmaking has captivated the interest of marketers for decades and can be conceptualized as the way these emotions, cognitions and experiences are played out within consumption activities through 'meaningful stories' that resolve tensions in the lives of consumers (Arsel and Thompson 2011). Despite significant advances in the marketplace mythmaking literature (Zhao and Belk 2008; Thompson and Tian 2008; Holt 2004), researchers have tended to downplay the role of experience. Typically, commercially-mediated meanings have taken a point of departure from the affective and cognitive realms, rather than the experiential, despite scholars of myth contending that "in the mythopoeic mode of consciousness there is a strong tendency for the different experiential elements to blend and fuse in a nonlogical way" (Wheelwright 1965: 159).

The role of experience in mythmaking is important to understand because we are seeing a shift toward access-based consumption, whereby consumers increasingly prefer to consume experiences not products and are more willing to pay for these experiences than in the past (Bardhi and Eckhardt 2012). Renewed commercial and scholarly interest in the experiential is important as content co-creation and co-curation are strong facilitators of experiential storytelling and have begun to generate nuanced insights into brand experiences (Miralbell, Alzua-Sorzabalb and Gerrikagoitiab 2014). This locates experience, and the making and re- making of associated myths, firmly in the realm of commercial marketing.

To understand these phenomena, we draw on two distinct ethnographies: land-based adventure racing and off-shore around-the-world yachting. Both racing and yachting have become more commercial in recent decades, reflecting the willingness of participants to pay for experiences and of organizations to charge participant 'customers' and vendors. Both can be described as hyper-embodied contexts, where experiences are highly sensory – seen, smelt, felt, tasted and heard – thereby offering an understanding of the body's role in mythmaking and re-making, a nuanced process of co-creation and co-curation that is undertaken in conjunction with adventure racing and yachting organizations.

Research Question

In line with these goals, our research question is: what role does experience play in marketplace mythmaking and how is this co-created and co-curated by participant consumers and organizations?

Conceptual Background

Early scholars of myth emphasized the emotive (Langer 1942), imaginative (Chase 1949), mindful (Cassirer 1923) and experiential (Wheelwright 1965) qualities of myth. According to Cassirer (1923), there is no unification of objects in myth but only a unity of function expressed as an experience. However, subsequent marketing scholars tended to focus their research away from the experiential aspect of myth. One explanation for why marketing research has focused on affective and cognitive aspects of myth can be attributed to the function myths play as a collectively shared resource to help individuals understand their social worlds.

Consumption experiences such as shopping in Nike Town (Peñaloza 1998), driving a Mini Cooper (Schau, Muñiz and Arnould 2009) and riding a Harley Davidson (Schouten and

McAlexander 1995) show how brands facilitate meaningful and transformative experiences (Muniz and Schau 2005). Whilst marketing scholarship on mythmaking has shown how consumers might derive value from the brand experience, prior research has placed little emphasis on the co-created brand experience. By contrast, this study highlights how experience serves an important role in co-creation by consumers, organizations and stakeholders of marketplace myths.

Embodiment is the experience of life mediated through the body, specifically the body's interaction with the physical world (Joy and Sherry 2003). An increasing number of marketing studies argue that consumer experience is largely constituted by the embodied dimension (Canniford and Shankar 2013). Despite evidence of getting close to the processes of embodied mythmaking in Schouten and McAlexander (1995) and Belk and Costa (1998), consumer researchers have avoided discussing the embodied dimension of marketplace myths to focus on the way consumers use myths to lessen their identity burdens (Muniz and Schau 2005).

Hyper-embodiment facilitates a heightened level of experience between consumers, organizations and stakeholders that are both utopian and dystopian in nature. In these environments, tears shed, adrenaline flushes and muscles are disorientated to create an extreme and memorable embodied story. By examining hyper-embodied situations, we are brought closer to a more comprehensive understanding of the role of experience in contemporary mythmaking. Although marketing studies investigate curatorial orientations (Minkiewicz, Bridson and Evans, 2016), explicit empirical investigation on the use of the experiencing body as a canvas for co-curating marketplace myths remains rare. Co-curation involves actively gathering together experiences, artifacts, exhibits and information (Boon 2011) and is important in marketplace mythmaking of experiences as its central concern is the use of a human filter to put meaning back into the world of content abundance (Rosenbaum 2011).

Methodology, Contexts and Data Collection

Two ethnographic studies were carried out in adventure racing and off-shore yachting communities. Adventure racing comprises a half-marathon Tough Mudder mud-run with 25 military-style obstacles to complete in half a day. The race carries the myth of embodied performance, toughness and teamwork. Yachting provides unique hyper-embodied encounters including: seasickness, hypothermia, and electrical storms. Data were collected in both contexts over a 5-year period in the UK, Australia and the US, and included: (1) participant observation, (2) field notes, (3) visual materials, (4) 75 in-depth interviews, and (5) netnography.

Results, Discussion and Contributions

We outline consumer and managerial implications, as well as substantive and conceptual contributions. Firstly, consumer insights highlight how enhanced story-telling is co-curated in the marketplace by participant consumers and organizations allowing experiences to be felt more powerfully, more painfully and more permanently. Commercial implications are drawn from the dimensions of experience and embodiment to illustrate the ways in which marketers can foreground participants' bodies to inspire the making and re-making of myth meanings. Secondly, a Participant Profile Typology offers a substantive contribution for organizations wishing to use embodied and experiential profiling to innovate and sustain consumers experiences. Finally, our conceptual contribution reflects how experience is identified as an influential concept of marketplace mythmaking which works to reproduce and reinforce marketplace myths, providing sources of value to both participants and organizations.

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Fitness Instructors: A Competitive Branding Element

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Abstract:
The fitness industry is a lucrative and growing sector in terms of the contribution towards the GDP of Malaysia. This research uncovers the potential aspects that drives the competitive advantage of fitness centers in Malaysia via fitness instructors using a mixed method analysis approach. Bandura's self-efficacy theory was adopted along with the Model of Motivation Process as a back-bone of fitness instructors' motivation and performance, and this was corroborated with quantitative findings to further prove the effectiveness of fitness instructors' self-efficacy level ultimately induces a positive perception of fitness members towards the fitness center and the fitness industry as a whole. The result of this study discovered insights on the strategic role of fitness instructors as a powerful branding element as they significantly impact overall experience of members via quality engagements and interactions.

Keywords: fitness instructor, branding, consumer behaviour

Introduction and Research Aim

Due to the rising awareness of Malaysians towards the importance of maintaining a healthy lifestyle, there has been a growing demand in the fitness industry. According to Statista, revenue in the "Fitness" segment in Malaysia amounts to US$27m in 2017 and also the fitness revenue in Malaysia is expected to show an annual growth rate of 16.6 % resulting in a market volume of US$50m in 2021. This indicates the rising demand of fitness centers and fitness personnel that are able to provide quality services to meet the expectations of members.

There are a myriad of fitness needs and goals that are not catered effectively to satisfy the needs of fitness center's members (Robinson, 2006). A mismatch between the needs of customers and the offered fitness service is resulted by ineffective marketing campaigns (Teik, 2015). Customer's needs can be derived from various needs that is ever-changing in this technological era. Moreover, little standardisation is provided in order to measure the service quality effectively (Dagger & Sweeny, 2006). Issues such as the inability to capture customer loyalty and satisfaction often causes detrimental effects that lead to revenue lost in fitness centers. Thus, resulting in poor productivity of the industry and general well-being of the society. Secondly, a wide array of problems is faced in the industry such as unqualified instructors, mismatch between the member's needs and the fitness programs and lack of service content that dampens the fitness center's productivity, which ultimately leads to loss of morale and decrease in service quality (Chiu, Lee & Lin, 2010). A critical issue facing fitness center manager is how they can create a workplace environment that can stimulate the level of motivation of their instructors (eg. Holpp 1987; Milite 1991). In short, it is quite certain that a motivated instructor is a necessary pre-condition for providing customer satisfaction and managing fitness instructor's motivation is essential to successfully develop them. Consequently, it is essential for health clubs and fitness centers to maintain their fitness instructor's job satisfaction and also motivation level so that clubs and centers can ensure they are providing the best possible service for their customers.

The aim of this study:
To investigate motivational beliefs for performance of fitness instructors and the implications of customers' perception towards the competency of fitness instructors.

Research questions:
1. What factors are important to the motivation of good performance to an individual fitness instructor?
2. To what extent does the fitness instructor's good performance influences members' overall satisfaction?

Conceptual Model

Theories play an important role in management research. As management scholars, we utilize insights from many different theories as we engage in research to better understand many different aspects of management. Integration occurs when the basic elements of two or more theories are combined in such a way that novel insights are produced. The key element is that the combination produces something novel and allows scholars to answer, or to better answer, one or more important research questions with no discordance between the theories being adapted and integrated (Mayer & Sparrowe, 2013).

One way to integrate theories involves taking two perspectives that speak to the same phenomena but from different vantage points. In this approach, sharing a common dependent variable is necessary to operationalize the integration of the two theories. In this case, the dependent variable is members' overall satisfaction. The two theories don't need to be completely overlapping in the domains to which they apply, but they need to overlap to the extent that they both predict something specific in a given context (Mayer & Sparrowe, 2013). The proposed conceptual framework for this research is the

linkage between Bandura's self-efficacy theory and the Model of Motivation Process (Durgee et al, 1996) to fit together in a theoretical framework that explains the needs and engagement towards overall satisfaction of fitness members. These two theoretical frameworks are targeted towards the perceived instructor's motivation and the customer's satisfaction. By integrating theories, a more in depth and accurate understanding will be derived from the perspectives of both the fitness instructor and their members. The intersection of the two theories occurs at the point where self-efficacy of instructor leading to members' satisfaction.

Method and Analysis

A convergent mixed methods design was implemented where both quantitative and qualitative data are collected simultaneously, analysed independently, and finally merged together to form a more comprehensive understanding towards the two perspectives. from both fitness instructors and members who attend their classes. In this research, the perspectives of both fitness instructors and members are taken into consideration to derive a more comprehensive understanding of overall members' satisfaction especially those who attend their classes. This was done to ensure that the research does not suffer from a single source data and that the perspectives would provide a sense of corroboration (Venkatesh, et al, 2013). Fitness instructors' motivational beliefs is intricately linked towards members' need for quality interaction as explained on the importance of integrating both theories of self-efficacy and customer expectation theory into the conceptual framework. Besides that, a complementary perspective and understanding will be derived to further develop the overall service quality of fitness centers. Lastly, a more in-depth understanding of the fundamental implications that affects both parties can help fitness center managers to develop better marketing and human resource management strategies to improve the service quality of the fitness industry.

Six fitness instructors are interviewed for the qualitative study to obtain insights on intrinsic motivational factors that drives their performance. Qualitative methods place primary emphasis on saturation, which means obtaining a comprehensive understanding by continuing to sample until no new substantive information is acquired (Miles & Huberman, 1994). Next, 134 samples were collected from few different Malaysian fitness centers and questions focused mainly the perspective of fitness center members' satisfaction guided by the Model of Motivation Process. Data collection was controlled as well as possible to ensure a good representation of fitness center members using the Scale of Service Quality in Recreational Sports (Ko & Pastore, 2007). There were prerequisite questions where respondents are to be attending fitness center classes in order to continue with the survey. The data was also cleaned to exclude partially answered responses. Hence, out of the 200 questionnaires that are distributed, only 134 are deemed valid.

Results, Discussion and Contributions

The qualitative study found that fitness instructors are motivated intrinsically from the factors derived from Bandura's self-efficacy theory. Furthermore, multiple linear regression and mediation model analysis reveals positive direct effects of the quality needs on overall members' satisfaction, whilst mediating effects of interaction quality needs are present for indirect relationships that significantly influences overall members' satisfaction. The results from the mixed method analysis has shown that fitness instructors who are highly motivated, also garnered the highest satisfaction from members, highlighting the importance of quality interaction and communication between members and instructors. With the increased intensity of competition in the fitness industry, the role of fitness instructors is ever more important as they contribute to effective fitness programs leading to member satisfaction and retention. This study serves to help the management of the fitness centres' to develop human resource and marketing initiatives recognizing that fitness instructors form an intangible branding element that is needed to connect on a personal and holistic level to the members through their class engagements and allow the industry to transform by linking more intricate touch points in services capturing customer satisfaction.

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Pride and Message Framing Effects on Volunteering

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Abstract:
This research examines the role of self- and vicarious-pride in eliciting divergent mindsets and behaviours toward volunteering. We propose that the congruent matching of self-pride (vicarious-pride) emotions with promotion (prevention) focus-framed messages increases the effectiveness of promoting volunteering. The positive 'match-up' effects arise because self-pride elicits a competitive mindset, whereas vicarious-pride elicits a collaborative mindset toward volunteering. We test our predictions across three experimental studies using behavioural measures in different non-profit organizational settings. The findings contribute to research on the role of pride in prosocial consumer behaviour by providing empirical evidence that self-pride and vicarious-pride lead to different mindsets and behavioural outcomes.

Keywords: pride, message framing, mindset, volunteering

Suppression Effects within the Material Values Scale

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Abstract:
This research examines the direct and indirect effects of the three facets of materialism on satisfaction with life. Over two studies, we find evidence that valuing material items in the pursuit of happiness suppresses the positive effects of valuing possessions as central to life and in constructing identity and defining success. This has implications for using the Material Values Scale as a composite unidimensional construct, as is often the case, and for efforts aimed at reducing the negative impact of materialism on society, where different dimensions should be approached differently, or even oppositely, to enhance life satisfaction.

Keywords: materialism, suppression, life satisfaction

Introduction and Research Aim

The predominant measure of materialism amongst consumer researchers is the Material Values Scale (MVS) (Richins and Dawson 1992; Richins 2004), with three underlying value-based factors: acquisition centrality, possession defined success and acquisition as the pursuit of happiness. The meta-analytic evidence suggests a negative correlation between materialism and wellbeing exists (Dittmar et al. 2014) when examined at the uni-dimensional level. However, when delineated, newer evidence suggests the three dimensions may have opposing effects.

The aim of the two consecutive studies are:
To investigate the potential opposing effects of MVS dimensions with the aim of determining the direct and indirect effects each of the three dimensions of materialism have on satisfaction with life.

We address two research questions in line with this aim:

RQ1: What is the relationship between individual MVS dimensions and life satisfaction?
RQ2: Does acquisition as the pursuit of happiness suppress the other two MVS dimensions?

Background

While materialism is conceptualized as being multi-faceted, and the dimensional structure is generally evident in the data, researchers often treat it as a single construct when examining its antecedents and consequences (e.g. Shrum et al. 2011, Norris and Larsen 2011). Breaking this established pattern, Segev, Shoham and Gavish (2015) recently examined the antecedents and consequences of materialism's three facets. Despite meta-analytic evidence of a universal negative correlation between materialism and wellbeing the only facet they found to have a negative correlation with life satisfaction was acquisition as a pursuit of happiness. While no significant relationship was present between possession defined success and life satisfaction, the researchers found acquisition centrality to be positively correlated with satisfaction with life.

Methodology: Study 1

A convenience sample of 205 UAE residents was obtained in the Fall of 2016. Consistent with Segev et al.'s study, the 9-item version of the MVS and the Satisfaction with Life Scale (SWLS) were administered using five-points (Richins 2004; Diener et al.1985). All MVS scale items loaded neatly onto the expected factors except for a reversed item (α_{cent} = 0.384, Factor loading = 0.231). The remaining two-items were used to measure acquisition centrality with a much-improved reliability (α_{cent} = .718), and the overall measurement model demonstrated excellent fit (CFA: χ^2 = 12.698, df = 17, p = .747, TLI = 1.017, CFI = 1.000, IFI = 1.01, RMSEA = .000).

Results and Discussion: Study 1

First a simple linear regression was calculated looking at the effect of the composite materialism construct on life satisfaction, then subsequently a similar multiple linear regression focused on the three factors separately. The initial composite materialism regression was significant (F(1, 202) = 14.739, p = .000) with an R^2 of 0.068, and overall materialism was found to have a significant negative effect on life satisfaction as expected (β = -0.261, p = .351). A multiple regression based on the three factors was found to be significant (F(3, 201) = 8.278, p = .000) with an R^2 of 0.110. The only factor significantly affecting life satisfaction was acquisition as the pursuit of happiness (β = -.354, p = .000) with a strong negative effect. Non-significant results were found for possession defined success (β = -.025, p = .753) and acquisition centrality (β = 0.075, p = .351). The significant negative effect confirms Segev et al.'s (2015) finding but, unlike their study, we did not find a positive relationship between acquisition centrality and life satisfaction.

These results indicate that the negative effect of life satisfaction is being driven primarily by a single factor, the belief that more possessions will generate happiness. An alternative explanation for their interrelationship is a causal relationship. In theory, the more you believe that success

means owning material possessions, or if you feel possessions are central to your life, this would increase the likelihood that you would "feel that life would be better…" with more possessions. Subsequently, if you believe that you need more possessions to be happy, you are likely to be less satisfied with your life, because you are unlikely to have the abundance of resources required to satisfy all your materialistic desires. Thus, in study 2, we propose that a mediation model exists where acquisition as a pursuit of happiness acts as a suppressor variable between acquisition centrality and possession defined success, and life satisfaction.

Methodology: Study 2
Data collection was executed by the Dubai Statistics Centre in the summer of 2017. The sample comprised of 2,064 adult Dubai residents from 105 nationalities. The survey was both online (42%) and via computer-aided telephone interviewing (58%). It was also offered in both Arabic (45% began) and English (55% began) with the option to switch between languages at any time. Similar to Study 1, the MVS and SWLS scales were used to measure the constructs under investigation, however in Study 2 we used 7-points. Once the reversed item was dropped again, the final measures for both scales were deemed to have sufficient validity demonstrating good model fit (CFA$_{MVS}$: χ^2 = 37.396, df = 15, p = 0.05, TLI = .994, CFI = .997, IFI = .997, RMSEA = .027) (CFA$_{SWLS}$: χ^2 = 17.463, df = 4, p = 0.040, TLI = .995, CFI = .998, IFI = .998, RMSEA = .040). Two path models were then tested, one with the mediator and one without, to examine the initial relationship between possession defined success and the centrality factors on life satisfaction and then the mediating effect of acquisition as a pursuit of happiness on these two relationships.

Results and Discussion: Study 2
Analysis of the direct effects model (R^2=0.104) revealed that those who value material possessions either as markers of success or as central to their lives are more satisfied with their lives (β_{succ} = 0.239, p = .000 and β_{cent} = 0.121, p = .000). Thus we did not find a full suppression effect. Nevertheless, when examining the results from the mediation model (R^2=0.153) we find that the direct positive effects of both success and centrality factors are larger once the pull of possession-related happiness is taken account of, suggesting but not confirming a partial suppression effect. To further test this, we examined the indirect effects of both factors and their bootstrapped significance estimates and indeed found significant and negative indirect effects for both success (ab_{succ} = -.067, p = .001) and centrality (ab_{cent} = -.100, p = .001) factors. Specifically, differences in direction of the main and indirect effect suggests a suppression rather than traditional mediation effect.

Implications for Theory and Practice
These findings suggest the inclusion of the materialism happiness factor within the MVS and the propensity of materialism researchers to parcel the three factors into one higher order construct may be inhibiting the positive effects of materialism from being found, at least in the case of life satisfaction. The implications of the suppression effect are important for all those interested in minimizing materialism's negative effect on life satisfaction. Trying to eliminate materialism altogether is a tough ask, particularly within cities such as Dubai where material values are ingrained within the fabric of society. Rather, a better alternative may be to emphasize the value of the material possessions that are central to life and the role they play in helping individuals construct and maintain self-identity and demonstrate their success, while dampening the feeling that they need more material possessions to feel happy. That is, attempts could be made to retain the value of material possessions as tools to project a desired self-image, or as markers of distinction, and minimize the belief that acquiring possessions will bring happiness.

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Consumer Incivility: A Control Restoration Mechanism

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Abstract:
Consumers showcasing uncivil behavior towards frontline employees is a routine sight. The service failure is assumed to be the reason behind this bad behavior. In this paper, we argue that consumers engage into uncivil behavior when they lack control. Control deprived consumers perceive more service failures and they react to such failures with incivility. Our initial experiment indicates an initial support to our argument that the control deprived consumers are more likely to engage into uncivil behavior. We plan to build on this initial support and to further explore the impact of power distance belief and presence of others on this relationship. We hope that this research would address issues important for researchers as well as managers.

Keywords: incivility, control deprived consumers, hierarchy

Helpfulness of Online Reviews: Role of Affect

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Abstract:

Online reviews are becoming central to the customer's decision making process. Marketing scholarship has been long interested to understand *why* some reviews are perceived more helpful than others. Extant literature has explored some factors that influence online review helpfulness. This paper explores the role of positive affect and negative affect in online review helpfulness. Based on 3,473 reviews collected from www.amazon.in, we explore the role of positive affect and negative affect, and their relative influence on online review helpfulness. Linguistic Inquiry and Word Count (LIWC) software was used to assess the affective element in each review. STATA was used for further statistical analysis. Results indicate that positive affect and negative affect are both significantly associated to online review helpfulness. Further, the role of positive affect and negative affect is found to be moderated by the product type. The paper provides significant contributions to our understanding of online review helpfulness.

Keywords: positive affect, negative affect, online reviews helpfulness

Is Beauty in the Heart of the Beholder? How Aesthetic Products Elicit Shoppers' Commitment to Purchase

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Abstract:

Prior literature posits that aesthetic judgment is the sole outcome of the affective processing of an aesthetic product. In this study, we broaden our understanding of how aesthetic products induce purchase responses at the point of sale. Indeed, our results support the notion that not only affective, but also cognitive processing is conducted to assess aesthetic products. We show that highly aesthetic products are seen as contributors to attaining goals, which translates attachment into a strong desire to undergo sacrifices to acquire the product. Specifically, we show that shoppers associate the product's aesthetic features with attaining materialistic and social-status goals, which moderates the effect of the emotional attachment experienced by shoppers on their purchase commitment. This current research calls for a reconsideration of the way that both retailers and manufacturers use segmentation, positioning and communication strategies when launching aesthetic products.

Keywords: aesthetic products, personal goals, emotional attachment

Introduction and Research Aim

Shoppers engage in intense affective processing when evaluating aesthetic products (Tyan-Yu, Chueh-Yung and Cian-Yu, 2017), but the precise implications of the emotions elicited by aesthetic products remain largely unknown. Furthermore, extant research has focused on the emotions elicited by aesthetic products, while the role of cognitive processing has been overlooked. In this study, we aim to determine whether shoppers' purchase responses to aesthetic products are driven by emotional or cognitive processing. We show that the positive emotions elicited while shoppers process an aesthetic product translate into an emotional attachment to it. In turn, emotional attachment induces the desire to prolong the initial connection felt with the aesthetic product through purchase commitment (i.e., willingness to sacrifice other purchases in order to acquire the aesthetic product). Importantly, we find that emotions are not the sole driver of shoppers' responses, as the effect of emotional attachment is moderated by cognitive evaluations of the aesthetic product's contribution to attaining personal goals.

Theoretical Background

Aesthetic products refer to pleasingly designed products, which can provide users with sensory pleasure in the form of positively-valenced emotions (Hoyer and Stokburger-Sauer, 2012). Herein, we expect that these emotions will lead up to feelings of connectedness and affection in the form of emotional attachment (Fraley and Shaver, 2000). Further, we expect that the emotional attachment will induce the desire to prolong the initial connection felt with the aesthetic product and shoppers will experience higher purchase commitment.

Moreover, aesthetic products appeal to the goals of materialistic shoppers, such as reward value (Kawabata and Zeki, 2004), upbeat emotions (Nadal et al., 2008), symbolic value (Creusen and Schoormans, 2005) and happiness (Reimann et al., 2010). However, no studies have examined how materialistic shoppers respond to aesthetic products (Shrum et al., 2013). We propose that the perceived contribution of the aesthetic product to attaining materialistic goals will moderate the effect of emotional attachment on purchase commitment. The rationale for this expectation is that processing aesthetic products elicits feelings of happiness, self-reward and symbolic value (Bloch et al., 2003); hence, materialistic shoppers will seek to secure these outcomes through the acquisition of the aesthetic product in the belief that it will make them happier. In contrast, non-materialistic shoppers will tend to disregard this idea.

Finally, conspicuous shoppers see public consumption of products as a means for gaining social status (Chaudhuri and Majumdar, 2006). They purchase conspicuous products because they expect to be seen more favourably in the greater society (Podoshen and Andrzejewski, 2012). Relevantly, aesthetic products accrue several of the essential features that shoppers use to discern conspicuous products from ordinary products, namely price, quality, rarity, aesthetics, specialty and symbolism (Heine and Phan, 2011). Thus, the highly conspicuous features of aesthetic products (Venkatesh et al., 2010) may comprise associations about one's position in society. We expect that acquisition of an aesthetic product will be highly attractive to conspicuous shoppers, who will convert their emotional attachment to the product into a higher purchase commitment compared to less conspicuous individuals.

Methodology

A field survey targeted automobile buyers who were conducting drive tests at seven different showrooms in the Asia-Pacific region. Data collection was conducted during four weeks and a total of 309 potential car buyers agreed to participate in the study (156 females (50.5%); mean age: 36). Participants were approached at different times of the day from Monday to Saturday and were asked to complete a survey concerning the model they drive-tested. The measures of product aesthetics comprised multi-sensory evaluations (1=Not attractive at all; 7=Very attractive) of the car's exterior visual design, comfort, sounds, scents and touch; which were adapted from Burns et al., (2000) and

Byun (2001). For the rest of the measures, participants were asked to express their level of agreement (1 = Strongly disagree; 7 = Strongly agree) with a series of statements. The measures of emotional attachment were adapted from Thomson et al., (2005); purchase commitment measures (i.e., the individuals' determination to postpone other purchases to acquire the product) were adapted from Jalilvand et al., (2011). The measures of perceived contribution to social status goals and materialistic goals were adapted from Podoshen et al., (2011) and Richins and Dawson (1992) respectively.

Results and Discussion

We utilized Model 16 (n=5,000 bootstrap resamples, CI=95%) of Preacher and Hayes' SPSS macro (2014) to test our moderated mediation model. The conditional analysis of the direct and indirect effects confirmed the conditional indirect pathway from product aesthetics to purchase commitment via emotional attachment, with the confidence intervals excluding zero at the different values of the moderators (β(low materialistic)=.24, CI=.13 to .35; β(medium materialistic)=.32, CI=.19 to .46; β(high materialistic)=.42, CI=.13 to .65; β(low status)=.24, CI=.17 to .32; β(medium status)=.28, CI=.18 to .38; β(high status)=.58, CI=.26 to .78). As in the case of purchase intention, these results show that the impact of emotional attachment on purchase commitment is enhanced when individuals perceive a higher contribution to attaining materialistic and social-status goals. The direct pathway from product aesthetics to purchase commitment was not significant (β=.07, CI=-.05 to .18), suggesting full mediation. Based on our findings, it is reasonable to argue that shoppers experienced a stimulus-based, emotional connection while assessing aesthetic products, which are moderated by the shoppers' cognitive assessment of the product's contribution to attaining personal goals.

Theoretical and Managerial Implications

From a theoretical viewpoint, we advance a novel explanation for when and how attachment to an aesthetic product translates into purchase responses. Our results support the notion that not only affective, but also cognitive processing is conducted to assess aesthetic products. We show that highly aesthetic products are seen as contributors to attaining goals, which translates attachment into a strong desire to secure a connection and to undergo sacrifices to acquire the product. Moreover, we showed that materialistic and conspicuous shoppers conduct both affective and cognitive processing. This is an important novel contribution because the overarching assumption of prior literature is that both aesthetic judgment and behavioural responses are the sole outcome of the affective processing of the aesthetic product. From a managerial perspective, our findings advance key practical implications, as retailers who encourage shoppers to undertake sensory evaluations at the point of sale can gain a competitive advantage when shoppers translate their affective responses into more positive evaluations of the product. Because both materialistic and conspicuous shoppers are particularly attracted to aesthetic products, retailers will benefit from developing creative opportunities for them to undertake sensory evaluations during the pre-purchase stage. Moreover, our results show that the benefits of encouraging sensory evaluations can be enhanced if retailers demonstrate shoppers how to attain goals through the acquisition of the aesthetic product.

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Disentangling Deservingness and Entitlement in Consumer Psychology

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Abstract:

This research argues against the ambiguity of our current use of the term entitlement as consumer researchers. Deservingness, psychological entitlement, and social entitlement currently lack clarity and get used interchangeably in the literature (e.g., Campbell et al., 2004; Feather, 2003; Lerner, 1987; Major, 1994). How we conceptualize and measure these constructs at a trait level impacts our understanding of how these individual differences influence consumer decision-making. This research uses existing measures of entitlement and a series of experimental designs to demonstrate empirically through discriminant analysis that consumers do perceive deservingness, psychological entitlement, and social entitlement to be distinct constructs. Experimental results further demonstrate that consumers agree that the underlying attitudinal differences associated with psychological entitlement and deservingness have significant differing impacts on many facets of consumer behaviour, including financial decisions around spending and debt. Such results are important for social marketers interested in improving consumers' financial literacy and decision-making.

Keywords: entitlement, deservingness, individual differences

Invoking Social Comparison and Vanity in Advertising

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Abstract:

Vanity appeals and social comparison in advertising can be an effective means of driving purchase behaviour, particularly for luxury fashion products. Consequently, this research investigates how vanity and social comparison impact consumers' purchase intentions for luxury fashion products by exploring the relationship between these constructs while accounting for the impact of self-consciousness. An online experimental design was adopted for the research and structural equation modelling using partial least squares analysis was employed to determine the significance of the relationships and interaction effects. The results show that vanity appeals impact the way in which products are evaluated and that upward social comparison negatively impacts self-esteem. Product evaluations arising from vanity appeals were found to correspond to favourable purchase intensions. However, the same was not found for self-esteem. Moreover, self-presentational behaviour was identified as only occurring for consumers high in public self-consciousness.

Keywords: vanity, social comparison, self-consciousness

How Social Class Shapes Green Consumption

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Abstract:
This research examines the effects of social class on green consumption from a social cognitive perspective. Across four studies, we show that middle-class consumers have greater propensity for green consumption than those at either end of the social class hierarchy. Importantly, we show two distinct forces shaping this curvilinear (inverted U-shaped) effect. Specifically, we find the positive mediation effect of social acceptance at the low levels of the class hierarchy (from the bottom to the middle range), and the negative mediation effect of essentialism at the high levels of social class hierarchy (from the middle range to the top). Furthermore, the curvilinear effect is stronger among consumers having low (vs. high) belief in a just world. These findings make significant contributions to the literature on social class and sustainable consumption, and have important practical implications.

Keywords: social class, belief in a just world, green consumption

Synchrony Experience and Product Evaluation

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Abstract:
Synchrony, the temporal alignment of movements, pervades many aspects of human life. Existing research predicts that the positive effect of synchrony is confined to participants in the synchronous performance. The current research examines whether the positive effect of synchrony experience extends beyond co-performers to include products that are involved in synchronous performance. Drawing from theories on embodied cognition, we propose that individuals' physical experience of synchrony will lead to more positive evaluation of products that are directly involved in the synchrony experience and that a cognitive state of harmony mediates the positive effect of synchrony experience on product evaluation. Four experiments test the main effect and mediating mechanism of synchrony experience. The findings indicate that an individual's physical experience of synchrony triggers a cognitive state of harmony leading to a more positive evaluation of a product that is directly involved in the synchrony experience.

Keywords: synchrony experience; a cognitive state of harmony; product evaluation

Introduction and Research Aim

Synchronous experience pervades many aspects of our daily life (Davis, 1982). Past research has investigated the consequences of interpersonal synchrony. Researchers have reported that interpersonal synchrony promotes an array of affiliative and prosocial outcomes toward synchronous partners, including affiliation (Hove & Risen, 2009), rapport (Miles et al., 2009), trust toward partners (Launey et al., 2013), and partner likability (Launey et al., 2014). Studies have also found that interpersonal synchrony enhances the memory of a partner's appearance, words, and other characteristics (Hadley, Tidhar, & Woolhouse, 2012). However, existing research predicts that increases in prosociality will be confined to synchronous performers. It is unknown whether the general positive effect of synchrony could be extended beyond synchronous co-performers and generalized to other inanimate objects that are directly involved in synchrony. For instance, when a drummer plays a drum synchronously with an external tempo, will the drummer like the drum better? Scenarios such as these are common in our daily life and have useful marketing implications; however, no research to date has examined whether synchrony experience influences people's evaluation of inanimate objects that are directly involved in synchrony.

In addition, most existing research has investigated the effect of participating in synchrony, whereas little research to date has examined the effect of observing synchrony. Observing synchrony events is as common as participating in synchrony. For instance, if a consumer watches a fashion show in which the models' strides perfectly match the music tempo, will he/she form a more favorable impression of the fashion collection than if he/she had viewed an asynchronous performance? It is important to understand whether the experience of observing synchrony has a similar effect as participating in synchrony on the focal person's judgment of the object(s) involved in the synchronous performance.

The aim of this study is:
To examine whether the positive effect of synchrony experience extends beyond co-performers to include products that are involved in synchronous performance.

We address two research questions in line with this aim:
RQ1: What impact do synchrony experience, including participating in interpersonal synchrony, synchronizing with an external inanimate reference, and observing synchrony on inanimate objects (such as products) directly involved in the synchronous experience?
RQ2: What's the mediating mechanism that accounts for the positive effect of synchrony experience on inanimate object evaluations?

Theoretical Background and Conceptual Model

According to sensory marketing and embodied cognition theories, our cognitive representations and processes are deeply grounded in their physical context, and many abstract psychological concepts are metaphorically grounded in concrete physical experience (Niedenthal et al., 2005). By virtue of those associations between physical experiences and metaphorically related abstract concepts, we propose that the physical experience of synchrony activates a cognitive concept of harmony. Specifically, when person A dances synchronously with person B, this flexibility of sensorimotor couplings leads to tight perception-action linkages, which could be translated into closely-related abstract concept of a cognitive concept of harmony. Therefore, we predict that exposure to physical synchrony experience activates the concept of harmony, which lead to a spillover positive effect on product evaluation (Figure 1).

Figure 1. Conceptual Framework
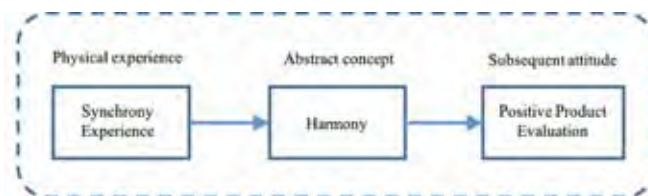
Summarizing the theorizing above, we hypothesize the following:

H1. An individual's exposure to a synchrony experience (including participating in and observing a synchrony event) will lead to a more positive evaluation of an inanimate object that is closely related to the synchronous experience.

H2. A cognitive state of harmony mediates the positive effect of synchrony experience on the inanimate objects involved in the synchronous experience.

Methodology

We report on four studies that test the main effects of participating in and observing synchrony on an inanimate object directly involved in the synchronous performance. Each of our studies was conducted at a university in the south-eastern region of the country. We manipulate synchrony experience through an individual participating in an interpersonal synchrony exercise in study 1 and study 3; an individual participating in a synchrony exercise with an external inanimate referent in study 2; and an individual observing synchrony events in study 4. The goal of using different synchrony manipulations is to examine whether our hypotheses hold in the three different modes of synchrony experience. Specifically, study 1 tests the main effect of synchrony experience (participating in an interpersonal synchrony event) on an inanimate object directly involved in synchronous performance. Study 2 replicates the main effect in the synchronous experience in which an individual synchronizes with an external inanimate referent, thus ruling out the alternative explanation of the influence of human relationships. Study 3 tests the mediating mechanism of harmony in interpersonal synchrony experience. Study 4 replicates the main effect of synchrony and mediating effect of harmony when subjects experience synchrony through observing rather than participating in synchronous events.

Results, Discussion and Contributions

Empirically, we found that the physical experience of synchrony activates a cognitive state of harmony, which leads to a more favorable evaluation of inanimate objects involved in the synchrony experience.

This research makes three important contributions. First, this research extends the current literature on synchrony. It is the first to investigate both conditions of experiencing synchrony and confirms that both participating in and observing synchrony lead to positive product evaluation. Second, this research provides a valuable addition to the existing embodied cognition literature. It is the first to investigate synchrony experience as a multisensory integration process from the perspective of embodied cognition and proved the connection among bodily synchrony experiences, the cognitive state of harmony, and positive product evaluation. Third, the observed positive effect of synchrony experience on those inanimate objects involved in the synchronous performance has broad applications in marketing, branding, and advertising.

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Opinion Leadership in Product Review Forums

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Abstract:

This paper advocates a new theoretical framework for reconceptualizing opinion leadership in the dynamic, collaborative information ecosystem available to consumers in the digital age. Unlike previous research (which focuses on *influential consumers*), we argue that *influential opinions* are the foundation of opinion leadership theory and that they are—as epitomized in today's ubiquitous product review forums—typically crowdsourced. These insights point to a co-creative model of opinion formation in online review forums. Drawing on the knowledge co-creation literature, we propose that online forums are not mere aggregators of *static* consumer opinions, but rather *dynamic* platforms in which consumers learn from and build on prior reviews while attuning their opinions to the evolving interpersonal and cultural elements. We further propose that online forums may be effectively designed to facilitate the *collaborative co-creation of influential consumer opinions*.

Keywords: loyalty program, culture, reward pursuit, consumer motivation

Branding Love: Lovelocks as a Romantic Sacrifice Ritual

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Abstract:
Using the case of lovelocks this paper explores the relationship between myth, ritual and practice to understand why people engage in behaviours that may cause destruction. The paper studies sacrifice rituals as a consumer practice, and investigates the relationship between sacrifice rituals and romantic myths by discussing the myth-making process around lovelocks, the idea of romantic myth, the nature of love sacrifice, and components of sacrifice rituals. To investigate how romantic sacrifices are framed in mythic discourses media reports in English language about lovelocks spanning 40 years were collected and analysed during. We found that sacrifice rituals are framed in romantic myths that are of varied and uncertain origin and yet paradoxically act as mythomoteur allowing the action, the place and the narrative to tell a story perceived as authentic.

Keywords: myth, sacrifice, ritual

Introduction and Research Aim

Lovelocks are padlocks that are affixed to bridges as a romantic ritual that symbolises the commitment and constancy of the relationship engaging in the ritual. The meaning of lovelocks has changed over time, from a style of men's haircut, a famous sports team, a non-profit organization and even sex tools. However, this paper focuses on the romantic lovelock practice requiring people, mainly couples, to engrave their names on padlocks, lock them to a bridge, and then throw the key into the river. Lovelocks as a romantic practice quickly gained global popularity since emerging in the early 2000s (Houlbrook 2017). The extensive practice of lovelocks has resulted in increased threats to the safety and architectural heritage of places; as a result, municipal authorities in many cities around the world have removed the locks. However, people still continually engage in the lovelocks ritual, though they are aware of the destruction caused by their behaviours.

Why is such a phenomenon persisting? We first discuss the case of lovelocks as a consumer myth, as myth is very powerful in worldmaking by shaping collective beliefs and values in a social group and manipulating consumers' perception and behaviours in the marketplace (Arnould & Thompson, 2005). We explore the lovelocks myth from three aspects; (1) stories, (2) meanings of stories, and (3) storytellers. In particular, we look at the ambiguity in lovelocks' myth-making, and compare it to previous studies of consumer myths such as Titanic (Brown, McDonagh & Shultz, 2013) and oil spills (Humphrey & Thompson, 2014). Furthermore, while much has been written about sacrifice, limited work has been done in the field of consumer sacrifice as expressed in love rituals. Based on the literature from perspectives of religions (Sheehan 2009), economics (Zeithaml 1988) and relationships (Impett, Gable & Peplau 2005), we define sacrifice and extend the current understanding on sacrifice rituals as consumer practice. Finally, this study provides suggestions for marketers, especially government and industry stakeholders, to address issues around lovelocks by either encouraging or discouraging lovelocks practice.

The aim of this study is:
To uncover the relationship between myth, ritual and practice with particular attention to how are sacrifice rituals are related to romantic myths.

Three research questions are addressed in line with this aim:
RQ1: How did the lovelocks romantic myth emerge?
RQ2: How the myth of romance resulted in lovelocks ritual?
RQ3: What is a romantic sacrifice ritual?

Methodology

This research applies a qualitative methodological approach due to the exploratory nature of the central research question. The lack of existing theory on explaining the relationship between sacrifice rituals and romantic myths requires a descriptive perspective to explore the interaction among myth, ritual and practice. Therefore, we applied principles of grounded theory to secondary data, composed of media reports spanning 40 years (1978-2018). Media reports were considered an ideal source of information as media are vital storytellers in myth-making. Using Factiva data was collected using the search terms "lovelocks" and "love locks", a final sample of 1924 articles, validated through theoretical sampling, were analysed. NVivo12 was used to analyse the data following the grounded theory approach of open-coding, category building and the development of theoretical themes. The coding process was facilitated through constant systematic comparison. Finally, four themes of "ambiguous history / origin story", "emplacing the myth in space/place story", "scripting the ritual of the object story" and "the sacrificial ritual story" emerged.

Results and/or Discussion and Contributions

Results and discussion of this study are closely related to these four themes. Firstly, similar to ambiguities found in work on Titanic (Brown, McDonagh & Shultz, 2013), this research identifies

ambiguities in lovelocks myth-making from confusion and contradiction in three versions of its origin story; Chinese Legend, Serbian Tale and Unknown Origin. The confusion means the information of each story is incomplete, and pieces of information are scattered in separate articles. The contradiction refers to different storylines and origins in lovelocks stories.

Secondly, it is found the consistency in the cumulation story of lovelocks, which distinguishes this study from the Titanic myth that treated cumulation as a spectrum of ambiguities (Brown, McDonagh & Shultz, 2013). Consistency in the Lovelocks myth is firstly recognized in the meaning of lovelocks narratives that love is universal, and eternal love is desired by people. The consistency can also be observed in the lovelocks ritual practice with a formulaic implementation process including buying, engraving, locking, throwing keys away and leaving locks behind. The combination of lovelocks practice (mythomoteur) with the meaning of love has converted the myth of romance into its ritual (worldmaking).

Thirdly, lovelocks rituals are considered as romantic sacrifice rituals. Inspired by the discussion of rituals' components (Rook, 1985), it identities four components of lovelocks rituals with (1) identity change, from "you" and "I" to "we", (2) artefacts of locks, (3) a script of the implementation process, and (4) space, the bridges where locks are affixed. The space grounds lovelock rituals as sacrifice rituals because people forgo their individual identity and locks to gain eternal love. The sacrifice acts as mythomoteur to the idea of sacrifice and romance as relevant in the worldmaking of sacrificial rituals of love: sacrificing personal interests to benefit their partner or to maintain the relationship is thought to be romantic (Righetti et al., 2015). Thus, lovelock rituals are romantic sacrifice rituals and an integral part of their role as mythomoteur.

Finally, the universality of love has bridged the gap between ambiguous origins and consistent practice. As the idea of love are widely accepted by the public and reinforced in its capacity of worldmaking, it enables people to believe in the romantic myth of lovelocks. The desire for eternal love motivates people to practice sacrifice rituals. In sacrifice rituals, people forgo their individual identities and locks to obtain the eternal love in social connection. Consistent storytelling links the universality of love with sacrifice rituals through the accumulation of narratives on the idea of love and lovelocks ritual practice, therefore perpetuating lovelocks myths and ritual practice.

Implications for Theory and Practice
This research makes contributions to theory by (1) viewing sacrifice rituals as consumer practice through its role as mythomoteur; (2) ascribing consistency to our current knowledge on myth-making; and (3) proposing the consistent storytelling of myth narratives as an integral part of worldmaking process.

There are two areas of managerial implications that contribute to practice: (1) marketers can encourage lovelocks practice by adding brands associations with love and romance, or (2) discourage or sustain lovelocks practice by working on alternative structures that would match attributes in terms of "permanence" and "public display" in mythic stories.

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Type of Comparative Feedback and Prosocial Behavior

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Abstract:
The present study examines the association between two types of comparative feedback (countable vs. uncountable feedback) and prosocial behavior. The authors tested the proposed relationships through utilizing five lab experiments. Results were consistent with the hypothesized conceptual scheme, the countable feedback can increase their prosocial behavior after making downward comparison (Study1a, 2-4); However, when people make upward comparison, the countable feedback can decrease their prosocial behavior (Study1b, 2-4). The mediating effect of the perceived discrepancy is stronger for people with low self-esteem in both directions of comparison (Study 4). On the basis of the findings, the authors conclude that the connection between the type of comparative feedback and prosocial is more complicated than was previously believed—thereby yielding a pattern of moderated mediation. Furthermore, we also rule out the emotion that might be alternative explanation.

Keywords: social comparison, evaluability, prosocial behavior

Introduction and Research Aim

We are faced every day with feedback about our performances, abilities, appearance, attributes, outcomes, or emotional states (Gerber et al. 2018). Some feedback might be said in verbal terms—the result of Raven's Standard Progressive Matrices Test is Intelligence. On the other hand, much feedback is only numerical information—the result of Raven's Standard Progressive Matrices Test is 125. Both types of feedback appear as part of a rich social milieu not only play a role in self-evaluation but also have the significant effect on intrapersonal consequences (Corcoran et al. 2011). However, do those feedback influence social behavior? More specifically, when making a social comparison, do the two types of feedback influence on prosocial behavior?

Past researches have focused more on the impact of social comparison on individuals' self-consequential behavior rather than social behavior (Corcoran et al. 2011), e.g., self-evaluation (Mussweiler & Strack 2000), emotion state (Aspinwall & Taylor 1993), behavior (Mussweiler & Strack 2000). However, there are a few exceptions (Schlosser & Levy 2016). The few exceptions have yet to reach a consensus on the relationship between social comparison and prosocial behavior. It is crucial for theoretical reasons.

The aim of this study is:
To investigate the effect of two types of comparative feedback on prosocial behavior.

We address two research questions in line with this aim:
RQ1: What impact do the two types of comparative feedback (countable vs. uncountable) have on prosocial behavior?
RQ2: What impact does self-esteem have on prosocial behavior?

Conceptual Model

In order to answer the research questions, a conceptual model is proposed based on the social comparison that can be defined as the "process of thinking about information about one or more other people in relation to the self", A downward(upward) comparison is defined as a comparison of oneself with a benchmark "whose attributes, outcomes, or emotional states are worse(better) than one's own, and evaluability that is defined as "the extent to which a person has relevant reference information to gauge the desirability of target values and map them onto evaluation" (Hsee & Zhang 2010).

One of the aims of this study is to consider how does the type of comparative feedback affect prosocial behavior? We show that countable feedback, defined as the feedback of social comparison can be quantified in numerical magnitude terms, and uncountable feedback is defined as the feedback of social comparison can be described in verbal magnitude terms (magnitude term refers to describing the location of self-evaluation in terms of highness or lowness) have powerful effect on prosocial behavior (Ma & Roese 2014). This research will investigate the mediating effect of perceived discrepancy (reflects the extent to which oneself is better than benchmark) in the type of comparative feedback– prosocial behavior linkage. This study will also consider how does self-esteem impact the underly mechanism (Mikulincer & Shaver 2015).

Method and Analysis

Data collection was conducted via five lab experiments. 683 undergraduates were recruited in exchange for small money in China.

Preliminary analysis for this research was conducted. We run descriptive statistics to obtain mean scores and compare these using t-tests, binary logistic regression analysis and ANOVA across groups: downward comparison-countable feedback, downward comparison-uncountable feedback, upward comparison-countable feedback, upward comparison-uncountable feedback and control group. We also test the mechanism and moderating effect by conducting bootstrap analyses (Model

4, 14, Hayes & Andrew 2013)

Results, Discussion, and Contributions

Preliminary analysis indicates the countable feedback can increase their prosocial behavior after making downward comparison; However, when people make upward comparison, the countable feedback can decrease their prosocial behavior. The mediating effect of the perceived discrepancy is stronger for people with low self-esteem in both directions of comparison. Self- esteem function as a boundary condition on the mediating effect of perceived discrepancy in the type of comparative feedback– prosocial behavior linkage.

This work makes several contributions. First, Klein (2003) found that people show higher prosocial behavior when making downward social comparison, compared to those making upward social comparisons. While Yip and Kelly (2013) showed that individuals are less likely to give after making the social comparison. Schlosser and Levy (2016) found that individuals are more willing to give than are those making upward comparisons when the context highlights altruistic reasons (to benefit others). Those researches have yet to reach a consensus on the relationship between social comparison and prosocial behavior. According to this inconsistency, it is crucial for theoretical reasons. We demonstrate that the effect of social comparison on prosocial behavior is dependent on the type of comparative feedback.

Second, past research has focused mainly on the comparative feedback is average or individual (Klein 2003), the psychological closeness between the self and the standard (Lockwood & Kunda 1997), whether the standard belongs to the in-group or an outgroup (Mussweiler & Bodenhausen 2002), the extremity of the standard (Mussweiler et al. 2004). However, we find that the type of comparative feedback (countable feedback vs. uncountable feedback) can also have the powerful effect on prosocial behavior.

Third, past research found that individuals with high self-esteem are more likely to give than individuals low in self-esteem (Mikulincer & Shaver 2015). However, we contribute to this research by showing that people with low self-esteem (vs. people with high self-esteem) are more likely to help after receiving positive discrepancy between oneself and others; People with low self-esteem (vs. people with high self-esteem) are less likely to help after receiving negative discrepancy between oneself and others.

Fourth, we also rule out the alternative explanation that emotion is the mechanism underlying the main effect. When the individual makes social comparison, the feedback leads to emotional changes, and emotion could influence prosocial behavior(Klein,2003).

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CUSTOMER ENGAGEMENT

Customer Engagement Research and Seminal Articles

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Abstract:
As a new research stream develops, seminal articles emerge. The seminal articles are usually identified by citations counts, but the question arises why the articles are cited. More broadly what role do seminal papers play in the development of a research stream? Are the seminal articles cited because they play a key part as structural building blocks in developing the research stream? Does the citation occur as part of a literature review? Alternatively, is the citation merely a perfunctory mention, when authors cite an article without really using it? In this paper, we examine these questions by exploring the nature of the citations of two seminal customer engagement articles. To achieve this, we go beyond examining the citation counts and examine the citation process itself. How do the seminal articles and subsequent articles contribute to the establishing and developing of the research stream?

In 2011 and 2013, two seminal articles on customer engagement were published which initiated a research stream that is having a substantial scholarly impact. Our study of the nature of scholarly impact by examining the nature of the citations. We distinguish between 5 types of citation types:
- Direct Application and Indirect Application citations,
- Direct Review and Indirect Review citations,
- Perfunctory mentions that have no relation to the article.

We then analyse of a selected sample of papers that cited the original article and have subsequently also been highly cited to assess the contribution the original article made and the factors leading to further citations.

Keywords: customer engagement, seminal articles, research streams

Business-to-Business Engagement: A Case Study

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Abstract:
Research on engagement has been marked by a host of studies, most of them being focused on customer engagement, customer as end-user. There is an identified need to also explore and understand engagement "as supplier, manufacturer, retailer, and … actor-engagement" (Chandler & Lusch, 2015: 4). Our research scrutinizes how business-to-business engagement manifests itself in the pharmaceutical industry. Service-Dominant logic and Institutional theory are used to inform the research which is based on an in-depth case study of a large multinational pharmaceutical company. This research contributes to both theory and practice development. Empirical research on engagement in the B2B area is missing; there is a real need to understand its immediate outcomes for participating organizations as well as the macro effects of engagement on the institutional fields in which they occur.

Keywords: business-to-business engagement, case study

Introduction and Research Aim

The complexity of post-modern marketing is growing. This is due to the fact that the media landscape, which now incorporates both traditional channels and digital-social media channels, is becoming increasingly fragmented (Jakić, Wagner & Meyer, 2017). Traditional, one-sided advertising loses its effectiveness as each brand becomes the center of its own, dynamically connected, ecosystem (Meyer et al. 2015, S. 74–75) in which customers and other stakeholders seek to be engaged as active co-creators (Jakić et al., 2017, p. 3-4; Hennig-Thurau et al., 2010, S. 311; Hanna et al., 2011, S. 265; Leeflang et al., 2014, S. 6). This engagement can be promoted by content marketing, which we define as "creating or curating and publishing informational, educational, or entertaining non-product-content, that focuses on the topic around a company's solution, to contact points with customers for the purpose of getting their attention and triggering their interest about a company" (c.f. Patrutiu Baltes, 2015, p. 112). An effective content marketing strategy requires high quality content (Gagnon, 2014; Schuinanii et al., 2014). Attributes such as relevance, uniqueness, value, emotions, information and reliability play important roles in attracting customers' attention and raising their interest (Pažėraitė and Repovienė, 2016, p. 106). While companies progressively care about the production and provision of suitable content (Creamer, 2012), these are expensive and need to be fast and ongoing. Artificial intelligence, which was traditionally limited to automatable tasks, can increasingly produce original, creative content and provide a remedy to content marketers by automatically generating content at the required rate and quality. However, while some companies reveal their use of artificially generated content (including that generated by real- time, interactive chatbots) and may moreover add artificial names and personalities (not unlike mascots), others are more cautious about stating the non-human origin of their branded content.

The aim of this study is:

To investigate the potential of artificial intelligence for (ethical) content marketing to engage consumers and strengthen brands.

We address the following research question in line with this aim:

RQ: Do consumers judge branded content, and the associated brand, differently depending on the author's degree of humanness and if so, how?

Background and/or Conceptual Model

"Anthropomorphism" can be defined as the "attribution of human characteristics or behaviour to a god, animal, or object" (Oxford University Press, 2018; Guthrie, 2008). Research on person-object relations reveals that people assign selective human properties to a range of consumer goods (Gilmore, 1919). Because it is believed to have a positive influence on consumer behavior, anthropomorphism is applied in the field of marketing (Guthrie, 1995). However, according to Mori et al. (2012), humanized entities can sometimes also trigger negative affinity in cases where an object appears too human-like. Intelligence is typically ascribed to humans. Therefore, artificial intelligence, which refers to "machines with capabilities that mimic cognitive functions associated with the human mind – most notably learning and problem solving (Muhammad, 2018)", implies some degree of anthropomorphism. We want to understand more about the relation between the degree of human-likeness of an AI and consumers' judgement of its creative abilities and expect a detectable difference.

Methodology

First, we review practice-related articles and conduct expert interviews to capture the technically feasible extent to which artificial intelligence can support content marketers and run a first between-subjects-design pilot-test of the effects of three different frames (human,

humanized artificial and non-humanized-artificial) on the perceived quality of an artificially generated poem (Marczyk et al., 2005). For our human frame, we provide participants with a picture, name and short biography of a made-up human author. Our humanized-artificial frame consists of a picture of an android with facial expressions, a human name and a humanized narrative using vocabulary that would traditionally be used for describing humans (e.g. he *resides* at the lab *helping* researchers conduct different experiments). The final, non- humanized-artificial frame, consists of a picture of a server and cables with a cryptic non-human name and a sterile description (e.g. the computer is located at the lab where scientists are conducting different experiments). Each of our 25 participants is confronted with the identical poem and with one of the author-frames and is asked to evaluate the poem's novelty, originality, usefulness, uniqueness, aesthetic and authenticity. We then collect qualitative data on our participants' underlying reasoning. Next, we conduct a between-subjects-design experiment in which we present identical, artificially generated branded content (articles, conversations, memes) with four different frames. The frames depict the content's author either as human, humanized-artificial, nonhumanized-artificial or anonymous. To ensure the quality of our stimuli, we evaluate our artificially generated branded content in a qualitative study consisting of four focus groups. We then build an online questionnaire to launch our experiment on a large scale to measure the effects of our frames on participants' judgement of the branded content, the associated brand, and how participants feel they would interact with the brand in the future.

Results and/or Discussion and Contributions

Our review revealed that artificial intelligence has the capacity of being empathetic, emotional and creative (Huang & Rust, 2018, p. 164-165; IBM, 2018). It can therefore be used to automatically conduct research, curate and create content, micro-target, interact with and learn from stakeholders, customize newsfeeds, predict fields of interest and industry changes, track outcomes and self-update content at real time (Muhammad, 2018; Sima, 2017; Whitaker, 2018). While AI applications for content marketers are still costly, they will reduce production costs in the future (Pophal, 2017). The results from our preliminary experiment demonstrate that content that is presented as human-generated is generally regarded as more novel, original, useful, unique, aesthetic and authentic than that presented as generated by humanized-artificial authors. Likewise, content presented as produced by humanized-artificial authors is evaluated better than content that is presented as generated by nonhumanized-artificial authors. In explaining their evaluation, participants most notably refer to the alleged emotional world of the creator. They believe this to be irrelevant for artificial authors which can be exemplified with the following quotes by participants: *"I believe this is exactly what the author felt at the moment"* (human frame) versus *"I don't know if machines can be creative in that sense – I didn't find it touching"* (humanized-artificial frame) and *"because it was created by a robot, it doesn't have any kind of authenticity for me"* (nonhumanized-artificial frame).

Implications for Theory and Practice

With this paper we directly answer to the Marketing Science Institute's priorities of 2018-2020 which identify "Optimizing Media Strategy" as one of the most important issues bringing forward questions like "How can one employ artificial intelligence (AI) for better advertising (and customer) engagement?" and "As media become increasingly fragmented, how should one maintain reach?" (MSI, 2018, p. 7). With our study, we make a contribution to the practical field of content marketing and applied artificial intelligence. We moreover seek to uncover the underlying workings of brand building and anthropomorphism and make a theoretical contribution to both scientific fields. Our initial results indicate that a difference exists. We are looking forward to continuing our data collection this summer.

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Negative Customer Engagement in Commercial Service Contexts

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Abstract:
Despite the growing body of literature on customer engagement, and the knowledge that negative constructs have a stronger influence on customers than positive ones (e.g., negative information on customer brand evaluations), the construct of negative customer engagement has received little attention. Further hindering progress in this area are inconsistencies in the conceptualisation and dimensionality of the construct. This study seeks to address these issues. Critical Incident Technique is used to examine negative service incidents experienced by individuals in a service consumption context in Vietnam. The findings reveal a range of negative thoughts, emotions and behaviors experienced by customers in response to negative service experiences. The study contributes to the literature on customer engagement by identifying sub-dimensions of negative customer engagement in a commercial service context and their relationships. A thorough understanding of negative customer engagement would aid managers in developing strategies to prevent and manage negative customer engagement.

Keywords: negative customer engagement, disengagement, negative customer engagement dimensions

Engagement Practices in Social Entrepreneurial Business Models – A Systemic Perspective

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Joana Sam-Cobbah, University of Bayreuth

Abstract:
Recent developments in the business model literature view business models as systems that are dynamically configured and re-configured. We adopt this view and combine literature on systemic business models and social and market practices to explore how social entrepreneurial business models can be shaped. Social enterprises can be understood as cooperative business models. Social entrepreneurs as well as a vast variety of heterogeneous actors, including volunteers, social associations, universities, investors and public policy makers engage in social and market practices to drive social innovation. Drawing on a rich case study – a social entrepreneurial ecosystem in Ghana – our findings suggest that actor roles and engagement practices dynamically change during the development phases of social entrepreneurial ecosystems. As a substantive contribution, we pin down a portfolio of eight engagement practices, social entrepreneurs and public policy makers may want to consider when operating in social entrepreneurial ecosystems.

Keywords: engagement practices, social entrepreneurship, systemic business models

How Does Engagement Affect Customer Journeys?

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Abstract:
In today's multichannel markets understanding customer journeys is increasingly relevant. However, extant research predominantly focuses on dyadic purchase journeys, giving scant insight into touchpoints beyond firm influence. In particular, insight into 'customer-owned' and 'social' touchpoints is pivotal for improved understanding of customer journey behaviour. This paper offers a richer, more dynamic, understanding of journeys by drawing from engagement research, which provides insight into customer activities exogenous to the firm. Journey research has, to date, given limited consideration to engagement and virtually no earlier research has sought to establish the analytical connection between these two concepts. We develop five propositions which explain the relationship between engagement and customer journeys. We postulate that engagement affects the range, volume, and nature of touchpoints throughout the focal customer journey, as well as other customers' journeys. We show how engagement behaviors connect individual customer journeys to each other and may even change the fundamental course of journeys.

Keywords: engagement, customer journey, touchpoints

Conceptualisation and Operationalisation of Negative Actor Engagement

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Abstract:
While current studies predominantly focus on positive engagement, negative engagement studies remain scant and largely exploratory in nature. The purpose of this paper is to conceptualize and operationalize negative actor engagement in the context of Piazza - an online learning service platform. A literature review and qualitative interviews are conducted to derive the item pool and dimensions of negative engagement dispositions. Content validity is conducted with a student panel and an academic expert panel, followed by survey studies to assess the reliability and validity of our measurement model and full model. We conceptualize negative student engagement dispositions towards the engagement platform as their negative emotions and cognitions during their interactions on the platform. Negative student engagement disposition is operationalized as a second-order formative construct comprised of four first-order reflective constructs – annoyance, anxiety, failed expectation and futility. Further, the relationship between negative engagement dispositions and negative word-of-mouth is established.

Keywords: valence, negative engagement dispositions, scale development

The Role of Actor Engagement in Innovating Business Models

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Abstract:

The development and design of new business models has always been a major challenge for companies and much research has been conducted on the topic of business model innovation (BMI). Still, it is relatively unclear how start-ups develop and design their business model and which actors influence the BMI process. As such, this paper adds to research by disclosing the influence and relevance of actor engagement in the BMI process and reveals how different actors are involved in co-designing a new business model. Results of an explorative study show ex- perimentation-driven behaviours by different actors that go beyond transactions and facilitate a dynamic, iterative process. In experimentation multiple actors continuously question a firms' business model and its capability, give feedback and submit ideas, which can be explained as co-design behaviours. These results underpin our conceptual framework, which illustrates the interplay of actor engagement and experimentation in the context of BMI.

Keywords: actor engagement, business model innovation, experimentation

Online Brand Community Engagement: A Text-Mining Approach

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Abstract:
Companies invest heavily in developing and hosting online brand communities as these can serve as effective channels for engaging with consumers. Prior research has primarily relied on either interview or cross-sectional survey methods to study online brand community engagement (OBCE). However, those methods dealt with data that were either self-reported or collected at a single point in time, and so offered limited insights into actual engagement behaviours over time. We propose a text-mining approach, which allows us to observe individual members' engagement patterns over time. Analyses of posts from the Facebook brand community of a major telecommunications company reveal the patterns of members' engagement behaviours.

Keywords: online brand community engagement, text mining, telecommunication

Introduction and Research Aim

The desire to engage directly with consumers serves as a key motivator for companies to invest heavily in hosting online brand communities (Brodie et al. 2013). As such, the engagement of customers is of paramount importance for the long-term success of online brand communities. While increasing effort has been devoted to studying how and why consumers engage in online brand communities, scholars have relied heavily on either interviews or cross-sectional surveys (e.g., Islam et al. 2017; Bowden et al. 2017). Although those traditional methods have generated some useful knowledge, they are limited in their capacity to observe actual engagement behaviours due to the inherent constraints of such research design.

Text mining is a technique that helps to extract meaningful information from unstructured textual data (Ordenes et al. 2017). This approach enables us to explore engagement activities from a rich set of information that contains not only a member's interactions with the brand but also with other members in the community at multiple points of time (He, Zha & Li 2013). Thus, it allow us to gain deep insights into the dynamic aspect of customer engagement in online brand communities. Given the success of online brand communities, which essentially rely on member participation, a deep understanding of member engagement behaviour learned via a text-mining approach is imperative.

The aim of this study is:
To gain a deep understanding of customer engagement behaviour in online brand communities by adopting a text-mining approach.

We address two research questions in line with this aim:
RQ1: Can different types of customer engagement behaviour be identified in online brand communities? If so, what are they?
RQ2: Does customer engagement behaviour change over time in online brand communities? If so, how and why?

Background

Prior research on customer engagement has tended to adopt a psychological perspective by focusing on the attitudinal or motivational aspects (Wirtz et al. 2013). For example, Wirtz et al. (2013) argue that customer engagement results from members' identification with an online brand community, which serves as intrinsic motivation for interacting with other community members. Bowden (2009, p. 65) describes engagement as a "psychological process that models the underlying mechanisms by which customer loyalty forms for new customers of a service brand as well as the mechanisms by which loyalty may be maintained for repeat purchase customers of a service brand". In line with recent development on online brand community engagement (OBCE), which considers it as a multidimensional concept (e.g., cognitive, emotional, and behavioural aspects; see Brodie et al. 2011, 2013), we define OBCE as a brand- related attitude, expressed through individual responses in the online brand community, based on members' evaluation of the brand or messages within the community. These responses might be emotional (e.g., angry, happy), cognitive (e.g., positive or negative appraisals), or behavioural (e.g., leaving comments) (Hollebeek, Srivastava & Chen 2016). Complementing the previous approach that focused on the psychological process of engagement, this study focuses on observing the behavioural patterns of engagement.

Method and Analysis

We collected date from a Facebook brand community of a major telecommunications firm. The data comprise member-generated comments added in reply to company-generated posts over a

seven-year period, ranging from the earliest comment in January 2010 to the latest in July 2017. The comments were downloaded up to node level 3 (i.e., comments in response to a comment under a post). Therefore, the data contain interactions among members and between a member and the company.

The analysis was conducted in two stages. In stage 1, we applied the text-mining technique using SAS Enterprise Miner Workstation 14.1 to convert unstructured textual data into structured outcomes (i.e., themes) (Ordenes et al. 2014). This process produced 25 non- correlated topics. Each topic is defined by its top five keywords, by weight, and indicates a theme from the comments. In stage 2, we further organized the data to generate a data structure that may inform theoretical dimensions of the interested research topic (i.e., OBCE). Adopting the approach recommended by Pratt, Rockmann and Kaufmann (2006), two researchers familiar with the research topic coded the extracted topics separately and individually. Our procedure is in line with previous studies that use similar data-structuring methods (Pratt, Rockmann & Kaufmann 2006). This process resulted in a range of theoretical categories that may imply different types of member-engagement behaviour; it also revealed some patterns for the change of engagement behaviours in online brand communities.

Results, Discussion and Contributions

Gummerus et al. (2012) differentiate community engagement behaviour from transactional engagement behaviours in online brand communities. Our study provides further understanding of the behavioural aspect of engagement in the context of an online brand community. We found that members' engagement in online brand communities served different functions. That is, members' engagement behaviours can be categorized from a functional perspective. Specifically, we identified three types of functional behaviours that are particularly salient among members. The first type is the maximizing self-interest function, in which members engage with the community in order to gain something for themselves (e.g., community members asking the brand for deals or compensation). The second type is the view- expression function, with which members show approval or support either for the brand or for other members (e.g., expression of personal opinions about the brand/contents in the online brand communities). The third type is the knowledge-relevant function, through which members either acquire knowledge from or share their own knowledge of the products with other members (e.g., community members voluntarily answer other members' questions or requests).

Moreover, our text-mining analysis reveals that individual engagement behaviours may change over time (i.e., seeking different functions at different points in time). Meanwhile, it identifies the potential OBCE loop that illustrates the patterns of change. We found the OBCE loop consists of three categories: 1) when the member encounters a problem with the brand, 2) when the member is happy with the brand, and 3) when the member is attracted by the contents in the online brand community. Depending on which category they fall into, members will follow different patterns to interact with other members as well as the brand. Compared with traditional approaches, which only offer a static view on OBCE, our approach contributes to the OBCE literature by adding a novel dynamic perspective of customer engagement. Thus, it helps both academics and practitioners to better understand the customer's OBCE journey. In summary, this research extends our understanding of OBCE by exploring the actual engagement behaviours of online brand community members. The findings not only identify a new dimension for customer engagement behaviour, but also, and more importantly, offer a dynamic view by revealing members' engagement patterns.

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Towards Converting Customer Engagement into Loyalty Using Social Media Brand Posts

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Abstract:
Branded social media posts are aimed to deepen the customer-brand-relationship in form of customer engagement (referred to as actions in form of comments, likes and shares). However, from a company perspective it is essential to understand which content should be posted to enhance customer loyalty ultimately. We conduct two studies gathering over 6.000 brand posts of 20 companies as well as survey data from 247 followers to analyse which content fosters customer engagement leading then to behavioural loyalty. The findings indicate that intrinsic-oriented social media content can be more successful in creating customer engagement which can ultimately lead to loyalty. However, we demonstrate that important boundary conditions for this mechanism exist; in form of the company type (product/service) and the customer involvement. In particular, for low involvement products and high involvement services the usage of social media posts was ineffective in generating behavioural loyalty via customer engagement.

Keywords: social media content, customer engagement, behavioural loyalty

CSR Commitment as Window Dressing Strategy Driven by Dissatisfied Customer

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Abstract:
Despite a growing body of literature about firm CSR commitment, no empirical study has yet focused on the issue. Therefore, the aim of this study is to empirically examine how customers' experiences and attitudes affect firms' attitudinal and behavioral CSR commitment. The OLS regression model was applied to analyze a sample of 414 companies operating in 49 countries. The results demonstrate a negative relationship between attitudinal CSR commitment and behavioral CSR commitment implying that that sampled firms do not do what they claim to do. The findings also indicate that firms with less satisfied customers show higher attitudinal CSR commitment than those firms that have more satisfied customers. The findings of this study can be used for designing policies of efficient implications of CSR.

Keywords: CSR commitment, customer dissatisfaction, window dressing

![ANZMAC 2018 logo - 20 Years - Connect. Engage. Transform.]

Introduction and Research Aim

An increasing number of consumers have come to think of CSR initiatives as window dressing, self-serving enhancements undertaken by firms in order to distract from larger truths or underlying problems (Connors, Anderson-MacDonald, & Thomson, 2017). Obviously, many firms commit themselves to take responsibility for their activities being sustainable, but in many cases it seems to end with words that do not go into action. As far as we understand, studies that analyze the relationship between words and actions are lacking in a commitment perspective. Our aim with this study is therefore to analyze the relationship between firms' attitudinal CSR commitment (words) and behavioral CSR commitment (actions) using customers' experiences and attitudes as antecedent.

Most of the research on CSR commitment is about its outcomes such as financial performance (Fijalkowska, Zyznarska-Dworczak, & Garsztka, 2018; Pedersen, Gwozdz, & Hvass, 2018). There are also a number studies on classical marketing variables demonstrating that CSR commitment leads to customer feedback (Calabrese, Costa, & Rosati, 2015) and consumer satisfaction, trust and loyalty (Park, Kim, & Kwon, 2017). However, there are fewer studies analyzing antecedents to CSR commitment. These are generally focusing on structural variables such as firm size (Martinez, De Andres, & Garcia, 2014), cost of CSR activities (Ma, Shang, & Wang, 2017), ownership structures such as insiders and outsiders, private or public firms (Rodriguez-Ariza, Cuadrado-Ballesteros, Martinez-Ferrero, & Garcia-Sanchez, 2017), board and managerial structures such as the proportion of female directors (Rodriguez- Ariza et al., 2017) and, motives (Dare, 2016). However, there seems to be only a single study that analyzes a marketing variable as antecedent to CSR commitment, namely the relationship between different consumer preference groups and CSR commitment (Luhmann & Theuvsen, 2017). Studies about how customers' experiences and attitudes affect firms' engagement and commitment to CSR are therefore lacking. Therefore, we are focusing on firms' attitudinal CSR commitment, behavioral CSR commitment and customer dissatisfaction (as an antecedent).

Conceptual Model

Our analysis is based on relationship commitment. It is widely known that commitment is a key concept in the relationship marketing perspective (Palmatier, Dant, Grewal, & Evans, 2006) and relationships within organizations (Meyer, Stanley, Herscovitch, & Topolnytski, 2002). In the research context, a distinction is usually made according to whether commitment is attitude- based or behaviour-based. An attitude-based commitment describes a psychological state that characterizes the committed decision to develop a stable social relationship with customer, supplier etc. or, to a task (Geyskens, Steenkamp, & Kumar, 1999), while the behaviour-based commitment is more concerned with what one actually does (Mowday, Porter, & Steers, 1982). In the marketing and organisation literature, attitude-based commitment is most frequently used. However, in this study we analyse both types of commitment in terms of attitudinal CSR commitment and behavioural CSR commitment. The former reflects a firms's intention to invest in CSR activities while the latter reflects a firms's CSR actions. We analyze the relationship between the two types of commitment and we assume that firms that are highly attitudinal committed are less behavioural committed. Our idea is that firms say and promise to do some CSR activities, but in reality they do not act accordingly. We further assume that it is their customers' experiences and attitudes in terms of dissatisfied customers who drive this phenomenon.

Methodology

The composition of the study sample was based on the information about firms that had reported their customer satisfaction surveys in the Thomson Reuters Eikon database, which led to a sample of 414 firms around the world. The firms differ in size (small, medium and large cap), and represent a number of industries in 49 countries on five continents including Australia, China, Japan, South Korea, Spain, Taiwan, U.K. and USA. We were not interested in cross- country-firm comparisons, but rather in testing our hypotheses by obtaining a diverse sample of firms operating in different countries on different continents. The dependent variables, attitudinal CSR commitment, was measured by 22 items that captured firms' explicit environmental and social responsibility policies, and firms total donations in relation to the revenue was used as a proxy for behavioral CSR commitment. The independent variable customer dissatisfaction was measured by inversed percentage of customer satisfaction as reported by the firms. In addition, a number of control variables was included in the OLS regression model to prevent bias from affecting the results.

Results, Discussion and Contributions

The preliminary results demonstrate, as expected, a negative relationship between attitudinal CSR commitment and behavioral CSR commitment. This indicates that firms do not do what they say they do, they commit themselves to CSR psychologically. If this is a conscious strategic choice or not is hard to say, but it is close to the fact that it should be understood as window dressing. The preliminary results also indicate that customer dissatisfaction drives firms' attitudinal CSR commitment. Firms with less satisfied customers show higher attitudinal CSR commitment in comparison to firms with more satisfied customers. In other words, firms are highly sensitive to customer dissatisfaction, which seems to drive firms to commit themselves to CSR but not all types of CSR. One might think that firms with dissatisfied customers would primarily commit themselves to product and environmental responsibility, but there is no support for these relationships in the present study. The results, however, demonstrate that firms with dissatisfied customers are committed to society, human rights and working conditions. Previous studies have shown that corporate interest in human rights is significantly lower relative to the other CSR areas (Favotto, Kollman, & Bernhagen, 2016), and this is very interesting considering that firms with more dissatisfied customers are more committed to human rights. Firms choose to commit themselves despite the complexity and costly handling of human rights issues. This can only be explained by the fact that customers have a major influence on the firm's choice of different CSR issues.

Implications for Theory and Practice

To the authors' knowledge, no empirical study has yet focused on how customers' experiences and attitudes in terms customer dissatisfaction affect firms' engagement and commitment to CSR. Generally, understanding this relationship can be important for several parties including managers, policy makers, researchers and several institutions in society. In particular, based on the findings of the present study it seems significant for mangers to review their CSR commitment and behavioral CSR commitment by taking their customers' experiences and attitudes into consideration. As such, senior managers will be able to clarify their own position, articulate a way forward and communicate their objectives with their customers.

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Family Engagement Practices: Co-Creating Shared Experiences

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Abstract:
The article investigates how family units engage with a visitor attraction and how this impacts on their experience outcomes. Our understanding of visitor engagement, necessary for co-creation of tourist experiences, has focused on the individual and paid scant attention to the social character of these contexts, especially inter-family interactions, i.e. collective engagement. Drawing on the Framework of Identity Interplay (Epp and Price 2008) we view the family unit as constituting a complex amalgam of individual, relational and collective resources. By adopting a multi-stage and multi-method qualitative research design studying 14 families visiting a tourist attraction, we identified six practices through which families engage with a tourist attraction, including: reading/observing, information sharing, explaining, meaning construction, competing, interacting. Families associate these practices with additional experience outcomes, i.e. bonding, creating memories, entertainment, and learning. The findings inform the design of effective engagement platforms and resource deployment to facilitate group experiences.

Keywords: tourist experiences, engagement practices, family units

Integrated Perspective on Customer Engagement – Empirical Investigation

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Abstract:
The parallel streams in the customer engagement (CE) research in marketing have interacted and evolved. Still there is a lack of empirical, cross-market and -industry empirical studies that would investigate CE connecting the contributions of both managerial, behavioural approach and the attitudinal viewpoint, extended in the actor engagement concept. Hence, the aim of this research is to gain the integrated understanding of the customer- and firm-based antecedents and firm-level effect of CE across four distinct markets and industries. The proposed model is tested in a sample of 2,080 consumers and 402 firms, and structural equation modelling is used to evaluate it. We find customer involvement a minor CE driver when compared with loyalty and CE managerial process across each context tested under study. We also reveal the absence of direct CE impact on firm performance across each industry, and high, positive impact of managerial process on performance in some industries.

Keywords: customer engagement, integrated perspective, empirical research

Introduction and Research Aim

Customer engagement (CE) research in marketing has been intensified since 2010, when two parallel streams evolved. First, managerial approach, inspired by Kumar et al. (2010) and van Doorn et al. (2010), offered behavioural interpretation of CE and distinguished its firm-level outcomes. Second, deriving from Brodie et al. (2011), focused on customer psychological state and its attitudinal components. Both approaches have interacted and evolved ever since. The attitudinal factors (i.e. customer emotions and involvement) enriched managerial perspective (Pansari & Kumar 2017), whereas behavioural manifestations were implemented into the psychological approach (Brodie et al. 2013) and became the component of actor engagement (termed as the observable engagement activities) (Storbacka et al. 2016; Li, Juric & Brodie 2018). Despite the ongoing process of the abovementioned integration of CE research streams, there is a lack of empirical studies that would bring their contributions together. Moreover, previous empirical studies of CE phenomenon were conducted mostly within a single industry or market, and samples across industries were recommended for further research (Kumar & Pansari 2016). We address those gaps proposing an integrated perspective on CE. Therefore, the purpose of this study is:

To investigate empirically the relationship between customer engagement and its customer- and firm-based drivers, and firm-level outcomes, across distinct markets & industries.

We address two research questions in line with this purpose:

RQ1: What is the impact of customer- and firm-based factors on CE across distinct markets & industries?

RQ2: What is the firm-level effect of CE across distinct industries?

Conceptual Model

In order to answer the research questions a conceptual, integrated perspective is proposed, that connects contributions of parallel CE research streams. CE interpretation in this study is in line with the view of van Doorn et al. (2010) and Verhoef, Reinartz & Krafft (2010), and is in sync with the term of observable engagement activities (Storbacka et al. 2016). Based on existing typologies (Verhoef, Reinartz & Krafft 2010; Bijmolt et al. 2010; Jaakkola & Alexander 2014; Verleye, Gemmel & Rangarajan 2014), we posit that CE is manifested through the following behavioural forms: (1) customer collaboration in market offering development or innovation within firm-customer interactions, (2) customers' communication about firm or brand within interactions between customers, and (3) customer complaints made by unsatisfied customers to firms or other institutions, e.g. consumer rights advisor.

Among CE customer-based antecedents we include customer loyalty (Bowden 2009), and customer involvement (Vivek, Beatty & Morgan 2012; Hollebeek, Glynn & Brodie 2014). Further, we investigate CE managerial process which is a firm-based CE antecedent (Verhoef, Reinartz & Krafft 2010; van Doorn et al. 2010). Lastly, we examine firm performance to discover CE firm-level effect (van Doorn et al. 2010; Kumar & Pansari 2016; Pansari & Kumar 2017).

Methodology

To measure CE drivers we used existing scales for customer involvement (Zaichkowsky 1994), customer loyalty (Hayes 2009), and firm performance (Rust et al. 2004). We developed and validated the scale to measure CE drawing on the following literature: (1) Kumar & Pansari (2016), Jaakkola & Alexander (2014), and Rohrbeck, Steinhoff & Perder (2010) with regard to customer collaboration (2) Verleye, Gemmel & Rangarajan (2014), Muntinga, Moorman & Smit (2011) as to customers' communication, and (3) Stauss & Seidel (2006) concerning customer complaints. Based on van Doorn et al. (2010) and Tikkanen et al. (2005) we also developed and validated the scale for CE managerial process. We used 5-point Likert scale to operationalize the items in the new scales.

To obtain the integrated picture of CE from customer's and firm's perspectives across markets & industries, we selected four distinct product categories that differ in terms of the level and type of customer involvement (Vaughn 1986), i.e. clothing, beer, mobile phones and banking products. Accordingly, we conducted two pre-tests and then two main studies and surveyed 2,080 Polish

consumers of those products (through CAWI) and 402 companies registered in Poland that offer those products (using CATI). To analyse the datasets we used the structural equation modelling and Mplus (version 8) (Muthén-Muthén, 2017). We supported validity, reliability and fit of both models (i.e. consumer-based incl. involvement, loyalty and CE forms, and firm-based incl. process, firm performance and CE forms).

Results, Discussion and Contributions

The analyses provide support for the positive linkage between loyalty and involvement, and CE forms. This is in line with Bowden (2009) and Banyte & Dovaliene (2014) suggestions, that loyalty is both CE driver and outcome, and corresponds with the research findings of Hollebeek, Glynn & Brodie (2014) regarding involvement. However, customer loyalty affects CE much stronger than involvement, and this is apparent across each product category under study. This explains why companies that offer low-involvement product may demonstrate even higher CE than those operating in high-involvement domains (Wittes Schlack 2011). Besides, involvement and loyalty together explain 30% of CE variance. This suggests that there are other important drivers and corresponds with the empirical findings on the key role of the customer motivations as CE drivers (Żyminkowska & Żyminkowski, 2018). Additionally, the impact of involvement on CE is not statistically significant in case of beer. This is perhaps due to the low emotional character of this product category (Vaughn 1986). This result supports the view of Pansari & Kumar (2017) on the crucial role of emotions in driving CE forms beyond purchase. The analyses also provide strong support for the close linkage between CE managerial process (i.e. firm-based antecedent) and CE across each industry under study, contributing to customer management theory (Verhoef & Lemon 2013; Harmeling et al., 2016).

Furthermore, when CE managerial process is a control variable, no direct effect of CE on firm performance is identified. However a significant positive impact of CE managerial process on firm performance was confirmed. This result corresponds with Bijmolt et al.'s (2010) argument, that CE has rather indirect impact on firm performance. Though it contrasts with findings of Kumar & Pansari (2016) regarding direct CE and firm performance linkage. However, the substantial differences across distinct industries appear. The impact of CE process on firm performance is extremely positive in fashion firms, also positive in FMCG industry, but it is not statistically significant in household appliances and banking. The latter industries offer high intellectual involvement products, and perhaps in case of such offerings the direct linkage between CE process and firm performance may be weaker, but it should be tested in further research. It would then again correspond with argument of Pansari & Kumar (2017), that emotions themselves drive CE actions beyond purchase (i.e. indirect CE).

Implications for Theory and Practice

This research offers integrated perspective on customer engagement by connecting the components of CE framework developed within the parallel research streams and investigating them across distinct markets & industries. While supporting some findings of existing literature, this study's answers also present some contrasts in results that highlight inconsistencies from existing literature (with regard to the role of customer involvement in driving CE and the impact of CE on firm performance) and suggest avenues for further research. Revealing some discrepancies as to the impact of CE managerial process on firm performance across industries, and with regard to the customer involvement impact on CE across markets, this study has also managerial implications.

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DIGITAL MARKETING AND SOCIAL MEDIA

Diminish Price Sensitivity in Mobile Shopping Applications

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Abstract:
The development of digital age drives the increasing use of mobile applications. Companies, like Shopee, offer mobile shopping application, providing an online marketplace which connects buyer and seller to establish sale and purchase transactions through their smartphones. This research aims to understand the repurchase intention of mobile shopping applications for shopping purpose. This study exerts a technology acceptance model (TAM) with the addition of perceived enjoyment, perceived risk, and personal innovativeness to the original model, while price sensitivity was predicted using satisfaction and repurchase intention. Purposive sampling was used for this research with 734 respondents and were analyzed using structural equation modeling approach. Findings of this study reveal that those factors have major roles in deciding satisfaction of mobile shopping applications. Furthermore, satisfaction has negative influence to price sensitivity and repurchase intention has positive influence to price sensitivity. Managerial implications are discussed as well as recommendations for further research.

Keywords: mobile shopping applications, price sensitivity, repurchase intention

Introduction and Research Aim

Penetration of internet users in Indonesia has increased from 34% to 51% in 2017 (We Are Social, 2017). This situation has driven the rapid growth of mobile shopping. According to Asia Times (2017), Indonesia is currently the fastest growing mobile commerce market in the world. Several e-commerce companies, including Shopee, have released mobile shopping application which is popularly known as application that can be downloaded via Android or iOS smartphone (To The New, 2015).

The experience of shopping through mobile shopping applications is significantly different from shopping on a mobile phone through a web browser. Using mobile shopping applications involves various activities such as searching for products, reading reviews, comparing products, etc that can influence satisfaction and loyalty. Satisfaction when buying tangible goods has a negative influence on price sensitivity (Low et al., 2013). Loyal customers are less price sensitive (Dominique-Ferreira et al, 2016), and become less price sensitive in mobile commerce (Wang et al, 2015). Hereafter, repurchase intention reflected intentional loyalty (Yi- Liao et al, 2014), therefore satisfaction and repurchase intention will influence price sensitivity. Interestingly, in developing countries, major population is generally highly price sensitive in online buying (Natarajan et al, 2017). This study acknowledges that mobile shopping applications is an emerging paradigm and has a huge potential in the world of business which has already begun giving novel perspectives. It is important for marketers to learn about consumer attitudes, loyalty towards mobile shopping applications and influence their price sensitivity. Thus, for marketers to increased sales, maximize profits, and create new shopping opportunities for existing customers (Natarajan et al., 2017).

The aim of this study is:
To understand the drivers of price sensitivity in mobile shopping applications

We address two research questions in line with this aim:
RQ1: What factors affect customer's satisfaction of mobile shopping applications?
RQ2: Do satisfaction and repurchase intention influence customer's price sensitivity?

Conceptual Model

Price sensitivity demonstrates how buyers react to prices and to price changes (Goldsmith et al., 2005), and mobile shopping application control the flexilibity to compare pricing among other online retailer. In order to answer the research questions, a conceptual model is proposed based on Technology Acceptance Model, which explain the acceptance and intention to use information systems (Davis et al., 1989). The use of TAM can help to learn the effectiveness of mobile shopping applications. In addition, other relevant factors, such as perceived enjoyment, perceived risk, and personal innovativeness are added to the original model.

Several studies have been conducted by researchers around the world in predicting the behavioral intentions of mobile commerce users which prove that repurchase intention of mobile shopping applications depends on various factors such as perceived risk, perceived usefulness, perceived ease of use, perceived enjoyment and personal innovativeness (Natarajan et al., 2017). Further, previous research has shown that satisfaction and repurchase intention are antecedents to price sensitivity (Low et al., 2013; Koppius et al., 2005).

Method and Analysis

In this descriptive research, the data were collected from Shopee customers as respondents, through a cross-sectional survey. Respondents in this study were men and women, aged 18 to

34 years old, domiciled in Indonesia, and have experience in shopping at Shopee application at least once in the past six months. The online questionnaire is developed by conducting literature review and previous researchs, consists of 37 items measured on a 7-point Likert scale. Structural Equation Modelling (SEM) with Lisrel 8.8 is used test 8 hypotheses at α=10%.

There are 734 respondents, 86% women, 54% between 19 – 22 years old, 46% graduated from high school, and 32% live in Jakarta. Almost half of respondents had shopped at Shopee application for less than 12 months and use Shopee application occasionally, the most popular products that respondents purchase are beauty products.

Results, Discussion and Contributions
Hypothesis testing demonstrated that perceived risk, perceived usefulness, perceived ease of use, and perceived enjoyment influence satisfaction of mobile shopping application. Further, satisfaction positively influence repurchase intention. There is also a significant and negative influence between satisfaction and price sensitivity. However, there is no influence of personal innovativeness toward satisfaction, and positive influence of repurchase intention toward price sensitivity. According to Agarwal & Prasad (1998), personal innovativeness is an individual trait in adopting an innovative information technology system that can help marketers to identify users who like to adopt information technology systems more quickly than other users. In this study, personal innovativeness has mean value of 4.42, where the value falls into the range of categories of neutral answers. This indicates that respondents who answered the questionnaire are not a kind of consumer who likes to adopt system of information technology earlier. Based on this, researcher suspect personal innovativeness does not have significant effect on satisfaction because the average respondent in this study is not an individual who is an early adopter.

Price comparison is one of the factors affecting price sensitivity level. If consumers can compare prices offered by different manufacturers easily, price sensitivity level may increase (Munukka et al., 2008). It is known that discounts attract consumers and become an important tool for companies to increase sales. This resulted in the increasingly fierce price competition in the market, as reported by Viva.co.id (2017) which revealed that there is a price war between e-commerce firms in Indonesia. Therefore, consumers can compare prices more easily. Based on this finding, researcher suspects it has resulted in a positive influence between repurchase intention and price sensitivity in the context of mobile shopping application.

Managerial suggestions which researcher provides based on those findings are mobile shopping applications company should minimize risks, such as performance, financial, time, security, social, and psychological risks, for consumers to shop in mobile shopping applications. Researcher also suggests company to develop features that can improve application usability and to simplify the shopping process in the application, from registration to payment process. Thus, the mobile shopping applications could facilitate consumer needs to shop effectively and conveniently. Further, to increase consumer's enjoyment, researcher suggests the company to create user interface which match consumer preferences. Thus, company will be able to increase consumer satisfaction through factors that have been discussed. By increasing consumer satisfaction, company is able to improve consumer's repurchase intention as well as detract consumer's price sensitivity. In summary, this research extends our understanding of consumer behavior intention towards mobile shopping applications, by examining the factors which influence repurchase intention as well as price sensitivity. While supporting some findings of existing literature, this study also found some contrasts with previous research. This could potentially lead to further research.

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Emoji Scales versus Established Scales: What do Respondents Prefer?

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Abstract:
Emoji have become commonplace in modern communications, but their use in research scales dates to the 1950s. With growing interest and familiarity with the emoji, emoji-based scales (EBS) are being introduced into commercial research. Initial research has found that EBS are comparable with semantic scales but, to date, there has been no comparison made with the Net Promoter Score (NPS). The research findings are that the NPS and EBS are comparable, but also found a strong participant preference for EBS over NPS. As such, the research adds to EBS comparability research, but also indicates that the attractiveness of the EBS may make it a positive alternative to the NPS.

Introduction and Research Aim

The first emoji-based (smiley) scale (EBS) was developed in 1955 to measure employment satisfaction (Kunin, 1955), and commenced the widespread use of EBS in this context (e.g. Niklas & Dormann, 2005). The use of EBS has also extended to other fields, for example medical treatment evaluations (Hicks, von Baeyer, Spafford, van Korlaar, & Goodenough, 2001). However, to date, the use of emoji characters in research has until recently only garnered limited attention in commercial contexts (e.g. Maddox, 1985), despite studies that have suggested that EBS are, in many cases, broadly comparable with semantic scales (e.g. Emde & Fuchs, 2012) Although there have been comparisons made with semantic scales, the study presented here examines an EBS in relation to the Net Promoter Score (NPS, e.g. see Keiningham, Cooil, Andreassen, & Aksoy, 2007), as this is currently in wide usage in commercial contexts (Creamer, 2006). Our findings are that the EBS is viewed as more intuitive, easier to use and more enjoyable than the NPS. This finding contributes to further understanding of EBS in the academic research context, but also has managerial implications; an EBS appears to have advantages as a method of market research in comparison to the NPS.

Background and/or Conceptual Model

A probable explanation for the growth in interest in the use of EBS is resultant from their increasingly widespread use in communication applications and thus their adoption in popular culture (Lu et al., 2016). This adoption of emoji can be understood in the context that users consider emoji as a more effective means of communicating emotions than words (Derks, Bos, & Von Grumbkow, 2008), a point which indicates some of the potential for the use of emoji in research (Phan, Amrhein, Rounds, & Lewis, 2017). As has been discussed, EBS scales have been established in several fields beyond job satisfaction, such as measuring pain (Chambers, Giesbrecht, Craig, Bennett, & Huntsman, 1999) and to aid children in responding to survey items (De Leeuw, Borgers, & Smits, 2004). More broadly, Emde and Fuchs (2012) examined the use of EBS in web surveys in comparison with a traditional semantic scale using radio buttons, and found that the EBS could be used instead of traditional scales for measurement of satisfaction. Stange, Barry, Smyth, & Olson (2016) also compared an EBS with a semantic scale, and found that the results were comparable, but also that the smiley faces drew attention away from the text of the questions (measured using eye tracking), and found no difference in responses that related to literacy levels. Phan et al. (2017) sought to validate an EBS in the context of vocational interest, finding that the EBS had equivalent psychometric robustness as traditional semantic scales, but also that an EBS may be a better measure for vocational interests.

With regards to commercial applications, Maddox (1985) sought to examine whether an emoji-based scale might be a valid instrument for measuring tourism satisfaction. After being asked to describe positive and negative incidents, participants were asked to evaluate their experience with semantic scales (graphic and non-graphic) and an EBS and found that the emoji-based scale showed 'superior convergent validity' (p.5) in relation to the other scales. In a more recent study, Bacon et al. (2017) examined satisfaction with a range of categories of products with an EBS, in comparison with traditional semantic scales, and compared responses based on the device used to undertake the survey. They conclude that an EBS can 'provide comparable data to the traditional text-based semantic options' (p.468). The authors found that EBS is suited to evaluative scales (e.g. liking), but possibly provided higher ratings than traditional scales for questions such as perceptions and satisfaction. However, 'break off' rates for surveys were very slightly lower for the EBS than traditional scales, and enjoyment was slightly higher. Notably, the authors saw greater benefits for mobile device users and note that survey respondents are increasingly using mobile phones for answering surveys.

In summary, there are suggestions that there may be advantages for EBS surveys where children are the respondents (e.g. Chambers et al., 1999) but (surprisingly) no advantages for less literature individuals (Stange et al., 2016). The general thrust of research suggests that EBS are comparable with traditional semantic scales across a wide range of questions, and there may be some small

advantages in relation to survey completion and enjoyment, and potentially, for some applications, improvements in measurement of some constructs in relation to traditional scales (e.g. vocation). However, despite its importance in commercial settings, as yet no comparison has yet been made between an EBS and the NPS. In this research, an initial exploratory study examines how consumers view an EBS in relation to the NPS, as well as a semantic scale, with two research questions: (1) what kind of scale do research participants prefer? (2) are the NPS and EBS comparable?

Methodology

30 participants were recruited outside of service locations (e.g. swimming pools) where a kiosk was located with an EBS scale asking a single question; 'How was your visit to […] today?' Participants who entered an answer at the kiosk were invited to rate their satisfaction on a traditional (7 point) semantic scale (7PS) for satisfaction and to enter an NPS. The participants were then invited to a semi-structured interview (McCracken, 1988) in which questions were asked about their views on each of the scales in terms of ease of use, for example preference and what differences there were in their thoughts about the scales and their answers for each. A total of 30 out of 35 participants approached agreed to continue through the research (male 47%, female 53%). The results were analysed using thematic analysis (Braun & Clarke, 2006) with the number of mentions for each theme identified. Further analysis was undertaken of the scores of participants on each of the scales to examine the convergence (assessed with pair-wise Pearson's correlations, see e.g. Agarwal & Rao, 1996) and substitutability (rescaled the three scales to a common score out of 100, see e.g. Preston & Colman, 2000).

Where numbers are given in (brackets), these are the number of mentions of the theme. The most striking result was the strong preference for using the EBS with 67% of participants preferring the scale compared with 23% for NPS. The reasons given were ease / speed of use (21), with other important reasons being attractive (9) and limited options (9) e.g. NPS is 11 points and too complicated (11). Those who preferred the non-EBS scales liked the numbers and greater precision that they allowed. With regards to the convergence of the scales, the research found statistically significant correlations ($p<0.01$, two-tailed) across all three scales considered. The correlations between (i) EBS and NPS, (ii) EBS and semantic (iii) NPS and semantic were 0.64, 0.68 and 0.83 respectively. Furthermore, this study found the mean scores for EBS, NPS and semantic of 86.7, 82 and 86.1 respectively. The low means for NPS reflect research that has determined that more choices on a scale leads to slightly lower mean evaluations, and is thus expected (Dawes, 2008).

Implications for Theory and Practice

The research presented here adds to the understanding of the operation of EBS in relation to other scales. Whilst the EBS has been compared with semantic scales, the EBS has not been compared with the NPS. The findings of this research are that the EBS results correlated strongly with the other scales and the means reflected the comparability found in prior research. However, the most surprising finding was the very strong preference for EBS over NPS by participants. As the NPS is widely used in commercial research, this is a finding with important managerial implications; the attractiveness of the EBS has potential to increase response rates and future research can examine this question empirically.

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Search Engine Advertising Sample Recruitment in The Middle East

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Abstract:
There are significant barriers to conducting business and other social sciences academic research in the UAE and the GCC region in general. One of these challenges is the combination of an extremely diverse and often transient population with a lack of infrastructure for participant recruitment. Indeed, it is both access- and cost-prohibitive to conduct quantitative research in the region - with researchers typically relying on large government grants for any large-scale data collection. The current research proposes using search engine pay-per-click advertising as a unique (and researcher controlled) solution to the difficult task of recruiting participants in less developed economies. This research will investigate using keyword-based marketing to direct relevant users to complete a topical survey. This would create a new avenue to diverse convenience sampling for researchers in the Middle East and other regions.

Keywords: search engine advertising, sampling, data collection

Facebook Live as a Direct Selling Channel

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Abstract:
Facebook Live has recently become a popular direct selling medium, notably in East and South-East Asia. This feature offers small, self-employed sellers unseen level of consumer reach and involvement and is reinventing direct selling. This study applied data analytics to social network dataset extracted from Facebook to explore user behaviours and effectiveness of Facebook live as a direct selling tool. The results affirm the strong impact that Facebook Live usage has had on the patterns, statistical structure and extent of consumer engagement as well as the virality of posts. Specifically, live videos generate more comments, emotional reaction, share, and time exposure suggesting higher cognitive, affective, and behavioural engagement with sellers, relative to other types of Facebook posts. Implications and future research are also briefly discussed.

Keywords: live streaming, social commerce, data analytics

Introduction and Research Aim

Since its introduction a few years ago, live streaming service such as Facebook Live has been used in various activities such as sharing personal experiences, knowledge, performance, and e-commerce (Lu et al. 2018). Today, Facebook Live is increasingly used by individual, small sellers in Asia as a new interactive selling channel to sell their products, ranging from clothing to electronics to jewellery. Unlike larger corporations that limit the use of Facebook Live for advertising purpose, small sellers use it in demonstrating how products are created and used, interactively answering customer questions, and organising real-time promotion activities that entertain and encourage customers to buy immediately (Wongkitrungrueng and Assarut, in press).

With the real-time nature of live streaming, it can mitigate trust and transparency problems buyers are concerned with regarding social commerce (Kim and Park 2013). Although a small but growing number of research have examined the live streaming phenomenon, they have been largely confined to other usages than shopping (Hilvert-Bruce, Neill, Sjöblom, & Hamar, 2018; Hu, Zhang, & Wang, 2017; Lu et al., 2018; Todd & Melancon, 2017) except Cai et al. (2018) studying consumer motivations and Wongkitrungrueng and Assarut (in press) examining the influence of live streaming value on consumer trust and engagement intention from the survey data rather than real data from Facebook.

The aim of this study is

To characterise user behaviours of Facebook live as a direct selling tool and

To assess the effectiveness of live streaming as compared to other Facebook contents.

We address two research questions, in line with this aim:

RQ1: How do shoppers respond to sellers' live videos as compared to other content types?

RQ2: What are the main livestreaming dimensions that influence consumer engagement?

Background

Direct selling refers to the process of person-to-person selling of a consumer product or service, in an environment that is not a permanent retail location (Duffy 2005;). It is the most relational of all sales methods, and now it was reemerged in the social networking sites via live streaming. At an operational level, live streaming allows customers to observe the seller's facial and verbal expression, their personality, and physical evidence including their house/store, their products, and to interact with sellers in real time with more personal touch that is lost in regular online marketing practices. A seller can also receive feedback via comments and emoticons. Thus, more communication senses (hearing, sight, movement) can be observed than the typical e-commerce, and should elicit more responses from customers than other contents (e.g. text, photo). Strategically, direct selling can be used to gain an access to a market. With this role, live streaming can be used by sellers to reach new customers when viewers invite others to join the live party. Tactically, live streaming sellers have to select selling tactics to achieve their business objective including consideration of the type of salesperson, the styles of salesperson, and their activities. Based on these operational, strategic, and tactical perspectives of direct selling (Peterson and Wotruba 1996), we expect that live streaming would generate more responses and share than, and different selling styles and activities from existing social commerce practice.

For the selling style, we draw on dimensions in building direct selling relationship from Callaghan, McPhail, and Yau (1994), Merrilees and Miller (1999), and Ahn et al. (2014) which include trust (reliability), reciprocity, bonding (friendship), and empathy which can influence customer loyalty and commitment. Wongkitrungrueng and Assarut (in press) also suggest the utilitarian value (e.g. authenticity and responsiveness), hedonic value (e.g. pleasure and entertainment), and symbolic value (e.g. social identification) which are positively related to customer's intention to engage with small sellers who are usually regarded as less trustworthy than large, established firms.

Methodology

Thailand has the world's highest proportion of shoppers buying directly from social media (PwC's 2016) and also top the world ranking for the proportion of live streaming domestic viewers (Raman, Tyson, and Sastry 2018) so we extracted the data from Thai Facebook sellers selling fashion and beauty products, popular products sold online. Through an exhaustive data analysis of all content posted by 11 of Thailand's foremost fashion retail and cosmetics direct sellers on Facebook, totalling between 74,000 and 380,000 followers, we seek to analyse the impact of Facebook Live on three statistical aspects of buyer-seller interactions: *variability, seasonality, and outliers*.

We consider engagement for posts of a different nature (video, photos, statuses, and links). Engagement metrics consist of comments, shares, and reactions (Malhotra, Malhotra, and Kubowicz 2013) within which we distinguish traditional "likes" from the recently introduced reactions smileys (e.g. "love", "wow", "haha", "sad" and "angry") reflecting more varied sentiments (Sandoval-Almazan, and Valle-Cruz 2018). For each Facebook page, the time-horizon of the study is broken down according to the date of first usage of Facebook Live for direct selling, into a before and after periods. The variability of consumer engagement is analysed through a Principal Component Analysis, highlighting the changes induced by the use of Facebook Live. The seasonal component is analysed through a study of the averages of the different engagement metrics for different time-frames (hourly, daily and monthly). Finally, we identify statistical outlier posts, that are qualitatively analysed further, in terms of their selling style according to the model of Callaghan, McPhail, and Yau (1994).

Results and Discussion

Results of the Principal Component Analysis confirm a previous conclusion by Malhotra, Malhotra, and Kubowicz (2013) that video content is known to generate less likes than other types of posts (e.g. photos) but it generates more shares than non-video posts. Additionally, we show that live videos drive the variability of comments, smileys and shares, and more surprisingly that the number of likes is largely uncorrelated with the number of comments, smileys and shares. These results suggest a significantly higher emotional and cognitive engagement from followers with the content of live videos, relative to other types of posts.

The seasonal component in the distribution of reactions, comments and shares unsurprisingly indicate peak engagement on weekends and from 7 to 9 P.M. but there exists a long timeframe of high daily engagement from 6 P.M to 1 A.M., the time when traditional offline or online sellers would never interact with customers. Finally, our analysis shows that the growth of the different engagement metrics in the analysed pages is driven by outliers (i.e. content that generates exceptionally high engagement metrics) which overwhelmingly originate from live videos. Content analysis of these outliers reveals that bonding, empathy and reciprocity are consistently expressed in these videos. We also find that these dimensions can override trust, which may pose regulatory challenges for health-impacting products such as cosmetics.

Implications for Theory and Practice

Based on our findings, small sellers (often self-employed individuals) using Facebook Live as a selling channel are successfully and in a very literal way creating the type of friendship-based selling relationship suggested by Merrilees (1999) and Ahn et al. (2014). Nurturing empathy and bonding (friendship) called for choosing the broadcasters with skills and personality that matches well with their customers. The present study was limited to fashion products, which are hedonic items, and thus additional research on utilitarian products are needed to gain more understanding of live streaming as a selling tool. Also, it is challenging but worthwhile for larger corporations to employ Facebook live in building sales and relationship with customers, and to examine which dimensions work effectively in a large firm context. Finally, due to cultural difference, it would be fruitful to examine live streaming selling in Western contexts and in nations with multi-cultural societies.

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Celebrity Name-Dropping and Competency Evaluation in a Professional Context

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Abstract:

We investigate the effect of name-dropping - an indirect and subtle self-presentational tactic – in a social media context. We look at the mention of a celebrity connection on a corporate mockup social media profile, and its effect on both professional and personal impression formation. In an experiment, 81 subjects were randomly assigned to a name-dropping - celebrity connection mentioned - vs control condition - no celebrity connection mentioned. They were asked to rate a service provider and its CEO based on their professional social media page. Results show a name-dropping effect in terms of professional and personal competencies evaluations. In the name-dropping condition, participants rated the service provider as more competent, and its CEO as more organized. Implications for research on name-dropping, celebrity endorsement and social media marketing are discussed.

Keywords: impression formation, celebrity endorsement, name-dropping effect, persuasion, social media

Introduction and Research Aim

Social Media is now more than a tool for facilitating social interaction and has become a key platform used by businesses and individuals to promote their work (Mangold and Faulds, 2009). Of particular interest over the last few years has been the role of influencers and interaction between brands and celebrities on social media (Holt, 2016). Yet, little is known about the role that a mere celebrity mention – an effect also known as name-dropping – may have as a self and corporate promotional technique. The aim of this study is thus to address this gap by *exploring the effect of name-dropping - in the form of a celebrity-connection mention - on social media in a professional context, both in terms of perceived individual competence and professionalism of a company.* Doing so, it addresses the following question:

RQ: Can the mention of a celebrity connection change professional and / or personal competence evaluation for a target individual?

Background

Celebrity endorsement has been the topic of much research since Friedman and Friedman's (1979) seminal paper. In a recent meta-analysis, Knoll and Matthes (2017) however found that the effect of celebrity endorsement on persuasion was inconsistent, and in most cases less effective than more objective forms of endorsement such as quality seals or awards. While celebrity endorsement traditionally takes the form of paid endorsements (e.g. sponsoring contracts), social media has given rise to more subtle forms of endorsement. For instance, influencers may be offered products or services and invited to review and endorse these afterwards. Among other influence and endorsement techniques is name-dropping. Mentioning a connection to a high-status, or well-known person, constitutes an indirect and subtle self-presentation tactic, which has been shown to affect the perception of a target individual in a personal context (Lebherz, Jonas, and Tomljenovic, 2009). While Lebherz et al.'s results are ambivalent - showing that name-dropping can backfire and result in negative evaluations - the effect of name-dropping in a professional and social media context remains unknown.

Methodology

81 US participants (35 female, 2 others) took part in an online between-subject experiment. They were randomly assigned to one of 2 versions of social media page for an event-planning company, mentioning (or omitting) a celebrity connection in a professional context, and then asked to rate its CEO. In the name-dropping condition, participants read about the description of a recent event organized for a client, George Clooney. In the control condition, text was kept identical, but the client name was changed and a picture of a similar-aged man attending a similar type of function was used instead. We prevented evaluation biases by using a gender-neutral name for the CEO and social media page owner and used profile pictures featuring a demographically and ethnically diverse group. Target measures included: personality (for both CEO and respondent), using the Ten Item Personality Inventory (TIPI, Gosling, Rentfrow, and Swann, 2003); perceived professionalism of the company (using a series of ad-hoc items such as 'based on this post, how professional would you expect them to be? Or 'How likely would you be to hire this company for a similar event?'); and perceived power of the target company's CEO, using Smith, Wigboldus, and Dijksterhuis' (2008) 7-item scale

Results , Discussion & Conclusion

Results of a one-way between-subjects ANOVA revealed a main effect of the name- dropping condition on the perceived professionalism of the target company ($M_{namedrop}$ = 6.43 vs $M_{control}$ =5.80; $F(1, 79) = 7.304$, p=.008). In addition, there was a small and marginally significant effect of name-dropping on the evaluation of the CEO of the target company for the conscientious personality dimension, with the CEO being judged as less disorganized and careless in the name-dropping condition ($M_{namedrop}$ = 1.58 vs $M_{control}$= 1.93, $F(1, 79) = 3.165$, p=.079). There was no other

significant main or interaction effect of name-dropping on personality and professional competency evaluation.

Altogether, this study found that mentioning a celebrity connection in a professional context can affect the perception of both professional and personal competence evaluation. This extends previous findings on the name-dropping effect (Lebherz et al., 2009) in three ways. First, it shows name-dropping can have a positive effect in a professional context. The adoption of a professional context may have meant that, compared with previous research, the connection was perceived as more genuine and believable. Second, this study looked at name-dropping in a social media context; rather than an offline one. Third, findings suggest name-dropping can potentially affect perceived personality traits and not just competency.

Beyond a small sample size, two limitations should be mentioned. First, the use of an attractive male celebrity may have affected responses for some participants, especially given the difficulty to control for attractiveness across conditions, resulting in potentially confounding attractiveness and celebrity status. Second, social media posts and profiles were kept as neutral as possible to prevent biases, which could have affected how realistic they looked.

Implications for Theory and Practice

Results carry both theoretical and managerial implications. Foremost, this study may serve as the starting point of further work on better understanding and clarifying what the name-dropping effect is. It also shows the inherent difficulties of working with this concept, in terms of operationalization and experimental manipulation. The effects of name-dropping identified here suggest that name-dropping may be a more complex phenomenon than initially thought. Unpacking the effect by looking at other contexts - e.g. coworker relationships - may show interesting results - e.g. being perceived as more competent by associating oneself to someone famous. In terms of managerial implications, this study highlights the importance of implicit endorsement by using name-dropping in a professional context. Previous research has highlighted the importance genuine celebrity endorsements to maximize effects (Jack & Kaikati, 2015). Name-dropping, being an implicit form of endorsement, may thus be a more effective form of celebrity endorsement.

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Appendix

Figure 1 Experimental Materials (name dropping vs control condition)
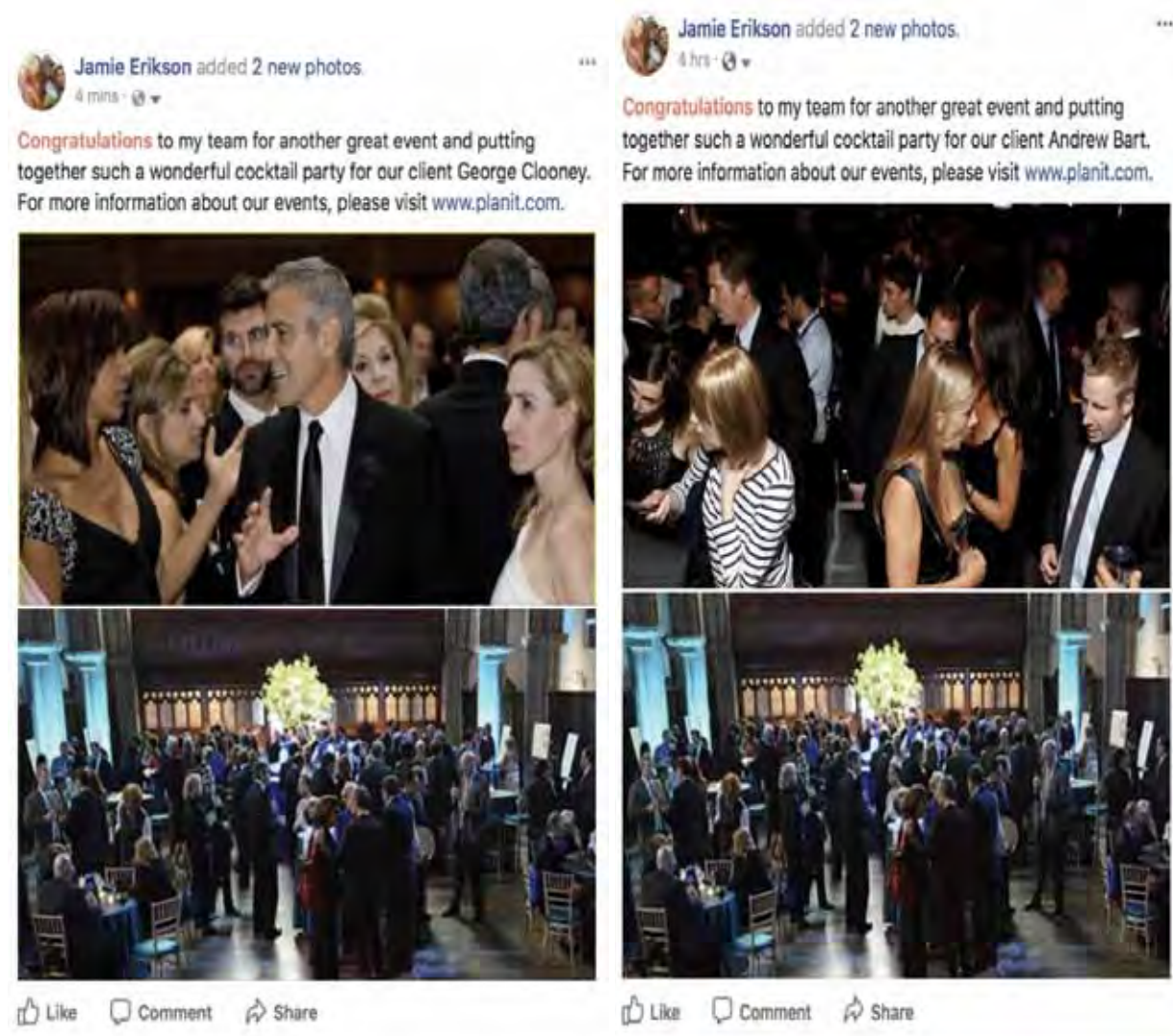
Source-Based Trust in Online Social Media Marketing

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Abstract:

The rise of online social media marketing (OSMM) was predominantly aided by availability of trustworthy recommendations from consumers. Hence, in the next few years, the battle in the online social media (OSM) will be won by those organizations which earn consumers' trust. To aid marketers' understanding, this research studies various antecedents of trust based on their source in the context of OSMM. Four popular online social network sites have been considered as representatives of OSM and four Indian online retail stores have been selected as representatives of organizations engaged in OSMM. Partial Least Square based path modelling has been used for data analysis. All categories of antecedents were found significant with varying strength. In-depth analyses have provided further insight about roles played by different antecedents of trust. This study provides an empirically validated comprehensive model of trust relating it with its antecedents and outcomes in the context of OSMM.

Keywords: online trust, social media marketing, e-commerce

Introduction and Research Aim

As online social media (OSM) continue to gain in popularity, marketers are searching for a firm foundation to base their strategic decisions to engage and influence their customers (Hoffman & Novak, 2012). Stimulating the target segment with right message in the appropriate OSM becomes critical in order to achieve business goals of the organizations. Undoubtedly, achieving trust of the consumers can act as a vital factor in realization of these goals.

The rise of OSMM was predominantly aided by availability of trustworthy recommendations from general consumers. Hence, in the next few years, the battle in the social media space will be won by those organizations which earn consumers' trust and turn them into loyal evangelists. Taking cue from the studies done by different authors (Barney & Hansen, 1994; Doney & Cannon, 1997; McKerlich, Ives, & McGreal, 2013; Mcknight & Chervany, 2002; McKnight, Choudhury, & Kacmar, 2002; Walczuch, Seelen, & Lundgren, 2001), this research work aims to study the various antecedents of trust associated with different sources arising from attributes of OSM and thus provide an empirically validated structural model relating antecedents of trust with few important outcomes in the context of OSMM.

Conceptual Model

Studying trust based on sources seems more logical, easier to comprehend, analyze and implement from a practitioner's point of view. The definition of OSMM provided by Yadav et al. (2013, p. 312) clearly points to four vital sources to be considered: (a) seller or online organization, (b) individual's social network, (c) computer mediated social environment and (d) individual personality traits. These four sources can be respectively referred to as perceived store characteristics, perceived relational characteristics in the OSM, perceived design characteristics of OSM and individual characteristics of OSM participants. Antecedents of trust associated with these different sources may affect both interpersonal trust (on the organization and individual's social network) and institutional trust (on the computer mediated social environment), whereas propensity to trust is one of the important components of individual characteristics (others being perceived online expertise, gender and online shopping risk attitude).

The antecedents of trust were thus grouped in three categories, i.e., interpersonal trust in individuals (arising from "Tie Strength", "Homophily", "Embeddedness", "Cohesiveness", "Social Capital" and "Network Density"), interpersonal trust in organizations (sourced through "Store Brand Knowledge", "Store Reputation", "Perceived Store Size" and "Perceived Store Risk") and institutional trust (arising from "Navigation", "Absence of Error", "Perceived Security", "Perceived Privacy", "Community Features" and "Advice"). Since the formation and strength of these different types of trust can depend on individual characteristics, hence disposition to trust was used as a control variable in order to investigate the effect of one's trust propensity on the other relations.

Marketers have unique opportunities to enhance engagement and word of mouth through their OSMM activities. A report claimed that 29% social media marketers insist on increasing sales volume by attempting to reach more consumers with the help of their marketing efforts (Shively, 2015). Keeping in mind these important objectives of marketers, outcomes of trust in OSMM have been studied from the point of view of intention to purchase and intention to spread word of mouth, mostly of electronic nature. Besides these, attitude towards the organization has been investigated for its mediating role between trust and its outcome.

Method and Analysis

Because of its high popularity and characteristics related to self-presentation as well as media richness, and to achieve a more parsimonious view and better understanding of OSMM, four major OSN sites (Facebook, Google Plus, LinkedIn and Twitter) only have been considered as representative of OSM in this study. All the phases of the study were carried out in the context of four Indian online retail stores, considering these as the representatives of various "organizations" which use OSMM. This has been done as online retail sales are fast becoming main-stream with increasing number of retailers offering their merchandize through online channel along with traditional brick

and mortar stores (Thakur & Srivastava, 2015). Approximately 75% of internet users in India are school-aged or college students or youth (Khare, 2016). Therefore, online surveys were conducted among students of reputed technical institutes providing higher education in India, resulting in 424 usable datasets.

After doing necessary data cleansing (to account for missing data, insufficient effort in responding, outliers, multicolinearity, different forms of bias and heterogeneity issues), Partial Least Square based path modelling was used for the analysis because of various qualities of the data set thus obtained. Composite reliability, discriminant validity and convergent validity were checked. Mediation analysis was performed based on a procedure adapted from Preacher and Hayes (2008) and following categorization provided by Zhao et al. (2010). A parsimonious hierarchical component model was also developed for clarity of understanding and exhibiting the final outcome of the research. The items related to constructs tested in these studies have been chosen from highly cited earlier research works, which were then modified to suit the present context of OSMM.

Results, Discussion and Contributions

Each set of antecedents was assessed for its role in formation of different types of trust. All three categories of antecedents of trust were found to be significant, with varying strength. Besides this, the comprehensive model also shows the significance of total effects of each of the antecedents of different kinds of trust on the formation of attitude towards an online store, formation of intention to purchase from the store as well as formation of intention to pass-along electronic word of mouth about the store.

The empirical investigation revealed that intention to purchase is not a direct output of trust. Rather it is mediated by attitude towards the store. Interpersonal trust on individuals influences interpersonal trust on organizations, which in turn leads to formation of attitude. Towards that organization On the other hand, intention to pass-along e-WOM is formed directly as a result of trust in the individuals on online social media or trust in the organizations undertaking social media marketing. People who perceive high risk involved in online purchase form low interpersonal organizational trust with them. Another important observation is that, although attitude formation is important for positive intention to purchase, it is stronger in females than in males.

The research work aims to build a theoretical framework relevant to trust in the context of online social media marketing through a bottom-up approach. This study considers trust from various perspectives and examines the effect of all of them together, unlike most of the previous studies, which considered only a few of the antecedents of trust. Thus, it builds an empirically verified comprehensive model. The predictive relevance of this study is considerable in most of the instances.

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Understanding Social Media Influencer Effects

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Abstract:
Traditionally, consumers were once thought to be users of the Internet who purchase services/products. The drastic growth in social media and the rise of consumer generated content has created new promotional channels. Born from this phenomenon is a new referral group *'social media influencers (SMI)'* who are identified as key influential consumers who promote brands products and services through social media. The influential power of these individuals has been gaining worldwide momentum. What is unknown are the drivers of this persuasive power that influencers have on social media. This study will investigate what drives consumers to engage with SMI sponsored-content by utilising a discrete choice experiment survey. The results will indicate which attributes have the largest impact on consumers' engagement with SMI's brand related content. Theoretically, this study will promote knowledge advancement within social media marketing literature by expanding our understanding of persuasion knowledge theory in brand utilisation of SMI's.

Keywords: social media marketing, social media influencers, sponsored-content

Introduction and Research Aim

Marketing power has shifted away from the hands of marketing practitioners to regular consumers. Currently, 2.46 billion consumers use and post on social media platforms such as Instagram, Facebook, Twitter and Youtube. These platforms allow consumers to engage with businesses and other customers via electronic word-of-mouth (eWOM). At the click of a button, or swipe across the screen of a mobile, consumers can near effortlessly equip themselves with accurate knowledge about products and services that impact their future purchase intentions. In essence, there is a rising afforded which allows customers to enhance or diminish brand reputations through these social media channels. In response, brands have attempted to differentiate themselves utilising consumers of influence to create a true and favourable brand image. *Social media influencers (SMI)* contrive a closeness to their followers in which these consumers believe that they are gaining access to the influencer's personal life (Khamis, S., Ang, L., & Welling, R. 2017). This creates a perceived authenticity of the SMI which give them the influence to shape other consumers' behaviours and perceptions.

Mainstream celebrities and expert endorsers were once reliable and effective brand promoters utilised by brands to build brand equity through sponsorship and collaborations (Jin and Phu, 2014). More recently, the rising power and reach of consumers through digital media has led to the phenomena of "SMI's" coming to the fore. An SMI 'works to generate a form of "celebrity" capital by cultivating as much attention as possible and creating an authentic "personal brand" via social networks' (Hearn and Schoenhoff, 2016, p194). More and more brands are now sponsoring these individuals either financially or via brand-related products to promote their products through social media. A growing number of brands have seen success in using SMIs due to the disparity consumers perceive between the business and the influencer (Rogers, 2010; Grinnell, 2009). As SMIs are consumers themselves, they are often perceived as authentic sources of information (Marwick, 2016). With the ability to target and influence a niche market, influencers are very attractive to brands. The success of SMI marketing seems to be evident in practice but currently there is limited exploration of the phenomena in empirical academic research. As such this study intends to look further into this phenomenon and uncover the drivers of engagement behavior of consumers with SMIs in social media.

RQ1: What are the drivers of consumer engagement behaviour in social media resultant from a brand's use of SMIs?

Conceptual Model

To answer the proposed research question, a conceptual model has been formulated based on the Persuasion Knowledge Model (PMK) which underpins the phenomena of influencer marketing (Friestad and Wright, 1994). This framework in social media describes the process of brand placement where the influencer (agent) attempts to persuade (persuasion attempt) the consumer (target) to engage with the social media post. This is done through placing the brand within an enticing image on social media further promoting the brand and as such influencing other consumers who are not just family, friends or co-workers it can be groups of individuals within online social media platforms.

The aim of this study is to test the drivers of social media engagement such as brand placement, followership, influencer presence, brand tagging location and disclosure language through the use of SMIs for promoting brands. Ultimately reference group theory explains the overall phenomena of SMIs and how they influence consumers. Whereas, PKM aids in uncovering the drivers of social media marketing and how these attributes work within social media platforms.

Previous research has looked into the meaning behind SMIs and how consumers are influenced (Marwick, 2016; Hearn, et al, 2016). This study will aim to look at the behavioural elements of social media and how SMIs utilise these tools to persuade and influence consumers. Taking an integrative approach to test if theory meets real-life.

Method and Analysis

The conceptual model will be tested in September 2018 by employing a survey-based experiment method hosted on Qualtrics. A discrete choice experiment (DCE) task will be presented to study participants. Within the survey the participants will be shown several choice sets containing three emulated social media posts/photographs. Each alternative is defined by a set of attributes and their corresponding levels. The attributes to be tested are disclosure language (Sponsored, Ad, Control (e.g., no disclosure) and Paid Partnership), brand placement (brand within the photo, brand not within the photo) influencer presence (influencer within the photo, influencer not within the photo, brand tagging location (within the photo, not within the photo, in the caption) and followership (number of subscribers – 50k, 100k, 200k, 500k). The participants are then tasked to make a choice decision and select the most attractive alternative for each choice set. Following this the experiment will deploy a best-worst task to uncover possible purchase intentions of the brands that are within these emulated photographs. Questions surrounding influencer intentions, disclosure recognition and demographic questions will also be within the survey. A sample of 300 social media users will be identified as the sample. There will be two regression models used within the study to analyse the DCE data these are conditional multinomial (MNL) models and mixed multinomial logit (MXL). Utilising these regression models will allow the researcher to determine which attributes within the study have the largest impact on a consumers' decision to 'like' or engage with the social media post. A correlation analysis will also be used which will allow the researcher to uncover linkages between the attributes to further help practitioners in develop developing strategies for the most profitable outcomes.

Results, Discussion and Contributions

The results of this study will empirically identify which tactics have the largest impact on a consumers' decision to engage and connect with SMIs branded content. At a practitioner level, the results will allow brands to further understand which attributes, such as number of followers, brand tagging location or influencer presence drive consumers to engage with a SMI's sponsored social media post. This will allow marketing practitioners to develop social media marketing strategies that gain the highest brand recognition and purchase intention when utilising SMIs on social media. Further, the present study seeks to make a significant contribution in advancing the knowledge of influencer marketing within the literature. The study will also provide policy regulators information on which disclosure method allows for consumers to determine that the social media post is an advertisement. Methodically, the study will utilise a DCE in which mimics the real-life environment. In this case, the survey experiment presented to respondents emulates online social media platforms creating a real-life experience as if the respondents were on their own social media profiles. The overall study also suggests an avenue for further research into an area that has limited development but is transforming the way of marketing in the future.

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Consumer Motives for Adopting Artificial Intelligence Products

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Abstract:

Recent advances in sensor technology, communications technology, and deep learning have accelerated the development of artificial intelligence (AI) products. This study aims to extend the current theories of consumer adoption of technology products to help explain consumer reactions to the unprecedented benefits and drawbacks that AI products provide. Thus, it develops hypotheses on a set of unique consumer motives for adopting AI products and on how these motives vary across consumer segments and AI product types. These hypotheses are tested with survey data collected in China. Based on hierarchical linear modelling of 1641 consumer evaluations of AI products, this study finds that AI product adoption is influenced positively by privacy benefits and social connection and is influenced negatively by privacy concerns and safety concerns. These effects are moderated by the consumer's degree of loneliness, extraversion, need for cognition, and health satisfaction and by whether AI products physically resemble living creatures.

Keywords: technology adoption, artificial intelligence, market segmentation

Intention to Engage in eWOM Communications: A Meta-Analysis of Antecedents

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Abstract:
The aim of this study is to synthesise findings from existing research regarding factors affecting intention to engage in electronic word-of-mouth (eWOM) communications. Weight- and meta-analysis revealed that of 22 identified relationships only 10 performed satisfactorily across both analyses. Self-enhancement and trust in web eWOM services were found to be best predictors in weight-analysis and had significant cumulative variances in meta-analysis. Contrastingly, involvement was found to be a best predictor in weight-analysis but was found to have a non-significant correlation in meta-analysis. The results of the study provide a platform for obtaining a consolidated view of factors affecting intention to engage in eWOM communications, helping both future researchers in this area and marketing practitioners.

Keywords: electronic word of mouth (eWOM), intention, meta-analysis

Introduction and Research Aim

Numerous studies have examined factors influencing individuals to engage in electronic word of mouth (eWOM) communications (Magalhaes & Musallam, 2014; Reimer & Benkenstein, 2016; Wolny & Mueller, 2013; Wu et al., 2016). Investigating motivations for consumers to provide eWOM helps researchers and practitioners to understand and encourage or discourage information assimilation on the Internet, which can influence consumer intention to purchase and their loyalty towards brands, products or services (De Matos & Rossi, 2008; Lee & Jaafar, 2011). However, some studies have reported conflicting results about the effect of factors, such as economic incentives and customer satisfaction, on intention to engage in eWOM (e.g. Horng, 2016; Tong et al., 2013).

The volume of extant research and inconsistency in some of the findings makes it useful to develop an all-encompassing model synthesising results relevant to this topic. While there have been some attempts to assist the literature on eWOM communications (e.g. Babić Rosario et al., 2016; Cheng and Zhou, 2010; Cheung & Thadani, 2012; De Matos & Rossi, 2008), these studies do not consider motivations for consumers to engage in eWOM in detail. Therefore, the aim of this study is to synthesise findings from existing studies on eWOM by employing both weight- and meta-analysis (Dwivedi et al., 2017; Rana et al., 2015). This will facilitate reconciliation of conflicting findings, enable investigation of the strengths of the relationships between motivations and intention to provide eWOM, and offer a consolidated view of factors affecting consumers' intention to engage in eWOM communications.

Methodology

In order to perform both weight- and meta-analysis, peer-reviewed journal articles on eWOM communications in the marketing context were collected using several different databases (Scopus, Web of Science, EBSCO, and Google Scholar). Keywords such as electronic/online/internet/virtual AND word-of-mouth/word of mouth/WOM/ OR e/o/i/vWOM were used. More than 590 articles published between 2000 and 2017 were identified. These search outputs were then screened to include those that had examined factors affecting intention to engage in eWOM communications and had relevant statistical details (sample size, Pearson correlation, and significance of the relationships). As a result, 52 articles were found relevant based on the criteria specified. From a detailed review of these articles it was found that only 22 factors were examined by three or more studies and had reported correlations with intention to engage in eWOM communications.

Weight-analysis was conducted by dividing the number of significant results by the total number of times the relationship between the independent and dependent variable had been studied (Rana et al., 2015; Jeyaraj et al., 2006). Previous studies define a predictor as well-utilised if it has been examined five or more times, otherwise it is considered as experimental. A predictor is defined as a best predictor if its weight is greater or equal to 0.8 and it has been examined more than five times, whereas a promising predictor has a weight of 1 but has been examined less than five times (Jeyaraj et al., 2006; Rana et al., 2015). Meta-analysis was performed using a trial version of Comprehensive Meta-Analysis software, which was successfully employed by other researchers (e.g. Rana et al., 2015). Correlation coefficients between dependent and independent variables were used, as well as sample size, to calculate cumulative correlation coefficient, effect size and Z-value.

Results and Discussion

Weight-analysis revealed trust in web eWOM services, involvement, and self-enhancement to be best predictors of intention to engage in eWOM communications. Some promising predictors for intention to engage in eWOM communications are: information usefulness, affective commitment, normative commitment, loyalty, satisfaction in helping other customers, perceived risk, opinion seeking, and opinion leadership. Other experimental predictors for intention to engage in eWOM are: homophily, enjoyment, brand loyalty, community identity, and reciprocity.

The meta-analysis of the relationships indicates that 17 out of 22 relationships were significant overall. Particularly strong correlations were found between intention to engage in eWOM and economic incentives (r=0.420), enjoyment (r=0.418), self-enhancement (r=0.458), information usefulness (r=0.446), affective commitment (r=0.563), normative commitment (r=0.468), customer satisfaction (r=0.445), satisfaction in helping other customers (r=0.583), opinion seeking (r=0.594), opinion leadership (r=0.425), brand loyalty (r=0.708), and community identity (r=0.563); together these explain 50.76% of variance. Correlations between intention to engage in eWOM and tie strength (r=0.223), information influence (r=0.311), homophily (r=0.172), loyalty (r=0.348), and trust in web eWOM services (r=0.376) are weaker and explain only 28.6% of variance.

Two out of three best predictors - trust in web eWOM services and self-enhancement - had significant correlation effect sizes when performing meta-analysis. However, involvement, which is another best predictor provided unexpected results; its correlation effect size was non-significant when performing meta-analysis. More studies need to be conducted for further certain conclusions to be reached. Some of the coefficients, which have lower weights in weight-analysis, such as economic incentives (weight = 0.6) and enjoyment (weight = 0.5), demonstrated strong relationships in meta-analysis. Thus, these motivations need further exploration and validation by applying primary data, so the actual performance can be assessed.

The effects of influence of others and altruism on intention to engage in eWOM were found to be the worst predictors and non-significant while preforming meta-analysis. It is proposed that they should be discarded from future analysis as the probability of them performing well is very low. However, some scholars argue that altruism motivations are connected to the sense of belonging to an online community (Horng, 2016), thus it is advised for future research to further investigate this relationship and the subsequent effect on intention to engage in eWOM communications.

Implications for Theory and Practice
As the number of studies in eWOM research is growing dramatically it is important to analyse and discuss their collective insight, which will help researchers to make more generalisable conclusions in comparison with the ones presented in any single primary study (Geyskens et al., 2009). This study provides guidelines for researchers about the constructs to select for further analysis of consumers' intention to engage in eWOM communications.

Focussing on the best predictors that also had significant correlation effect sizes in meta-analysis can help practitioners to design their service in a more customer-oriented way. For people who are motivated by self-enhancement, online platforms can add publicly visible cues to reviewers' profiles (e.g. number of reviews written and 'badges'). To increase trust, platform operators can include a noticeable and understandable disclosure of cookies use, an option of deleting categories of cookies, and a note if the original domain cookies may be used by a third party (Miyazaki, 2008; Horng, 2016).

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Priming Effect in Online Forums

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Abstract:
User generated content in online discussion forums (ODFs) is important source for customers searching for product information. ODFs are attractive also for marketers for advertising. Advertising context, uncontrollable in ODFs, is known to affect ad responses. Tone of the discussion may vary from very positive to negative (affect), and topics from commodities to high technology innovations (ad-context congruence). Thus, ads may appear in pages where the discussion content is either congruent or incongruent to ads. The aim of the study is to investigate the effect of the context specific priming. The 2x3 between subjects' design is used (two congruence conditions (congruent and incongruent) and three emotional conditions (positive, negative and mixed discussion tones) N=1161). Results reveal that in online environments affective priming plays no role - neither does the congruence. Rather consumer responses are driven by involvement towards the product in discussion and perceived trustworthiness of the discussion.

Keywords: priming effect, online discussion forums, ad-context congruence

Retaining Users for Social Networking Sites

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Abstract:
This study investigates key factors driving millennials' usage of a social networking site in which this has received growing attention in the past decade due to advancement of technology. Based on the uses and gratification theory, a survey was conducted among tertiary students and data were analysed using multiple regression. The findings revealed key factors affecting future usage of millennials' on Facebook and further analysis showed that the younger millennials (aged 22-27) have more positive perceptions of Facebook providing them with information seeking, entertainment and relaxation as compared to the older millennials (28 and over). The study deepens the current understanding of social media by broadening the discussion on key factors affecting social media usage from the users' perspective. While recent reports reveal a decline of millennials users of Facebook, the results offer insights to social networking site operators on how to enhance retention of different types of millennials.

Keywords: social media, Facebook, usage behaviour

Millennial Micro-Celebrities Personal Branding Strategies on Instagram

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Abstract:
This study draws from personal branding theory to explore how millennials display experiential luxury on Instagram. We use content analysis and thematic analysis to analyze and discuss the strategies held by wealthy micro-celebrities. Contrary to more 'traditional' luxury consumption theories, findings showed that wealthy millennials put an emphasis on more unconventional and immaterial - rather than material - aspects of their luxury consumption. We argue that the use of geo-tags can be seen as the materialization of experiential luxury on Instagram, and as a personal branding tactic to distinguish themselves form other micro-celebrities and attract followers.

Keywords: luxury, visual social media, personal branding

In Vlog We Trust: e-Content Trust Influencers

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Abstract:

Online trust is an extension of general trust; much as electronic-word-of-mouth (eWOM) is an extension of word-of-mouth (WOM). Our actions in the offline world can be based upon what has happened in the online world; just as our actions online can be based off of offline experiences. However, as different as the contexts may be, trust forms the basis of interaction in society in both 'real' and virtual communities, hence the importance to marketers of the influencers of online trust (Abdul-Rahman & Hailes, 2000). This study adopts meta-analysis techniques to investigate the online trust literature by systematically content-analysing over 250 published articles from 1955 to 2017 and synthesising the findings into a typology of e-content trust influencers. This typology consists of proximity, group, threshold, function and type when considering trust in e-content such as video weblogs (vlogs).

Keywords: online trust, internet, vlog

Challenges of the Internet of Things: A Consumer Resistance Perspective

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Abstract:
Internet of Things is expected to be the next phase of the Internet revolution and to transform consumers' lives. It nevertheless raises challenges. The aim of our research is to provide a better understanding of antecedents of consumers' resistance to smart services. Data were collected on a sample of 653 consumers. Results show that three categories of factors have a significant impact on consumer resistance: (1) consumer-related factors (mobiquity, technological dependence, and self-image congruence), (2) innovation-related factors (perceived security, perceived complexity and perceived health risk), (3) and system-related factors (perceived government surveillance and general skepticism towards IoT). Based on the results, theoretical and managerial implications are developed.

Keywords: resistance, internet of things, smart services

Introduction and Research Aim

The introduction of Internet of Things devices into services changes the way these services are delivered and conceived and promotes the development of intelligent services. This is a new era of e-service, where the service experience becomes "smart" (intelligence), where devices communicate with each other (connectivity) and where the consumer can access the service anytime, anywhere and through any device (ubiquity). It nevertheless raises challenges. The aim of our research is to provide a better understanding of antecedents of consumers' resistance to smart services.

Background and/or Conceptual Model

Based on previous literature on consumer resistance to innovations (e.g.,1987), we identified two categories of drivers of consumer resistance to smart services : (1) consumer characteristics (mobiquity, technological dependence, and self-image congruence), and (2) perceived innovation characteristics (perceived security, perceived complexity and perceived health risk). Furthermore, resistance to innovation may be motivated by ideological factors related to the system (Roux, 2007). For Ram (1987), resistance to innovation is influenced by propagation mechanisms and system-related elements such as advertising and testimonials. Thus, we propose a third category of resistance factors: system related factors. The system refers to the set of actors (e.g. companies, the state, the media, consultancies, etc.) and mechanisms (e.g. regulation, press articles, economic reports, etc.) involved in the development and promotion of IoT. In particular, we examined two factors: the general skepticism towards IoT and the perception of government surveillance (sensitive data about the consumer can be collected by smart devices).

Methodology

We developed a web-based survey to test the variables in the conceptual model. Panel members of a French research company, representative for the French population in terms of gender and age, were asked to fill out an online questionnaire regarding smart services in the banking sector. We chose the banking sector to study smart services for three reasons: (1) IoT banking has a high development potential (Deloitte, 2015), (2) its history of technology usage (internet banking, mobile banking, etc.) and (2) its familiarity to users (most people have used banking services at some point). The survey was divided into three sections. In the first section participants were instructed to watch a video with examples of bank smart services. The video lasting 2 minutes 46 seconds depicts a real-life situation involving bank smart services devised by a specialized agency. In the second section, we included questions about consumers' perceptions of bank smart services (complexity, security...). The final section was focusing on personal variables (self-congruence, technological dependence, demographic questions …). Data were collected in December 2016. We used 653 completed questionnaires for the data analysis (incomplete questionnaires were disregarded). We used a structural equation modelling to test our conceptual model.

Results and/or Discussion and Contributions

This work has identified a set of factors that explains why certain consumers resist to smart services. Findings show first that three categories of drivers have a significant impact on consumer resistance: (1) consumer-related factors (mobiquity, technological dependence, and self-image congruence), (2) innovation-related factors (perceived security, perceived complexity and perceived health risk), (3) and system-related factors (perceived government surveillance and general skepticism towards IoT). Second, our research reveals that general skepticism towards IoT is a key determinant of consumer resistance.

The contributions of this paper are twofold. On the one hand, previous empirical studies on innovation resistance have examined the effect of many drivers such as usage and value barriers (Laukkanen 2016), self-efficacy (Ellen et al. 1991) and intrusiveness (Mani and Chouk 2017). Our study enriches these works by examining variables that have not been studied previously in innovation resistance literature, such as mobiquity, self-image congruence and skepticism towards IoT. Second, to our knowledge, this study is the first to examine resistance to innovation in the field of smart services. It

thus responds to the call made by several authors to take account of the new challenges in services related to the development of the IoT (e.g., Ostrom et al. 2015; Wünderlich et al. 2015; Baron and Russell-Bennett, 2016). To date, most research studies on the smart service are focused on adoption (e.g. Hsu & Lin, 2016).

Implications for Practice

First, it is important for companies to reinforce the perceived security of smart services. As our results show, perceived security is a significant variable for consumers particularly in a sector in which sensitive data is exchanged. Therefore, companies wishing to offer smart services need to reinforce security based on the technical capabilities of IoT devices. For example, through IoT, consumers can strengthen access to their accounts by double authentication, using biometric data (heartbeat rhythm). This capability reassures consumers regarding data protection and reduces the risk of piracy. Our results also identify perceived complexity as a barrier that contributes to consumer resistance to smart services. It is important for companies to take this variable into account and make smart services more intuitive and easier to use. Here again, working on the design of IoT devices and simplifying installation and set-up procedures are important levers. Furthermore, our results show that smart services worry consumers in terms of health risks, particularly those who are aware of proliferation of sources of electromagnetic radiation in everyday life. To reassure these consumers, companies could work with independent organizations to test the physical devices used in smart services. These organizations can create labels certifying the safety of these products.

Second, although it is difficult for firms to directly influence consumer variables, it is important to take them into account when setting up smart services. Companies should first address the perceived compatibility between the consumer's self-image and the image of smart service. To this end, advertising of smart services should aim to make consumers feel that smart devices are compatible with their behaviors and habits. Similarly, "individual mobiquity" could be promoted as the main feature of smart services. Taking this feature into account would help companies to target potential customers more effectively. At this introduction stage of the smart services life cycle, the priority target should be connected customers who need to access the service "anywhere", "any time" and "through any medium". In this way banks could segment their clientele and emphasize the advantages in terms of mobility for these connected customers (e.g. time saving, speed of access, instant information, immediate access to an advisor or expert, etc.). The adoption of smart services by early adopters (connected customers) will make easier their diffusion to the other categories of customers. Third, our results highlight the influence of two system-related variables on consumer resistance: government surveillance and general skepticism about IoT devices. With regard to government surveillance, although this variable is related to a particular context (the dramatic increase in cases involving the mass surveillance of citizens), it is necessary to give guarantees to consumers in terms of the management and protection of their private life. Similarly, according to our results, general skepticism about IoT devices is a factor that should not be ignored, since it plays an important role in accounting for resistance. The "gadget image" associated with IoT devices (Mani and Chouk, 2017) is conducive to their perception as a way for companies to offer consumers unnecessary services. Communication with customers should focus on the added value of these services and the gains in convenience and speed.

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TV Advertising Campaigns in the Context of Search-Centric Marketing

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Abstract:
Consumers can now find more information about products, brands and companies online than ever before and thus, contemporary marketing focuses on search as the centre of successful communication campaigns. This paper explains the aspects of search-centric marketing that affect the success of communication campaigns. Specifically, it aims to examine if, and to what extent, the keywords from TV advertising campaigns are visible in fulltext search in Google. 22 TV advertising campaigns shown on the Slovak TV have been analysed and search visibility for campaign-related keywords in Google Slovakia has been assessed. The results show that many companies do not ensure sufficient search visibility of their communication campaigns that include TV advertisements. This means that their offline campaigns are not sufficiently connected to the online environment. Consequently, the significant investments into TV advertising are not used efficiently and communication campaigns are not delivering to their potential.

Keywords: communication campaigns, contemporary marketing, tv advertising

Introduction and Research Aim

A successful deployment of marketing strategy needs to recognise the needs and preferences of consumers, understand how they search for information and how the purchasing decision-making process has evolved over the years. People are now using multiple devices at a time, or sequentially, to research information about products they might consider for purchase. Companies need to be aware of how these processes work and reflect this in their marketing strategy, including communication campaigns. This paper explains the aspects of search-centric marketing that affect the success of communication campaigns.

Following this, the aim of this study is:
To examine if and to what extent the keywords from TV advertising campaigns are visible in fulltext search in Google.

Thanks to this, it can suggest if the offline campaign is connected to the online world and consumers are able to find more information about the product and brand on the Internet in case the advertisement catches their attention.

Background

Consumers can now find more information about products, brands and companies online than ever before. This includes official communications from the companies and user-generated content, including reviews and ratings (Kates and Greenberg, 2013). Modern marketing needs to focus on search as the centre of a successful communication campaign. Thus, companies are including search visibility in their marketing strategies (Devece et al., 2013; Miklosik, 2014; Weideman, 2009). If a company runs a TV advertising campaign, it should consider how the recipients consume this type of content. Many users are using a second screen while watching the TV. They might instantly insert a phrase they remembered from the advertisement to find more information about the product or a brand. A significant relationship between TV advertising and consumers' tendency to search branded keywords has been confirmed (Joo et al., 2016, 2014). According to Du, Xu and Wilbur (2017), even TV ads with small audiences produce detectable search spikes for the advertised brand, with 75% of incremental search volume occurring within two minutes. If the campaign, product or company website do not rank well, the company can lose this lead in this early stage.

The sequential use of devices needs to be considered, too. Further in the information collection and review process, the consumer often switches to another device (e.g. from the mobile phone to his laptop) to evaluate the alternatives and/or make the final purchase. As examined in the previous research (Google, 2012; Miklosik, 2015), visibility in online search is the factor that determines the success of this transition. The consumer would search again on the second device and if he/she does not find the resources he/she was looking at before, there is a chance to open a website of a competitor or give up and stop the information collection within the purchasing decision-making process. Digital marketing strategies positively affect the economic efficiency of companies (Dorcak and Delina, 2011; Yang et al., 2015) and this paper examines an aspect of this relationship related to the efficiency of communication campaigns including TV advertisements.

Methodology

To achieve the main aim of this paper, a qualitative analysis of TV advertising campaigns running in the Slovak TV channels between March and May 2018 has been performed. The 22 most frequently spotted advertisements have been included in the sample. Mobile carriers (8 campaigns) and banks (5 campaigns) were the most frequent advertisers. Advertisers from the hospitality, automotive, e-commerce, and retail were included in the sample, too. For each campaign, the slogan and the communication message have been analysed. Based on this, a list of 15-25 keywords closely related to each campaign has been compiled. For these, the advertisers' websites should be visible in fulltext search. These keywords reflect the target group and the message of the campaign.

Positions in fulltext search in Google Slovakia for these keywords have been determined using the incognito mode and searching from a desktop computer. A spreadsheet with the ranking data has been compiled taking both paid and organic search results into account. Any result with information related to the campaign and enabling the user to get some knowledge about the brand was considered. The value 60 has been assigned as the ranking for a keyword for which no result was found on the first six search engine results pages (SERPs) when coding the results. This data has been further analysed to form conclusions, results have been discussed and conclusions formulated.

Results and Discussion
Remarkable differences in search visibility were observed within the campaigns. 12 out of 22 advertisers have used a combination of organic rankings and Pay Per Click (PPC) Google AdWords advertisements. The rest relied on organic results solely. Individual rankings for all keywords have been averaged to compare the performance amongst the advertisers and assess the situation globally. The most successful campaign of the mobile carrier Telekom promoting the new mobile "YES" plans and data usage without barriers reached an average ranking of 2.2. Ten campaigns had an average position below 10 and a link to a website with more information about the campaign and/or product was visible on the first page of Google on average. Communication campaigns at the other side of the spectrum had an average position much higher, with the average SERP position of the last six TV ad campaigns reaching above 40. The campaign with the worst performance and lowest search visibility was ranking in the first six SERP pages only for one keyword out of 20.

Implications for Theory and Practice
The analysis has shown that many companies do not ensure proper search visibility for their communication campaigns that include TV advertisements. To get the most from the potential of the organic traffic for the campaign-related keywords, it can be recommended to have an average ranking below 3. This would ensure that in average, the company websites are ranking within the TOP 3 search results, and thus, get the most clicks. Improving the search visibility can significantly increase the efficiency of these campaigns and conversions received as a direct effect of the campaign. As the deployment of the campaign is typically managed by a full-service marketing agency or an advertising agency, it can be expected that they will make sure this happens and the offline campaign is efficiently connected to the online environment.

However, as the research results prove, this does not happen in most of the cases. Thus, marketing managers need to get more knowledge and insights on the current challenges of consumer behaviour regarding the purchasing decision-making and the use of online search in this process. This will enable them to ensure the agency delivers the required level of search visibility which is easy to achieve using a combination of PPC and search engine optimisation (SEO). A reasonable part of the campaign-related keywords is quite unique and there is not much competition in organic search results. Appropriate SEO applied to the campaign landing page and other websites of the company can typically cover 50-70% of the required TOP 3 SERP rankings. For the rest of the keywords, a PPC campaign should be in place to guarantee the placement on the top of the SERP and thus, reach people actively looking for the product information and send them to campaign-related websites. Without doing so, the significant investments into TV advertising will not be used efficiently and the communication campaign will not deliver to its potential.

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Social Media Engagement and Brand Image

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Abstract:
Drawing upon social information process theory, this study examines the extent to which social media engagement and eWOM activities (namely opinion seeking, passing, giving) in a higher education context shape the perceived brand image of higher education institutions and, subsequently, their enrollment intention. The study also takes into consideration the moderating effect of prospective groups (undergraduate vs. graduate students) in these relationships. Findings from a sample of 444 prospective students in Vietnam indicate that social media engagement has an indirect effect on perceived brand image through eWOM seeking and passing activities, ultimately impacting enrollment intentions. Further, perceived brand image of undergraduate prospect is influenced more strongly by their eWOM seeking activities on social media, whereas for graduate prospects, future enrollment intentions is determined more strongly by the perception of brand image.

Keywords: brand image, social media, electronic word-of-mouth

Ad-Recall Digital Interaction: The Case of Flarie

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Abstract:

The use of mobile advertisements has increased in popularity due to increased use of smartphones. Recently, marketers have introduced a new and innovative way of brand entertainment known as advergames. The gaming industry is ever growing and previous research has suggested that in-game advertising is effective (Huang & Yang, 2012). However, the amount of research on the brand recall and how advergaming impact buying intention and behavior is limited. The purpose with this study was to examine the effect of advergaming on brand recall and consumers buying intention. The results showed that advergaming significantly increased consumers attitude towards the brand and also to their intention to buy. The ad-recall varied between 48,07% and 91.06% in the Flarie campaigns.

Keywords: digital interaction, advergaming, ad-recall

Introduction and research aim

New technology has changed the playing field for companies, creating new opportunities for digital interaction between customers and retailers. The use of mobile advertisements has increased in popularity due to the increased use of smartphones and research shows that mobile advertising outperforms non-mobile advertising (Barwise & Strong, 2002). Jelassi and Enders (2009) showed that mobile advertising results in response rate around 40%, whereas direct mail response rate is around 3% and internet banner ads only 1%. However, due to adblocking tools consumers have the opportunity to control how they are exposed to branded content (Pantoja et al., 2016), forcing marketers to turn to non-traditional online advertisements (Gillespie et al., 2018). Recently, marketers have introduced a new and innovative way of brand entertainment known as advergames to influence customers' minds (Kinnard & Hartman, 2013).

Playing games has always been important to humankind. The gaming industry is ever growing and today, game developers and marketers seek ways to incorporate advertising in games without interrupting the gaming experience. While previous research has suggested that in-game advertising is effective (Huang & Yang, 2012), the amount of research on the brand recall and how advergaming impact buying intention and behavior is limited (Terlutter & Capella, 2013). For this reason, the current research focuses on the effect of advergaming on brand recall and consumers buying intention.

Background

The penetration of smartphones and digital technologies created the mobile internet population and the growth of mobile marketing. Smartphone users download in general 40 applications to their smartphones and nearly 82% of time spent on the mobile is with these applications (Gupta, 2013). However, consumers have more control over how they are exposed to branded content due to ad-blocking tools (Pantoja et al., 2016). Previous research introduced banner blindness, arguing that consumers recognises undesired information and learn to automatically overlook advertisements and other distractors (Benway & Lane, 1998; Nielsen, 2007). Mobile phone users are used to advertisements, as they are found in nearly every free app and game. However, most games also offer an ad-free version for a few dollars so that the user can pay to remove ads.

Marketers are trying to create positive associations with brands, and previous research has focused on positive brand attitude formation through gaming (Acar, 2007; Glass, 2007; Tina & Buckner, 2006). In-games advertising is the inclusion of products or brands within a game, similar to products placements in mobiles (Yang et al., 2006). Previous studies have found that players positively associate with brands advertised in a game more quickly than brands not advertised (Cauberghe & De Pelsmacker, 2010; Redondo, 2012). Advergames however, are mostly casual games, free of charge, offering quick rewards and are to deliver a message for the advertised brand (Redondo, 2012). Advergames are usually designed for short playing periods in order to be easily played during short breaks in the day, such as waiting times, on tablets, or smartphones (Terlutter & Capella, 2013). Advergaming is the process in which advertising message, logo of company or other information about the brand is incorporated with online games or videos games (Buckner, 2002). Advergames allow different levels of brand promotion, from passive product placement in background scenes to the product being an integral part of the game itself. However, research in advergames is limited (Kinnard & Hartman, 2013).

One way to measure the effectiveness of digital advertising is through brand recall, which measures how consumers remember an ad with or without additional triggers (Till & Baack, 2005). Ideally, the goal for marketers is that consumers can recall their brand, reducing additional marketing costs (Hammer et al., 2009).

Methodology

In order to study the effect of advergaming on brand recall and consumers buying intention, a collaboration started with the company Flarie, a mobile advertising and gaming platform. Flarie connects brand advertisers with smartphone gamers through an expanding number of games. The game-app was released in March 2016 and have today more than 500 000 users. The app contains

game templates spanning over 30 different games in four game categories: arcade, brain training, word games, and quiz. The branded games are a natural part of the app, making the brand message a genuine part of the experience. When a brand purchase campaigns in the Flarie app, the game template, target audience and the message are customized according to the goals of the brand. The players can compete towards friends, or towards getting high-score in a game where all users of the app can participate. The players can also win different prices and price-reductions from different companies.

In spring 2018, data was obtained from Flarie, consisting of user data and playing habits as well as responses to questions about ad-recall connected to six different advergaming activities. The data consists of answers from 3634 people that had played games during the period and was asked to answer the questions.

Results, Discussion and Contributions

The typical player in the Flarie app is around 24 years old, a woman, are playing on average 28 times, with a high score of 269, and total time spent on average is 806 seconds. The research provides interesting findings in regards to consumers general attitude towards the brand before and after the advergaming activity. The general opinion about Scandic (a hotel chain in Sweden) significantly (p<0.003) increased from 6.95 to 7.32 in mean value (scale 1-10), showing that the players liked the hotel chain better after spending time playing the game. The players also rated it as more likely that they would choose Scandic for their next hotel booking after the advergaming activity (Significant p=0.015, 6.80 to 7.13 mean value). The results also showed that the players that spend more time and also play more is the ones whose opinion regarding Scandic has increased. The players that replied lowest (1-3 in general on a scale to 10) on general opinion of Scandic had never played the game.

Seven other brands advergaming activities in April 2018 were also analyzed, showing that the ad-recall was high (Table 1). There were 3634 people that had played the games that were asked to answer the questions. Creating awareness through high engagement in a positive context is a huge part of branding. This study showed that advergaming has better potential to create this than other media channels. Jelassi and Enders (2009) showed that mobile advertising results in response rate around 40%, while the ad-recall varied between 48,07% and 91.06% in the Flarie campaigns. The results therefore indicate that ad-recall is higher when consumers spend time with the brand.

Insert Table 1 about here

Implication for theory and practice

This research shows how digital interaction influence the value of customer ad-recall. The research extends our understanding of the potential spending time with a brand has on boosting customer ad-recall. When seeing the brand the entire time they are playing the game, they are more likely to recall the offering even after four to eight weeks. This shows the potential with advergaming. The study contributes to the literature on non-traditional advertising media, specifically to the advergaming context, by exploring the effect of advergaming on brand recall and consumers buying intention. By spending time with the brand in a game, players' opinion of the brand increases and it is more likely that they buy the brand in the future.

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Table 1. Ad-recall Flarie – 3634 respondents, 4-8 weeks after the game.

Company	What to recall:	Respondents	Ad-recall
Junkyard	What do they sell	3190 - Skate and sport clothes 190 - Baby clothes 121 - Electronics 91 - Outdoor furniture 42 - medicine 2801 - 50 sek off when purchasing over 300sek 560 - 200sek gift card 185 - 30% discount on optional product 54 - one free gift when ordering 34: 2 for 1	87,78%
	What was the offer in the game		77,03%
Nicks	What do they sell that you could win	3090 – Kexbars 182 – Audiobooks 181 – Clothes 97 – Phone 84 – Coffee	85,03%
Halebop	What phone was the price	1910 - Motorola Z2 Play 1175 - IPhone 8 602 - IPhone X 527 - Samsung Galaxy s8 420 – Sony Experia XZ	52,56%
NJIE	What is the company associated with?	2576 – Protein bars and other high protein products 104 – Outdoor and training clothes in good comfort 69 – Adventure travels in sports and training 59 – Flavored water 21 – Candy popsicles in different flavors 2408 – Hungry in between meals? 185 – A flavor for everyone 108 Travels for your mind and body 69 – Need a drink? Drink water! 59 - Flexible clothes for every day	91,06% 85,12%
	What was the message in the game		
Pantamera	What was being recycled in the game	2598 – Bottles and jars 174 – Cans 24 – Food waste 18 - Styrofoam 15 – Newspapers and magazines	91,83%
ICA	What was the price	1386 - 250 sek to shop for at ICA 1360 – A smart dinner-kit 36 – A package of coffee 33 – A lottery ticket 14 – Disposable barbeque	48,07%
SJ	What was the price	2443 – 20% discount on your trip 322 – A free trip 36 – Coffee on the train 21 – 1000 SJ prio-points 7 – Upgrade to first class	86,36%

Antecedents and Consequences of Consumers' Online Brand-Related Activities (COBRAs) on Social Networking Sites

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Abstract:
Brand pages on social networking sites (SNS) enable companies to communicate and interact with their target groups and to build substantial bonds with customers. Therefore, brand managers are interested in the motivational antecedents and brand-related consequences of consumers' online brand-related activities (COBRAs) that can be categorized into consuming, contributing, and creating behaviour. Unfortunately, previous research mainly focuses on contributing behaviour. Therefore, this study investigates motivational antecedents (i.e. social interaction, remuneration, entertainment, and information) and a brand-related consequence (i.e. word-of-mouth) of COBRAs. Using a sample of 359 German Facebook users, the results reveal that consuming behaviour positively affects word-of-mouth, while contributing and creating behaviour have no significant effect. Regarding the motivational antecedents, social interaction positively affects all COBRAs. Remuneration motivations are positively related to contributing and creating behaviour. Entertainment motivations only have a positive effect on consuming behaviour. Finally, information motivations do not significantly affect any COBRA type.

Keywords: social networking sites, brand pages, consumer behaviour

Parasocial Interaction and Brand Endorsements in Vlogs

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Abstract:
Video blogs, or vlogs, can attract millions of viewers on YouTube, making them a very alluring marketing channel for brands. This study looks at the role of parasocial interaction – a concept referring to "illusionary interaction" that audiences may experience with media performers – in the effectiveness of brand endorsements in the context of vlogs.

A vlog entry by a female lifestyle vlogger featuring a brand endorsement for a health service for young women was studied. An experimental design with two conditions (positive comments presented / not presented) was created and four constructs were measured: parasocial interaction, audience participation, perceived vlogger credibility, and purchase intention.

The study finds that audience participation builds the experience of parasocial interaction, which supports vlogger credibility, contributing to the effectiveness of the endorsement made by the vlogger. The results build understanding about the role of audience-vlogger relationships in endorsement effectiveness.

Keywords: vlogs, parasocial interaction, endorsement effectiveness

Location-Aware App to Support Heritage Trail Experience

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Abstract:
Increasingly, technology is employed at sites of heritage/cultural value to enhance the visitors' experience. However, what does it mean to enhance the visitor's heritage experience and what do visitors want at heritage locations? This paper explores insights gained from the design and development of *Singapore Heritage Trails (SGTrails)*, a location-aware application that seeks to engage the visitor on heritage trails. We present findings from (a) an exploratory survey to understand the users' perceptions about the role of technology at heritage sites/locations, (b) a field study comparing a prototype version of *SGTrails* with a paper guide, and (c) an analysis of the implementation, initial adoption, and usage of *SGTrails*. Our findings revealed heritage locations to be multilayered and requiring information about different facets of the trail. Drawing on Activity Theory, we examine the ecology of actors and tools necessary to facilitate the co-curating and experiencing of sites of cultural heritage.

Keywords: mobile app, cultural heritage trail, user-experience

Introduction and Research Aim

We investigate the development of a location-aware platform to support and enhance visitors' experience on heritage trails; a trend increasing in recent years (Giaccardi, 2012). In particular, 'locative media,' which refers to mobile media technologies such as GPS, involves space-time and links information to places (San Cornelio & Ardèvol, 2011). Locative media allows one to traverse between the screen and physical spaces, creating hybrid and mediated experiences of place. This paper details our insights and experience developing *Singapore Heritage Trails (SGTrails)* through partnerships with stakeholders and using an ecological approach that addresses different facets of a heritage location.

Specifically, we ask the following questions: How do visitors perceive sites of heritage and cultural value? What role does technology play at these heritage locations? How can we enhance the visitors' experience of heritage trails utilizing a location-aware mobile application? How can we ensure insights from this project inform other similar projects?

Background and/or Conceptual Model

We adopt the understanding of trails to include space-place theory; drawing on Tuan's likening of space to 'movement,' and place to 'pauses' (Cresswell, 2004), travel lines (trails) evoke a sense of self and place (Leon, 2009) through the movement-pause dynamic. We investigate the efficacy of the trail as a mechanism for experiencing heritage, especially in its digital form (Giaccardi, 2012). Heritage sites consists of many layers of meanings (physical, infrastructural, and socio-cultural layers, to name a few); adding a 'digital layer' enables the visitor to traverse between the screen and the physical topography and offers more flexibility and interactivity that the traditional, paper-based modes.

We employ Activity Theory (Kapelinin & Nardi, 2007) to account for the complex interactions between the various actors, tools, and contexts involved in creating the heritage experience for the visitor. Activity Theory puts forward the notion that human experience does not take place in isolation; instead it acknowledges human behavior to be complex, socially situated, and technically mediated. Activity Theory is useful because it presents a structure for thinking about the use of technology and the social norms that emerge within the context of an "activity system". Engestrom (1999) conceptualizes an activity system to comprise of the following components: the ***subject*** (individuals/groups that act and whose agency is analyzed), an ***object*** (that which is acted upon), and the ***artefacts*** (tools, community rules, and divisions of labor) that mediate the relationship between the subject and the object.

Method

We conducted three studies:
- An exploratory survey with 159 respondents that examined how technologies can mediate visitors' perceptions and experiences of heritage sites;
- A field study with 20 participants comparing a paper guide and a prototype of the *SGTrails* app to assess the participants' experience of a heritage trail; and,
- Development of *SGTrails* app in collaboration with the National Heritage Board (NHB) of Singapore and its preliminary assessment.

Results and/or Discussion and Contributions

We conducted a survey amongst 159 potential mobile-trail-app users to better understand perceptions and modes of engaging with heritage. One hundred and forty-four respondents indicated that they visit a heritage site at least once a year. Awareness of and engagement with heritage was highly important. Respondents who had used a paper brochure in conjunction with a mobile app displayed a higher level of engagement (M = 5.57, SD = 1.46) than respondents who used the paper guide alone (M = 5.04, SD = 1.24). Respondents expected the mobile app to '*play*

the role of a tour guide', helping them to '*find the way'* and '*plan a route'* and provide greater flexibility and independence. Respondents desired sociality features and indicated the ability to share photos (n = 80) and comment on a site (n = 51).

Based on these findings, we developed a prototype app for the Android platform containing a single existing official NHB trail. The user interface comprises marked 'spots' in an area of historic interest in Singapore, which mirror the spots marked on the official paper guide for NHB trails. Notably, the prototype app features geo-locative features for navigation around the trail site, the tool most frequently cited as necessary among our survey respondents.
The app also supports sociality, with features such as 'Visited' for "checking off" spots as the trail progresses, and 'Shoutout,' which allows the user to leave a comment about the trail they are on. We tested the effectiveness of the prototype by assigning 15 participants to mobile app and five to paper trail guide and examine whether their experience of place gets mediated through the mobile app and whether it is superior to paper guides. Participants walked alone along the trail and reported in a semi-structured interview their experience of the trail, spots/sites, sociality features, and experience of place. Some participants viewed the navigational aspect of the app positively as it saved time and helped to focus but most felt it to be overly-prescriptive and structured as it reduced joy and increased the feeling that the trail was conducting rather than guiding the experience of place. We thus observed a tension between the app's role as a GPS tool, and the opportunity for unbounded exploration.

Drawing on the previous findings and collaboration with the NHB, we developed and co-curated the heritage trail app *SGTrails with* 99 heritage trails and officially released in 2016. Until 2016, there were a total of 1,627 downloads (from iOS App Store and Android Google Play). A preliminary in-app survey assessed by 150 users, 97% revealed high overall satisfaction with the extent to which the *SGTrails* app helped the users engage with Singapore's heritage.

Implications for Theory and Practice
Our findings contribute to the increasing recognition of the unique consideration that designing technology for sites with cultural and heritage value entails. A key takeaway from our study is that an ecological perspective supports and enhances the visitor's experience at heritage sites. Activity Theory serves as a valuable lens through which to view the findings of the three studies we have described. Our findings depict a dynamic and varying conceptualization of heritage, as experienced by the visitors at heritage sites. It is therefore essential to map the ecology of relations of the various actors and tools that contribute to visitors' heritage experience if we are to design dynamic and flexible technologies to support experience in these places. By viewing the visitor's heritage experience as an activity system helps us to situate digital technology as part of the place-experience ecology. This effectively reflects our conceptualization of place as multilayered, and of technology as one of these layers. Indeed, our findings suggest that the mediated experience is enhanced when the end user is understood as an actor in dialogue with other elements of a system. Utilizing an activity systems lens provides a clear representation of the various actors, the participants (app-end users) and the community (such as heritage communities and official organizations), and the ecology of tools/guides involved in the mediation of heritage experiences. An awareness of these components is key to the development of technologies if they are to adequately negotiate pressure points and meet the diverse aims of the actors involved.

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FOOD, WINE AND LEISURE MARKETING

Gamification or Socialization? What Motivates Consumers' Engagement in Fitness Apps

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Abstract:
Many companies have gamified fitness apps, aiming at making consumers more engaging and loyal. However, after initial adoption, many consumers soon feel bored and gave up. To effectively retain consumers, companies have employed different approaches: some use gamification, using game elements as rewards to staying physically active; whereas some others use socialization, linking apps to social media and enabling consumers to share and compete with one another on their workouts. Drawing inference from self-determination theory, we argue that these two approaches provide different types of motivation: making apps more gameful provides external incentives, and hence, is more likely to trigger extrinsic motivation; whereas making apps more social satisfies consumers' need for relatedness, and hence, is more likely to provide intrinsic motivation. Results indicate that compared with a gamified fitness app, the participants using a socialized app are more engaged in physical activity and more loyal towards the fitness app.

Keywords: gamification, social marketing, loyalty intention

Introduction and Research Aim

Adoption of health and fitness apps has increased rapidly in the recent years: the number of downloads of such apps has tripled since 2014 (Accenture, 2018). However, after initial adoption, many consumers soon feel bored and stop using the apps (Krebs & Duncan, 2015). To retain users, some companies invest heavily in *gamification*, using game elements (e.g., badges and points) to award consumers for their efforts in physical activity (Lewis et al., 2016). However, some other companies (e.g., Strava) took a different approach: instead of using game elements as rewards, they make the experience of using fitness apps more social, enabling consumers to share and compete with one another on performances in physical activity. Such *socialization* approach has yielded surprisingly good results: Strava had gained 27 million users by the end of 2017 (Strava, 2017), outperforming other similar apps on the iTunes Store. Also, the motivation to receive positive feedbacks on social media encourages consumers to sustain efforts for longer: for instance, gym fanatics are willing to work out every day to get "likes" on their gym selfies on Facebook. Although gamification and socialization may not be assumed to be bipolar, they may vary independently. Companies can make the fitness app (a) both gameful and social, (b) gameful but not social, (c) social but not gameful, and (d) neither gameful nor social. Admittedly, combining gamification and socialization together may be most effective in retaining consumers. Nonetheless, considering that the development of fitness apps is cost-intensive, companies often need to decide whether to invest the limited resources in making an app more gameful, or, in making it more social. Despite the proliferations of these two approaches (i.e., gamification and socialization) in practice (Huotari, 2017; Maher et al., 2016), little is known about which one is more effective in motivating consumers to engage in physical activity, and, at the same time, helping companies retain users. In this study, we aim to investigate the relative effectiveness of these two approaches on consumers' engagement in fitness apps. Specifically, this study addresses two research questions:

> **RQ1**: Whether gamification or socialization is more effective in motivating consumers to achieve better *performances in physical activity*?
>
> **RQ2**: Whether gamification or socialization is more effective in increasing consumers' *loyalty intentions towards fitness apps*?

Background

Self-determination theory (SDT) is often applied to understand consumers' motivation in human-computer interactions (Ryan & Deci, 2000a), including technology-enabled activities (Peters et al., 2018). Drawing inference from SDT, we propose that gamification and socialization may trigger two different types of motivation. ***(1) Gamification and extrinsic motivation.*** Gamification utilizes game elements in non-gaming context; it promotes product innovation adoptions (Müller-Stewens et al., 2017) and fosters self-brand connection (Berger et al., 2018). By providing external incentives (e.g., badges), gamified fitness apps can provide consumers with extrinsic motivation (Stragier et al., 2016; Seaborn & Fels, 2015). ***(2) Socialization and intrinsic motivation.*** One of the basic psychological needs of consumers is social relatedness (Ryan & Deci, 2000b). Prior research shows that social interactions in fitness apps can increase physical performances and intentions to keep using the apps (Lee & Cho, 2017; Zhu et al., 2017). Recent findings in social psychology also suggest that compared with extrinsic motivation, intrinsic motivation can be more effective in encouraging consumers to sustain their efforts (Cerasoli et al., 2014; Wooley & Fishbach, 2015). Previous qualitative studies have provided preliminary evidence supporting the positive impacts of social interaction on consumers' physical activity (Maher et al., 2015; Yang, 2017). Consumers consider the opportunity for social interaction "a key benefit to participation" in physical activity (Berg et al., 2015, p. 27). In the context of fitness app adoption, we argue that compared with *gamified* fitness apps (providing *extrinsic* motivation), *socialized* apps (providing *intrinsic* motivation) can be more effective in increasing consumers' engagement. Specifically, we argue that compared with the consumers using a gamified fitness app, those using a socialized app have *better performances in physical activity* (**H1**) and *higher loyalty towards the app* (**H2**).

Methodology

We conducted a six-week longitudinal field study. Participants were business undergraduates at a university. They were randomly assigned to use one of the two fitness apps: "Walkup" (a gamified app, N=57) and "WeRun" (a socialized app, N=59). There is no significant difference between the participants from the two groups on exercise habit prior to the study (M$_{Walkup}$=3.54, M$_{WeRun}$=3.66, p=0.479). The function of both apps is helping consumers track their step counts; however, these two apps are different in the app design: Walkup uses gamification to turn step counts into the experience of global travelling and to award consumers with five types of game elements (i.e., badges, points, levels, achievements, and virtual supplements), but the app has few social elements. In contrast, WeRun is an app linked to one of the most widely adopted social media "WeChat" in China; it provides rankings of step counts and enables consumers to "like" one another's performances, yet has none of the game elements that Walkup has. In stage one (Week 1 to 5), the participants were asked to track their physical activity with the assigned app every day. Performance was measured by the number of daily step counts. In stage two (Week 6), we measured the participants' attitudinal loyalty (intentions to continue using the app) and behavioral loyalty (actual step counts in Week 6).

Results, Discussion and Contributions

Physical performance. Results of ANOVA (as shown in Table 1) suggest that, in each of the five weeks, the participants using WeRun had significant higher number of step counts than those using Walkup. The findings indicate that compared the participants using a gamified fitness app, those using a socialized app have better performances in physical activity. H1 is supported.

Table 1. Exercise performance in step counts in stage one

	Walkup		WeRun		ANOVA	
	M	*SD*	*M*	*SD*	*F*-value	*p*-value
Week 1	3737.08	445.40	6111.23	486.26	F(1,114)=12.916	< 0.001
Week 2	4529.48	487.69	6159.57	487.69	F(1,114)=5.188	0.025
Week 3	5410.41	512.50	7599.90	664.39	F(1,114)=6.746	0.011
Week 4	4543.48	476.44	7763.07	733.68	F(1,114)=13.348	< 0.001
Week 5	5045.75	517.19	9018.22	545.58	F(1,114)=27.855	< 0.001

Loyalty intention. On attitudinal loyalty, results indicate that compared with the participants using Walkup (M$_{Walkup}$=2.89, SD_{Walkup}=1.23), those using WeRun (M_{WeRun}=3.87, SD_{WeRun}=0.87) had higher intentions to keep using the app (F (1,114)=24.301, p<0.001). Moreover, on behavioral loyalty: for the participants using Walkup, their daily step counts decrease in the stage two, compared with it in the stage one (M$_{Walkup-Stage1}$=4653.24; M$_{Walkup-Stage2}$=1274.67; t (56)=8.004, p<0.001); however, for the participants using WeRun, there is no significant difference on daily step counts between the stage one and two (M$_{WeRun-Stage1}$=7330.42; M$_{WeRun-Stage2}$=7839.23; t (58)=-0.703, p=0.485). The above results indicate that compared with the participants using a gamified app, those using a socialized app have greater loyalty. H2 is supported.

Implications for Theory and Practice

While many studies emphasize the merits of gamification in marketing practice (Huotari & Hamari, 2017; Kim & Ahn, 2017), we suggest that gamification provides consumers with external incentives, which may not be strong enough to motivate them to sustain in the long run. Our study indicate that instead of investing heavily in gamification, enhancing social interactions in fitness apps can be a more effective approach to helping companies retain consumers. Nonetheless, in the current study, we have not examined the potential moderators of the positive influence of socialization in fitness apps. The effectiveness of a socialized fitness app may vary according to consumers' specific psychological needs: autonomy, competence (e.g., the need for external validation), and relatedness (e.g., the need for social interaction) (Ryan & Deci, 2000b). Future research can investigate the moderation effects of different types of psychological needs.

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Understanding Shengtai Lüyou (Ecotourism) from Tourists' Experiences

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Abstract:
This study examines Chinese tourists' experiences related to Shengtai Lüyou (ecotourism), one of China's most popular travel forms. Forty in-depth interviews were conducted in South-west China. Data was analysed through Leximancer, a computer-assisted qualitative data analysis software. Results found that Shengtai Lüyou experience was more hedonic than cognitive as the identified experience dimensions were mountains, happiness, scenery appreciation, communication, authenticity, tour guide, seeing flowers, watching performance and sickness. Further analysis shows that demographic factors influence Shengtai Lüyou experience.

Keywords: shengtai lüyou, experience, demographic factors

Introduction and Research Aim

In China, ecotourism has been regarded as one of the biggest emerging market (National Development and Reform Commission, 2016). Ecotourism was introduced to China in the 1990s and translated into Shengtai (eco) Lüyou (tourism) in standard mandarin (Wang, 1993). Unlike its niche position in most Western countries, Shengtai Lüyou has become a popular form of tourism in China only within a short period of time. In 2014, the overall Shengtai Lüyou industry in China reached a revenue of USD90 billion; there were 1.2 billion tourists to Shengtai Lüyou sites in China (Huanqiu, 2017).

Although Shengtai Lüyou has become a major tourism format in China, knowledge about the ecotourism market in the Chinese context is rather limited. Further, the existing literature has focused on discussing the similarities and differences between Shengtai Lüyou and ecotourism from a definition point of view (e.g., Donohoe & Lu, 2009). Some key questions remain unanswered. Our study attempts to address two important research questions in line with the research aims:

RQ1: What are the experiences they have within a Shengtai Lüyou trip?

RQ2: What is the relationship between the demographic factors and the overall Shengtai Lüyou experiences?

Conceptual Development

Experience research in ecotourism has received increasing attention due to the rising importance of the market and also the influence of such experience on desired outcomes such as positive changes of environmental attitude and behavior (Lee & Moscardo, 2005). However, studies on ecotourism experience are inconsistent. For example, Higham and Carr (2002) noted five important aspects, such as conservation advocacy and awareness of environmental issues; Chan and Baum (2007) identified three themes: seeing wildlife in its natural habitat and preservation of natural environment, having basic accommodation and facilities, and learning and acquiring knowledge about nature and the environment. Further, Ryan, Hughes and Chirgwin (2000) claimed people's ecotourism experience was more hedonic than cognitive, while Staus and Falk (2013) suggested cognitive aspects were as important as emotional aspects. These inconsistencies suggest ecotourism experience may be contingent on the research context (e.g. nations, specific groups of tourists or activities). As such, more research is needed if we are to better understand the ecotourism experience construct in different contexts.

In the context of China, there is a very limited amount of ecotourism (Shengtai Lüyou) experience study. One exception is the study of Wang et al. (2012), which examined tourists' on-site experience when visiting wetland parks in China and found that it involved aesthetic, emotional and action experiences. However, similar to most other Shengtai Lüyou studies, this study directly adopted established scales from the west (Schmitt's experiential marketing (1999)) without considering ecotourism's adaptation to the Chinese context.

Methodology

Forty in-depth interviews were conducted in South-west China. In order to obtain a representative cohort, four groups of respondents were selected based on certain demographic criteria (Group 1: high income and high education, Group 2: high income and low education, Group 3: middle income and high education, and Group 4: middle income and low education) (N=10 for each group). Convenience sampling technique was used and samples were chosen from the researchers' networks. This technique was helpful to confirm respondents' sensitive demographic information such as income and education level. A screening question about whether they have Shengtai Lüyou experience in China was asked first and respondents were asked to share domestic experience only.

The interview was conducted and transcribed in Mandarin (standard Chinese). The transcription was then translated into English by a researcher who has a qualification in Chinese-English

translation. The translation was thoroughly rechecked by other researchers who are fluent in both Chinese and English. Leximancer (version 4.5) was used for analysis.

Results, Discussion and Contributions

Nine themes and 26 concepts emerged from the respondents' Shengtai Lüyou experience. The nine themes were: *Mountains, Happiness, Scenery Appreciation, Communication, Authenticity, Tour Guide, Seeing Flowers, Watching Performance* and *Sickness*. The findings demonstrate that Shengtai Lüyou experience was a happy trip, mostly to mountains, with activities like scenery appreciation, seeing flowers and watching performance. It involved interaction with families, friends, girlfriend and tour guides. In addition, tourists experienced 'authentic' factors on their trip such as local customs. A few respondents became sick during the trip, mostly due to altitude sickness in high mountains.

Shengtai Lüyou experience was more hedonic than cognitive, thus supporting Ryan et al. (2000)'s argument in the hedonic-cognitive ecotourism experience debate. Ethical factors in literature of ecotourism experience such as environmental protection and learning are not significant here, thus indicating the actual behavior of Shengtai Lüyou tourists is soft-core.

Different demographic groups reported different Shengtai Lüyou experiences. In terms of involvement, those in the *Age: 20-30, Female* and *High Education* were more active and participatory. With regards to interaction, those in the groups of *Age: >50, Male, Low Education,* and *Middle Income* often communicated with families/friends; *Age>50, Female* and *High Income* relied on tour guides. For emotions, *Age: >50* were happier; *Age: 30-50* were more relaxed; *Female, Low Education,* and *High Income* were both happy and relaxed.

This study has practical significance for Shengtai Lüyou destination management organizations (DMOs). They should pay attention to the most important Shengtai Lüyou experiences such as scenery appreciation and communication, thus offering facilities and assistance to help tourists create such experiences during their travel.

In addition, this study has implications for Chinese government as it pays attention to Shengtai Lüyou development and even included Shengtai Lüyou development into its 'ten-year plan' (National Development and Reform Commission, 2016). It was found that tourists' Shengtai Lüyou experiences lack ethical factors (e.g., learning and environmental protection). The factors are important as the purpose of government's focus on Shengtai Lüyou development is environmental protection; however, the lack of such factors in tourists' experience cannot help reach this aim; thus assuming a need of government to increase investment proportion on facilities/assistance for tourists to help them have such experience, e.g., by training tour guides about environmental teaching across Shengtai Lüyou destinations.

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The Effects of Perceived Crowding on Word-of-Mouth

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Abstract:
Overcrowding in tourism is a key issue, yet the full effects of crowding are unknown. This research examines the effects of perceived crowding on word-of-mouth intentions, as well as the underlying influence of spatial displacement and anticipated satisfaction on this relationship. The findings determine the negative effect of perceived crowding on word-of-mouth intentions. Additionally, the findings show a mediating role of spatial displacement and anticipated satisfaction; with spatial displacement negatively related to word-of-mouth intentions contrarily to anticipated satisfaction which was positively related. The findings provide theoretical and managerial implications by providing empirical evidence on the relationship between perceived crowding and word-of-mouth and strategies to minimise the effects of perceived crowding on word-of-mouth.

Keywords: perceived crowding, word-of-mouth, tourism

Does Order Effect Influence Haptic Perception?

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Abstract:
This paper examines if a psychological habituation moderates the effect of autotelic need for touch on the relationship between haptic perception and product judgment. The authors conducted an experiment in which flimsy and firm cups of coffee are sampled in sequence. Participants were divided into low and high autotelics, based on the Need-for-Touch (NFT) scale. The results show that haptic perception influences on product judgment, as the theory suggests. Moreover, in the absence of psychological habituation, the results follow the theory by showing that the haptic perception influences on product judgment among low autotelics but not among high autotelics. However, when psychological habituation (order effect) is considered, the effect among low autotelics holds only if firm cup is sampled first. We conclude that the order effect of sampling products affects the role autotelic need for touch has on the effect of haptic characteristics of serving containers to product judgment.

Keywords: order effect, haptic perception, need-for-touch

Branching Out a Heritage Bourbon Brand

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Abstract:

This paper takes a case study approach to investigate how heritage brands can reach new desired markets, particularly those whom they have traditionally excluded. Through an interpretive analysis of bourbon brand Jim Beam's advertising campaign featuring American actress Mila Kunis, it studies the changing representation of women in the contemporary spirits industry to explore the tensions between the nostalgic/authentic positioning of heritage brands and their attempts to reach traditionally excluded markets. The analysis finds that a combination of anchoring strategies ('roots') and extension strategies ('branches') are mobilised in an attempt to maintain continuity for existing consumers while improving perceived accessibility for traditionally excluded consumers. In doing so, it provides preliminary insights into the gendered nature and cultural functions of commercialised nostalgia, as well as suggesting some potential paths of connection between heritage brands and their new desired audiences.

Keywords: bourbon, nostalgia, gender

Wine Tourists with Children: Untapping a Latent Demand

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Abstract:
Wine tourism research has solely focused on understanding existing demand neglecting to investigate the factors constraining a person to become a wine tourist. As wine tourism becomes a popular leisure activity for a great variety of people, there is a need to identify constraints that may inhibit potential market groups to be converted to wine tourists. Becoming a parent does not mean that you need to stop visiting wineries. This study adopts a constrained-based approach for investigating the reasons refraining people with children to visit wineries. Findings are collected from residents and tourists in Adelaide and provide useful theoretical and practical insights into the profile of this potential wine tourism market, their motivations to visit wineries as well as the constraints inhibiting them to undertake wine tourism. The paper concludes by discussing the theoretical and practical implications of the findings.

Keywords: wine tourism, latent demand, constraints

The Effects of Inner Packaging Colour

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Abstract:
Marketers manipulate the exterior of the packaging to influence consumer expectations, experiences and behaviours. Yet there has been limited, if any, research on the effects of Inner Packaging Colour (IPC) on post-purchase, pre-consumption behaviours. Study 1 (n=400) explored interaction effects between IPC (red vs. blue) and health consciousness (HC) on the desirability of food. Study 2 (n=1006) explored if perceived pleasure mediates the interaction effect of IPC and HC on the desirability of food. The results show that the desirability of a food item can be increased among high-HC individuals by merely changing the IPC of that item. In contrast, IPC increases the perceived pleasure of a food item for both low-HC and high-HC individuals, and perceived pleasure mediates the interaction effect of IPC and HC on the desirability of food.

Keywords: inner packaging colour, health consciousness, desirability of food

MACROMARKETING
AND PUBLIC
POLICY

An Ecosystem Perspective of Retirement in Australia

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Abstract:
'Longevity risk' - the risk that a person will outlive their retirement savings - is an increasing issue for Australians as an ageing population who are living longer due to improved health care. However, Australians generally do not sufficiently engage with retirement planning. Low engagement and readiness for retirement puts Australians in severe financial risk in retirement. This study will help retirees to optimise their lifestyle post-retirement for however long they live. To adequately understand retirement planning behaviour, we must first understand the attitudes and behaviours of those within the retirement ecosystem who construct and frame the information provided to consumers. This study argues the benefit of considering retirement planning from an ecosystem perspective, and collates four key perspectives - government, industry, media, and academic - to aid in our understanding of the Australian retirement ecosystem.

Keywords: ecosystems, retirement planning

Facebook and Twitter Utility for Policymakers

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Abstract:
Social media provides government policy makers with access to citizen attitudes, opinions and positions on issues. Social media holds publicly available information that can help policy developers to better understand how the public feel about policy problems, solutions to policy gaps, lived experiences and values associated with policies, as well as, better articulation of the 'real' problem. This study examines the utility of aspects of Active/Passive models of citizensourcing for policy makers. To assess this we offer a conceptual model based on Appraisal theory. Results indicated little utility difference between actively and passively gathered data. Facebook is generally more useful for policy makers, as it yielded better data concerning values, lived experiences and problem definition, and clearer articulation of solutions through dialogic language. The implication for policy makers is that while Twitter can identify emotive responses, Facebook offers deeper insights and more nuanced understanding of the community.

Keywords: active/passive, citizensourcing, social media

Introduction and background

Government policy-makers must consider not only expert advice and scientific data, but also the views of those impacted by decisions, citizens (Linders, 2012). Social media is increasingly recognised as an abundant source of citizen attitudes relating to policy issues (Liu, 2015; Medaglia & Zhu, 2017; Wukich & Mergel, 2017; Loukis, 2018). Policy-makers now have at their disposal unprecedented access to a cultural and informational repository afforded by a social media-centred and digitised public sphere (Castells, 2008). These transformations have seen citizens now expecting to be listened to and to be actively involved in decision making (Linders, 2012; Aitamurto et al., 2017). Citizens increasingly demand that they be treated "not as customers but as partners" (Linders, 2012, p. 446).

The availability of data online and public expectations have influenced policy makers to adopt 'citizensourcing'. Citizensourcing is similar to crowdsourcing, which draws from the 'collective wisdom' (Surowiecki, 2004) of large groups of networked citizens to solve or inform difficult policy problems (Hilgers & Ihl, 2010; Nam, 2012; Charalabidis et al., 2014; Loukis, 2018). One approach to knowledge and sentiment extraction is to apply an Active/Passive citizensourcing framework. Active citizensourcing occurs when the policy maker stimulates a response through channels they control, while Passive refers to comments outside channels of control, wherein the public offers opinion without policy maker stimulus (Androutsopoulou et al., 2018; Loukis & Charalabidis, 2015; Loukis, 2018). However, there is a gap in the literature comparing the characteristics of data collected actively and passively. This study offers a conceptual framework that attempts to better distinguish between Active and Passive data sources and determine their usability in relation to policy making.

Conceptual Model

Appraisal theory is concerned with a) how text producers (writers or speakers) construe particular authorial identities for themselves, b) how authors align/dis-align themselves with actual or potential respondents, and c) how writers or speakers construct an ideal audience for their texts (Martin & White, 2005). A sub-system of the approach allows for attitudes, including *affect* (e.g. happy, sad, insecure); *judgement* (e.g. courageous, right, capable); and *appreciation* (e.g. simple, unbalanced, valuable). Importantly, for the Active/Passive model, the evaluative language used for the formation of a stance comes directly from an author's own attitude; which may be expressed explicitly or implicitly. The Appraisal framework sees attitude as "dialogically directed towards aligning the addressee into a community of shared values and belief" (Martin & White, 2005, p. 95). The application of the Appraisal framework can yield rich results in the sphere of public policy since discourse is never completely deprived of the author's stance, even if this is not stated overtly (Martin & White, 2005). If bias is discernible the framework allows clear indications as to why this is apparent (Martin & White, 2005). The model is assessed here against informational needs of policy makers. Contextual factors include problems with policy, solutions for policy gaps, lived realities for those impacted by policy, competing values and problem framing (Marshall et al., 2017; McNie et al., 2016).

Methodology

The case at the centre of this study is the potential release of the carp herpes virus into the Murray River (Australia). Carp are an introduced fish species that make up approximately 90% of the biomass in the river, costing the economy billions (Saunders et al., 2010). Currently, the government is investigating use a biological pathogen to eradicate them from Australian inland river systems.

Netnography (2015) was used to identify where the commentary regarding the carp virus was taking place. Further, it was used to determine which platforms were most likely to yield

information useful for policy making. This study extracted community comments over 18 months (Jan 2016 to July 2017) from Facebook (FB) and Twitter (TW), as it was identified that these two platforms accounted for the majority of the community discussion. Facebook and Twitter have also previously been identified as sources of nuanced insight into citizen attitudes toward coexistence with non-human species (Simmons & Mehmet, 2018). Schober et al. (2016) have argued that social media generally, and Twitter specifically, can "potentially represent the larger population's opinions and experiences" (p. 185). In total over 6700 comments were sourced using R social media package, with Twitter accounting for 1569 and Facebook 5168. Data was manually coded using appraisal frameworks. Results were coded to determine usefulness in line with policy maker needs (five categories of informational needs) and presented using a scale range of 0 for no utility to 5, which equates to maximum utility.

Results and discussion

Results are segmented by platform and Active/Passive data sources in Table 1.

Table 1: Active/Passive Citizensourcing Value for Policy Makers

Informational Needs	FB Active	FB Passive	TW Active	TW Passive
Number of comments	637 (12.3%)	4531 (87.7%)	395 (25.2%)	1174 (74.8%)
Policy problems (reactions)	5	5	5	4
Policy gaps solutions (alternate solutions)	5	5	2	1
Lived realities	5	4	0	0
Values	5	4	2	1
Problem framing	4	2	0	1

Regardless of data source or platform the public was willing to share their reactions to policy. This importantly, included both positive and negative positions. Language in Facebook was consistently more conversational, dialogic and less extreme in graduation force than Twitter. Facebook dialogue included more exploration of alternate solutions to policy, however, Active Twitter data did demonstrate some insights into alternate solutions.

The table shows that people spent considerably more time in Facebook explaining their experiences (lived realities) and why they felt the way they did (problem framing). Values were also stated more prominently in Facebook, interestingly, often as a reaction to the positions held by those in authority. This dialogic conversational tone is likely influenced by Facebook's architectural functionality (i.e., its graphical user interface and supported media) (Bossetta, 2018). Importantly, expressions in Twitter often utilised visual aids to express opinion, often humorous/vulgar. This use of multiple modes to communicate is a point of further research. These findings may be influenced by user determined differences or by characteristics inherent to platform and affordances, such as 280 character limits in Twitter. The assessments of utility for Active and Passive data suggested little difference. Future research should explore differences between platforms and Active and Passive citizensourcing more fully.

Implications for Practice and Theory

Twitter is still a viable option if policy makers wish to take a 'pulse' of community sentiment. However, for policy makers with limited time and budget, exploring Facebook comments may be the preferred option. This is especially true if they wish to better understand lived experiences, values and identifying alternate solutions to policy problems, which were covered in greater depth and nuance.

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Understanding How Values Affect Consumer Ethics

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Abstract:
Research has not fully explained the processes through which values influence consumer ethics nor identified antecedents to the effects of values on consumer ethics. Two online surveys of US consumers (total 1614 consumers) examine how values affect consumer ethics. Study 1 identifies antecedents to the effects of values on consumer ethics; study 2 examines mediators of these effects. Study 1 demonstrates that resultant self-transcendence values and resultant conservation values are negatively (positively) related to beliefs regarding unethical (pro-social) consumer actions. Resultant self-transcendence values are activated by individualizing moral foundations (concerns for harm/fairness), while resultant conservation values are activated by binding moral foundations (concerns for loyalty/authority/purity). Binding moral foundations diminish resultant self-transcendence values. Study 2 demonstrates that moral identity and dimensions of Machiavellianism (amoral manipulation, need for control) sequentially mediate the effects of values on beliefs regarding unethical actions; moral identity mediates the effects of values on beliefs regarding pro-social actions.

Keywords: moral foundations, values, consumer ethics

Public-Private Collaboration to Drive Innovation in Cities

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Abstract:

City authorities around the world are making strides to enhance sustainable living, create better service infrastructure, provide new personalised citizen services and establish partnerships across private and public sectors. The smart city ecosystem is a complex environment that draws on the expertise and resources of many public and private organisations to innovate, test and bring to market new solutions. A central pillar of this ecosystem is digital technologies, such as artificial intelligence, machine learning, sensors and advanced analytics, which are expected to help facilitate more sustainable living, while also informing public policy decisions. Drawing on marketing systems research, we explore the city ecosystem of Copenhagen, Denmark, to uncover processes of public-private collaboration with a specific focus on the dynamic matching of new city solutions and needs. Managerial implications are presented, useful for those individuals, organisations and institutions embedded in city ecosystems and responsible for the development of demand-led innovation.

Keywords: smart city ecosystem, marketing systems, public-private partnerships

Introduction and Research Aim

Marketing systems are networks consisting of individuals, groups and/or entities who participate in 'fields of action' (Layton, 2015) with the purpose of collaboratively creating and co-creating products, services, experiences and ideas for and with customers that generate economic value and respond to customer needs and demands (Layton and Duan, 2015; Layton 2007). These networks are complex and participants within them both cooperate and compete, which creates highly dynamic and, sometimes challenging, interactions. These dynamic and complex fields of action can also be observed within city environments. In cities, public institutions, government authorities, private companies, startup ventures and citizens all interact in various ways and have different expectations, values, agendas, resources and needs. Some cities, which have taken a proactive step towards embracing technology to become a smarter and more responsive city, are facing new challenges of setting up, managing and deriving value from public-private partnerships and inter-industry collaborations. These new networks of participants bring together organizations, which traditionally compete, into a cocreative partnership with a focus on meeting unmet customer/citizen demands.

The research question guiding our research is:

> *What are the processes of public-private collaboration within smart city environments towards providing citizens demand-led and technology-driven solutions?*

In the empirical investigation, our study provides additional insight into different forms of collaborative partnerships, which are affected by the participants, their roles within the marketing system, influence, experience and the goals set for the partnership. This study brings the smart city ecosystem into a marketing systems context and illuminates how public-private collaborations take shape and the multiple drivers and barriers that affect their ability to work successfully towards the provision of technology-driven solutions that meet the needs of citizens. This research is important as there is an increasing focus on participants that operate within city environments and how they contribute to citizen well-being, sustainable living and reduced emissions.

Background

Marketing systems often entail a multitude of actors and participants who interact in "inherently complex multi-layered networked structures" (Layton and Duffy, 2018, p. 3). Within these marketing systems, action evolves due to the interactions between participants. The actions of just one participant within the system can have the effect of changing the structures and processes of the system, which can, not only, affect the other system participants, but also larger groups in society (Kadirov, 2018). Marketing systems often exist with the main purpose of making products, services, experiences and ideas available through creation and delivery. However, marketing systems are also considered to be tasked with improving the quality of life for individuals within the communities where the marketing system operates. Moreover, marketing systems should be providing economic benefits for the participants within it (Layton and Duffy, 2018). Layton and Duffy (2018) define seven different marketing systems. They include 1) horizontal systems, 2) vertical systems, 3) facilitating systems, 4) composite systems, 5) hybrid systems, 6) social marketing systems and 7) post-consumption marketing systems. For the purpose of this research, marketing systems 5 (hybrid systems, which see a combination of private sector and public sector organisations and participants) and 7 (social marketing systems, which have a focus on initiating, supporting or countervailing issues of community concern) are of most relevance. The interactions in the city ecosystem that we explore through a marketing system theoretical lens are indeed focused on the processes that take place when private and public organisations seek to co-create new products, services and experiences to be made available to citizens, who will be the end-users. This ties in with marketing system 7, as the main driver for the participants in this system is to discover, test and launch innovative solutions that can deliver value and meet demands of communities. However, marketing systems are also contentious spaces where different agendas, individual statuses,

resource capabilities and power come into play and can both hinder and accelerate action within the field. In this way, marketing systems operate on both a macro and micro-level as the larger field is influenced by the actions of individual participants. Haase, Becker, and Pick (2017) explain that what is at stake in marketing systems can be divided into three layers of value: for the individual (micro), for communities (macro-1), and for society or nature (macro-2). They argue that participants with a concern for the higher-level outcomes, or macromotives, are particularly impactful in driving change.

Methodology

The data comprises 22 in-depth interviews conducted over a two-year period with a smart city unit in Copenhagen, large private organisations, entrepreneurial startups and public sector institutions that are all involved in driving forward new smart city initiatives and solutions. Interviews were conducted during three separate field visits between August 2016 and June 2018. In total, 16 interviews have been conducted with members of the unit and six interviews with partners and collaborators from both private and public organisations and institutions. All organisations are based in Denmark. The field visits have also included demonstrations of smart city technology and living labs.

Results, Discussion and Contributions

Findings from the research reveal that the marketing system that involves the Copenhagen smart city unit and identified private, public and startup organisations is highly complex, emergent, experimenting and collaborative. The smart city unit plays a connecting role as it sits in-between the 'market' (i.e. private providers of new solutions, products and services) and government/public policy decision makers. The unit has the task of facilitating dialogue and cocreating testing and trial spaces in which participants from both private and public organisations are brought together to collaborate and knowledge-share. The unit also helps investigate and identify solutions provided by the market that can potentially solve the needs that are of political importance, e.g. waste management optimisation, improvement of air pollution, and personalised and responsive healthcare technology. The processes of private- public collaboration are focused on advancing new city and community-based solutions, which can add economic value to providers within the system and well-being and lifestyle value to citizens. However, the emphasis on economic value is not prioritised over more intangible forms of value, such as learning, access to networks and trialling of prototypes. This is part of the participants' macromotive and is at the crux of the marketing system; that participating partners have a collaborative and partnership-based approach, accepting that there are no guarantees of economic exchanges. However, the research also revealed that citizens may be an underprioritised component in the marketing system of the smart city participants as the main focus has been on testing new technologies at small scale and development of business and use cases. Often these initiatives have not involved citizens.

Implications for Theory and Practice

We contribute with insight into the dynamic action field of the smart city marketing system and explore processes of public-private collaboration towards the delivery of demand-led and technology-driven solutions for the city inhabitants. Our research aims to initiate discussion and interest in the complexities of how co-creating partners can drive innovation for citizens and the inherent challenges that exist when different agendas, levels of influence, expertise, power and resources intersect.

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Mid Wife in the Digital Age: Decoding Value from Midwifery Websites

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Abstract:

Midwifery is derived from the Anglo Saxon *mid wyf,* "with woman". In New Zealand midwives practice within the Lead Maternity Carer (LMC) system. Today 87% of primary women register with an LMC, of which 90% choose a midwife LMC. Within the LMC system, midwives adhere to the Midwifery Partnership Model (MPM) to design and deliver care. The MPM advocates woman-centred care focused on partnership. We develop a thematic framework of woman-centred care to explore the MPM service style as a marketing system. This framework guides a content analysis that provides insights on how the online communication of midwives (micro-level service assortments) can influence consumer choice in today's digital age. We contend that the communication of micro-level service assortments provides women with an opportunity to make informed service decisions. These in turn have the potential to sustain value co-creation processes at the micro, meso, and ultimately, the societal or macro-system level.

Keywords: health ecosystems, value co-creation, midwifery systems

Introduction

Today's rapidly changing, highly networked environment is resulting in a range of e-health technologies and communication channels for patients and healthcare professionals (Kreps & Neuhauser, 2010; McMullan, 2006). These sit alongside traditional forms of health professional-patient dialogues and information-seeking activities healthcare consumers engage in. More than ever patients are becoming better informed and self-conscious about their healthcare (Hughner & Kleine, 2008; Larsson, 2009), increasingly expecting healthcare professionals and healthcare systems to be responsive to their needs, in a relationship that understands their experiences and fashions it offerings around those.

New Zealand (NZ) maternity care is delivered within a Lead Maternity Carer (LMC) structure. In New Zealand midwives practice within the LMC system. Today 87% of primary women register with an LMC, of which 90% choose a midwife as their LMC (Priday & MaAra-Couper, 2016). Under the umbrella of the LMC system, midwives deliver care within guidelines constructed in support of the Midwifery Partnership Model (MPM). The fundamental tenet of the MPM is that normal pregnancy and birth is possible for the majority of women and must, at all times, be upheld as the ideal for the health of both mother and baby. Underlying this philosophy is the belief that the woman works with her midwife as a partner and thus as an informed participant, she is able to plan and make choices for her care (Guilliland & Pairman, 1994). The MPM framework is woman-centred (a concept that reflects midwifery's medieval origins of "*mid wyf*" [with woman]), "midwifery-led", situated within a continuity-of-care relationship, within healthcare service and patient networks (Drife, 2002; Krisjanous & Maude, 2014). This service ethos provides a fertile research context to explore the MPM service style as a marketing system that operates at the micro, meso and macro levels of resource integration to improve the "perceived quality of life of the communities …as well as providing economic benefits for each of the system participants" (Layton, 2015, p. 305) and for society.

The MPM places a high "demand on women as [system actors] to be active information seekers, decision makers and participants" (Krisjanous & Maude, 2014, p. 232). From a macro marketing perspective, the portrayal of service values, products and ideas is critical in pregnant women's healthcare choices and ultimately in returning social, wellbeing, and economic value to the network of individuals and entities within this marketing system. Like any complex multi-layered ecosystem, the midwifery marketing system is part of the overall maternity health system, which in turn is part of a New Zealand's broader health ecosystem. Although information on service provision made available on midwifery supplier websites can be considered a micro level facilitator, essentially influencing and informing choices possible to prospective actor customers, it plays an important role in sustaining the health ecosystem overall. Choices made by the pregnant health service seeker on the suitability and compatibility of the provider are operationalised at this level. These choices in turn influence the broader health ecosystem, or macro level of health by meeting societal objectives and needs, co- creating public value for society (Osborne, Radnor, & Strakosch, 2016).

However, system rules, norms and practice guidelines dictating the boundaries of provider-customer resource integrating activities are determined at the meso and macro levels of the system. In this way, "governance/institutions generation is a critical value cocreation factor", as "this means that the ecosystem keystone player must ensure the establishment of shared norms, a common language, and rules that shape interactions and resource integration which contributes to ecosystem evolution and viability. Macro level decision-making shapes the service ecosystem as those decisions govern micro and meso levels" (Beirão, Patrício, & Fisk, 2017, p. 244). Yet the role of the service professional is seriously under-researched in the

processes that shape co-production, co-design and co-management of public service experiences (Osborne et al., 2016).

Research aim

The research gap drawn from above triggers our research question: how do micro level actors in the maternity marketing system facilitate value creation (meeting women's information needs; enabling appropriate and parsimonious decision-making regarding care choices; and encouraging engagement with maternity care) through their online communication? In order to explore these phenomena, and as a first stage of a more extensive study, we evaluate how LMC midwife organisations communicate value facilitating activities. In so doing, we also answer the call by Loane, Webster and D'Alessandro (2014) to understand organisational as well as consumer value in health ecosystems.

Methodology

To begin, a thematic framework of woman-centred care was developed from the literature (Attride-Stirling, 2001). Three key themes found are reported below; continuity of care, empowerment and relationships. Following key theme identification, a content analysis was undertaken of 70 midwifery provider websites to examine how midwife LMCs communicate service philosophies through images, text and videos within the domains of these themes.

Results

Applying our thematic framework of woman-centred care from the literature, the content analysis revealed that midwifery providers use consistent strategies to communicate and provide value for women. Preliminary results indicate that continuity of care is not well articulated, while empowerment is a dominant content area on the websites. Key results include:

1. Continuity of care: Management and relational continuity are evident in most websites, e.g., referrals to other health professionals, duration and commitment of care. Informational continuity is less discernible and typically communicated more ambiguously.
2. Empowerment: A variety of modes such as online forms, phone numbers and email addresses were available for accessing their provider. To demonstrate shared decision making, words such as "support", "choice" and "options" were frequently used.
3. Relationships: All the websites profile the midwife and their individual philosophy to maternity care. Narrative supporting credibility as skilled practitioners and believers in women's innate ability for normal birth is also evident. Additional information beyond their professional life communicates more personal attributes such as hobbies and family life. Collectively, these elements provide the initial building blocks of the midwife-woman partnership. However, few websites referenced the role of family members as support.

Implications for Theory and Practice

We provide an emergent framework of the core concepts of woman-centred care within the MPM marketing system that establish functionality within the relationship and ensure health and wellbeing-promoting value exchanges – a critical element for health service organisations. We contend that the communication of micro-level service assortments provides women with an opportunity to make informed service purchase decisions. These in turn have the potential to sustain value co-creation processes at the micro, meso, and ultimately, the societal or macro- system level.

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Butting Out: Strategies Addressing Tobacco Product Waste

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Abstract
Cigarette butt litter creates large quantities of non-biodegradable waste that poses risks to animals and humans. Tobacco companies hold smokers responsible for tobacco product waste (TPW), but health researchers call for tobacco companies to be responsible for the full life- cycle costs of TPW. We used an online survey of 396 smokers and 414 non-smokers to estimate perceived responsibility for TPW and support for measures to mitigate this problem. Most respondents held smokers responsible for TPW; in response, smokers typically favoured educative campaigns, while non-smokers supported regulatory measures, including more smokefree outdoor public areas and levying tobacco companies, would be more effective. Social marketing campaigns could reduce butt litter by illustrating TPW's environmental effects and promoting behaviour change. These campaigns could also foster support for policies requiring tobacco companies to fund TPW clean-up costs, and that ensure these costs are met through industry profits and not transferred to smokers.

Keywords: cigarette butts, tobacco litter, extended producer responsibility

Background

Annual global consumption of cigarettes now exceeds five trillion sticks, and cigarette butts are the most commonly littered item in the world (Barnes, 2011; Curtis, Novotny, Lee, Freiberg, & McLaughlin, 2016; Drope et al., 2018; Wallbank, MacKenzie, & Beggs, 2017). Butts comprise filters that were originally designed to create a barrier between loose tobacco and smokers' mouths, but now widely believed by smokers to remove toxins, create a "smoother" smoking experience, and reduce the risks of smoking (Harris, 2011; Smith & Novotny, 2011). Yet, filters provide no meaningful benefits – inhaled fibres actually harm smokers (Warner, 2002) – and filters do not decompose. Filters thus fail to reduce smokers' health risks and they create large quantities of non-biodegradable waste that contaminates waterways and poses risks to animals and humans (Novotny et al., 2011; Wallbank et al., 2017; Witkowski, 2014; World Health Organization, 2017). Tobacco product waste (TPW) also imposes substantial costs on the local authorities that fund clean-up operations (Schneider, Peterson, Kiss, Ebeid, & Doyle, 2011; Smith & Novotny, 2011).

Theoretical framing

Few dispute the environmental risks tobacco product waste presents, though beliefs about where responsibility for TPW should lie vary. Some argue that smokers should be more responsible, a view reinforced by tobacco companies' public relations campaigns, which frame smoking as a personal choice. This neo-liberal discourse has dominated social policy debates and prompted solutions such as fining smokers caught discarding butts, or rewarding citizens who provide information leading to the arrest of litterers (Johnson, 2012). Tobacco companies' social responsibility strategies, such as "Keep New Zealand Beautiful", reinforce this view and divert responsibility from corporations to citizens (Keep New Zealand Beautiful, 2015).

Others call for an extended producer responsibility (EPR) framework that directly challenges personal responsibility arguments (Curtis, Collins, Cunningham, Stigler, & Novotny, 2014; Curtis et al., 2016; Freiberg, 2013; Witkowski, 2014) and holds tobacco companies responsible for the life-cycle costs of TPW. EPR links product design and manufacture to health and environmental harms. This perspective offers different responses, including TPW taxes, hypothecated to support clean-up costs (Schneider et al., 2011), laws mandating biodegradable filters or litigating against tobacco companies (Freiberg, 2013). Given the profound implications of tobacco use and TPW, policy makers require evidence to identify the most effective regulatory responses. However, to date, few independent studies have examined how smokers and non-smokers perceive responses to TPW, considered policy implications, or documented determinants of support for different measures (Rath, Rubenstein, Curry, Shank, & Cartwright, 2012). Our research question was thus:

RQ: Where does perceived responsibility for TPW lie and what are the determinants of support for different measures that would mitigate TPW?

Methods

We conducted an online survey of the New Zealand (NZ) public to estimate support for interventions that could address TPW. Our sample comprised 396 current smokers and 414 non-smokers, stratified by gender, age and ethnicity. We estimated perceptions of TPW and where responsibility for TPW should lie, and assessed views on different responses to TPW. We undertook preliminary descriptive analyses, developed separate logistic regression models to examine associations between behavioural and demographic variables and perceptions of intervention effectiveness, and used significant variables from these models in multi-variable logistic regression models estimating determinants of perceived responsibility for TPW.

Results

Only a minority of respondents regarded TPW as a major environmental threat, with larger items, such as plastics, seen as more problematic. Irrespective of smoking status, respondents saw smokers as primarily responsible for creating TPW (85%), with non-smokers significantly more likely than smokers to hold this view. Non-smokers were also significantly more likely than smokers to hold tobacco companies responsible for creating TPW (55% cf. 40%) and for addressing TPW (57% cf. 41%). To create a standard knowledge base, we provided information about butt biodegradability and then reassessed views on who should address TPW. After receiving this information, non-smokers were even more likely to hold tobacco companies responsible for addressing TPW, though smokers' views did not change.

Smoking status was the strongest determinant of support (or opposition) to the measures tested. Smokers were significantly less likely to support fines or banning smoking in public outdoor areas (ORs 0.714 (95% CI 0.521-0.978) and 0.481 (95% CI 0.356-0.649)) compared with non- smokers, but significantly more likely to support educational interventions, such as advertising or on-pack information (ORs 1.586 (95% CI 1.170-2.151) and 1.930 (95% CI 1.447-2.573), respectively). Of the measures reflecting EPR, smokers and non-smokers saw mandating biodegradable filters as most effective, but smokers were significantly less likely than non- smokers to perceive measures holding tobacco companies liable as likely to address TPW.

Discussion / Implications for Theory and Practice

Tobacco product waste constitutes a major environmental problem and should be a key concern in NZ, a country that has consistently marketed itself as "100% pure" and claims to have high environmental standards. Yet, few respondents saw TPW as a serious problem even though NZ's smokers produce ~17 million cigarette butts per year, most of which are discarded (Patel, Thomson, & Wilson, 2013). Respondents appeared to adopt a size heuristic where the larger the item, the greater the threat presented, irrespective of product composition or littering frequency (Silvera, Josephs, & Giesler, 2002). In fact, small item litter constitutes more than 95% of the rubbish despoiling NZ public spaces, and TPW constitutes the vast majority of this litter (Waste Not Consulting, 2015).

Most respondents, particularly non-smokers, held smokers responsible for TPW, a finding that may reflect "personal responsibility" discourse and negative stereotypes of smokers as lazy and dirty, and supported measures punishing those who littered. Smokers typically favoured educative campaigns, while non-smokers thought regulatory measures, such as more smokefree outdoor public areas and imposing financial costs on tobacco companies, would be more effective. Evidence that non-smokers were significantly more likely to hold tobacco companies responsible for TPW after learning that butt litter was not biodegradable suggests an awareness raising campaign could achieve two goals. First, it could provide the education smokers seek by explaining how TPW occurs and its environmental effects; second, it could foster support for policies that recognize the role tobacco companies play in creating TPW.

Our findings suggest a key opportunity for policy makers to recognize and engage with growing environmental concerns. While smokers' muted support for financial measures that would impose further costs on them, is understandable, measures could instead recognize tobacco as "a longitudinal environmental hazard" (Novotny, 2015) by ensuring financial levies are met through industry profits and not transferred to smokers. Such an approach would have wide public support, and could disrupt on-going environmental despoilment and bring health and social benefits.

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Marketing of Smoked Tobacco in a Smokefree World

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Abstract:

Tobacco companies have recently declared their goal of a smokefree world, yet continue to develop new smoked products. One of these, flavour capsule variant cigarettes (FCVs), has rapidly gained market share, raising important questions about the transformation tobacco companies claim to have undertaken. Using an online survey involving a choice experiment, a behavioural probability measure, and a perception task, we investigated how smokers and susceptible non-smokers responded to this innovation. Non-smokers were significantly more likely than smokers to prefer an FCV relative to an unflavoured cigarette and had more positive perceptions of FCVs. Daily smokers were significantly more likely to try an unflavoured cigarette than the FCV options, but susceptible non-smokers and former smokers were significantly more likely to try FCV options than unflavoured choices. These findings suggest FCVs could undermine policies such as standardised packaging that aim to reduce smoking's appeal, and suggest tobacco companies' claimed transformation lacks credibility.

Keywords: flavour capsule variants (FCV), smokefree world, tobacco industry

Introduction

Policies that have made tobacco less accessible, less affordable and less appealing have dramatically reduced smoking prevalence, particularly among young people. Tobacco companies have responded to these trends by announcing a transformation of their business model and declaring they wish to realise a 'smokefree world', where smokers use reduced harm technologies. Yet, to remain viable, these technologies require a continually replenished pool of smokers who wish to switch to less harmful options, which are expensive and unlikely to be initiation products. Furthermore, tobacco companies continue to develop product innovations, which appeal to young people who may become the 'replacement' smokers on whom their business depends (Doxey & Hammond, 2011; Hoek & Robertson, 2015; Smith et al., 2017). Flavour capsule variants (FCVs) are one such innovation; these products have a bead within the filter that, when crushed, flavours the smoke inhaled (Scollo, Bayly, White, Lindorff, & Wakefield, 2017; Thrasher et al., 2015). FCVs have experienced rapid growth in all markets, including Australia and New Zealand, and raise important questions about tobacco companies' commitment to a smokefree world (Ambrose, Day, Rostron, & et al., 2015).

Background and Theoretical Development

Positioned as both intriguing and 'fresh', FCVs promise more pleasurable sensations than those typically associated with early smoking experimentation, which is often remembered as distasteful (Abad-Vivero et al., 2016; Emond, Soneji, Brunette, & Sargent, 2018; Manning, Kelly, & Comello, 2009; Thrasher et al., 2015). Theoretically, FCVs illustrate the dichotomy between the public health discourse of moderation or abstinence and commercial calls to indulgence and hedonism (Coveney & Bunton, 2003). Marketers have long recognised that "fun, amusement, fantasy, arousal, sensory stimulation, and enjoyment" (Holbrook & Hirschman, 1982, p.135) are pivotal elements of consumption (Hirschman & Holbrook, 1982; Holbrook & Hirschman, 1982). FCVs thus represent a technological response that circumvents marketing restrictions, recognises hedonism, and challenges smoking's status as a 'dirty', socially unaccepted behaviour (Chapman & Freeman, 2008; McCool, Hoek, Edwards, Thomson, & Gifford, 2012).

Because FCVs reframe smoking as novel rather than passé, and pleasurable rather than unclean, we surmised this innovation would appeal to non-smokers, who could otherwise be deterred by smoking's denormalised status. By contrast, established smokers typically cite taste or flavour as the primary factor responsible for their brand choice, which suggests they will have less interest in FCVs. If this reasoning is correct, FCVs would appeal less to existing smokers than to non-smokers, thus threatening declines in smoking uptake and questioning tobacco companies' commitment to smokefree goals. Our research question was thus:

RQ: How do 18 to 25 year old smokers and susceptible non-smokers perceive and respond to FCVs relative to unflavoured cigarettes?

Methods

We used an online panel to estimate FCVs' likely effect on smoking experimentation and measure how young adults perceived FCVs. The sample comprised 425 current smokers (CS) and 390 susceptible non-smokers (SNS), stratified by gender and ethnicity. The study was fielded between 20 November and 3 December 2017. Our study comprised three elements, the first of which was a choice experiment. For smokers, we used an Alternative Specific design that included four flavours and an unflavoured control, and four price levels. For susceptible non-smokers, we used a Youden design to test six FCV options plus an unflavoured control. All packs used plain packaging with the same health warning and brand name to provide a stringent test of FCVs' effects. Respondents then used the Juster Scale to estimate their chance of trying

each test flavour (Juster, 1966) and rated a FCV compared to an unflavoured cigarette on nine characteristics, using a seven-point semantic differential scale. We analysed the data used multinomial logit regression, ordered logit models, and simple descriptive statistics.

Results

The choice models showed that CS, particularly daily smokers, preferred unflavoured sticks to those with flavours, although lower prices increased the relative attractiveness of some flavours. By contrast, SNS preferred all six FCV flavours tested to an unflavoured cigarette. The behavioural probability data showed CS were significantly more likely than SNS to accept a cigarette offered to them, regardless of whether it was flavoured or not. Daily smokers were significantly more likely than non-daily smokers to accept an unflavoured cigarette, while SNS were significantly more likely than daily smokers to accept a flavoured than an unflavoured cigarette. Occasional smokers, former smokers and never smokers were significantly more likely than daily smokers to perceive capsule cigarettes as having a smoother taste and to be more satisfying, more attractive, and more fun to smoke.

Discussion and Conclusions

As hypothesised, FCVs appealed to non-smokers more than to smokers. Our findings thus add weight to concerns that FCVs will recruit SNS who seek a more hedonic experience, thus replenishing the pool of smokers who may eventually opt to move to 'reduced harm' products. While CS preferred an unflavoured option to each of the flavour variants, SNS showed the reverse pattern and preferred each flavour option relative to the unflavoured option. Current smokers' preference for an unflavoured cigarette is consistent with studies reporting that 'taste' is the most important attribute in brand preference (Cowie, Swift, Borland, Chaloupka, & Fong, 2014). By contrast, SNS may assume that FCVs could improve the initial unpleasant sensations of smoking, and so prefer these options.

Despite preferring unflavoured cigarettes, more than half the CS surveyed would accept a flavoured cigarette, if offered to them. This finding may reflect the high price of tobacco in New Zealand as well as smoking norms, where tobacco is often socially supplied, even to daily smokers. Consistent with other studies, SNS were more likely to try an FCV than an unflavoured cigarette (Abad-Vivero et al., 2016; Thrasher et al., 2015; Thrasher et al., 2016). SNS perceived FCVs creating a more palatable, fun, and enjoyable smoking experience (Hirschman & Holbrook, 1982; Holbrook & Hirschman, 1982).

Our study has some limitations as we did not measure actual behaviour and tested a limited set of perceptions; future work could expand our findings by using naturalistic approaches and more varied measures. Nonetheless, our use of standardised packaging to present stimuli is likely to have depressed responses to each measure, making our findings conservative estimates of FCVs' effects on young adult CS and SNS.

Like many tobacco industry innovations, FCVs offer no benefits to existing smokers; yet, by reducing the harshness of smoking, FCVs enhance smoking's appeal to experimenters. Even when presented in standardised packaging, FCVs repositioned smoking as attractive, appealing and enjoyable. Our findings demonstrate tobacco companies' remarkable skill in creating products that engage and addict young people, and raise important questions about their declared vision of creating a smokefree world. We suggest their product innovations specifically aim to attract the next generation of smokers, and will undermine rather than support public health goals.

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Social Responsibility in Swedish Public Procurement Policies

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Abstract:
Public sector organizations are in focus to increase social initiatives in their procurement policies to help governments achieve their social development goals. However, despite the fact that the idea of social responsibility (SR) is widespread in public procurement, it often remains unclear how the idea travelled among the organizations and how it is translated into policies and practices in public procurement. Drawing upon travel of ideas theory, this study aims to explore how public organizations in Sweden translate SR into policies in their procurement activities. The results from interviewing 28 public procurers in Sweden revealed that characteristics of travel of ideas can be observed for SR; although, in many cases the stages of travel of ideas are not fully addressed. The results also indicated that the travel of the same SR idea can result in different practices and outcomes in public procurement.

Keywords: public procurement policy, travel of ideas, corporate social responsibility

Introduction and Background

Due to different roles public sector play in fostering social responsibility and corporate accountability (González and Martinez, 2004; McCrudden, 2007) and in light of growing awareness of the need to address various social issues in public procurement (Srivastava, 2007; Walker and Brammer, 2009; Preuss, 2011; Brammer and Walker, 2011), the act of integrating Social Responsibility (SR) within public procurement policies has gained momentum. Inclusion of SR in public procurement policies, has contributed to the spread of corporate social responsibility (CSR) by coercive isomorphic pressures (DiMaggio and Powell 1983; Grob and Benn, 2014).

In this regard, one of the key issues in the theory and practice of CSR is the transfer and travel of ideas in forms of policies and regulations between different local, national and international business systems in which organizations operate and public procurement is no exception. SR policies in most instances don't need to be started from scratch by public organizations, but they are developed through "travel of ideas" from other systems on different levels (McCrudden, 2004). Travel of ideas with regard to SR is relevant in public procurement policies as public procurement has proven to be a dedicated follower of political fashion (McCrudden, 2007). Accordingly, an element of fashion-following and imitation of travelling ideas is how public policies are influenced by other systems and organizations' experiences (Bryntse and Greve, 2002).

In sociological institutional theories it is argued that a travelled idea has to be adopted through a transformation process into a local context and has to conform with what is seen as legitimate at a certain point of time and place (Czarniawska and Joerges, 1996). This means that ideas travel around and many public policies in different regions and contexts use the same type of concepts and standards for the same phenomenon (Czarniawska and Joerges, 1996), but of course with modifications adapted to their own context. From this perspective the process of adopting SR policies into procurement processes could be interpreted as a recognition of SR as an idea by public organizations in interaction with established SR policies and standards in other business or public systems at local, national and international levels. Stages of travel suggest that the idea of SR then becomes quasi objects and go beyond the barriers of its local time and enter a trans-local path/space. It later becomes disembodied from its original time and space, gets re-imbedded and materialized in actions and takes ground in another context. So, if we consider SR policy as a traveling object, it is not just adopted and followed in organizations passively but it gets reshaped, recontextualized, relabeled from one actor, organization, sector, or geographical area, to another (Czarniawska and Sevón 1996; Sahlin-Andersson and Engwall 2002; Morris and Lancaster 2006; Özen and Berkman 2007; Czarniawska 2009; Helin and Sandström, 2010).

Considering the adamant role that purchasing functions in public sector play in promoting SR, and the influence of travel of ideas in developing and implementing SR policies, it is of vital importance to understand how and from where SR policies in different regions are being adapted and used in public procurement. Hence, drawing upon travel of ideas theory, this study aims to explore:

How do public organizations in Sweden adapt, develop, and implement Social Responsibility concept in their procurement policies?

Methodology

To investigate the research question, this study undertook an empirical examination focusing on public procurers. Before conducting full-scale interviews, the authors collected data through pilot interviews to gain a better insight into public procurement process in Sweden. Based on the preliminary findings, final questionnaire was developed to investigate the research question more in

depth. As a result, 28 interviews have been conducted with procurers in public organizations in Sweden. Data collection was conducted between March and September 2017.

Results and Discussion

The results show that characteristics of travel of ideas can be observed for SR in public procurement (SRPP) in Sweden; although, in many cases the stages of travel of ideas are not fully addressed. Travel of SR as a policy for the interviewed organizations has been done through many different forms such as political mandate, influential and pioneer stakeholders, request from top management, from another department within the organization to procurement department and from other organizations in the same field. SR as a policy in procurement has been institutionalized in a group of organizations (but not in all) due to reasons such as support of influential people and decision makers in the organization, involvement of different stakeholders to reach consensus, pressure from stakeholders, government regulations, organizational guidelines for supplier diversity and inclusive purchasing.

Travel of SRPP and its implementation in the interviewed organizations can also be studied from perspective of isomorphism dividing them into three groups. A group of studied organizations followed a normative isomorphism. These organizations received the idea of SR from other organizations in similar or different fields and developed their own policies which in most cases have been different from the original idea. In this development they considered existing policies at organizational level, and they adjusted the policies based on their context, size, and resources. It is interesting to know that institutionalization of SRPP has been more successful in this group.

Another group of companies followed a coercive isomorphism. These organizations got the idea from other organizations and adapted it to their own context with minimum changes to the original idea due to lack of resources or lack of interest to work with SRPP.

Very few organizations have followed a mimic isomorphism. They obtained SRPP at other organizations and implemented the exact same policies. Although these organizations do not have similar resources compared to the first two groups yet they have successfully implemented.

Implications for Theory and Practice

This study has implication for public procurers who want to implement SR in their activities. It shows how the idea of SR can travel to an organization, how it will evolve and finally settle down in the organizational context. Current study also shows how a new idea can be institutionalized or fade away. From theoretical perspective this study adds to the travel of ideas literature (Czarniawska and Joerges, 1996) and its institutionalization based upon isomorphism (DiMaggio and Powell, 1983).

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Mechanisms of Morphogenesis in Service Ecosystems: Compression

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Abstract:
This paper utilises a critical realist informed system's framework to postulate mechanisms of system change in a service ecosystem. Drawing from a case study of the NZ public sector and the ICT enabled system reform, we postulate that structural compression is a key change amplifying mechanism. We suggest that structural compression represents the contraction of relations occurring across the subjective (sensemaking), intersubjective (relational), interobjective (institutional) and objective (material) conditions of service ecosystems, creating changes in the flows of resources, the interaction between actors and their resource integrating activities, as well as the dimensions of space and time. The paper contributes to the understanding of service ecosystems dynamics, as well as calls to further draw from different perspectives and disciplines in framing and developing research.

Keywords: service ecosystems, public sector, ICT transformation

Impacts of Airbnb from a Macro Marketing Perspective

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Abstract:
Propelled by developments in technology, the sharing economy (an economic model based on access over ownership) is growing in terms of application and acceptance. Accommodation sharing is one of the fastest-growing categories within the sharing economy. The home sharing organisation Airbnb is widely regarded as a phenomenal sharing success for hosts and tourists alike. However, the critics point to the broader (economic, community and environmental) impacts of Airbnb impacts, and for these aspects scholarly research is sparse. This paper reports on a systematic review of the literature, which adopted a macro marketing perspective consistent with sustainable tourism to explore the positive and negative impacts of Airbnb on local economies, social fabric and ecological environment. Twenty five peer-reviewed scholarly articles pertinent to the issue were identified. Key findings are reported and implications for policy and practice are advanced.

Keywords: sharing economy, marketing, sustainable tourism

Introduction

Macro marketing is based on an understanding that 'markets, marketing and society are part of a global network that determines human welfare, the economy, politics, and environment' and that 'the overarching macro marketing system shapes quality of life, well-being, environmental sustainability and social flourishing' (Schultz 2017). A macro marketing perspective is fundamental to sustainable tourism, which requires management of environmental preservation, economic health and community wellbeing. A significant issue in sustainable tourism is to ensure harmonization of marketing and tourism policy to provide social and economic benefits to the local community (Lacmanovic 2016). This paper reports key aspects of a study that sought to investigate the sustainability of tourist accommodation in the sharing economy.

Background

The sharing economy connects buyers and sellers through a facilitator who, in this contemporary society, usually operates an app or website (Botsman & Rogers 2010). It is growing in terms of application and acceptance and has evolved from a variety of disciplines with experts in anthropology, sociology, economics, as well as the environmental sciences investigating the phenomenon (Dredge & Gyimóthy 2015). Propelled by developments in technology, and particularly peer-to-peer platforms, the act of buying and selling of products and services across the world-wide-web has become increasingly accessible and sociably acceptable. Bike sharing, car sharing and home sharing are three notable, fast-growing categories within the sharing economy.

Airbnb is an example of a very successful online peer-to-peer platform, which purports to embrace the sharing economy. With a focus on accommodation, it links property owners and visitors/tourists. Kostakis and Bauwen (2014) criticise Airbnb for its 'netarchical capitalist' approach to commodify idle accommodation that was not previously commodified. In other words, peer to peer to peer exchanges are enabled, in order to have rent extracted from them. The authors argue that while the front end of Airbnb might appear to be distributed, it is based on centralised technological control with a for-profit orientation that monetises the surplus value created. Its rapid consumer/supplier uptake has escalated Airbnb valuation to beyond US$30 billion in 2016 (Smith 2017). This revolutionary platform and arguably disruptive force captured society's attention as it broadened access to short-term home renting (Smith 2017). By mid-2016 Airbnb was active in 191 countries with about 100 million users, 650,000 hosts and 2.3 million listings. Given the prevalence of Airbnb in the accommodation rental sector, there is the potential for a range of positive and negative impacts on community. However, discussions about sustainability often ignore community, and it may be a challenge to find common ground amongst different community stakeholders, notably Airbnb, Airbnb hosts, tourists, residents (Hardy and Pearson 2017). Despite the proliferation of Airbnb, little empirical scholarly work has been undertaken into the broader context of Airbnb impacts. It is important that policy makers for affordable housing, tourism, community and environment have comprehensive (inclusive), reliable and evidence-based information on their own locations. The insights gained will help to inform strategies, planning, policies and regulation that can guide future management of Airbnb, especially in areas with least affordable regional rental housing markets and those experiencing the most negative impacts from this accommodation platform. This paper reports on a study that sought to investigate in the existing literature the positive and negative impacts of Airbnb on communities, local economies and local environments.

Methods

In order to systematically and reliably review current literature about the positive and negative impacts of Airbnb on local communities, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) method (Moher, Liberati, Tetzlaff, Altman & Group 2009) was used to identify appropriate articles. A 'scoping approach' (Arksey & O'Malley, 2005) was followed to select a wide range of studies focused on Airbnb and local communities regardless of study design or methodology. The first step in this process was to conduct a search of relevant electronic databases,

notably EBSCO, ProQuest, Leisure Tourism (Cabi); ScienceDirect and Web of Science. Bibliographies of seminal papers in the area of interest were also searched by hand to identify any further relevant references. Within each database, we used a predefined search protocol which included the following keywords: *(Airbnb OR peer-to-peer accommodation) AND tourism AND impact*.* The search was limited to all scholarly peer-reviewed studies published in English from January 2008 to March 2018. After a multi-stage screening process, the search yielded 25 studies. Thematic analysis was employed to analyse each of these 25 studies and reduce the information to manageable themes through a process of inductive coding (Creswell, 2014).

Key results
Of the 25 studies, the USA and Spain were the most frequent host countries reported with 10 and six independent studies respectively, representing 63% of the total. Two studies were based in Canada with the remaining five papers evenly spread across Australia, Italy/Romania, Jamaica, Germany and Singapore. Three papers were not specific in respect to country of origin. Table 1 presents a summary of the findings from a thematic analysis of the 25 studies in terms of positive impacts and negative impacts of Airbnb on local communities. To capture the sustainability aspect of these impacts, they are categorised into economic, social and environmental attributes.

Table 1. Summary of impacts of Airbnb on local destination from the literature

Economic		Social		Environmental	
Positive	*Negative*	*Positive*	*Negative*	*Positive*	*Negative*
- Generates new markets and jobs - Lowers tourists' accommodation costs - Increases spending on food - Increases trip length - Extra income for home owners - Expands accommodation offerings	- Few in the community benefit - Increased rental prices for locals - Lack of compliance with tourist regulations - Declining role of government - Decreased demand (and prices) for low-end hotels	- Benefits municipal revenues - Tourists display greater loyalty to the destination - Facilitation of host-guest interactions - Increases activity participation	- Housing shortages for locals - Non-civic behaviour, noise, vandalism, threat to safety - Discord between resident owners & non-resident owners & their leases	None reported	- Waste management issues, security, and fire and safety protocols are ignored by visitors.

Discussion & implications
Through the macro marketing perspective adopted in the systematic review, we identified a number of positive and negative environmental, social and economic impacts arising from the disruptive force of the Airbnb business model. The negative issues are of particular concern. According to Bauwen and Niaros (2017) the current format of netarchical capital, which includes Airbnb, Facebook and Google, is socially unsustainable. In face of the rapidly evolving Airbnb phenomenon, policy and regulation are increasingly lagging; national, state and local governments' influence over Airbnb appears to be diminishing, at least temporarily. For now, the focus of policy and regulatory mechanisms, as well as of tourism management and macro marketing initiatives might better harness the benefits of Airbnb in line with sustainable tourism aims, such as providing economic benefits to the hosts at community level while also strengthening the beneficial effects on the visitor experience such as facilitation of positive host-visitor interactions. Findings also highlight opportunities for 'traditional' accommodation providers such as hotels to evolve and facilitate visitor connection to local culture in a meaningful way to ultimately strengthen both the host community and visitor experience.

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MARKETING ANALYTICS, METHODS AND MODELLING

Shopping Centres Versus Online Fulfilment: An Agent Based Model Simulation

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Abstract:
The traditional bricks and mortar retailing sector is under pressure through competition from low-cost online retailers. Many researchers predict that shopping centres may even disappear as a viable outlet or business model, given the success of companies such as Amazon and EBay. This paper attempts to model the conditions in which shopping centres can compete with online retailers. Our model considers factors such as immediacy, post-sales service, online risk and mall entertainment, which it is postulated will assist shopping centres to compete with online retailers, against the value they provide. Results show that the higher the value of purchase the more likely consumers is to purchase from a store. Mall managers can increase purchases by focusing on customer service and gratification from purchases, and show the reduced risk of purchasing in a store than online. Cybersecurity breaches (greater online risk) may also encourage more bricks and mortar purchases.

Keywords: agent based modelling, shopping mall, online retailing

Introduction and Research Aim

There is evidence that shopping malls have been slowly disappearing in the developed world. Retail consultant Howard Davidowitz (cited in Peterson, 2014) predicts half of all shopping malls to fail within the next 15 to 20 years. Current estimates also suggest that 15% of all current U.S malls will fail in the next years and this is reflected in *Sears* closing some 300 stores since 2010 (Peterson, 2014). Malls, like other brick and mortar retailers, also face a global threat of increasing online purchases of consumers (Book Publishing Report, 2012; French, 2013; Speer, 2012). While the economic impacts of malls are well understood, Malls can contribute to community benefits of employment, (Bernat, 2005), and the well-being of consumers (El Hedhli, Chebat, & Sirgy, 2013).

RQ1: Given these community and economic benefits, there is need to investigate how shopping centres can be designed to attract and retain consumers so that greater amount of purchases occur locally.

This paper reports on the development of an agent based simulation which examines the role of factors which influence the decision to purchase online or at a store (instant gratification, post sales service, value, online risk) along with attractors to a mall (mall entertainment), the model also includes a WOM effect, which simulates the transmission of experiences across a market.

Background and/or Conceptual Model

The choice between online versus traditional retail bricks and mortar buying behaviour has been a topic of much debate over the last decade (Chatterjee, 2010; Dawes & Nenycz-Thiel, 2014; Pookulangara, Hawley, & Xiao, 2011; Sands, Ferraro, & Luxton, 2010; Toufaily, Souiden, & Ladhari, 2013).
Essentially the research has focused on the explanation of the migration to online away from traditional retail purchases. Reasons for purchasing online rather than in-store include convenience (Rohm & Swaminathan, 2004), lower prices (Junhong, Chintagunta, & Cebollada, 2008) and greater choice (Liu, Burns, & Hou, 2013). Factors which inhibit online purchasing are; risk of fraud (Huong & Coghill, 2008), lack of trust (Toufaily et al., 2013) and the presence of incomplete information about the retailer (Dennis, Jayawardhena, & Papamatthaiou, 2010). Because of the perceived risk of fraud, the need to develop trusting relationships with online retailers in an arena of incomplete and misleading information, consumers rely on word of mouth (WOM) and online reviews more than they do for traditional retailers (Utz, Kerkhof, & van den Bos, 2012). Related to WOM, is the role of social norms of behaviour. That is, consumers see online retailing as becoming more useful and easier to use, because of the beliefs and actions of others (Činjarević, Tatić, & Petrić, 2011; Pookulangara et al., 2011).

Consumers do not only decide to use one channel of distribution (online versus brick and mortar retail) for all aspects of decision making. There is emerging evidence that consumers may use some channels to search for information such as online for prices and product availability (often called 'webrooming'), see (Anderson, Fong, Simester, & Tucker, 2010; Sands et al., 2010) and for others, use retail stores for purchases and deliveries (Chatterjee, 2010; Tuttle, 2013) The deciding factor whether the final purchase is made online or offline, appears to be the expertise and the fulfilment of gratification of consumers (Boyer & Hult, 2006; Činjarević et al., 2011).

It is for these reasons that the death of retail as we know it may be exaggerated. Traditional retailers in the U.S for example, have also started to embrace online and mobile marketing approaches such as using text messaging, email and availability of products for pick-up within a half an hour to bring consumers to stores (Byrnes, 2007). This means that actions of retailers (online and offline) interact with consumers in a complex system, where for different retail industries

different emergent phenomena (for example, the use of hybrid retail models) may form.

Methodology

We developed a simulation model using Agent Based Modelling (ABM). This model simulates the choice of consumers whether to purchase a particular product through a brick and mortar store or through an online retailer. The choice to purchase online versus in store is given by the following equation. Each represents a customer choice. We assume the probability of choosing a given retailer is a logistic function of the customer's levels of past experience with the retailers. The probability of customer i choosing BMR at time step t is then

$$P\{i \ chooses \ BMR\} \ = \ \frac{e^{\beta(x_{i,BMR,t} \ - \ x_{i,OR,t})}}{1 + \ e^{\beta(x_{i,BMR,t} \ - \ x_{i,OR,t})}} \quad (1)$$

After the customers have made their choices about which retailing alternative to use, the customers' experience is calculated. The experience in online retailing (OR is given by):

$$x_{i,OR,t} = \ V - V * R + \ \varepsilon \qquad (2)$$

Where V= Value, R =online risk, ε = Error.
The experience of choosing a retailer (BMR) is a bit more complicated

$$x_{i,BMR,t} = \ V \ + \ V * AS + V * G + ME + \varepsilon - BE \quad (3)$$

Where AS= After sales service, G= Gratification, ME Mall Entertainment BE, represents the overheads which need to be covered by a sale.

After the calculation of all the customers' experiences, the customers then share the experiences across their social networks. To calculate the sharing of information about retailers, each agent calculates a weighted average of their own experience with each type of retailer this time step with the experience of each of their network neighbours. The map of the simulation is a visual representation of choice made by the customers. There are two areas on the map: one area with housing representing a choice of online retailing for that customer and one area with a large mall representing a choice of bricks and mortar retailing for that customer.

Results and/or Discussion and Contributions

Using behaviour space we conducted a series of simulated conditions where we varied the following factors: ["V" 1 3 6 10], ["G" 0 0.2 0.5 0.8], ["AS" 0 0.2 0.5 0.8], ["R" 0 0.2 0.5 0.8], [BE 50, 100 customers]. The model was repeated 10 times for each run, giving 5120 simulations. A stepwise regression showed the model had an R-Square of 0.67. Value was found to be positively related to shopping in a shopping mall (β= 0.15, $p<0.01$) whilst gratification β=0.14, $p<0.01$), after sales service (β=.14, $p<0.01$) online risk of purchase (β=0.59, $p<0.01$) increased the probability of purchasing in mall, which though is reduced by overheads as shown by BE (β=-.02, $p<.01$). There are a number of important interactions in the paper which will be explained in future research, as space in this paper prevents a detailed discussion here.

Implications for Theory and Practice

The unexpected result for value suggests that consumers choices around shopping centres may not be driven by this but the extras they receive in a mall. The importance of value simply drives consumers to purchase online. The danger is that if the risk is minimised and consumers accept a delay in gratification that they will quickly switch to purchasing online.

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Applying Local Projections to Marketing Time-Series

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Abstract:

Capitalizing on recent developments in the time series literature, we introduce flexible time series modeling through Local Projections to the marketing literature. Compared to Impulse Response Functions (IRFs) derived from Vector Autoregressive (VAR) Models, Local Projections yield IRFs that are not only less susceptible to misspecification of the data generating process, but they also allow for interaction effects, for asymmetry, and for nonlinear effects. We extend the Local Projections approach by allowing for generalized impulses and for formal tests of asymmetry and nonlinearity. We apply the new technique to a unique sports marketing data set. The data tracks sales, on-field performance, recruitment spend and transfer income of 40 German soccer clubs over 46 years. We show that Local Projections achieve superior hold-out sample fit compared to standard VARs and uncover important new substantive insights from its flexible IRFs

Keywords: local projections, impulse response functions, VAR model

Price Promotion Models for EDLP Retailers

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Abstract:
In the changing retail landscape, the shift of market power from PROMO to EDLP has been observed not only at the national level but also internationally. Setting the right price for a product or service is often considered one of the most important decisions that a marketing manager makes. To help address this need for achieving optimal pricing, academics and practitioners have proposed multiple approaches. However, most price-promotional models in the marketing literature have been specifically developed for PROMO chains. In this research, we propose a demand-group-market-share approach to develop a model that allows us to estimate the price elasticity of primary demand for EDLP chains. The results of the analyses will allow for a comparison with existing models that focus only on PROMO chains and the increase in pricing efficiency as a result of our proposed model.

Keywords: marketing analytics, EDLP, demand-group-market-share model

Introduction and Research Aim - Setting the right price for a product or service is often considered as one of the most important decisions that a marketing manager makes towards the short or long term revenue. However, all of the price-promotional models in the marketing literature provide little guidance for chains following an EDLP policy. Most existing models are developed based on data from PROMO chains, i.e. chains in which products are on and off promotion for a few weeks at a time. In this paper, we propose a demand-group-market-share approach to develop a model that allows us to estimate the price elasticity of primary demand for EDLP chains. The research will also attempt to amalgamate the pricing strategies for both types of retail chains to provide a comprehensive view of the market.

Background -Little research has been conducted to develop price promotion models for Every Day Low Price (EDLP) chains. This is despite the fact that Walmart, ALDI and other EDLP chains that are growing in both importance and market power. In existing literature, Abraham and Lodish (1987) developed a decision support model called as the Promoter model for PROMO chains. Following that, and with a focus towards understanding the competitive environment, and to help facilitate short-term decision support for consumer-packaged goods, Wittink et al. (1988) developed the Scan*pro model. The primary focus of the model proposed was to help investigate own and cross-price elasticities. Van Heerde et al. (2004) and Macé and Neslin (2004) extend this literature to investigate promotional elasticities at the category level. It is noteworthy that all the above-mentioned models pertain to PROMO store environment, wherein, the managerial decisions are primarily made at the brand-size level. However, the rapidly changing retail landscape makes it of compelling importance to pay attention to marketing in EDLP environment.

Methodology- Our proposed methodology employs a two-part process in examining own and cross-price elasticities. The first part involves uncovering demand groups in a product category based on similarities in SKU sales. This is achieved using a random forest model, which is a classification focused machine learning algorithm. The second part relates the market share of SKU's in each demand group to their causal factors such as price and product attributes using a market share model.

Discussion and Contribution- In the changing retail landscape, the shifting of market power from PROMO to EDLP chains has been observed not only at the national level but also internationally. In Australia, incumbent grocery market leaders, Coles (trading under Wesfarmers) and Woolworths, have lost share to Aldi in terms of market share growth. Aldi has surpassed the incumbent PROMO retailers- Woolworths and Coles in terms of market share growth by approximately 3-5% yearly (IBISWorld 2014). Similarly, in the United States, EDLP retailers have already captured half of the total grocery sales in 2017 (Marino-Nachison 2017).
The success of EDLP chains is mainly driven by their relatively stable prices and low price volatility. Although that may be an advantageous factor for consumers, it is certainly a drawback for researchers. The complicating factor in the development of models for EDLP chains is the lack in price variation, requiring a completely new approach to the development of price-promotional models for such retailers and outlets.

Our proposed method for EDLP retailers provides the Willingness-to-Pay and the zone of indifference for every product sold in the category. These can subsequently be used in conjunction with price elasticities obtained from the analyses to optimize category volume, profits or a combination of these.
Implications for Theory and Practice-The existing price-promo models, when applied to EDLP products, provide biased estimates of price elasticities environment because of lack in temporal price variation. Lack of an appropriate methodology, specific to understanding price elasticities in EDLP environment, poses a significant challenge for EDLP store managers in coordinating category sales and determining optimal pricing in categories due to minimal price variation. Our research findings will contribute to advancing marketing knowledge, and broaden the scope for future research in the EDLP environment.

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The Effect of Cumulative Category and Brand Growth on Competitive Intensity

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Abstract:
The Duplication of Purchase Law states that brands share customers in line with their size, not their positioning. Expected customer sharing between any pair of brands can be benchmarked using the duplication matrix sharing-coefficient. D-values can be interpreted as a summary measure of competitive intensity, but research has yet to explain why they differ between categories and over time. In equilibrium markets, both category and brand penetrations increase cumulatively so there is every reason to expect that values might vary. To test this, we examine the effect of cumulative penetration growth in six consumer goods categories to find that the Duplication of Purchase Law holds even over five years. D-values are however dependent on category saturation and only stabilise once total buyer numbers peak. This is important because it shows how brand growth depends on not just increasing penetration, but also on high levels of switching from other brands' buyers.

Keywords: duplication of purchase, duplication coefficient, brand repertoire

Modelling Sequential Spatial Choice: A Trip-Planning Study

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Abstract:
This paper develops an individual choice model that accommodates situations where decision makers select a path along multiple geographically distributed choice options as part of one total activity or trip schedule. Such choice problems are common in retailing and tourism, but poorly understood and difficult to model. The proposed model is an extended logit model that dynamically accounts for the chooser's movement in space and for the changing relative locations of relevant sites. The model also takes into account the accumulated history of previous choices as choosers travel along their route. The model is estimated on data collected in a dynamic choice experiment where respondents have to plan a travel itinerary using a map interface for a tourist day trip. The model indicates the contribution of each site to the total trip utility and allows deriving the probability that a particular site will be selected on the trip.

Keywords: spatial choice modelling, retailing, tourism

Modelling Behavioural Change with Small Data

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Abstract:

Driving behavioural change is a key focus in marketing, frequently involving large longitudinal datasets and advanced analytics. However, access to big longitudinal data is beyond budgets allocated for many services and programs benefitting community. This paper tests the utility of two different change-modelling methods for social settings based on "small data". We apply Repeated Measures Latent Class Analysis (RMLCA) and Hidden Markov Modelling (HMM) to repeated measure data drawn from a food waste intervention. Findings show that each method provides valuable insights, but with notable differences. HMM highlights the determinants of starting behaviour, as well as changes to behaviour over time, but has lower power to find statistically significant results. RMLCA highlights different patterns of change, but not the determinants of change itself. Hence, both methods can provide valuable insights, but their value may depend on the setting, research objectives and data set size. Implications for future research are outlined.

Keywords: behaviour change, Hidden Markov Model, Repeated Measures Latent Class Analysis

Tobacco Health Warnings: An Eye-Tracking Evaluation

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Abstract:

Evaluation of tobacco graphic health warnings (GHWs) focuses on understanding the role of GHWs as one component of a multifaceted set of tobacco control measures in Australia. This study investigates attention to in market Australian GHWs using an integrated eye tracking system to record eye fixations and fixation duration. Stimuli were the 14 GHWs currently in market. Results show the front graphic image area is the first area looked at, the Quitline message area is looked at the longest, and the side warning message areas gain the least attention. Smoker attention towards branding information and the front graphic areas are higher compared to non-smokers. This study highlights eye-tracking as a measurement approach that can drive new insights in an evaluation context. Limitations and future research directions are outlined.[1]

Keywords: tobacco-control, eye-tracking, evaluation

Predicting G.P. Prescribing

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Abstract:
This paper tests the fit of the well-known Negative Binomial Distribution (NBD) to doctors' prescribing of pharmaceuticals and extends conditional trend analysis (CTA) to predict future physician behavior. We use two 24 month datasets covering prescribing of two anti-depressants Anafranil and Molipaxin in the UK. We find that the NBD is capable in both describing and predicting doctor prescriptions. These results imply that targeting heavy prescribers to increase product sales would have little effect, since the model predicts that there will be many more infrequent prescribers and it is unlikely that existing heavy prescribers could further increase their usage. As a result, pharmaceutical and healthcare marketers should use a 'nudging message' to increase all prescribers rather than just focusing on the heavy prescribers.

Keywords: physician behavior, prediction, NBD

Framing Strategy and Donation Behaviour for Charity

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Abstract:

Past literature has not produced conclusive findings on the effect of different framing valences on donation behaviour. The current study investigates framing effects across latent donor segments based on the existing framing strategy executed of a global environmental charity over a period of five years. The proposed research used in this study is presented using a two-step approach, (i) exploring the existing message framing strategy that the charity has been employing and (ii) identifying existing donor segments most affected by the messages. The expected findings from this study will identify the benefits associated with differential campaign messaging and the potential differences in behaviour across donor groups. Managerially, charities face challenges in gaining the maximum bang for the buck for their promotional campaign budgets. The work in this study will assist charities towards enhancing the effectiveness of their future campaigns by adapting their framing strategy with the aim of increasing donations.

Keywords: message framing, donor segments, donation behaviour

Introduction and Research Aim

Much of past research focusses on identifying or profiling consumers to understand their purchasing behaviour. The complexities associated in understanding consumer heterogeneity at an individual level has prompted segmentation studies as a solution in assisting businesses to better manage their marketing and advertising budgets towards specific targets, and to identify which consumer segments will respond positively to their product or service advertising (Morwitz & Schmittlein, 1992; Bayus & Mehta, 1995; Wedel & Kamakura, 2000). The benefit of segmentation strategy has also influenced the donation behaviour studies (Pessemier, Beamon & Hanssen, 1977; Mindak & Bybee, 1979; Harvey, 1990; Cermak, File & Prince, 1994).

However, most studies on segmenting donors have mainly been descriptive in nature and based on self-reported measures (Schlegelmilch, 1988; Harvey, 1990). The main limitations of self-reported measures in segmenting studies are that they do not depict real consumer behaviour over extended periods of time (Botner, Mishra & Mishra, 2015). Capturing realistic and practical consumer data on "performed" behaviour or behavioural patterns and trends is by far, much better than just applying a series of survey experiments and questionnaires that mostly depicts one-off behavioural measures at a specific time or towards past behaviour (Wells, 1993). Given the limited findings on donor segmentation studies based on "performed" longitudinal data, this paper will examine how donors can be segmented based on an advertising framing strategy that were in the past executed by an environmental charity. Segmenting donor groups will help charities will benefit from better managing their promotional campaign budget and resources (Meyers-Levy & Maheswaran, 1992).

Thus, the aim of this study is:

> *To identify donor segments based on differential responses (donations made) to framing effects in a charity's campaign*

We address two research questions in line with this aim:

> **RQ1**: To identify donor segments based on existing donor data
> **RQ2**: To analyse differential responses of existing framing strategies across identified donor segments

Background

Donor segmentation is typically developed based on the expected exchange of benefits (Kotler, 1982), the donor's characteristics or demographics (Cermak et al., 1994) and the donor's motivations (Dawson, 1988). Typically, observable marketing mix factors are used to develop market segmentation (Kamakura & Russell, 1989; Bayus & Mehta, 1995). However, in the donor market, there are inherently intangible 'products' that could also be factors to segment donors. Harvey (1990) implemented a detailed qualitative study to understand what constitutes 'tangible' factors towards why people will donate, and from among the many factors identified, the topmost factors were a charity's causes and how compelling the charity's campaign was.

A charity's campaign framing strategy that helps to develop a donor segmentation model and framework has previously been investigated (see Bendapudi, Singh & Bendapudi, 1996 for reviews). Past studies have demonstrated that message framing strategy will influence donation behaviour (Meyers-Levy & Maheswaran, 1992: Botner et al., 2015). However, most donor segmentation studies have been based on self-measured data and not actual donation and

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messaging data (Schlegelmilch, 1988; Harvey, 1990). As a result, due to the restricted or limited availability of relevant data, most marketing researchers have articulated donation behaviour based on the priori theory, and not by utilising long-term behavioural data (Dekimpe & Hanssens, 2000). The proposed study is unique in developing the donor segment based on actual marketing strategy (Kamakura & Russell, 1989; Rangan, Moriarty & Swartz, 1992; Thomas, 2001), and not just relying on self-reported sociographic and behavioural intention data (Gupta & Chintagunta, 1994).

Methodology

To answer our research questions, we plan to analyse the data in multiple stages. In order to answer RQ1, we need to investigate the existing message framing used in the charity's campaign by (i) performing text mining analysis, (ii) validating the text mining results with interrater judges' agreement scores, (iii) producing the relative sentiment scores of the valence i.e. supportive versus combative framing, and (iv) developing the donor segments based on donor behaviour variables with hierarchical cluster analysis. The dataset for the donors will be obtained directly with a global environmental charity. The sample for this analysis will be quite large (approximately 60,000 existing cash donors) that it is enough to capture donors' behaviour at an individual-donor level that enables us to reach statistical conclusion validity (Rangan et al., 1992). We will run discriminant validity analysis to validate the clustering variables we used for segmenting the donors.

To answer RQ2, we plan to run nominal response regression analysis to predict the response behaviour among donors' segments toward identified framing strategy used (supportive versus combative) in the charity's campaigns. The predictor variables for this analysis can consist of donor segments' categories, and related demographic of the respondents.

Results, Discussion and Contributions

We are currently using text mining on the charity's Facebook and Twitter posts. The preliminary results have been obtained with positive words dominating. However, the negative words used in the campaigns are contributing to higher sentiment score. This means that the charity is relying more on negative words on creating persuasive campaigns toward their donors. The subsequent analysis will be the coding of the specific keywords that will be validated by two or three independents interrater judges and needs to achieve at least 0.70 reliability using Krippendorff's alpha level (Hayes & Krippendorff, 2007). This coding stage is to increase the reliability of the automated coding schema by the computer in classifying the environmental campaign valence as either supportive or combative (Botner et al., 2015), a framing reference that we utilise for the analyses and discuss the logic and implementation of its choice in detail in the manuscript.

The preliminary results confirm the findings of Kronrod, Grinstein and Wathieu (2012) who demonstrated that majority of environmental charities are rely on negative tones in their campaigns. Although, Botner et al. (2015) study found that charities that use negative valence (combative framing) will receive lower donation and do not survive long in the donors' market. Hence, it will be worthwhile to investigate further when the framing strategy in the charity's campaigns, either combative or supportive framing, will be effective across donor segments. The findings will later be used to provide strategies that the charity can implement.

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Effect Size Undermines Decades of International Business Research

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Abstract:
We address the over-reliance on p-values and the misleading conclusions risked by focusing on averages, especially with large sample sizes and variation in the data. We argue for inclusion of measures of effect size in any analyses. Cohen's D is the standardised difference between two means. Eta-squared, is analogous to R-squared. An easy-to-understand measure is the Common Language Effect size (CLE) – the probability that a randomly-selected member of one group will score higher than a randomly-selected member of another group. Graphing the data to show the range of values, and the overlap between comparing groups, reduces the risk of concluding that a difference exists when there is really is no practical difference. The work undermines much of the research in International Business that infers cultural differences based on simple differences in averages, but the problem is not unique to IB. Software is available from the authors.

Keywords: effect size, p-values, data visualisation

Introduction and Research Aim

Comparison of groups traditionally is dominated by null-hypothesis significance testing (NHST) – t-tests, ANOVA, etc. – with much concern for the p-value. We want to avoid type-1 error (convicting the innocent). The p-value says nothing about type-2 error (releasing the guilty). Ironically, the p-value is not a reliable test when there really is a difference between groups (Cumming, 2012). It is an obsession for some scholars: p>0.05 means failure; p<0.05 means celebrate and submit for publication, with a temptation for p-hacking and HARKing (Munafò et al., 2017). The *American Statistical Association* has long campaigned against naïve reliance on p-values, with some success (Wasserstein and Lazar, 2016) but with some way to go in the business disciplines (Meyer, van Witteloostuijn, & Beugelsdijk, 2017). We demonstrate that examining the amount of "overlap" between groups improves our interpretations and reduces error in decision-making. When we focus on averages we risk the Ecological Fallacy: inferring that an average applies to everyone in a group (McSweeney, 2002, 2013; Winzar, 2015). We use World Values Survey data as an example.

Background and example of common practice
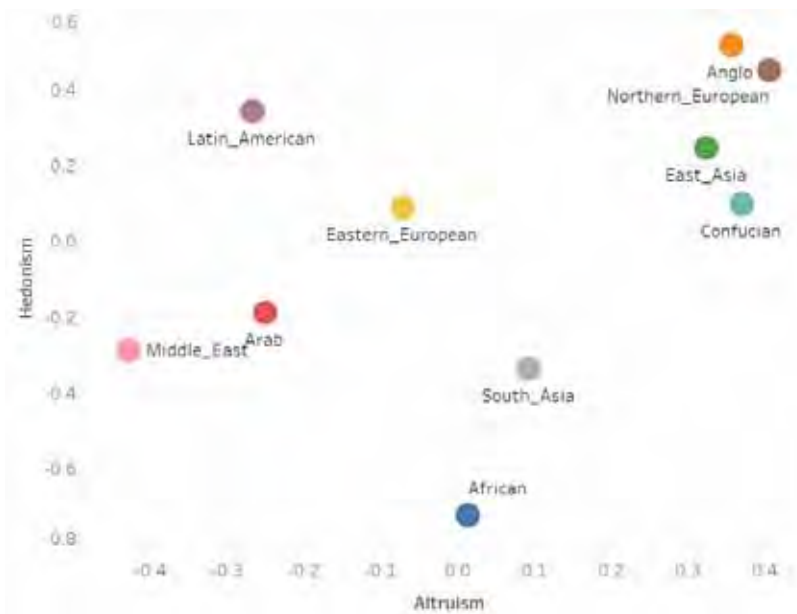
Figure 1: Average Personal Values across Cultural Groups

Note the range of scores: with data ranging from -3 to +3 these means range from -0.4 to +0.4. They're all bunched together.

Variables V71:V79 in the World Values Survey (WVS, 2016) measure Schwartz values. Using EFA, we reduced these to two orthogonal factors: Factor#1, Altruism, relates to helping others, the environment, tradition and behaving with propriety; Factor#2, Hedonism, relates to personal material success. Factor scores were standardised across all 84,692 respondents in 60 countries. Figure 1 presents averages for Altruism and Hedonism across Cultural groupings suggested by Minkov (2011). We can construct a plausible story that echoes much of the work that passes as scholarship in International Business literature (Baumann, Winzar & Fang, 2018). Those in the upper right are "good" people: they enjoy life and want others to enjoy life. Implicitly, at the other end are "bad" people, those who do not enjoy life and don't want you to either. Analysis usually ends there.

Step away from averages, look at the distributions and Effect Size

When comparing groups, effect size is a measure of how strong a difference is. We offer three measures: (1) The common-language effect size, (2) Cohen's D, and (3) Eta-squared: **Common-Language Effect size (CLE)** (McGraw and Wong, 1992), also known as Probability of Superiority

(Grissom, 1994), is the proportion of times a randomly-selected member of one group scores higher than a randomly-selected member of another group. CLE is robust against outliers and sample size, and it is easy to understand for decision-makers (Brooks, Dalal, & Nolan, 2014). **Cohen's D** is the standardised difference between two means Cohen (2013). It is the number of standard deviations distance between the two means. **Eta-squared (η^2)** is analogous to r-squared (r^2): with two independent samples, it is the variance attributable to the grouping variable. None of these three effects-size measures is better than the other. Cohen's D focuses on the means and assumes similar variance in both groups. Explained variance, as measured by Eta-squared is well understood. CLE is easy to understand for naïve decision-makers, and it does not assume similar variances. For comparison, we offer the traditional **t-test** and p-value. Figure 2 presents summary information for different pairs of countries selected from the WVS 6 dataset. Percentage values are CLE. We see that often a t-test is statistically significant, but effect size shows no practical difference. More graphs are accessible online as an interactive Shiny app (Winzar, Baumann & Fang, 2018). The formula for CLE assumes normally-distributed data. When data are skewed then the formula is unreliable, so we compared each observation in a group with each observation in the other group. R-code for calculations and graphs is available from the first author.

Figure 2: Paired distributions of Altruism for selected countries
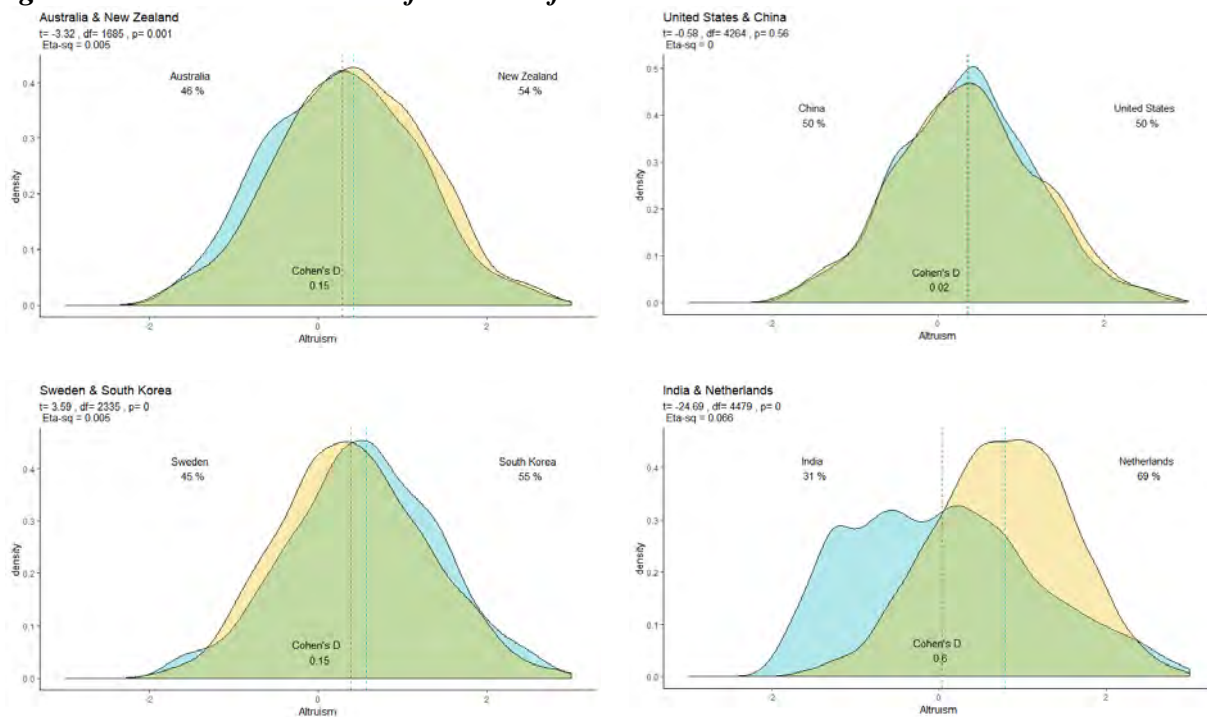
Implications for Theory and Practice

This example focused on just one of the two Schwartz values extracted from the WVS, but we could have easily looked at Hofstede dimensions or other measures in social research where individual-level measures are available. We highlight the sensitivity of traditional p-values when using large samples. Recalling our deliberately-provocative title, these results undermine much of the research in International Business that focuses on average scores for a country or cultural group. But the problem of using point estimates and ignoring variance is not unique to IB. It is seen in most areas of social research, and too often in Marketing. Effects size measures are an option in most software packages and should be routinely included in any test of differences. Researchers should ask not just "*is there a difference?*" but "*how big is the difference?*".

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MARKETING COMMUNICATIONS

Prior Brand Attitude and Advertising Effectiveness

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Abstract:
Incongruent advertising can be effective to cut through advertising clutter, but does not always result in positive reactions from consumers. This paper investigates whether incongruent advertising could be used as a method to create positive responses in consumers who dislike the brand by exploring the effect of ad-brand congruence on credibility, attitude towards the ad and brand attitude, while accounting for prior brand attitude valence. Multi-group analysis using partial least squares path modelling indicated that prior brand attitude moderates these relationships. For those with a positive prior brand attitude, findings reinforced the importance of congruence to ensure corporate credibility as well as positive ad and brand attitudes. For respondents who disliked the brand, incongruent advertisements led to higher brand attitudes, but decreased corporate credibility. Consequently, incongruent advertising can create positive attitudes for those initially disliking the brand, but the negative impact on perceived credibility needs to be managed.

Keywords: incongruent advertising, prior brand attitude valence, corporate credibility

Creativity Versus Campaignability: Executing Impactful Advertising Strategy

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Abstract:

Traditional brand-building strategies executed through long-term advertising campaigns are losing relevance among contemporary consumers. In the context of integrated media exposure and modern media consumption, effective creative executions increasingly need to 'surprise and delight' consumers with original creative ideas and fresh executional elements. Amidst this changing advertising environment, little research has explored evolving advertising campaign strategy. This study investigates changes in effective advertising strategies focusing on competing dimensions of consistent brand campaign elements and creative novelty. Twenty years of EFFIE award-winners were analysed to assess the relationship of creative 'campaignability' and effectiveness over time. Observations illustrate new aspects challenging conventional advertising strategies aimed at building brand equity over time. Implications highlight challenges for advertising in capturing consumer attention and creating effective engagement.

Keywords: advertising campaigns, creative strategy, media

Introduction and Research Aim

Digital advertising finally surpassed television spending in 2017, marking a 'tipping point' in the evolution of the industry (Slefo, 2018). While search advertising still dominates with close to half (46%) of overall digital spend, video advertising formats have grown to 13.5% of total online expenditures (PwC, 2018). In this year's IAB Internet Advertising Revenue Report by PwC, 'convergence' is cited as the key trend influencing the industry. "Cannibalization that has occurred over time is eyeballs shifting away from traditional media … this is an area that's going to continue to really drive growth — the convergence of media and particularly video. At some point, people only watched TV at home, on their living room couch. Now people watch it on any device, anywhere." (Ha, 2018).

With the emergence of digital advertising channels, creative strategies are evolving to adapt to changes in both technological capabilities and consumer media consumption habits. Advertising strategies based in traditional media – dominated by television – developed in an environment marked by gradual growth in exposure and awareness, creative storytelling built upon unique selling propositions, and big budgets necessary for both production and media expenditures. Conventional advertising strategy reinforced principles of brand positioning and consistent creative strategy reinforced through repetition (Aaker, 2009). The Internet has changed a lot of that.

Digital video advertising is a different media environment driving changes in traditional creative strategy. Capturing, and keeping, millennial attention is today's growing challenge. Berger and Milkman (2012) found that online advertising content evoking higher levels of consumer arousal or activation – i.e., engagement – is key to 'going viral.' Irrespective of the employed message appeal, such as practical information or entertaining story, interest and arousal were the key drivers in effectiveness. Taylor (2009) summarized two key characteristics driving online executional strategies – interactivity and entertainment value. Traditional brand campaigns created for a low-involvement medium over long-term exposure are destined for failure online. In a study featuring Kellogg's Special K®, Baron et al. (2014) found that full-screen interactive creative formats delivered the highest likeability and deepest brand connection. Echoing agency mantra from the early era of television advertising … 'creative *(content)* is king.' Creating engaging messages, therefore, is the key to the kingdom.

The aim of this study is:
To investigate characteristics of effective advertising strategy and brand-building in the modern media environment of integrated traditional and online creative content.

This paper addresses two research questions in line with this aim:
RQ1: What factors are characteristic of effective continuity in creative executions working across multiple media platforms?
RQ2: Within a changing media mix environment, how does advertising continuity compare with creative novelty in association with successful campaigns?

Background and Conceptual Model

Referred to as advertising 'wearin,' repetition of exposure through media frequency has long been fundamental to building brand awareness and purchase intention (McDonald, 1997; Campbell & Keller, 2003). At some point, however, positive effects of continued advertising exposure erode and eventually prompt negative reactions; defined as advertising 'wearout' (Blair, 2000). In this context, the concept of an advertising campaign balances benefits of refreshing creative executions while retaining key brand associations to reinforce recognition and familiarity. Executional elements that can convey creative continuity are many and varied; such as slogans, characters/talent, and creative storylines. Based in theory established during the era of traditional media, consistency of key creative elements helps build brand equity (Keller, 1993).

With the advent of the Internet, however, an interactive media environment changed the rules of the game. High impact cut-through is now achieved with creative concepts and novel executions (McStay, 2010; Davidavičienė, 2012). In a media environment where advertising is often tasked to work across both traditional television and digital video formats, conventional campaign continuity is giving way to big ideas and fresh creative. Creative novelty is a new currency in this fast-paced media environment (Ang et al., 2014). In this emerging multi-media environment, video-dominant creative campaigns are often tasked with two imposing challenges: build brands in traditional media while also achieving engagement and impact (e.g., cut-through or click-through) with an effective frequency of one. This study examines the evolution of effective advertising strategies with the emergence of interactive digital video available across the multi-media mix.

Method and Analysis
The sample of campaigns in this study was drawn from 20 years of EFFIE award-winning entries: 1997–2017. It is not the purpose of this study to qualify effective advertising. Rather, EFFIE award winners were analysed on the basis of documented strategy and demonstrated results. Content analysis of EFFIE case studies coded a range of advertising strategy factors and creative elements based on a coding typology drawn from the Frazer et al. (2002) study comparing American and Australian EFFIE award winners. However, one important element was added as an emphasis in this analysis – campaign continuity as reflected in creative consistency.

Results, Discussion and Contributions
The concept of advertising 'campaignability' is ill-defined in research and elusive in practice. Traditional theory posits value in long-term brand-building advertising strategy. Contemporary practice, however, indicates significant changes in the context of mixed media environments and changing consumer media consumption characteristics. The traditional tenet of a core brand USP reinforced through 'refreshed' repetition is often challenged by original creative ideas designed to 'surprise and delight' brand consumers (Vanhamme, 2000).

Drawn from a campaign sample of demonstrated advertising success stories, this study illustrates a new creative currency in advertising. During the era of traditional television, a key creative challenge for successful brands (and their agencies) was crafting the next iteration of a strong story. Achieving continued growth in standard research recall measures can be increasingly challenging when scripting the same storyline in fresh executions. Today, creatives face a new challenge in developing new and novel creative content built upon an established brand foundation. The risk is often much greater as creative ideas 'hit or miss' the consumer sweet spot.

Connecting with contemporary consumers requires fresh creative ideas executed in unexpected formats. Competition for consumer attention – and retention – requires innovative narratives achieving immediate engagement. What used to be described as fragmented and confusing brand strategy often now appears to be effective … creative executions with meaning and connection (Ang et al., 2014). Novelty may be the new norm.

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Effective Audio Branding in Video Advertising

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Abstract:
A small but important stream of research has sought to understand how to include the brand in advertising, such that it is remembered post exposure. Most of these studies have predominantly focused on visual branding, as opposed to audio branding. However, when consumers are distracted or avoiding commercials, the visual elements of ads lose the ability to affect "viewers". Audio branding, on the other hand, can reach those who are not paying visual attention; noting that it is difficult for consumers to turn off their hearing. This paper builds on the findings of past television advertising effectiveness studies to determine how to make ads sound more effective through the audio placement of the brand name. This research will advance academic and industry understanding of where to place the brand name in audio-visual advertising, with the objective of improving advertising effectiveness.

Keywords: direct branding, audio branding, advertising effectiveness

Controversial Approaches for Marketing Communication

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Abstract:
Controversial marketing used offensive images to attract customer attentions and trigger public debates toward the brand which, in turn, can help a brand to promote their product or service. However, limited evidences about how this marketing approach works and its impact on the brand performance. Using critical discourse analysis, this qualitative research analysed two case studies of Vietjet Air, a low-fare aviation company in Vietnam, to identify the effectiveness of controversial marketing and response strategies to support this approach. Findings show that controversial approach can generate extra publicity for the brand but when the brand is highly recognized, a controversial approach can result in counteraction and damage of brand reputation. In both cases, different response strategies were employed to inspire more conversations or minimize negative outcomes toward the brand. The paper concluded with some recommendations for the marketers to reconsider the usage of controversy in marketing communication.

Keywords: controversial marketing, brand awareness, response strategy

Is Product-Program Congruence Effective in TV Advertising?

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Abstract:
Advertisers have been known to schedule television advertisements in contextually congruent programs. However, the existing literature provides little guidance on whether this practice is effective in increasing consumers' memory for advertisements. A systematic literature review was conducted to synthesise the available evidence and aid advertisers in making informed decisions on congruency. One of the most common forms of congruent advertising is when the product category of the ad matches the program content. However, the proportion of congruent television advertising research that focuses on this concept is low (14%). The results of this review provide support for the cognitive interference theory, implying that free recall of advertisements is increased when an ad is placed in a program with an incongruent product category. The limited evidence raises concerns about current industry practices and highlights the need for further research and analysis.

Keywords: advertising effectiveness, contextual congruence, systematic review

Introduction & Background

Previous research has suggested that memory for television (TV) advertising can be affected by the surrounding program (Furnham, Gunter, & Walsh, 1998). As a result, contextually congruent advertising has evolved to improve the performance of TV commercials. Contextually congruent advertising can be broadly described as advertising that matches the media context it is presented within (Nitschke & Bogomolova, 2012). Congruence can involve matching the mood, genre, talent, and advertised product category to the program. Product category congruence can be considered the most common type of congruent advertising that is implemented on TV. An example of this type of congruent advertising is where the product featured in the advertisement (i.e. car advertisement) matches the product category of the program (i.e. car program). Although examples of congruent advertising are easy to identify in practice, the literature has failed to provide a clear answer as to whether contextually congruent advertising is actually more effective than an incongruent one.

However, large media companies such as Google and Turner Broadcasting have been found to offer and charge a premium for ad placements based on congruence (Anthony, 2014; Perlberg, 2014). Advertisers such as Honda, Chrysler and SC Johnson are known to have purchased contextually congruent ad slots (Consoli, 2010). Thus, advertisers are increasingly developing content, scheduling for congruity, and ultimately engaging in a potentially costly exercise that has an as yet unknown effect on consumer responses and behaviours (Guitart & Hervet, 2016).

There are two main competing theories that suggest reasons for, and against, product category congruent advertising: the cognitive priming (congruent) and the interference (incongruent) theory. The cognitive priming theory (also known as the construct accessibility theory) suggests that the congruent program activates relevant mental constructs, which makes it easier to process ad information using similar constructs (Shrum & O'Guinn, 1993; Storbeck & Clore, 2008). In turn, higher processing fluency should help with deeper encoding of the ad information, making it easier for consumers to remember and retrieve in purchase situation.

Conversely, the interference theory proposes that when an advertisement is placed in a congruent program a phenomena called "meltdown" occurs (Bryant & Zillmann, 1994). This is where details of the advertisement and program cannot be easily distinguished, which impairs consumer memory (Furnham & Price, 2006), thus suggesting its ineffectiveness.

The aim of this paper is to systematically review past academic evidence regarding the effect of matching the product category of a TV advertisement to the TV program:

>**RQ1:** What is the prevalence of product category congruency in TV advertising research, compared to research involving other congruent elements?
>**RQ2:** What effect does product category congruency between a TV ad and a TV show have on consumer responses?

Method

A formal systematic literature review was conducted across eight databases using the following key words and appropriate truncations: congruent, contextual, matching, TV, television, advertisement, and commercial. The online software Covidence was used throughout all stages of data management and the review followed the PRISMA guidelines (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) (Moher, Liberati, Tetzlaff, & Altman, 2009; Veritas Health Innovation, 2017). For articles to be eligible for inclusion they had to be published in the English language, involved adolescent or adult participants, and involved any type of congruent advertising. No date limit was applied. The systematic search initially resulted in 3,457 articles after removal of duplicates. Application of the eligibility criteria during title and abstract screening resulted in 157 papers that qualified

for full text review. Full text review resulted in 44 included articles that assessed the effectiveness of congruent TV advertising.

Results, Contributions and Implications

Of the 44 articles focusing on (any) congruent TV advertising, only six articles focused on product category congruency (RQ1). Therefore, product category congruent research makes up only 14% of the research involving congruent TV advertising. This low prevalence is surprising, given this type of congruency is one of the easiest to find examples of on TV in the form of program sponsorship. The remaining research involves other congruent elements, e.g., matching genre or sexual content.

To address RQ2, the analysis of the author-reported results ultimately found that congruent advertising is largely not effective in increasing consumer memories for ads with three studies showing greater support for *incongruent* advertising (Furnham & Goh, 2014; Furnham, Gunter, & Richardson, 2002; Furnham & Price, 2006), one showing no support for either outcome (Martin-Luengo, Luna, & Migueles, 2015), and the remaining two studies suggest partial support for congruent advertising as an effective technique (Furnham, Bergland, & Gunter, 2002; Guitart & Hervet, 2016). Guitart and Hervet (2016) measured ad effectiveness through the number of online conversations generated. This study supported congruent advertising only in the short term. However, in the long term effectiveness of congruent advertising was comparable to incongruent advertising. In the studies which provided support for incongruent advertising, two investigated car and food advertisements (Furnham, Gunter, et al., 2002; Furnham & Price, 2006), and the other investigated health and safety advertisements within a congruent/incongruent program context (Furnham & Goh, 2014). All three studies found a significant interaction between program type and ad type for free recall supporting incongruent advertising. Free recall of car advertisements was better when placed in the incongruent food program. A similar incongruent effect was found in the car program with food ads (Furnham, Gunter, et al., 2002; Furnham & Price, 2006). Likewise free recall was increased for health and safety advertisements in the incongruent program and for filler ads in the incongruent health program (Furnham & Goh, 2014). These results support the *cognitive interference theory* and *incongruent* advertising.

Study limitations greatly influenced the interpretability of the results. The conclusions of Furnham, Bergland, et al. (2002) are limited due to the choice of advertising materials. The authors describe that the chosen program and advertisement were not dissimilar enough to truly be incongruent and this consequently explains why a significant difference between the congruent and incongruent conditions was only found for brand recognition and none of the other measured consumer responses (free recall, cued recall, and product recognition). Direct comparison between studies was difficult due to heterogeneity in outcome measures. Finally, a major limitation of these studies is the use of convenience samples (university students), who, in most cases, were *not* the target audience for the ad, so a theory about congruent effect through targeting has not been tested in these studies.

This paper contributes novel synthesised knowledge, suggesting there is a lack of evidence towards effectiveness of a widely used industry practice of matching product category of the TV ad to the TV program it is placed in. This surprising result raises concerns about current industry practices and the basis for their current decision-making. We call for more primary and meta-analysis research to further investigate the extent to which other types of congruent advertising might be effective or not.

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Celebrity Credibility: ELM or Unimodel?

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Abstract:
In line with Kang and Herr's work (2006), this paper questions the ELM's notion that source credibility serves mainly as a peripheral element in a persuasive communication context. Particularly, the multidimensional nature of the source credibility construct allows predicting that source credibility plays both peripheral and central roles in a persuasive message context. We test this prediction through two experimental studies by considering the moderator roles of product involvement (Study 1) and purchase-motive (Study 2) in the effects of source credibility dimensions on key persuasive outcomes in an advertising context. Contrary to the ELM's view, we found that source credibility plays only a central role regardless of the product involvement level and purchase motive. We interpret these results with the lenses of the Unimodel (Kruglanski and Thompson, 1999) and the "match-up" hypothesis (Kamins, 1990).

Keywords: elaboration likelihood model, source credibility, unimodel

Introduction and Research Aim

The Elaboration Likelihood Model (ELM) of Petty and Cacioppo (1979) lays the theoretical foundation for academic research dealing with source credibility effects in persuasion contexts, and treats source credibility as a peripheral element in the persuasion process. That is, source credibility is more likely to influence persuasion outcomes in low involvement conditions. Several academic studies provide abundant empirical evidence supporting the ELM's prediction by demonstrating that indeed source credibility influences consumers' attitudes and intentions under low-involvement conditions (Mazursky and Schul, 1992; Petty and Cacioppo, 1981; Petty et al., 1981). However, several other authors suggest that source credibility has also persuasive effects under high-involvement conditions (Yilmaz et al., 2011; Trampe et al., 2010; Homer and Khale, 1990). That is, source credibility may play a central role in the persuasion process as well; a possibility we closely and systematically investigate in this paper. In fact, the current study predicts that source credibility may have persuasive effects either in a peripheral and/or central way.

The aim of this study is:

To investigate whether source credibility plays a central or peripheral element in the persuasion process. The main prediction is that source credibility plays both a central and a peripheral role in a persuasive communication. More specifically, this research predicts that source internalization plays a central role, whereas source identification plays a peripheral role.

Theoretical Background

Kelman (1961) offers a comprehensive and parsimonious conceptualization of the source credibility concept that literally captures all the credibility's aspects or dimensions alluded to in the extant persuasion and social psychology research. This conceptualization is based on two dimensions: source internalization and source identification. The various main source credibility dimensions identified by persuasion scholars, namely expertise, trustworthiness, and attractiveness, are to a greater extent captured by Kelman's (1961) conceptualization. In fact, internalization effects in a persuasion context occur when a message's recipient forms his/her attitudes based on the source's competence, expertise, and trustworthiness. Persuasion effects are also likely to occur because of the match between the message source and the recipient in terms of similarity (e.g., same values, same cultural background, etc.), attractiveness, and likability. This corresponds to the identification aspect in Kelman's source credibility typology.

The ELM suggests that the effects of source credibility are contingent upon the receiver's level of involvement (Petty et al., 1983); source credibility effects are more pronounced in low-involvement situations. However, several studies demonstrate that source credibility as a source characteristic, also influences consumers' attitudes in high-involvement situations (Yilmaz et al., 2011; Roozen and Claeys, 2010; Trampe et al., 2010; Homer and Khale, 1990; Dean et al., 1971). That is, source credibility may also play a central role in the persuasion process, and ultimately could be treated as a persuasive argument.

In this research, we argue that source internalization (i.e., expertise and trustworthiness) is likely to be considered as sound arguments for consumers in a high-involvement situation. In such a case, source credibility is likely to play a central role in consumers' attitudes formation and change. On the other hand, we predict that source identification (i.e., attractiveness) may play a persuasive role in a low-involvement situation. In such a situation, source credibility is likely to play a peripheral role in the persuasion process.

In addition to the moderating role of product involvement, we test whether source credibility have differential persuasive effects depending on consumers' purchase motives. We predict that identification is likely to have more persuasive effects in the context of products with transformational brand-purchase motive. Reversely, internalization is likely to have more persuasive effects in the context of products with informational brand-purchase motive.

We test our hypotheses through two experimental studies by considering the moderator roles of product involvement (Study 1) and purchase-motive (Study 2). More specifically, we posit the following hypotheses:

H1: Under a high-involvement situation, source internalization has a greater impact on advertising effectiveness (attitude toward the ad and brand, and purchase intention) than source identification.

H2: Under a low-involvement situation, both source identification and source internalization have positive effects on advertising effectiveness.

H3: Under a low-involvement informational purchase situation, source internalization has a greater impact on advertising effectiveness than source identification.

H4: Under a low-involvement transformational purchase situation, source identification has a greater impact on advertising effectiveness than source internalization.

Method and Analysis

Study 1

After running a series of pilot studies and manipulation checks to select the celebrities and design the advertisements, A 2 (identification: high vs. low) X 2 (internalization: high vs. low) X 2 (consumer's product involvement: high vs. low) between subjects experiment was designed to validate the two predictions of Study 1. Data were collected from 315 students at a major university in the Middle-East, aged between 18 and 40. Participants were randomly assigned to complete a questionnaire related to one of the study's eight experimental conditions. To test hypotheses H1 and H2, a MANCOVA was performed, controlling for both age and gender.

Study 2:

Following the same procedure used in study 1, participants were randomly assigned to cells of a 2 (identification: high or low) X 2 (internalization: high or low) X 2 (purchase motive: informational or transformational) between-subjects experimental design. Data were collected from a new sample consisting of 310 students at another major University in the Middle-East (not the one where Study 1 was conducted), aged between 18 and 40. A MANCOVA, with age and gender as covariates, was performed to test the effects of source credibility dimensions on the dependent variables by considering the moderator role of brand-purchase motive.

Results, Discussion and Contributions

Results of study 1 indicated that neither source internalization nor identification interacts with involvement to influence consumer's attitudes and intentions. As such, H1 and H2 were not supported. Internalization is found to have significant effects on participants' attitudinal responses in both contexts of high-involvement products (i.e., car) as well as low-involvement products (i.e., shampoo). These findings suggest that internalization influences participants' responses regardless of the nature of the product category. However, in contrast with our prediction, the effects of identification are insignificant.

Similar to the findings of Study 1, the results of Study 2 suggest that consumers are likely to from their attitudes and intentions in a persuasive message solely based on source internalization regardless of the brand-purchase motive.

The results did not support the Elaboration Likelihood Model theory, in which credibility persuasive effects are contingent upon the recipient's involvement. Our results are inconsistent with the view that there are two relatively distinct routes to persuasion. Instead, the results of the current research suggest that a receiver uses source internalization as a relevant evidence to form attitudes toward the advertised object regardless of the type of the product in terms of involvement level and purchase-motive. These findings go hand in hand with a relatively nascent theory of persuasion, namely the UNIMODEL theory (Kruglanski and Thompson, 1999) and the "match-up hypothesis" (Lynch and Schuler, 1994; Kamins, 1990). Indeed, the UNIMODEL refutes the notion that people are likely to be influenced by either a central or a peripheral route. Instead, the relevance between source characteristics and the advertised product is considered as an appropriate evidence for consumers' persuasion. Finally, the "match-up hypothesis" views celebrities as opinion experts in the brands they endorse and persuasive effects are due to their expertise, trustworthiness as well as the congruence or match of their images with the images of the endorsed products.

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LGBT-Themed Advertising: Gender, Disgust & Political Ideology

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Abstract:
While LGBT themes have increasingly been portrayed in advertising, little research investigates the influence of such themes on consumer attitudes. This research examines how a consumer's political ideology affects their attitudes toward an advertised product. The findings demonstrate when politically conservative consumers view advertisements that include LGBT imagery and male models (vs female models), they report more negative attitudes toward the advertised product; however, such polarization does not occur among liberal consumers. This research also sheds light on the underlying process driving these findings. Specifically, conservatives experienced higher levels of disgust after evaluating an LGBT-themed advertisement that included (what appear to be) gay male (vs. female) models, leading to more negative attitudes towards the advertisement and the product. These findings provides theoretical and managerial implications by identifying the factor (political ideology) that might influence the acceptance of LGBT themes in advertising and establishing the mechanisms driving the predicted effects.

Keywords: LGBT, gender, political ideology

Marketing When Regulated: Case of Financial Planners

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Abstract:

Australian financial planners are service professionals operating in a regulated context and it is of interest to explore how they promote their brands in such context. Marketing literature has explored regulated marketing, but for products like tobacco or alcohol and not for service professionals. This research bridges this gap. The marketing message outlined on the websites of 40 Australian financial planning practices are coded across two categories of themes – the *poses* of the financial planners and the *outcomes* they promise to the customers. The analysis reveals that the practices rely not only on the technical outcomes like increased wealth for their clients; but the planners also emphasize on varied client-focused roles and promise different values for the customers. Arguably, the research suggests that the basis of differentiation for service professionals within a regulated context is consumer experience and which is to be highlighted in the marketing message.

Keywords: regulated marketing, marketing communication, digital marketing

Introduction and Research Aim

Marketing literature mentions varied strategies like segmentation, brand promotion, and utilization of touchpoints for successful outcomes (Kotler, Kartajaya, & Setiawan, 2016). There are, however, industries that are regulated and the ways these businesses can market the product need to follow certain bounds. A relevant case is that of the financial planners in Australia. The profession is highly regulated and the practitioners need to meet certain educational qualifications and follow specific codes of conduct (FPA, 2013). Thus, financial planners cannot arbitrarily differentiate when marketing their brands and need to conform to certain rules when promoting and providing their service. Further, even with the regulatory bounds, several recent scandals have rocked the profession and have led to skepticisms regarding the integrity of the profession (Smith, 2018). A challenge for financial planners in the contemporary context, hence, is not only to attract consumers (i.e., clients), but also to regain the consumers' trusts.

Many financial planners currently use websites to market their service. Contemporary consumers often regard the online presence of organizations as the touchpoint (Flores, 2013, p. 197) and such is potentially the case also for the clients of the financial planners. Arguably, the message communicated by the planners on the websites can shape the consumers' expectations and a discrepancy between these expectations and reality can lead to significant public backlash – as has potentially been the case in some recent scandals (White, 2016). So, considering the context within which a financial planner currently operates, it is of interest to explore how these professionals differ in promoting their specific brands through such online presence. From marketing point of view, the exploration can reveal how service professionals aim to achieve competitive advantage when operating within a highly regulated context. From financial planning point of view, the exploration can suggest the aspects the planners focus on in forming client relationship. With that in mind, this research aims:

> *to conceptualize the ways the Australian financial planners market their services online and the outcomes they promise to the consumers.*

Two research questions are addressed towards the stated aim:
RQ1: What are the different roles financial planners pose when marketing online?
RQ2: What are the outcomes the financial planners hope to achieve for their clients?

Background

There have been academic research for regulated markets like that for the tobacco and alcohol industries (Hastings et al., 2010; Henriksen, 2012; Noel, Babor, & Robaina, 2017; Noel, Babor, Robaina, et al., 2017). The marketing of financial planning, however, constitutes a different context. First, the outcome of a financial planning activity is a service; and high degree of subjectivity may exist in the consumers' experience depending on the financial planner engaged (Drake, 2003). Such is not necessarily the case for tobacco or alcohol for which, though varying in quality and features, the marketed products relate to similar consumer experiences. Also, there are health concerns linked to the use of tobacco and alcohol and which call for special care in marketing (Henriksen, 2012; Noel, Babor, Robaina, et al., 2017). Such is not the case in the promotion of financial planning services. Further, the constructs of digital marketing can be expressed through 10 Ps with additional emphasis on the consumers (Ryan, 2016). For financial planning, as well, prioritizing the clients' interests through a methodical approach is of interest (FPA, 2013; Gitman, Joehnk, & Billingsley, 2013). Thus, further to marketing domain, an exploration on the digital marketing approach of the financial planners and their emphasis on consumers is of interest also to the financial planning research community.

Methodology

The research assumes that financial planners, while marketing through online media, hold two perspectives – the ways the they present themselves as compliant to the clients' interests (i.e. the *poses*) and the results they hope to achieve for their clients (i.e., the *outcomes*). With such view, the

names of financial planning practices listed in Jun 2017 and located across 4 Australian major cities (Sydney, Melbourne, Brisbane and Perth) (FPA, n.d.) were searched; and 40 of these practices (10 from each city) were randomly chosen. For the samples chosen, the relevant websites were browsed and the key marketing messages outlined by these businesses were recorded. The messages were then coded interpretively (Caudle, 2010) across two categories of themes: the *poses* and the *outcomes*. Multiple cycles of thematic analysis (Braun & Clarke, 2006) were undertaken and the themes noted in at least 5% of the samples are noted.

Results and Discussions

Fig. 1 shows the themes. Most financial planners pose as *aids* to clients and *experts* in the business. Many others pose as *client-focused*, wealth *builder*, *companion*, and wealth *protector* of their clients. Regarding *outcomes*, as expected, most planners focus on *wealth*. However, the planners also emphasize on other non-wealth outcomes like quality of their *advice* and *service*, *life-style, future* and *mental peace* of the clients, and long client *relationship*. Marketing communication, arguably, aims to differentiate from competitors and financial planners are no different. The results, however, imply that, when operating and marketing within a regulated context, in order to attract customers, service professionals like financial planners focus not only on the expected service outcomes, but also pose different roles and attributes targeted at creating values for the customers. Marketing literature refers to consumer co-value creation (Prahalad & Ramaswamy, 2004). Arguably, the outcomes reflect conformity to such value creation by service professionals when promoting brands in a regulated context.
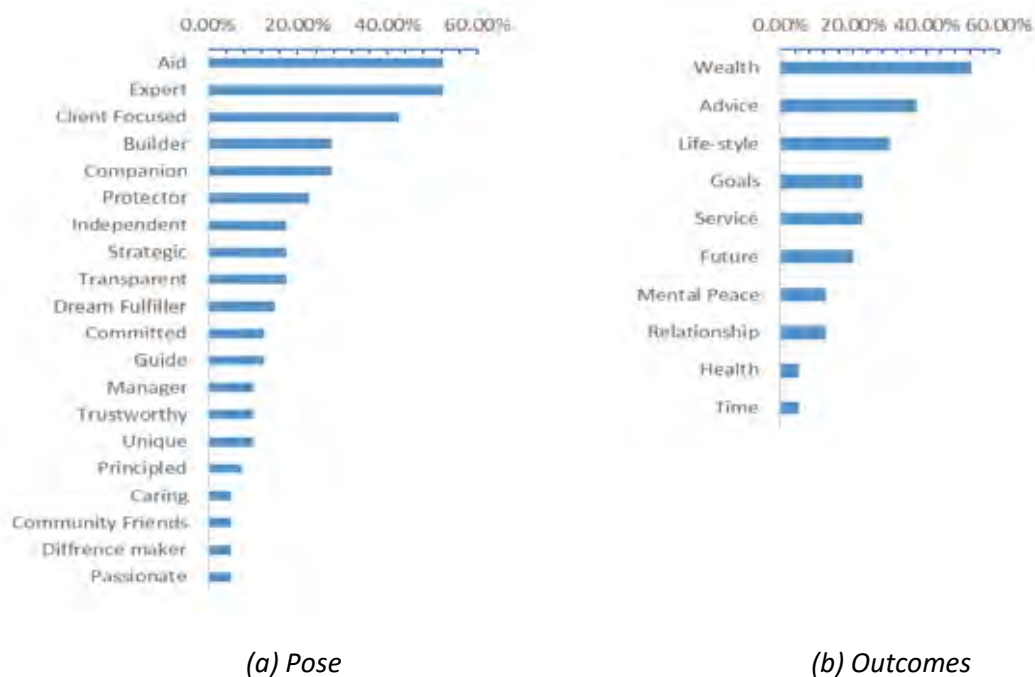

(a) Pose   (b) Outcomes

Fig 1: Frequency of themes (in percentage of samples) for *pose* and *outcomes*

Implications for Theory and Practice

Notably, there are other professional service providers, like lawyers and medical doctors, who also operate within certain regulatory bounds. The research outcomes have practical value for these professionals. To differentiate, such regulated businesses may emphasize on client-focused *poses* and *outcomes* in marketing communication, further to emphasis on the values these businesses may form for their customers on top of the expected outcomes. Also, marketing literature has generally overlooked exploration of marketing issues at professional service levels. This research, hence, bridges a gap and consequently may guide further research in this area. The research also relates to the ANZMAC's focus on marketing from different angles and may initiate insightful discussions regarding marketing communication.

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Corporate Sponsorship Effects on Charitable Giving

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Abstract:
The literature presents conflicting results regarding the impact of corporate sponsorship of nonprofits on consumer prosocial behaviours. Some researchers have observed that consumers were less willing to support corporate-sponsored nonprofits while others have observed positive consumer behavioural intentions towards corporate-sponsored nonprofits. Thus, extant research provides contradicting advice to nonprofit managers on how to manage their corporate sponsorships and support from their target consumers. The present research aims to address this discrepancy. Specifically, this research examines the impact of a nonprofit's sponsorship portfolio size on consumers' prosocial behaviours as well as the moderating role of consumer familiarity with the sponsored nonprofit. Perceived impact on the nonprofit has a mediating role in the corporate sponsorship-prosocial behaviour relationship. Two experiments investigated the sponsorship effects for two nonprofits. This research seeks to contribute to the sponsorship literature and extend our understanding of the nonprofit marketing literature regarding consumers' charitable giving.

Keywords: corporate sponsorship, nonprofits, sponsorship portfolios

Assessing the Effects of Visual Structure of Metaphor

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Abstract:
Metaphor as an artful deviation from expectation appears frequently in contemporary advertising designed to connect, engage, and transform consumer behaviour. However, not all metaphors are created equal and not all consumers are likely to engage with the metaphors equally. Despite its theoretical relevance, there is limited empirical research on the relationship between type of visual metaphor, individual difference variables such as product category familiarity, and ad-related consequence variables. Hence, the aim of this research is to help fill the research gap by conducting an empirical test of the effects of three types of visual metaphor on ad evoked imagery elaboration and purchase intention toward the product in the ad. An online field experiment was conducted in the context of advertising visuals for skincare products with 510 female Australians. The study results confirm the main effect of visual structure on ad evoked imagery elaboration, which in turn affects purchase intention.

Keywords: product familiarity, visual metaphor, imagery elaboration

Celebrity versus Film Persona Endorsements

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Abstract:

Film personas (e.g. Hermione Granger, Jack Sparrow, Bridget Jones) are introduced as alternative and effective brand endorsers, who can buffer the negative effects of celebrity transgressions. A mixed method approach was used with a total of 504 participants across three studies. Results show that a film persona (e.g. *Legolas* from The Lord of the Rings) is a more effective endorser in terms of consumers attitudinal and behavioural judgements, when compared to their corresponding celebrity identity (e.g. *Orlando Bloom*). Exploratory findings suggest that this may be due to the film persona possessing a much tighter association set, which is more easily transferred onto the endorsed brand. Results also indicate that endorsed brands can be shielded from the negative effects of a celebrity transgression when the celebrity is presented as their film persona. This research has important implications for advertises in their choice and execution of advertisements that feature a celebrity.

Keywords: celebrity, film persona, transgression

Marketing Communication Strategies of Off-Plan Homes

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Abstract:
Buying a home is considered one of the most expensive purchases an individual can ever make and a lot of effort is required in making the right choice. This study aims to explore marketing communication of off-plan homes – these are homes under construction and being sold in advance of its completion, highlighting an implication for informed choice-making and trust in marketing communication. Content of off-plan advertisements in two countries were thematically analysed. Computer-generated images are often used, showing the development superimposed into the skyline of the city. Developments have their brand identities as an effort to highlight distinct personalities, however there were differences in the use price and location as an appeal. Disclaimers were absent in some advertisements. Taking into consideration the nature of those properties which may not be ready until years, information to convey trust and assurance is important, and information should be true and not misleading.

Keywords: real estate, new homes, advertisement

Introduction

Buying a home is considered a major financial decision, one of the most expensive purchases an individual can ever make (Mercadante, 2017). Due to the increasing population and demand for living spaces, developers are selling off-plan homes – these are homes that are being sold in advance of its completion (Galliard Homes, 2018). While we acknowledge the complex and multi-faceted due diligence that buyers usually invest before buying houses, this study focuses on the advertising strategies adopted by developers to market their off the plan homes. These homes are still under construction and consumers are buying it based on trust of the information provided in the advertisements, unlike already built houses that prospective buyers can go visiting and have a tour, computer-generated images (CGIs) are used to present the homes. The overarching aim of this study is to reveal the advertising strategies being used by developers to sell these off-plan homes through a comparative study of new homes marketing in London, United Kingdom (UK) and Ho Chi Minh City (HCMC), Vietnam. The study opens a new avenue of research into consumer behaviour in making a highly-involved decision, such as buying a new house, pricing strategies, buying on trust and the reliance on marketing communication.

Background

Urbanisation has led to demands for more living spaces, and new houses are being built to meet up with these demands. London is considered one of the world's most cosmopolitan and culturally diverse cities, as there are over 300 languages spoken in this city, more than any other city in the world (London.gov.uk, 2018). It is the fastest growing region in the UK with all-time high of almost 8.8 million inhabitants with almost two thirds of the increase is due to net immigration from abroad (Prynn, 2017). Meanwhile, HCMC, though not the capital of Vietnam, is the largest metropolitan city and the country's economic and financial centre. Accounting for one-third of Vietnam's GDP, this dynamic city of over 10 million inhabitants is widely seen as one of the fastest growing markets for technology and manufacturing in Asia-Pacific and the top emerging property market in the region (Indochina, 2018). There has been increasing demand for quality homes from the vastly increasing middle and upper class as well as the influx of foreign investors, having driven the property market, particularly in the high-end and luxury segment. The role of marketing communication is promoting these developments cannot be ignored, particularly in acknowledgment of the cultural similarities and differences between these two countries. According to the Hofstede model of national culture, UK is amongst the highest of the individualist society while Vietnam is a collectivistic society. The national culture has also been known to affect advertising strategies (Pineda et al, 2015). Advertising from Western countries tends to depict higher levels of individualism (personal success, and independence) than those from non-Western countries (Han & Shavitt, 1994). The advertising appeals used in these contexts are also known to be different. Rational appeal is predominantly used in an individualist culture and emotional appeals in a collectivist culture (Aaker & Williams, 1998). Theoretically, in the context of national culture, advertising appeal and the highly involving nature of house purchase, this study adopts the theory of emotional appeals in highlight involving products (Mogaji, 2018) which explores consumers' attitude towards emotional appealing advertisements. Buying a home is considered a major financial decision, likely to be the best long-term investment most people ever make (Lambert, 2014), which further justify the need to explore how these investments are being advertised, the advertising appeal and information presented to prospective customers..

Methodology

Content of off-plan homes advertisements in London and HCMC were thematically analysed. For London homes, 525 advertisements from Homes and Property, a weekly supplement in London Evening Standards was collected and for HCMC homes, 202 advertisements from Saigonese Businesspeople (Weekly and Weekend editions). Advertisements were collected between January and December 2017. The advertisements were digitally converted to PDF using an Optical Character Recognition (OCR) scanner, and then editable and searchable data in PDF format were exported to NVivo10 for the thematic analysis. There were familiarisation and immersion with the data, by

reading the advertisements repeatedly to have a better understanding of how the developers are communicating with prospective buyers.

Results

CGIs are often used, showing the development superimposed into the skyline of the city. Developments have their logos and names as an effort to highlight distinct personalities that may differentiate their developments from others. Though some of the houses are not yet available, there is a sense of urgency in some of the marketing strategies that aims to make prospective buyers feel they need to decide and buy or they may lose out. Developers were presenting these houses as exclusive and worth spending the money on. The location and views are flaunted to entice prospective buyers. In London, they offered the ultimate unrestricted view, while in HCMC, developers are offering a unique riverside location, a magnificent and unobstructed view of skyline and the river. Quality of view, which is a general unobstructed view to surroundings, is considered an environmental criterion of valuation as a pleasant view could considerably increase the price of a house, up to about 50% (Damigos & Anyfantis 2011), and it is not surprising that developers flaunts this on their advertisement. Developers in both cities were keen to display awards and accolades they have received in their advertisements, perhaps with the intention of communicating trust, credibility and assurance that the houses bought off-plan will be delivered in time. With these similarities, some differences were also identified. London's developments were predominantly sold around the underground and train stations; however, this was not same in HCMC. There is no involvement of government schemes in HCMC, unlike in London whereby the Government supports the prospective buyers with 40% deposit. This is also presented as a marketing strategy to appeal to prospective first time buyers. Disclaimers in the advertisements were also observed: London developers informed prospective buyers that the CGIs were for indicative and illustrative purposes only and may not be the true reflection of what they will buy; this was however absence in HCMC ads, an indication of their advertising regulations.

Implications for Theory and Practice

The content of the new homes' advertisements in London and HCMC were thematically analysed to gain insight into marketing strategies developers to reach out to prospective buyers. Theoretically, the present study extends the emotional appeal theory from financial services to real estate marketing, contributing to knowledge about advertising strategies of marketing a high involving product. The complex decision-making process in buying a house is acknowledged, however advertisements still plays an important role in the decision making. Though rational appeals may have been considered suitable for high involving purchase, our studies found that emotional appealing strategies which involve building symbolic appeal or creating an image of the product user (Shimp and Andrews, 2013) were used in marketing new homes. However, rational appeals were also included in advertisements of London homes. This also reiterates earlier studies that rational appeals are predominantly used in an individualist culture (Aaker & Williams, 1998). For example, price, which is considered as a rational appeal in advertising, is often displayed in London homes, but rarely in HCMC. The findings in this study contain important implications for industry professionals and researchers especially with regards to marketing a high involving product. Reassuring the customer is of great importance and it is not surprising also that there are developers highlighting their recognition and accolades to reinforce the trust in their brand. Taking into consideration that these houses are still being built and they may not be ready until years, information to convey trust and assurance is important. In terms of the facilities provided in the house, the room sizes and the pricing, presented information should be true and not misleading or over promising.

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Banner Ads CTR: Model Attractiveness and Gender

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Abstract:
Traditional advertising theories showed that the attractiveness and gender of models influence audiences' responses to advertisements. However, these two concepts have not been tested for banner advertisement in online advertising. This study examined the effect of model attractiveness and gender on click-through rate (CTR) of banner ads using 3,817,170 instances of banner placements measured with an online campaign of a high-involvement education product. Results indicated that model attractiveness has no significant effect on CTR. Moreover, banner ads generate significantly higher CTR if audiences are exposed to ads using models of both genders except for the size of 250x250. While traditional advertising theories are not inherently applicable to the online environment, this study retests extant theories with banner ads and adds value to the advancement in online advertising effectiveness research. The findings also contribute to the understanding and enhancement of return on banner ads investment under severe ad clutter in the digital world.

Keywords: banner ads, click-through rate, advertising effectiveness

Winning the Gig in Freelance Online Marketplaces

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Ko De Ruyter, Cass Business School
Peter Urwin, Westminster Business School

Abstract:

One of the most striking recent developments in the professional services market has been the emergence of digital job platforms that connect freelancers to buyers. Drawing on language expectancy theory, this study demonstrates that it is the (un)conventional use of selling influencing tactics relative to buyer expectations that determines bidding success. An empirical text-mining study using more than 580,000 freelance bids demonstrates that excessive use of information exchange and ingratiation in bid formulations reduces bidding success, whereas for recommendations and inspirational appeals it increases the chance of landing the job. In contrast, the conventional use of promises increases bidding success. Further, both the level of freelancers' experience and their ability to adapt the bids' linguistic style to the buyers' call-for-bids increases the range of normative bandwidth such that any violation in SIT use improves the chances of winning the bid.

Keywords: personal selling, language expectancy theory, digital job platforms

A Content Analysis of Online Tourism Advertisements

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Abstract:
Tourism is one of the largest contributors to the Indonesia economy. Online advertising is a major communication tool for attracting tourists worldwide to Indonesia. Through a content analysis of online advertisements, this study examined the travel motivations, activities, and experiences reflected from Indonesian tourism advertising that targets Australian tourists.

Keywords: tourism advertising, content analysis, travel motivation

1. Introduction and Research Objectives

Tourism sector is the fourth largest contributors to the Indonesia economy. This sector remains a major driver of socio-economic progress through job creation, entrepreneurship, sustainable infrastructure development, and the protection of cultural and heritage values. The industry contributes 6.2% of the total global GDP – approximately 57.9 billion USD - and employs more than 6 million people in Indonesia (WTTC, 2017). Indonesia tourism sector is probably one of the fastest growing countries to adopt online advertising. In 2016, Indonesia online travel sale is 5.97 billion US Dollars and projected to double in 2020 (Statista, 2016).

Australia is an important tourist market to Indonesia. Australian tourists have the highest expenditure and the longest duration to stay in Indonesia compared to other nationalities (Australian Embassy Indonesia, 2015). Australia is also the fourth largest visitors to Indonesia who mostly arrive in Ngurah Rai airport, Bali (Indonesia Bureau of Statistics, 2017). Australia is also probably one of promising market to target by online advertising, given the fact that most Australian accesses internet several times a day to seek information (Borg and Smith, 2016).

Despite the importance of Australian tourists to the Indonesia tourism market, very few studies have examined the effectiveness of Indonesian advertisements targeting the Australian tourists. This study extends from previous research by analyzing the contents of Indonesia tourism advertising in order to understand the key travel motivations, tourism activities and experiences that may attract Australian tourists.

RQ1: What are key travel motivations shown from online tourism advertisements?
RQ2: What are the key tourism activities shown from online tourism advertisements?
RQ3: What are the key tourism experiences shown from online tourism advertisements?
RQ4: What are the key appeal and endorser strategies shown from the online tourism advertisements?

2. Conceptual Development

Advertising plays an important role in tourism marketing for several reasons. First, advertising attracts potential customers (Sanders et al., 2016). Second, since tourism is intangible, advertising is a reliable information for consumers' decision making (Kim et al., 2005). These information includes infrastructure and facilities (i.e., transportation and accommodation), tourism sites (i.e., historical building, landscape), and other related services (telecommunication, bank, internet) that are the key elements of tourist behavior (Hou, 2017). Past studies have indicated online advertising in tourism has changed tourists' travel buying behavior by encourage consumers to bypass several intermediaries and directly purchase tourism services (Mistilis et al., 2014). Thus, the further debate have mostly paid attention on the influences of online advertising on tourists' attitude and intention (Gong et al., 2017). Evidence from the previous literature on online advertising analysis remains limited. Some studies have focused on cultural dimensions portrayed in the advertising. Graham, et al., (1993) investigated to what extent home culture influences the advertising strategy when entering international market.

In tourism advertising, previous literature only explored the appeals presented in the advertising for example emotional vs rational appeal (Lwin and Phau, 2013), appeals in cultural context (Raza et al., 2018) and women/sex appeal (Bowen, 2002). However, very little attention has paid to the travel motivations, tourism activities and experiences of tourism advertising.

3. Methodology

This study conducted content analysis of Indonesia tourism advertisements targeting Australian tourists. Content analysis is widely adopted in tourism field and one of the main methods in the social researches. It is a technique to implicate data to text content (Hou, 2017). Content analysis has been widely used in advertising studies, as examples are the analysis of the law issue of alcohol advertisement (Smith et al., 2014), and violence context in TV advertisement (Hetsroni, 2011). The main aim of our study is to examine the tourism advertising contents related to travel motivations, tourism activities, tourists experience, endorsers, and appeals through the content analysis method.

Data were collected from Australia-based websites of tourism operators which was rated to be the most visited Website for Australian tourists. The tourism advertisements featuring Indonesia were selected from the home page of each Web. Hence, the unit analysis of the study was the advertising in the Web home page, defined as the page presented in the computer that the viewer sees for the first time when accessing the website (Zhao et al., 2003). There are 91 advertising had been analyzed from 15 tourism operators' web-sites.

4. Results

Result shows that Indonesia tourism advertisements mostly appeal to travel motivations driving by novelty and excitement seeking. The main tourism activities featuring in Indonesian tourism advertisements are cultural, nature, sports, and recreational activities. Escapist and esthetic experiences are the main experiences shown from advertising. Most advertisements include no endorsers but focusing on appeals such as scenery, cultural, animal, adventure, and popular aspects of Indonesia as a destination. The results of the study offer new insights of Indonesia tourism advertising in the Australian market. Further studies are needed to empirically test the effectiveness of the contents of online advertising in an international market such as Australia.

5. Implications for Theory and Practice

The results of the study offer new insights of Indonesia tourism advertising in the Australian market. Information of how Indonesia tourism is communicated in Australia is important for the decision makers of Indonesia tourism. For example, the evaluation of tourism advertising that is whether the contents already suitable with the real condition of Indonesia destination characteristic.

The results of the study offer new insights to develop the role of advertising or marketing communication on tourists' behavioral constructs especially travel motivation, experience and activities preferences. Further studies are needed to empirically test the effectiveness of the contents of online advertising in an international market such as Australia.

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How People Avoid Ads Across Television Devices

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Abstract:
Traditionally, television advertising avoidance has been studied in the context of the in-home television set. However, television programs can now be viewed on online devices, such as PCs, laptops, tablets, and smartphones. This change in viewing context may have also changed the rate of known ad avoidance behaviours, or created new behaviours that are yet to be documented. In-home observations and self-reported viewing diaries involving 228 participants were employed to determine the type and rate of ad avoidance behaviours associated with traditional versus online television. We found that viewers spent significantly more time viewing ads when watching on a tablet or smartphone, demonstrating that the tablet and smartphone are superior to other television viewing devices in this respect. This finding also informs the pricing of different television media, and sheds light on how to better execute television advertising based on the level of attention given to different devices.

Keywords: ad avoidance, television, advertising

Designing Digital Coupons for Food Industry

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Abstract:

Coupons have become an important promotional tool. The increasing use of mobile technology and high smartphone penetration have enhanced product promotion through digital coupons. While considerable research has been performed on consumer behavior aspect of coupons, there has been no study on text and pictorial preferences of customers for coupon design in the food industry. The conjoint analysis of 316 respondents showed that customers seeking coupons for food prefer rectangular shaped coupon with pictures of food having color scheme equivalent to company brand color with short tagline in bold text style and simple font style. The study would be useful for marketers, designers, and entrepreneurs working in the food industry.

Keywords: digital coupons; coupon design; conjoint analysis

Transforming Behaviours: Connecting Theory Testing and Design

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Abstract:
This study demonstrates a two-step approach connecting theory testing and application to campaign design and implementation. Drawing from an online survey sample of 597 respondents, Study 1 tested the Theory of Planned Behaviour. Study 1 results indicated that social norms and attitudes are the main predictors of intentions to den dogs, with 66% variance explained. Using an infield controlled experiment design involving 138 respondents, Study 2 identified that theoretically designed messages can exert a change effect, with more than 80% delivering change in the desired direction. This paper contributes to the literature with a framework demonstrating how theoretical constructs known to explain the desired behaviour (via intentions) were applied and pre-tested prior to campaign implementation to empirically examine effectiveness prior to city wide roll out. The limitation of this study is the sample size in Study 2, which will be overcome in future research extending to an online sample.

Keywords: theory, marketing communication, experiment

Matching Consumer Mindsets with Luxury Advertising Features

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Abstract:

Extant theory provides limited insights into how marketers can develop effective advertising strategies for luxury brands. In particular, it is unclear whether advertising strategies for luxury brands should be any different from generic brands. This study establishes how consumers' mindsets – fixed versus growth – frame luxury brand attitudes through advertising. Two experiments show that, when consumers adopt a fixed mindset, they generally show more positive attitudes toward luxury brands compared to when they adopt a growth mindset. However, featuring additional product information in ads can increase the attractiveness of luxury brands among growth mindset consumers. Moreover, while fixed mindset consumers show more positive attitudes when an ad is presented in affective language, cognitive language is more effective for targeting growth mindset consumers. Overall, we establish how luxury brands can be promoted more effectively by activating and matching consumers' mindsets with different features of luxury advertising.

Keywords: luxury advertising, mindset, implicit-self

Orienting Responses to Branding in Advertising

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Abstract:
Effective brand advertising requires consumers to pay at least some attention to the advertised brand. Yet, few consumers are voluntarily seeking information about brands from advertisements, and so typically watch with low attention. Some stimuli, however, can automatically elicit an orienting response (a change in heart rate, a biometric measure for automatic attention). In this study, we explore whether an orienting response is evoked in viewers (n=130) at the brand's first visual exposure (i.e., a logo or pack shot) in real in-market TV advertisements (n=31). We find evidence of orienting responses to visual branding, without auditory branding, and evidence of deeper, conscious processing of dual mode branding (visual as well as auditory branding). This study contributes a greater understanding of how consumers process brands in TV advertising by uncovering the underpinning cognitive mechanism (orienting response).

Keywords: attention, biometrics, advertising

Effective In-Game-Advertising: Congruency, Placement and Prominence

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Abstract:
Advertising effectiveness in traditional media is reduced by a range of context factors (clutter), message shortcomings (undifferentiated ads) and consumer behaviours (advertising avoidance). Brand promotion within online games offers a unique opportunity to circumvent these problems. Game publishers can integrate brand promotion as part of the gaming experience itself by using virtual product placements and allowing users to have extended interactions with a brand inside the game. The nature of in-game advertising (IGA) requires new considerations, including control over the congruency, placement and interactivity of brand promotions. This conceptual paper considers how these dimensions interrelate and affect an individual's cognitive processing (CP) level. We propose that the effectiveness of IGA depends combining congruency, placement and interactivity in a way that produces high levels of CP of the ad and high levels of brand recall (BR).

Introduction

In-game advertising (IGA) refers to the placement of mediated messages, products and brands within online games (Chang, Yan, Zhang & Luo, 2010). Brand and product promotion within computer games began in the late 1980s with inclusion of stationary billboard advertisements. IGA activities have since expanded into three categories. *Around-game advertising* is delivered outside the actual game play and does not encroach on the playing environment; this normally appears as sponsorship messages, logos or videos that load between gaming levels or during the opening and ending credits of the game (Smith et al., 2014). *Advergames* are specifically designed to feature a brand or product solely for promotional purposes (Lewis & Porter, 2010). *In Game Advertising* (IGA) is a range of promotional activities that place one or multiple real-world brands into a pre-existing online game (Smith et al., 2014). IGAs are secondary elements which are not necessary to providing the gamer with a cohesive playing experience (Smith et al., 2014; Terlutter & Capella, 2013). Games that include IGA are generally only playable via the Internet. This allows developers the flexibility to update product placements and brand logos whenever needed (Yeu et al., 2013).

Conceptual Model

The conceptual model is shown below (refer to **Figure 1**). Placement prominence, level of interactivity and congruency have been established as pre-determinants of BR (Mau, Silberer and Constien 2008; Dardis, Schmierbach and Limperos 2012). Brands can be categorised as having either peripheral or central placement (Terlutter & Capella, 2013) or how central they are to the player's attention (Gupta & Lord 1998). Congruency is any brand placement that enhances the gaming experience by reflecting the real-world environment (Nelson, 2002). Level of interactivity has been linked to the cognitive resources required to process information and the degree of in-game flow experienced by the gamer (Nicovich, 2005).

Figure 1. Conceptual model of in-game-advertising effectiveness
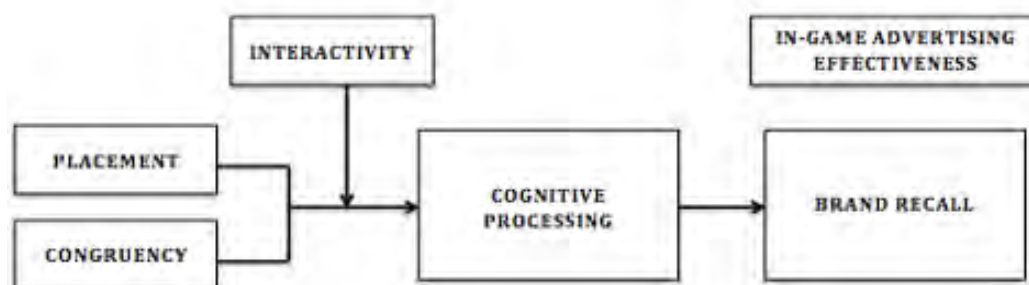
Hypotheses

Gaming is a demanding activity which requires high levels of cognitive, visual and spatial processing. Based on relevant existing literature, we propose 10 hypotheses about how these effects interrelate:

> *H1: High (versus low) levels of Gaming Interactivity will lead to high (versus low) levels of CP.*
> *H2: High (versus low) levels of CP will lead to high (versus low) levels of BR.*
> *H3: When Gaming Interactivity is High, Congruent/Peripheral IGAs will lead to high (versus low) levels of CP and BR.*
> *H4: When Gaming Interactivity is High, Congruent/Prominent IGAs will lead to high (versus low) levels of CP and BR.*
> *H5: When Gaming Interactivity is High, Incongruent/Peripheral IGAs will lead to high (versus low) levels of CP and BR.*
> *H6: When Gaming Interactivity is High, Incongruent/Prominent IGAs will lead to high (versus low) levels of CP and BR.*
> *H7: When Gaming Interactivity is Low, Congruent/Peripheral IGAs will lead to high (versus low) levels of CP and BR.*

H8: When Gaming Interactivity is Low, Congruent/Prominent IGAs will lead to high (versus low) levels of CP and BR.

H9: When Gaming Interactivity is Low, Incongruent/Peripheral IGAs will lead to high (versus low) levels of CP and BR.

H10: When Gaming Interactivity is Low, Incongruent/Prominent IGAs will lead to high (versus low) levels of CP and BR.

Discussion

After consideration of the existing literature, and how it might apply to the context of IGA, we propose key relationships in **Table 1**. Empirical research is now needed to determine the extent to which these propositions hold.

Table 1. Conditions for the optimal state of effective in-game-advertising

		HIGH INTERACTIVITY	LOW INTERACTIVITY
CONGRUENT	PERIPHERAL	Very Low Brand Recall	Low Brand Recall
CONGRUENT	PROMINENT	Moderate Brand Recall	High Brand Recall
INCONGRUENT	PERIPHERAL	Low Brand Recall	Moderate Brand Recall
INCONGRUENT	PROMINENT	High Brand Recall	Very High Brand Recall

Implications for Theory and Practice

This research has direct implications for the development of theory. Because it is integrated with game content, IGA is very different from traditional advertising. A fuller understanding of the cognitive demands of the game-advertising combination, along with the effects of congruency, placement, and interactivity, is necessary to gain better insights into how new types of advertising function in this new medium. IGA content is likely to be seen more often, for a longer period of time, and in a more integrated and engaging context that traditional advertising. These differences from traditional advertising suggest that current advertising research is not sufficient for this context and that a better theoretical understanding of how IGA functions is required.

There are also important considerations for the game development industry. Game developers seek to increase their revenues from selling advertising, but they must balance these financial goals with maintaining the quality of the game experience for users. Under some circumstances, product and brand placements can increase the realism of the game and the quality of the experience. On the other hand, poorly-conceived IGA will detract from the experience and ultimately hurt the success of the game. A clearer understanding of how to manage the congruency, placement, and interactivity of IGA will offer developers strategies that can improve both the user experience and financial returns of their offerings.

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Sponsor Bonding: An Australian Cricket Field Study

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Abstract:

Sponsor branding has become omnipresent at public events as it is considered a very effective way for companies to connect and engage with specific targeted audiences. Yet the communities of audiences and fans that form and bond around sponsored activities are not always accepting of the intrusion of commercialised marketing efforts. Hence, the aim of this study is to augment existing sponsorship research models with the construct of sponsor bonding which measures the influence of fans' acceptance of a sponsor's efforts to engage with them. Using the real-life context of a commercial sponsorship of the Brisbane Heat cricket team competing in Australia's Big Bash League (BBL) the research model is tested through two national, online surveys of BBL television broadcast viewers. Our findings show sponsor bonding to be a strong mediating influence on a sponsor's consumer-based brand equity and a stronger influence than brand associations on brand loyalty.

Keywords: *sponsorship, community, engagement*

Introduction and Research Aim

Sponsorship is being increasingly used for marketing engagement with consumers (IEG, 2017). Audiences or member groups of a sponsored activity or entity, come together as transient communities that share a common bond based on their experience of, and emotional involvement with, the sponsored activity. Sponsors aim to engage with these communities in the hope of transforming the wave of emotions generated by the activity into positive consumer-based brand equity (CBBE) outcomes (Cornwell et al., 2001). As a result, many sponsorship studies, for example Donlan (2013), have employed constructs such as brand awareness, brand associations or brand loyalty from the CBBE framework to measure sponsorship effects,.

Many companies strive to create their own brand community which Keller (2016) describes as the bond consumers may feel with the brand, as well as to other users of the brand and the company as a whole. The essence of this strategy is to draw consumers into the brand community associated with the company and thereby strengthen CBBE. Sponsorship on the other hand works in reverse, whereby the sponsor aims to infuse their brand within the community that forms around an activity. Yet recent studies have reported mixed results for developing positive CBBE outcomes from sponsorship. Sponsorships perceived to be over-commercial and/or intrusive on the consumer's event experience, or those that may have negative social impacts, (e.g. gambling and alcohol brands) have been found to generate unfavourable consumer responses (Winkleman et al., 2016).

Past studies have explored the influence on sponsor CBBE of the level of fan involvement with, or their attachment to, the sponsored activity (Grohs and Reisinger, 2014). Conversely, our study investigates the influence of the level of fans' acceptance of a sponsor's efforts to engage with them (*sponsor bonding*). Given the seemingly ever-increasing presence of sponsors at major sporting events, this field study is focused on the entry of a new sponsor, Credit Union Australia (CUA), into the domain of Cricket Australia's Big Bash League (BBL) through CUA's sponsorship of the Brisbane Heat team.

The aim of this study is:

> *To explore how fan communities' acceptance of sponsor engagement efforts (sponsor bonding) influence sponsor CBBE outcomes.*

The hypothesis we test in line with this aim is:

> **H1:** *Sponsor bonding* has a mediating effect on a sponsor's CBBE outcomes of *brand associations* and *brand loyalty*

Background

Previous research has indicated a consumer's attitude towards a sponsorship influences their attitudes towards the sponsor (Pappu and Cornwell, 2014). Most sponsorship research has drawn on concepts of congruence, attribution and/or image transfer to explain how an alignment of purpose between sponsor and activity usually results in positive fan sentiment towards the sponsor (Cornwell, 2008). These concepts draw on social alliance theory (Madrigal, 2001) to explain how an individual's feelings of membership or bonding with the community that forms around an activity affect their attitudes towards a sponsorship. This study builds on such research by including the construct of *sponsor bonding* in our conceptual model to explore how the depth of acceptance of a sponsor's infusion into the fan community may mediate consumers' attitude towards a sponsorship and ultimately the sponsor's CBBE. For this study, sponsor CBBE was measured using the constructs of *brand associations* and *brand loyalty* (Pappu et al., 2005).

Methodology

Two online surveys of Australian adult BBL television viewers were conducted using an industry panel provider. The first survey (n=430) occurred in December just prior to the 2016-17 BBL season. The second survey (n=471) occurred in January at the conclusion of that season. Only respondents who had prior knowledge or experience of CUA completed the full survey meaning a reduction in sample sizes to survey 1 (n=146) and survey 2 (n=187).

Existing scales were adapted for the constructs using five-point semantic differential or Likert type scales. The *attitude to sponsorship* scale was adapted from Mitchell and Olson (1981), *sponsor bonding* from Algesheimer et al. (2005), *brand associations* from Ohanian (1990) and *brand loyalty* from Zeithaml et al. (1996). Confirmatory factor analysis found that all items were strong measures of their respective constructs (*attitude to sponsorship* = four items, loadings 0.80-0.89, $\alpha = 0.79$; *sponsor bonding* = four items, loadings 0.85-0.91, $\alpha = 0.90$; *brand associations* = five items, loadings 0.88-0.92, $\alpha = 0.93$; *brand loyalty* = four items, loadings 0.90-0.94, $\alpha = 0.94$). All construct reliability estimates exceeded 0.70 and average variance extracted exceeded the criterion value of 0.50 indicating consistency among the scale items and the item loadings showed convergent validity was apparent (Hair et al., 2010). Harman's single-factor test found no evidence of common method bias (Podsakoff et al., 2003). Multicollinearity was not evident and the average variance extracted and construct correlations provided evidence of discriminant validity using the test of Fornell and Larker (1981). Further testing of HTMT values also confirmed discriminant validity with the maximum HTMT value below the conservative value of 0.85 and after bootstrapping the confidence levels for inference criteria were all below the significance value of 1.00 as prescribed by Henseler et al. (2015).

Results and/or Discussion and Contributions

Testing of the full structural model was undertaken using partial least squares regression analysis. The results showed *sponsor bonding* has a strong mediating influence ($\beta = 0.56$) on *brand associations* that consumers attribute to the sponsor. The results also show *sponsor bonding* to be a stronger predictor ($\beta = 0.66$) of *brand loyalty* than is *brand associations* ($\beta = 0.21$). The research model was shown to have a good fit (SRMR = 0.04) and high external validity, and there were no significant variances in path coefficients between survey 1 and survey 2 indicating consistency in the model with generalizability to other sponsorship settings anticipated.

Multi-group factor analysis was also conducted to explore variances between the two surveys and between groups within the samples that identified as either fans or non/fans of the Brisbane Heat. In this study, the means for *sponsor bonding* from each survey (on a scale of 1-5) were all positively skewed at 3.38 (survey 1) and 3.33 (survey 2). As such our study has contributed to sponsorship models by showing the value of measuring the impact of *sponsor bonding*.

Implications for Theory and Practice

Measuring the depth of *sponsor bonding* into the fan community and verifying it as a strong mediator of *brand associations* and *brand loyalty,* provides a valuable tool to identify a specific, relevant and measurable objective for sponsorship investments. It can give sponsors better insights into how particular sponsorships are impacting their brand or which sponsorship settings may be more suitable to meet their objectives for return on investment. Rightsholders, by demonstrating the depth of sponsor bonding within their fan communities, will be able to more accurately articulate the ability of their property to deliver sponsor brand loyalty and value.

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Digital Engagement and Measuring Success in the GLAM Sector

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Abstract:

As business organisations are moving to connect and engage with their customers, this has also become important with government not-for-profit cultural institutions. At a time where governments are cutting their funding of arts and cultural programs, the GLAM (Galleries, Libraries, Archives, and Museums) sector are becoming more accountable and business-like in their activities. This study will observe the main measures of success for the major cultural institutions and determine the role and importance of digital engagement. These aims will be achieved by a content analysis of the strategic plans main art galleries and historic museums in Australia, plus a survey of Marcom Managers at the institutions. The findings indicate that a visitor-based focus has changed with the use of social media, and that broader mission and vision of the institutions are being supported by efforts to digitally engage with the wider community.

Keywords: GLAM, museums, engagement

MARKETING EDUCATION

Developing Workplace-Ready Students Using Authentic Learning Assessments

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Abstract:

Universities are under scrutiny to assist students become 'workplace-ready'. Various student skills required by employers can be developed via authentic learning activities but these types of assessments are often the exception rather than the rule in marketing subjects. This crucial gap is addressed via this research which describes both student as well as teacher experiences during the use of an authentic learning activity within a marketing course. The research shows that a significant majority of students considered the authentic learning activity enabled greater learning than in other assessment types. The research described within this paper contributes by describing the manner in which appropriately designed authentic learning activities can aid in development of workplace-ready students.

Keywords: authentic learning, graduate employability, workplace ready

Reinventing the Case Method through Collaborative Case-Research

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Abstract:

While marketing researchers widely use case-study research in business settings, its application in the classroom remains limited. When business schools use cases in class, they mean scenarios inspired by managerial challenges that students solve by pretending to be the decision maker. However, cases receive criticism because of its emphasis on a heroic leader, lack of evidence-driven learning, and even anti-intellectualism. This paper argues for reinventing the case-method by flipping research into teaching, thus conducting case-research in class with the students as a viable pedagogy for co-creating knowledge, a practice that we call "collaborative casing." We report on a collaborative research effort together with students in the wine market. Collaborative casing introduces a flat ontology that encourages a performative view of the world, enabling students to explore multivocality, tensions, and contestations in complex market systems. Casing is transformative how we understand the production of knowledge in the classroom.

Keywords: case-study research, performativity, case method

Introduction and Research Aim

The marketing education practice includes the two seemingly different activities of teaching and research. As researchers, we produce theoretically structured descriptions of the empirical world of marketing that are both meaningful and useful. As educators, we support students in developing their competences for acting in the complex, equivocal, and changing business environment. Traditionally, these two activities remain separate when most business schools make a distinction between teaching- and research-leaning faculty members. Nevertheless, this paper argues that it is not only possible but also desirable to flip research into teaching by conducting case-research together with the students in-class, as a viable pedagogy for co-creating knowledge in management education, a practice that we call "collaborative casing."

The underlying case for remaking the marketing education rests upon heavily ingrained assumptions about theory and practice; namely that the relationship between theory and practice is a one-way transfer. Specifically, how academic knowledge invades the world of practice (Cornelissen & Lock 2005). This stance places academic knowledge as standing above any other form of knowledge. Through education, business schools generate and circulate a repertoire of "knowledge products," like analytical tools and decision models, providing a foundation for the legitimization of this knowledge, the need for a continuous update, and transfer to students. The concern, therefore, is the identification and plugging of gaps between practitioners' "theories-in-use" and academic knowledge (Zaltman, LeMasters & Heffring 1982). It is in this context that academics call for research on "actionable marketing knowledge" (Diaz Ruiz & Holmlund 2017), "marketing relevance" (Klaus & Edvardsson 2014), and "theory-practice gap" (Nenonen et al. 2017) to construct a bridge between what practitioners do and what academics do. Our research aim is to challenge the case method by introducing case-research as a collaborative pedagogical strategy in class.

Background

Marketing education uses the case method, but not case-study research. Marketing teachers face two choices when using cases in teaching (Greiner, Bhambri, & Cummings 2003): either scholars mobilize the case method in which students take the role of decision makers solving a managerial problem, or academics integrate findings from case research into their lectures. However, we argue for a third option in which case-study research is productive for both research and teaching. We claim that our collaborative casing teaching method is productive to build a collaborative learning experience in marketing education.

Case method: The case method is a widely used pedagogical strategy in management education (Bridgman, Cummings & McLaughlin 2016), that has roots in the Harvard Business School. Students learn problem-solving skills by analyzing real-world business challenges from the perspective of decision makers (Hammond 1976). To do this, scholars write narratives of real-world business situations presented with contextual information and constraints but lacking an obvious resolution (Barnes, Christensen & Hansen 1994). While widely praised for its anchor in real-world problems, the case method is the subject of criticism (Contardo & Wensley 2004), including, 1) encourages amoral and instrumental decisions. 2) emboldens heroic figures of leadership. 3) leads toward predetermined answers. 4) Focuses on narratives (Bridgman et al. 2016), Sharply, Shugan (2006) argues that the case method is not academically rigorous and opposes the values of research. "The case method weakens the link between research and classroom, removing critical incentives for relevant research" (Shugan, 2006: 114).

Case-study research: Case-study research is a method associated with business-to-business marketing (Järvensivu & Törnroos 2010; Piekkari, Plakoyiannaki & Welch 2010). Cases require immersion into business phenomena and their context. One of the qualities of case-study research is that it is productive for building theory (Dubois & Araujo 2007). A case study is an exploration of a

bounded system over time through detailed, in-depth data collection involving multiple sources of information-rich in context.

Method: collaborative case-study research as a learning tool

We report on an exercise that was part of a specialized master's program in wine and spirits marketing. The program's goal is to enable students to learn the professional skills needed to participate in the wine industry. We documented a pedagogical exercise in which we involved students as much as possible in case-research. To accomplish this, we designed a collaborative research project aiming to understand the dynamics of the Bordeaux wine market.

Briefly, the goal of the collaborative case study was to explore the dynamics of the Bordeaux wine market focusing on the network structures, power dynamics, and emerging trends shaping the market. We first taught theory on market dynamics and business markets through lectures. Then, we provided fieldwork guidelines to students about what actors to interview, only full-time professionals with more than three years of experience in the wine market. Students interviewed several types of actors, not only wine producers, but also merchants, wine journalists, cellar masters, and public officials. Students triangulated using journalist data and photographs of wine bottles. In the classroom, we conducted two rounds of debates to make sense of the data; first students debated their interviews in peer groups, and then in class. The analysis included collaborative sensemaking driven by students but facilitated by professors. Importantly, students generated documentation of their interviews.

Discussion and Contributions: a protocol for collaborative casing

Before fieldwork, theory. We lectured students about the overall context in which the Bordeaux wine market works historically, focusing on the power dynamics and business structures unique to the industry. Students drafted propositions or preconceptions, like a hypothesis in quantitative research, to integrate pre-understandings in the research instrument, i.e., topics guide.

Through fieldwork, individual thematic analysis. Students proposed an initial thematic analysis individually by summarising unstructured data into categories or themes and then making inferences toward its meaning. Students categorized broad ideas to understand dominant practices, as well with initial interpretations

After fieldwork, collaborative analysis. Drawing from case-method teaching (Hammond 1976), we proposed a collaborative analysis in two stages: first peer-group analysis and then a general debate in the classroom. Students analyzed their interviews in groups and then in the classroom following a dynamic of iterations and refutations, in which students debated the implications of recurrent themes. Specifically, we focused on "points of convergence or divergence" (Bardin, 2007) to identify salient themes and classify their relevance, including the valence of alternative explanations

Conclusion, reflexivity. After the casing exercise, students wrote reflection notes discussing their findings in the fieldwork, the alternative explanations in class, the explanations of convergence/divergence of the debate in class, and the strategic interpretation of the future trends in the wine market. Finally, students reflected on the applicability of academic concepts from the business marketing literature in the specific context of the wine market.

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Exploratory Analysis of the Sticky Floor Phenomena

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Abstract:
The gender gap is Australian is around 17%, but differs by sector and level of seniority. This study will consider the drivers of pay gap in academia. Particular focus will be given to understanding the mechanisms that led to sticky floors (where females are less likely to see career progression that matches their male colleagues (all else being equal)). An imperative perspective drawn from the documents related to university policies and procedure, and semi-structured interviews with female academics; for G08 and ATN universities, framed the analysis. It helped in particularly, identifying the personal, institutional, leadership and peer-influence related factors that influence the development of sticky floors. This research illustrates the particular behaviour imposed on or adapted to, by females working in academia that lead to situations that influence their growth within the sector and leads to a rise in gender gap with the higher education sector. It is expected that the research will assist in understanding gender based inequalities in the tertiary sectors. The findings from the study can be used by managers to design effective policies and strategies that can implemented to deal with the issue of increasing gender gap in the tertiary education sector.

Keywords: gender equity, higher education, gender gap

Reflections on Perennial Debates in Marketing Education

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Abstract:

This paper seeks to raise debate around important competing imperatives in business and marketing education, such as those between "town versus gown", "teaching versus research" and "rigour versus relevance" and broadly reflect the tensions between the traditional, scholarly model of marketing education and a seemingly growing gap with government, industry and broader community perceptions and expectations.

Keywords: marketing education criticisms

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Introduction and Research Aim

Within Australian universities generally, and business faculties in particular, there is continuing tension regarding their rightful role in higher education. These tensions broadly reflect familiar dichotomies, such as "rigour versus relevance" and "teaching versus research". All of these issues strongly divide universities, both within and between, and also often set universities against the business and broader communities. While the following discussion may appear impressionistic, it is part of a familiar debate in both academic and business circles and is regularly aired in the public domain. The following paragraphs will discuss how these perennial debates are currently being played out in business and marketing education in Australian universities and will hopefully raise some provocative questions and productive debate.

Background

University education practice and policy is, quite rightly, frequently hotly debated and criticised in the public domain. As an exemplar, recently the Productivity Commission (Martin, SMH, 2017) has been critical of Australian universities which use funding from teaching to subsidise research. Often such criticisms centre around the seemingly growing gap between the universities' traditional concerns and practices and the divergent expectations of government, industry and the broader community. A range of these debates is discussed below.

"Town versus Gown"

The issue broadly expresses the tension that universities feel in articulating their mission. Should universities base their teaching and research activities on higher scholarly pursuits and standards or should they primarily function to produce graduates demanded by industry and the community? There is strong evidence of a perceived "skills gap" that is an issue affecting universities globally (ISE,2018). Should their research be directed at scholarly excellence or should it focus on maximising its utility to the community? Expressed in these terms, it is unsurprising that some Vice Chancellors will inevitably opt for the former which will inevitably place them at odds with broader societal expectations. Of course, many will argue that the two objectives aren't mutually exclusive and that their schools fervently pursue both but, as will be argued below, their current priorities suggest otherwise.

"Teaching versus Research"

All universities rightly pursue a multitude of activities and priorities, although teaching and research dominate, with "community outreach" receiving occasional recognition and priority. The more dominant struggle between teaching and research priorities currently sharply divide universities at all levels (eg Group of Eight versus the remainder; between and within faculties). Currently, the pendulum has swung towards research as a priority, primarily driven by the ERA (Excellence in Research for Australia) (Australian Research Council) exercise. This process has proven extremely contentious and divisive among business schools (based of course on the ERA rankings). In view of the Productivity Commissions criticism of the universities, the debate may yet be played out in the public domain. Currently, it is safe to say that universities are obsessed by ERA rankings, and are rapidly moving to the well-known "publish or perish" maxim. The ERA rankings so dominate university thinking that it is increasingly common practice for university faculties to transparently "game" the process and "buy in" academics (and their publications) (Gittins, 2017). A further corruption of the process is the ever-narrowing definition of acceptable publications which have inexorably become narrower, more esoteric and, in business, American in focus. An unfortunate consequence of this is the loss of diversity and local and regional focus in research in favour, of an obsession with publication

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in a "Big Four", inevitably American publications. This is a game which Australian universities play unquestioningly, but in which they seem destined inevitably to under-achieve.

"Rigour versus Relevance"

Related to the balance of teaching versus research is the issue of the subjects of teaching and research and whether they should lean towards academic scholarship and "theory" or whether they should focus on "application" in the community and business world. Again, there is little doubt that established universities will espouse traditional scholarly excellence as the primary aspiration while perhaps debating that there is an inevitable trade-off. A cursory view of the leading academic journals will provide a stark revelation of the chasm, although there is nothing new in this divide. (Elliott, 1998), which the author believes is increasing. The gap is further reflected in the hiring practices in universities in which there is a noticeable preference for quantitative aptitude over all else, and the latest generation of "hires" will seemingly often have little or no experience of, nor interest in, the business world. Rather they will pursue increasingly mathematical, esoteric research into obscure, marginal and often self-evident questions.

Unfortunately, these, and other tensions, will seemingly make little immediate impact at the academic "coalface" as contrary signals from booming student demand create competing challenges in maintaining teaching quality. Somewhat paradoxically, the obsession of Australian Vice-Chancellors with international rankings (Times Higher Education (Singhal (b), SMH, 2017) Shanghai Rankings (http://www.universityrankings.com.au/arwu-australian-rankings.html) (no doubt linked to their personal KPI's) is apparently not matched by their interest in student experience surveys in which the rankings are seemingly negatively correlated. In other words, prestigious Australian universities tend to rate very poorly in the latter surveys whereas smaller, newer universities significantly outperform them reflecting the dominant cultures of the respective groups- "research dominant" versus "student-centric" (Singhal (a), 2017).

At the same time, with seemingly scandalous unemployment levels among university graduates (Singhal (c), 2017) (with as many as 22 graduates fighting for each job) now becoming common knowledge, the public tragedy is that Universities will not publically acknowledge the problem; nor question their current priorities.

To be fair to the universities, there is abundant evidence that universities have recognised the importance of engaging with the business and broader communities and there are many examples of programs and initiatives as evidence of such engagement. The growing incidence of hugely popular, but administratively challenging, student internship programs is one conspicuous example (Koziol, 2018 (a) and (b)).

Conclusions and Implications

The above discussion necessarily only scratches the surface and other fundamental tensions can be identified; such as those between "theory vs practice" and "international vs domestic" imperatives. Inevitably there will be a wide range of competing opinions as to appropriate directions in business (and marketing) education and individuals and institutions will be differentially implicated as to whether they are "part of the problem or part of the solution". Hopefully, academic groups such as ANZMAC will be in the latter category! An important step in advancing these debates is to gather robust evidence, especially concerning community and universities' expectations and perceptions of the purported "gaps" identified above, which is the intended next step in this research project. In the meantime, let debate begin!

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Technology Enhanced Learning for Marketing Students

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Abstract:
Marketing textbooks have long been the foundation of marketing courses; however, in recent years student up-take of textbooks has decreased. At the same time there has been an increase in online material and self-published e-books. Consequently, marketing lecturers are faced with a dilemma - to be content facilitators – deploy secondary teaching materials, or, content creators – design, develop, and deploy primary teaching material. This paper provides insight on a 2-year experiment, where an online marketing textbook and complementary online materials were made available at no charge to on-campus and off-campus students via a custom and mobile enabled website. Initially, an overview of the traditional and digital textbook debate is presented, next the research aims are outlined, then the methodology for collecting student feedback is discussed, the results are then reported, and finally the implications and a brief overview of future research directions are provided.

Keywords: technology enhanced learning, marketing textbooks, website analytics

Introduction

Although there are issues with quality, there is an abundance of free online information available to students. Teaching scholars now face a dilemma - to be *content facilitators* – deploying secondary teaching materials, or, *content creators* – designing, developing, and deploying primary teaching materials. With widespread access to technology, some would assume that content creation would be widespread, however, often, content creation is not recognised as 'real academic work' (Horsley, Knight, & Brien 2013).

Content facilitators, generally, employ printed textbooks as the central component of their units. Therefore, selecting a suitable textbook is a considered task (Durham & Sherman 2008), as textbooks provide lecture structure, in-class activities, and are the basis of assessments (Besser Stone & Nan 1999). Teaching scholars, as content facilitators, prefer textbooks that are aligned with the unit learning objectives, are organised and structured, have good breadth and depth, and are engaging, challenging yet readable (Durham & Sherman 2008). Students, as content consumers, prefer textbooks that are affordable, concision, clear, readable, relevant, visual, and synthesise content (Starcher & Proffitt 2011).

Student adoption of textbooks is impacted by financial cost (Unni 2005; Acker 2011; Daniel & Woody 2013), time and effort costs (Starcher & Proffitt 2011), and student reading skills (Richardson 2004). Some scholars have compared the *'old static'* printed textbooks with the *'new interactive'* digital textbooks (Mason & Rennie 2008; Akbar Al-Hashemi Taqi & Sadeq 2013; Knight 2015; Joo Park & Shin 2016). Some suggest that printed textbooks remain as an 'academic security blanket' (Klymkowsky 2007) and archaic to digital native students (Carpenter Bullock & Potter 2006; Joo, *et.al.* 2016). According to Mason & Rennie (2008) digital students have a limited attention span, are prone to multitasking, have lower literacy skills, a limited ability to reflect, and generally display a more cavalier attitude and prefer to learn through images, audio, and videos, and collaborating through social media. Some argue that printed textbooks lack the sophistication to meet the higher order learning that is detailed in Bloom's revised taxonomy (Laua, Lamb, Kama, Nkhoma, Richardson, & Thomas 2018).

Research aims

This paper, which is part of a much larger study, explores the preferences of marketing students as content consumers and the role of marketing lecturers as content creators. To explore this topic the author created content and published the content online. The content creation, for this project, commenced in January 2016 which became available to students in July 2017 via a custom website. In July 2018 a qualitative study was undertaken to explore student engagement and satisfaction and to provide direction for the ongoing design, development, and deployment of content.

The purpose of this paper is: *to report on the project design and student preferences.*

Methodology

The author was motivated to commence this project by a noticeable decline in the up-take of textbooks and a decline in the quality of student work, however, there are too many factors to assess whether there is a correlation. Initially a PDF custom free textbook was delivered through the university learning management system [LMS]. Although acceptable from a content delivery perspective, the LMS was lacking as a marketing website teaching tool.

In July 2017 a new marketing e-text was published online with related online activities and exemplars. In this form, it became an applied student learning tool, demonstrating relevant software applications, plug-ins, and analytical tools. The LMS is still employed to house relevant unit documents, facilitate assessment submissions and marking.

In June 2018, 100 post graduate students participated in a qualitative data collection project. An independent staff member facilitated the project, and following an overview of the activity, participants were requested to engage in small focus group style discussions and then individually document their personal experiences and provide recommendations.

Results

Surprisingly and demonstrating pragmatism, most students stated that, from a learning perspective, content quality was more important than content delivery mode – refuting some of the previous arguments. Most students stated [only 2 exceptions] that free and accessible content assisted them to complete assessments and the unit; further study may indicate if the declining up-take of printed textbooks is related to student attrition. Other comments could be grouped into the themes of affordability, convenience and future access, each is discussed below. Note: Student numbers are a reference and not to indicate quantitative analysis.

Affordability: Although some post graduate students receive support from employers, affordability was, generally, a concern "*not having to buy a textbook helped with finances!*". All students read from a screen, 70 students indicated that they read only from a screen, 22 students also printed a copy, 5 students engaged a printing and binding service [\$20AUD]. What is now evident is that a textbook that is enabled for viewing and printing, is not only more affordable but also caters to the reading preferences of most students. Unexpectedly, this experiment appears to have influenced student perceptions of the retail pricing of traditional textbooks; with students suggesting a preferred retail price of lower than \$50 AUD. The qualitative nature of this study prompted overseas students to voice their displeasure at the unexpected high cost of university textbooks in Australia. Although most students welcomed the 'free textbook', 2 students took umbrage to the author's use of 'free' "*doing an MBA in Australia is expensive - the e-text was not free!*".

Convenience: Generally, students stated that screen reading is less preferred, however, is more convenient when searching and undertaking assessments. General comments include, "*it was ideal and practical … study anywhere at anytime on a laptop/iPad/iPhone.*", "*had a version on my mobile phone … could listen [to the e-text] on the way to class*" "*no need to lug around a large textbook all day*" "*great for assignments*", "*easy to search keywords … helped me understand terminology*", "*easy to navigate … no need to flip and scan pages*", "*a fabulous tool in-class for making notes and between lectures*", "*easy to add comments and highlight*". Convenience according to 24 students included having access across different devices and when studying at different locations. Convenience may also influence future unit selection - "*if offered a choice I would choose a unit with an online textbook*".

Future Access: Student comments suggest that printed textbooks are perceived as having a limited lifespan, whereas, digital textbooks can be more regularly updated. Consequently, most students, stated that they would likely visit the website and access the marketing e-text in the future "*it will be handy to have access in the future when working*", "*liked the unit, free e-text a bonus – would like to download in the future*".

Implications for theory and practice

Clearly, publishing an online contemporary free textbook and a complementary website takes considerable personal money, time and effort. Although most students recognise and appreciate the benefits – as a teaching academic it feels like a folly. I certainly would not recommend this approach to a younger staff member with career aspirations. Having said that, greater control, a more uniform language, the ability to create contemporary content, provide real world exemplars to students through activities, images, and video is a higher order reward. Future studies will explore this project, including the impediments to content creation and whether teaching academics perceive they are rewarded or punished.

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Do Marketing Students Gain Cross-Cultural Skills as a Result of Undertaking a Peer-Peer Mentoring Experience "At Home"

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Abstract:
Marketing graduates are required to have discipline specific, generic and cross-cultural skills. Global businesses demand employees who can work successfully across national boundaries, regions or groups. However, approximately 3% of Australian students enrol in study abroad programs such as exchange, study tours or international internships. This study investigates the effectiveness of a peer mentoring program for acquiring cross cultural skills for Australian students who do not go off-shore. A quasi-experimental study was undertaken using the Cross-Cultural Adaptability Inventory with marketing students who all undertook an "at home" cross-cultural peer-to-peer mentoring experience. Changes in the respondents' cross-cultural adaptability dimensions of Flexibility/Openness and Perceptual Acuity were found to be significant while Emotional Resilience and Personal Autonomy were not. This study suggests exposing students to a cross-cultural mentoring experience is an effective methodology for gaining skills that are critical for marketing graduates seeking to work in a global environment.

Key words: employability, peer mentoring, cross-cultural adaptability

Student-University Satisfaction: A Mental Accounting Perspective

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Abstract:
Based on a sample of 10,723 respondents and 140 higher education institutions, this research examines the mediating role of innovative course design, social integration, employability and student-university interaction in the relationship between fees (cost) of education and enrolled student satisfaction with chosen HE institution. The result reveals that 'national' students in UK seem to have higher level of satisfaction with HE institution when the university has reputation for employability in market place, supports social integration, innovative course design, and university-student interactions are positive. The results of this research suggest that universities focus their efforts and resources to build these capabilities to maintain high level of student satisfaction.

Keywords: student satisfaction, employability, course design

Introduction and Research Aim

Higher education (HE) institutions globally experiencing global competition, changes in funding regimes and greater emphasis on graduate employability and within this market reality, education is seen a marketised services (Wan and Sirat, 2018). Hewitt-Dundas and Roper (2018) study concur that education sector is increasingly marketised services in the UK. Students are demanding innovative and practical course design, improved facilities, socialisation and respect based student-university interaction (Kandiko and Blackmore, 2010). When education is viewed as marketised service, the intangible nature, inseparability, and extensive inter-activity between client and provider (Miozzo and Soete, 2001) plays central role in student satisfaction than gaining knowledge alone. Within this reasoning of service and satisfaction paradigm there is no single study in HE demonstrating a comprehensive list of factors effecting student satisfaction (Hemsley-Brown and Oplatka, 2006). Handful of studies suggest University satisfies the need for a specific a course design, image and reputation are second most important consideration, followed by ease of access and campus life (Briggs, 2006). Other studies suggest geography and ease of entry (McKenzie and Schweitzer, 2001), career and employability (Hemsley-Brown, 2012), high marks and grade (Moogan *et al.,* 2001), course design (Payne, 2003) and social integration and campus life (Soutar and Turner, 2002) are contributor of student satisfaction with HE institution. Given this backdrop, student satisfaction with HE institution is underutilized and need further investigation.

The aim of this study is:

Within this context of education as 'marketised service', our study examine the mediating role of innovative course design, social integration, employability and student-university interaction in the relationship between fees (cost) of education and enrolled student satisfaction with chosen HE institution.

We address four research questions in line with this aim:

RQ1: What is the mediating impact of innovative course design in the relationship between fees (cost) of education and enrolled student satisfaction with chosen HE institution?

RQ2: What is the mediating impact of social integration in the relationship between fees (cost) of education and enrolled student satisfaction with chosen HE institution?

RQ3: What is the mediating impact of employability in the relationship between fees (cost) of education and enrolled student satisfaction with chosen HE institution?

RQ4: What is the mediating impact of student-university interaction in the relationship between fees (cost) of education and enrolled student satisfaction with chosen HE institution?

Conceptual Model

Marketisation enshrines the satisfaction of the student as a legitimate and central imperative of HE institution in UK. Satisfaction conceptualised as cognitive construct (Westbrook and Oliver, 1991) and involves affective response (Yi, 1990). Scholars view satisfaction as a summary of both (Oliver, 1993) focus on (expectation, product/service, experience) and occur after consumption, choice and after cumulative experience. Within this framework of satisfaction, our research captialise student as receiver of service and university as providers. Drawing on mental accounting theory (Thaler, 1980) our research proposes that cost of education directly influences student satisfaction, since people tend to open an account mentally base their evaluation of the perceived benefits of consumption and the associated costs. In our understanding, the underlying evaluation of cost benefit analysis of satisfaction with a chosen university is a multifaceted factor. Extant research highlights that course design, social integration, employability and student-university interaction are the factors that may mitigate the pain associated with paying fees (Prelec and Loewenstein, 1998) and those that may contribute to satisfaction with chosen HE institution. It is reasonable to assume that student innovative course design, opportunity for social integration, prospect of future employability and positive student-universtity interaction potential mediates the pain of paying (fees) and heightens satisfaction with HE institution.

Method and Analysis

Data were collected from 11,822 respondents as part of a national survey of 'home' students attending 140 UK higher education institutions through a Youth Sight online panel. The demographic profile show that majority of participants were between 18 and 20 years, females dominating the sample and mostly from UK and are state funded. 88% of the respondents enrolled to UK universities via the Universities and Colleges Admissions Service (UCAS). The SPSS database was made available to the authors by 'Youth Sight online panel' and included a wide and comprehensive range of questions relating to demographics, and university choice factors (subject choice, career choice, location, reputation, financial, institutional attributes, marketing related) including attitudes toward and experiences of students with enrolled Universities (which is used to compile an annual league table in the UK). All constructs were measured using Likert scale where 1 = strongly disagree and 5= strongly agree. The constructs of this study validated and demonstrated required reliability. We calculated the Cronbach alpha coefficient, composite factor reliability, and average variance extracted for each of the scales and all the values were in the desirable range. We tested for alternate models and found the original model to be better than all constrained models. Our measures had required construct validity. We used hierarchical multiple regression to test RQ1, RQ2, RQ3, and RQ4.

Results, Discussions and Contributions

The result reveals that 'national' students in UK seem to prioritise university choice when the university has reputation for social integration, innovative course design, and university-student interaction and has a good will for student employability in the market place. Our contribution to higher education literature holds on two basic premises. First, we have shown that cost of study does not necessarily result in student satisfaction without being meditated by social integration, course offered, and future employability and university-student interactions. Second, we have demonstrated that student satisfaction results in greater university performance in recent 'teaching excellence framework 'in UK when the university meets 'national' student expectation of higher education. Future research can explore the moderating effect of environmental dimensions in the relationships between cost of study and student satisfaction via social integration, course offered, future employment and university reputation organisational harmony and fellow-feeling in the context of higher education beyond UK.

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Do Marketing Students Enjoy or Avoid Teamwork?

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Abstract:
In today's workplace, the ability to work effectively in a team is a key employability skill set undergraduate students must possess. Consequently, university curriculum now incorporates teamwork projects to aid students in the development of this key employability skill. Further, many units now look to include an industry problem-based learning assessment item as the context for a team scenario to be experienced. Previous research has established many students dislike teamwork and even form group-hate towards teamwork situations. Although this research has been limited in number and focus, the current study explores the undergraduate marketing student's perspective on whether they actually value or avoid teamwork utilising an industry problem-based learning assessment as the context. We find students enjoy teamwork, are less likely to avoid teamwork, and prefer working in teams for industry-based over generic-based projects.

Keywords: teamwork, marketing undergraduates, industry problem-based learning

Introduction and Research Aim

Teamwork is no longer desirable, but an essential requirement for the workplace (Riebe, Girardi & Whitsed 2016). Particularly in the marketing discipline where graduates enter positions requiring them to work regularly in teams to fulfil their job requirements (Munoz & Huser 2008). Consequently, employers now expect graduates to be able to work collaboratively and productively in teams from the onset of entering the workforce (Riebe et al. 2016). Reactively, Universities have increasingly included teamwork projects into their curriculum (Strauss, Alice & Young 2011). More recently, these projects have evolved into industry project-based collaborative assessment items that resemble a "real-life" industry problem scenario for student teams to address (Preston, 2017). These projects are designed to prepare and provide students with a vision of the challenges and realities of working in industry.

Teamwork is a highly recognised and valued pedagogical tool in contemporary higher education (Rafferty, 2014) as it continues to be one of the most sought after skills by employers (AAGE, 2014). The literature on teamwork is considerable with many studies exploring the various aspects for successful teamwork including team characteristics (e.g., McCorkle et al. 1999), the development of teamwork skills (e.g., Wilson, Ho & Brookes 2018), and the effect of teams on student performance (e.g., Boyer, Weiner, and Diamond 1984). However, there is a limited understanding of the student's perspective in regards to teamwork projects (Volkov & Volkov, 2015). Myers and Goodboy (2005) did explore group-hate, a feeling of dread that arises when confronted with working in a group situation (Sorensen, 1981), in regards to how student's perceptions of group-hate alter over the duration of a semester. More recently, Powell & Wimmer (2016) examined the variables that influence positive student attitudes towards team projects. Studies that do exist focus on student satisfaction and attitudes with respect to the dynamics, expectations and composition of the team (e.g., Moore & Hampton 2015; Payne et al. 2011; Hannaford 2017). What is yet to be explored is the extent to which students enjoy or are tempted to avoid teamwork projects, an aspect likely to influence upon student retention. This paper will address this focus.

Consequently, this study explores the following research question:

> **RQ1:** To what extent do undergraduate marketing students enjoy or are tempted to avoid teamwork assignments?

Background

In order to address the research question, it is important to understand the concept of teamwork. Teamwork is defined "as a process involving two or more students working toward common goals, through interdependent behavior with individual accountability" (Riebe et al., 2016, p. 620).

The study aims to test for enjoyment and temptation to avoid in respect to teamwork. The statements pertaining to enjoyment were adapted from Powell and Wimmer's (2016) enjoyment statement questions. They include: "I enjoy completing an industry project as a team more than completing an industry project alone", "I enjoy completing an industry project as a team more than completing a generic project as a team" and "If I had a choice, I would work in a team again". While avoidance was measured by asking "I was tempted to un-enrol from this unit because it had a team project". A one-item scale was used for avoidance, as in this case, the construct is sufficiently narrow and unambiguous to the respondent (Sackett and Larson, 1990). The marketing unit was compulsory for students completing the marketing major, making the only way to measure avoidance via temptation to un-enrol.

Method and Analysis

Subjects were students enrolled in an undergraduate second year compulsory unit for the marketing major. Students were tasked with an industry problem-based assessment item to complete as a team. Over a 13-week semester, students each week learnt the key theoretical underpinnings for the

assessment item, applied this learning to a generic situation and then related this learning to their industry problem-based assessment item.

Data was collected at the end of semester utilizing a survey instrument. Another faculty member administered the survey in the last week of semester to students in the lecture, and electronically to students who were non-attendees of the lecture. The first section gathered academic history, followed by statements relating to students' enjoyment or avoidance of teamwork projects, concluding with demographic information. The survey used a Likert scale with response categories as Strongly Agree (1), Agree (2), Neither Agree nor Disagree (3), Disagree (4), and Strongly Disagree (5). Student participation in the survey was voluntary and responses were anonymous.

Findings, Discussion and Contributions

In total 104 students completed the survey with 87 responses deemed valid. Majority of the respondents were female (70%), between the traditional undergraduate ages of 18-24 years of age (84%). A Cronbach's alpha was used to test the reliability of the enjoyment scale and established good internal reliability (>0.70). Descriptive statistics were used to answer the research question. Table 1 provides the percentage of students' responses for the enjoyment and avoidance statements. Specifically, 60% of the students are within the strongly agree and disagree categories for the enjoyment statements. In regards to avoidance, approximately 70% of students were not tempted (disagree and strongly disagree) to un-enroll from the unit.

Table 1. Percentage for student responses

Statements	Strongly Agree	Agree	Neither Agree/ Disagree	Disagree	Strongly Disagree
Enjoyment[1]					
I enjoy completing an industry project *as a team* more than completing an industry project *alone*	31%	26%	23%	20%	0%
I enjoy completing an *industry project* as a team more than completing a *generic project* as a team	28%	31%	33%	8%	0%
If I had a choice, I would work in a team again	22%	40%	17%	22%	0%
Avoidance[2]					
I was tempted to un-enroll from this unit because it had a team project	7%	10%	14%	14%	55%

[1] Cronbach's Alpha was .78; mean = 3.04; std deviation = 1.17; [2] mean = 4.00; std deviation = 1.32

The results indicate undergraduate marketing students enjoy teamwork projects, contradicting previous research findings (e.g., Myers & Goodboy, 2005). Further students enjoy industry-based team projects over generic team projects. These findings may suggest students are now recognising the importance of developing effective teamwork skills and gaining practical experience in their discipline prior to entering the workforce, which warrants further exploration. Students welcome incorporation of teamwork projects into the curriculum, with preference being industry-based not generic. These experienced levels of enjoyment may lessen the chance of interpersonal conflict within teams, producing a more conducive learning environment for students to remain task focused over managing interpersonal dynamics. Future research could also investigate further the link between lecturer guidance processes, enjoyment and student performance (Hansen, 2006)

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Universities' Brand-Page Posts: An Exploratory Content Analysis

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Abstract:
The presence of universities on social media has been more popular, as higher education market is increasingly competitive and globalised. Most universities in Australia have their Facebook brand pages to connect with students and public, but we lack understanding on how universities use their brand pages and the engagement of these pages' followers. This study focuses on the content posted by the universities on these brand pages, to investigate which content can increase the post popularity and engagement. A content analysis on 680 posts from the Facebook brand pages of Australian universities has been conducted. The findings reveal that informational posts are more popular but the entertaining and social posts are more related to engagement. In terms of content for higher education, most of posts are about student achievements, campus events, academic events or research news. The study contributes to the development of social media marketing in higher education context.

Keywords: higher education marketing, brand post content, online engagement

Introduction and Research Aim

Social media marketing has been an essential part of relationship marketing strategy in the market (Baird & Parasnis, 2011; Helgesen, 2008). This is also similar in higher education industry, in which most Australian universities have created and developed virtual brand pages on social media, to connect with the students, alumni and public, as well as attract more student applications (Constantinides & Zinck Stagno, 2011; Galan, Lawley, & Clements, 2015; Hayes, Ruschman, & Walker, 2009). This is an effective marketing channel as the prospective students use social media on daily basis, and they have shown an apparent preference in connecting to their potential universities via social media platforms (Hayes et al., 2009; Rutter, Roper, & Lettice, 2016).

Therefore, promoting social media brand pages is important to the recruitment performance and relationship marketing strategies of higher education institutions (Rutter et al., 2016). This promotion is administered by enhancing the engagement of online users (Dessart, Veloutsou, & Morgan-Thomas, 2015). Interesting content on brand pages will be adopted by online users and shown via online engagement behaviours (such as likes, comments and shares) (Gummerus, Liljander, Weman, & Pihlström, 2012), and these reactions will transmit the content to more users in their networks (Jeon, Ahn, & Yu, 2016).

Understanding the importance of posting content on online engagement and the success of social media marketing of universities, this study presents a content analysis to analyse the posts on universities' Facebook brand pages and which content of posts would contribute to enhance engagement. Thus, the aim of this study is:

> *To investigate the content that universities post on their own Facebook brand pages and which content would increase the engagement of followers.*

We address two research questions in line with this aim:

> **RQ1:** What content universities post on their Facebook brand pages?
> **RQ2:** What content would increase engagement?

Conceptual Model

There are two categorisations of content used in this study. The first is the content types usually analysed in the online engagement research; and the second is the content topics for higher education. First, previous research on post popularity and engagement has classified content type of posts on brand pages as informational, entertainment and social posts (Cvijikj & Michahelles, 2013; Jeon et al., 2016; Le, 2018; Luarn, Lin, & Chiu, 2015). Informational posts contain messages regarding brands, products or marketing activities. In contrast, entertainment posts are messages unrelated to the brands or companies, such as hilarious photos or videos, which are likely to be viral. Social posts are messages which encourage online users to interact and participate in the online activities.

Second, the content for higher education posted in brand pages is a relatively new topic. Thus, there is lack of research analysing a list of posting content in higher education sector. This study applied the 17-item category from Peruta and Shields (2018) as a conceptual model for the analysis. However, as an exploratory content analysis, the list of content categories can be expanded.

Engagement is a central and broad topic in recent marketing literature, which can be viewed under cognitive, affective and behavioural dimensions (Dessart, Veloutsou, & Morgan-Thomas, 2016). With social media and online brand communities, engagement of users was measured by the so-called online engagement metrics of online actions on social media platforms (Coelho, de Oliveira, & de Almeida, 2016; Gummerus et al., 2012). Within the scope of this study and based on the nature of Facebook platform, four engagement metrics were measured: numbers of likes, comments, shares and reactions.

Method

We first searched for official Facebook pages of all Australian universities. After scanning the activities and posting frequency of each brand page, a total of 680 posts were collected for this content analysis. For each post, the number of likes, shares, comments and the total number of reactions were also recorded for the engagement metrics. Because data on social media can change rapidly which could affect the accuracy of data, the posts and its engagement metrics should be recorded in a narrow time (Krippendorff, 2013). Thus, the data was collected within the first week of June 2018.

According to Krippendorff (2013), the method of content analysis can remove the possibility of researcher interferences and provide a solid foundation for handling large amounts of data. To enhance the validity and reliability of the content analysis, two coders have involved in the analysis and a coding scheme was developed. The pilot coding was conducted, and the coding scheme was revised based on the pilot results. Then, two coders separately coded the content type and content category of each item in the dataset. The coding results were then checked and analysed by the researchers. The correlations between content types or content categories and engagement were analysed by SPSS.

Results, Discussion and Conclusion

The exploratory content analysis reveals the content types and content categories for higher education sector which are usually posted on Facebook pages of universities, and identifies which content contributes to the engagement of users with the brand pages.

For the content type, the data shows that the informational posts are dominant in the brand pages. This is understandable that higher education institutions do not often post funny stuff just to increase the number of views. Entertaining and social posts are fewer and they are relevant to higher education context, but these content types are more related to a higher degree of engagement.

For the content category, the findings indicate that most of posts are about student achievements, campus events, academic events or research news. Of those, the content about achievements and campus events are more likely to attract engagement from the brand-page followers.

In summary, this research is one of the first studies to explore social media and relationship marketing strategies of universities, from the perspective of content marketing on social media. It provides initial ideas for future research which can further investigate the effects of content, formats and posting strategies of social media marketers. The findings of this study also suggest implications for universities' social media marketers, as they can select the suitable content to improve the popularity of their posts and engagement of online users.

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Brand Credibility and International Students' Higher Education Preferences

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Abstract:

The strong brand awareness and images of Australian public universities abroad leads international students to choose them over private higher education providers. Private providers are making significant efforts to deliver equivalent education, including state-of-the-art campuses, strong faculties, and similar course curricula, yet are still struggling to change international students' strong preferences towards public universities. To address this, a conceptual model is proposed to help understand the key issues and research gaps in the Australian private higher education sector. This conceptual paper proposes direct and indirect relationship of (i) international students' cultural orientation, (ii) brand credibility of private higher education providers and (iii) perceived value on their preferences for private higher education providers. Understanding the interactional relationships of brand credibility, perceived value and cultural orientation will help marketers to (i) effectively develop appropriate service products for international students, and (ii) design targeted communication towards international students from different cultural backgrounds.

Keywords: brand credibility, private higher education providers, perceived value

Rhetoric of Grandiosity and Modesty in the Mission Statements of Business Schools

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Abstract:
The mission statement of the business schools possesses a strategic position in the business school field, especially during the accreditation process. There is increasing evidence that a large number of schools in the developing countries, i.e., global south, are yet to undergo in the accreditation process and mark their presence in the global arena of the business school field. Nevertheless, there is an ongoing debate over the nature of elements (i.e., grandiose and modest) in the mission statement, along with its importance and criteria of evaluation for accreditation. While performing qualitative content analysis over 120 mission statement of the business schools in Pakistan, we identified 66.7% of elements in the mission statements characterised as grandiose rhetoric in nature, i.e., practising magniloquence, whereas remaining 33.3% were modest, i.e., practical and achievable.

Keywords: business schools, mission statements, grandiosity

Introduction and Research Aim

Ghemawat and Bastian (2017) by citing the Academic Ranking of World Universities 2016, noted that only 15 universities from emerging economies-mostly from China could appear in the list. The sarcasm attached to business school field is "everyone wants a world-class university. No country feels it can do without one. The problem is that no one knows what a world-class university is, and no one has figured out how to get one" (Altbach, 2004, pp. 20).

Writing a mission statement can help a school understand how they are different from their peers (Shin, 2013). It is likely that business schools are carefully formulating their aims through mission statement to build a distinctive reputation (Davies and Hilton, 2014). However, as argued by Davies (2016) a key challenge for the business schools is the lack of resources and capability to fulfil promises in the shape of mission aims. Presumably, business schools can differentiate themselves between schools prioritising regional and national needs or are seeking a global presence (Davies and Hilton, 2014).

The aim of this study is:

To analysis the mission statement of all of the business schools in an emerging economy; this time Pakistan.

We address the one research question in line with this aim:

RQ1: How appropriate are elements in the mission statement of business schools?

Background and/ or Conceptual Model

This study is based on conceptual understanding of academic capitalism (Slaughter and Leslie, 1997; Alvesson 2013). Increasing demand in the business school field has extended a platform to self-claims and promises of providing high status e.g., (world class, top and or excellence). Mission statement is a basic and a core statement that drives organisation's strategic plans, goals, values and determines target customers and markets. A careful review of the literature on mission statements suggests that elements in mission statement relate to the specific contexts. Therefore, different mission models may impact explicitly according to organisational needs and business environment *per se* (Davies and Glaister, 1997; Porras and Collins, 1996).

Methodology

This study is based on the secondary dataset, i.e. descriptive and qualitative mission statements of all of the registered business schools, i.e., 120. Data extracted from the official websites of business schools also re-confirmed and checked from National Business Education Accreditation Council (NBEAC), a national regulatory body responsible for registration and accreditation of business schools in Pakistan.

Qualitative Content Analysis

The data was analysed by performing qualitative content analysis following the steps based on (i) review of large text (ii) presence of important terms (iii) concepts and then assigning (iv) codes (Zhang and Wildemuth, 2017; Harris, 2001). The authors of this study cross-checked the credibility and authenticity of the analysis. Besides, Voyant Tools a web-based text reading and analysis tool was utilised to achieve word cloud; it uses more than 20 visualisations tools for analysis.

Result, Discussion and Contributions

Our findings show a significant difference in the composition of the mission statement of the business schools. The difference shows 66.7% of the elements analysed as grandiose and 33.3% of the elements were modest. We also found a concentration of the grandiose elements incremental as compared to modest (see, figure 1). Furthermore, the word cloud analysis provided most and least frequently used grandiose and modest mission statement elements (see, table 1).

Table 1: Frequency of Elements in the Mission Statement of Business Schools

Grandiose		Modest	
Most frequently	**Least frequently**	**Most frequently**	**Least frequently**
Excellence	Society	Knowledge	Entrepreneurial
World	Growth	Research	Ethical
Quality	National	Responsible	Community

Figure 1: Composition of Grandiose and Modest Elements in the Mission Statements
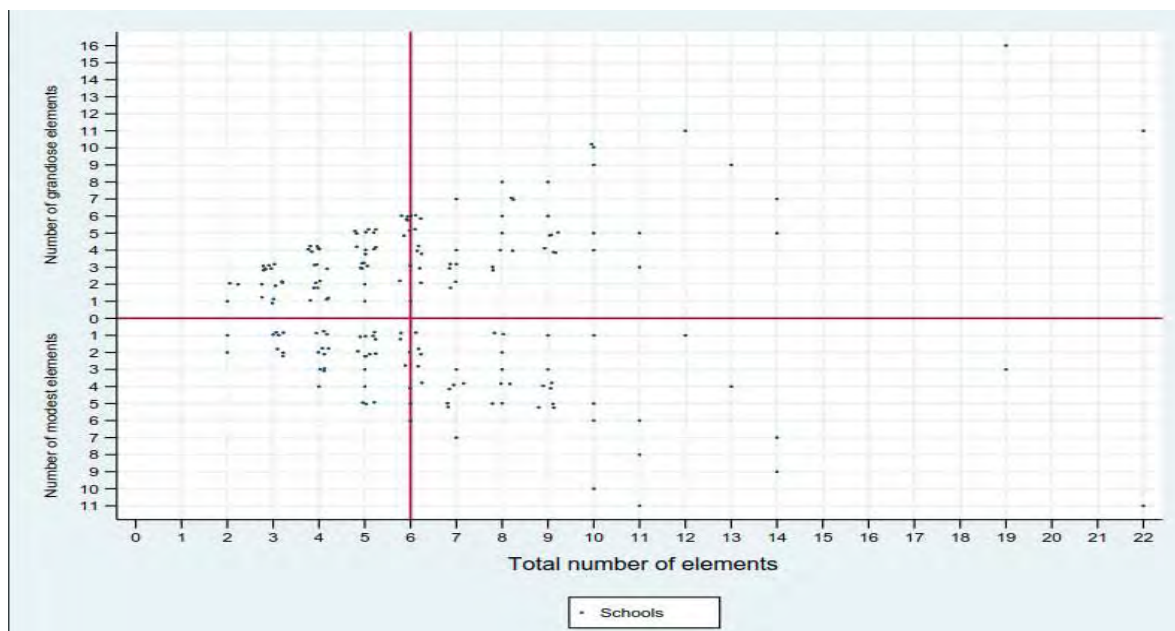
We can observe (see, figure 1) divide between grandiose and modest nature of elements in the mission statements. An incremental in the elements of the business schools offering self-personification as compared to the modest.

Implication for Theory and Practice:

It is valuable to note that, over 15000 business schools are operational in the business school field worldwide; a low barrier to entry in the business school field, specifically in developing countries has proven to be an opportunity for many business schools to expand. There is increasing evidence that a large number of schools in the developing countries, i.e., global south, are yet to undergo in the process of accreditation and mark their presence in the global arena of the business school field. In conclusion, the rhetoric of grandiosity in the mission statement not necessarily has an impact on the accreditations or ranking *per se*. Our study can relate to the developing country context where self-personification and marketisation through mission statement are standard practices.

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Explaining the Prevalence of Book Piracy Through Schema and Framing Theories

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Abstract:

Book piracy, despite its tremendous effect, has received less attention in academic research compared to other types of piracy Students, as one of the main users of the pirated book, reported that they are generally not aware of the ethical elements of the situation contained in the book piracy activities. In the first place, they believe that book-piracy is an acceptable conduct before they start to undergo moral judgment. This research aims to explain students' ethical decision-making by using theory of schema and theory of framing. We proposed that individual respond to unethical issue differently depending on how the ethical issue is framed (i.e. as an ethical or business issue). In addition, business education and student creativity play important role in promoting students' activation of moral framework during encounter with unethical situation Two experiment studies will be conducted to test the effect of issue framing, academic competence, and creativity on moral response.

Keywords: schema, framing effect, ethical-decision making

Introduction and Research Aim

Loss of sales due to a violation of intellectual property right has been increased due to rapid advances in internet and digital compression technology (Bhattacharjee, Gopal, & Sanders, 2003). Book piracy, per se, currently costs publishers $315 million lost each year (Corporation, 2017). Nielsen survey reported that college students or having a graduate degree (along with working professionals) are main contributors to book piracy. They usually access the pirated books from a wide range of digital sources, online auction sites, as well as share with friends via email (Corporation, 2017). Within the Australian context, the government had increasing concern and take strong action to combat online piracy by blocking access to websites providing illegal access to copyright contents (Fenech, 2018). However, this solution seems indemonstrable as the websites providing illegal access keep proliferating (Whigham, 2018). It is revealed that students see book piracy as acceptable conduct that causes no harm and even a fair solution to the inflated price of legal content (Freestone & Mitchell, 2004; Lysonski & Durvasula, 2008). In other words, book piracy represents an ambiguous moral context and thus the way the issue is framed, whether it is ethical- or non-ethical issue will influence individuals' response (Butterfield et al., 2000).

Literature Review

A moral schema is an individual cognitive structure that consists of a complex knowledge structure consisting of moral values, goals, traits, and behavioural scripts stored in memory (Aquino, Freeman, Lim, & Reed, 2009). The moral schema will affect moral behaviour when it is relatively salient compare to another schema in a particular-time (Reed, Aquino, & Levy, 2007). Schema activation depends on information primacy, schema accessibility, as well as personal motives (Gaglio & Katz, 2001). Moral schema unconsciously brings attention and perception to ethical issues and consciously influence interpretation and the ascription of importance (Pederson, 2009). Therefore, frame the issue as a moral issue will affect moral awareness (Butterfield et al., 2000) through the activation of moral schema. As moral schema is activated by the moral frame of the particular issue, an individual will recognise the moral aspect of a situation and behave according to moral considerations.

Education has a strong influence in developing one's cognitive framework that affects recognition of the moral problem. Business schools have been condemned to committing to unethical business practice as they emphasise much on analytical skills to achieve business goals by beguiling the stakeholders (i.e. employees and consumers) at the expense of the ethical considerations (cf. Heller & Heller, 2011 as cited in Bush, Smith, & Bush, 2013). For instance, consumer behaviour-related studies have proved that unethical-practices are effective to achieve marketing objectives (e.g. Ward & Dahl, 2014; Shiv & Fedorikhin, 1999). Some prominent theories in business also contain questionable-ethical practices, such as Theory X (Neulip, 1996) and Product Dominant Logic (Abela & Murphy, 2008) that sacrifice employees' and customers' autonomy for the sake of business goals. As this research assumed that business education does not prioritize ethical consideration, it is proposed that the higher the students' proficiency in business the stronger the business-related cognitive framework and the weaker the ethics-related cognitive framework. However, research revealed that creativity allows divergent thinking and cognitive flexibility to restructure knowledge in various way and make broader associations (Gino & Ariely, 2012). Therefore, creativity is positively related to individual recognition of moral issues (Bierly, Kolodinsky, & Charette, 2009). As creativity is one of the important outcomes in education, this research will include creativity as a variable that is expected to inhibit the negative effect of students' proficiency in business on ethical issue recognition.

The aims of this study are as follow:
- To examine the effect of issue framing on the intentions to obtain pirated books mediated by moral schema and moral awareness

- To examine that academic performance and creativity moderate the effect of framing on moral schema
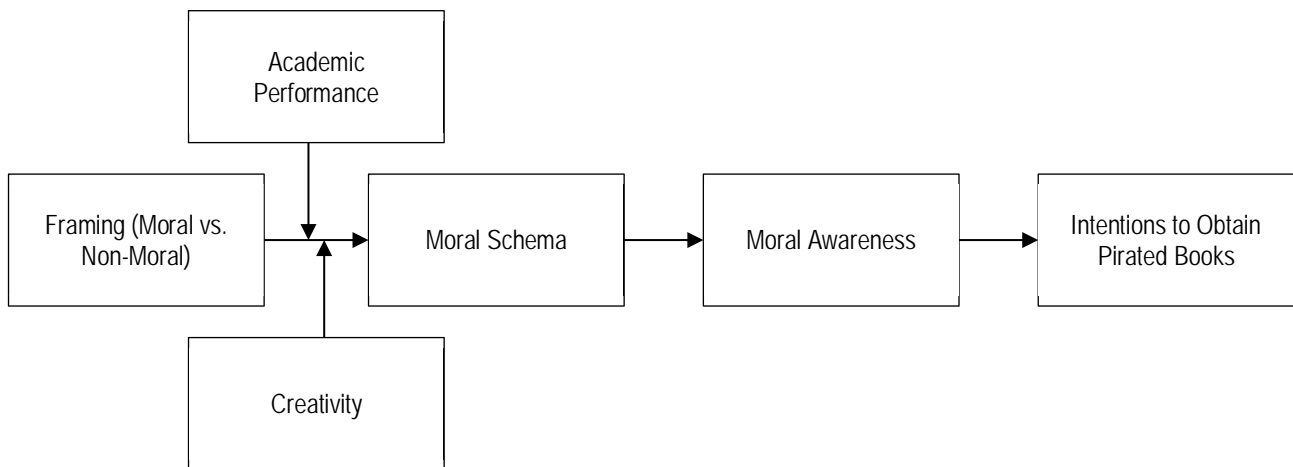

Figure 1. Research Framework

We address hypotheses in line with this aim:

H1a: Framing an issue as a moral (non-moral) issue will increase (decrease) intention to obtains pirated books

H1b: The framing effects (moral vs. non-moral) on intentions to obtain pirated books will be mediated by increased levels of moral schema activation and moral awareness in serial.

H2a: Academic performance will moderate framing effects on intentions to obtain pirated books such that framing effects will be weaker among those with higher levels of academic performance.

H2b: Academic performance will moderate the mediation effects of moral schema and moral awareness such that these effects will be weaker among those with higher levels of academic performance.

H3a: Creativity will moderate framing effects on intentions to obtain pirated books such that framing effects will be weaker among those with higher levels of creativity.

H3b: Creativity will moderate the mediation effects of moral schema and moral awareness such that these effects will be weaker among those with higher levels of creativity.

Method and Analysis

Two experimental studies will be conducted to examine the hypotheses. Participants were undergraduate university students from a business school who have taken ethics-related course or training to assure they have minimum information about ethics. Study 1 employed a one-factor, two-level (framing: moral, non-moral) between-subjects design to examine H1a, H1b, H2a, and H2b. Participants were randomly assigned to either moral or non-moral scenarios developed following the criteria proposed by prior research (Butterfield, Trevino, & Weaver, 2000; Shaub, 1989) that will be pretested prior to examining the hypotheses. Study 2 employed similar procedure includes measure of creativity to examine H3a and H3b. The results is expected to assist social marketer, government, and business education to increase students ethical awareness, particularly in the context of book-piracy.

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Geographic Proximity and Disadvantaged Students' University Participation

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Abstract:
Education can redress social injustice and improve the quality-of-life of disadvantaged people. Australia's Widening Participation (WP) agenda seeks to increase university enrolments of people from low socioeconomic status (LSES) backgrounds. The literature presumes that home-to-campus geographic proximity is only of concern to LSES students from regional/remote settings. Exploratory qualitative data collected via focus groups and interviews with 46 LSES undergraduate students enrolled at six Queensland universities found that home-to-campus geographic proximity adversely affected LSES students from urban and regional/remote locales in different ways. Urban LSES students generally did not relocate but experienced substantial time costs associated with city commuting. Regional/remote students tended to relocate incurring monetary costs related to accommodation and vehicles. For urban and regional/remote LSES students subsequent work/study balance challenges arose which further exacerbated their financial disadvantage. Urban students had less time for paid work while regional/remote students had to work more. Both theoretical and practical contributions resulted.

Keywords: low socioeconomic status, widening participation, higher education

Twitter and Assessment: Does Engagement Affect Outcomes?

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Abstract:
Marketing education is innovating through the embedment of social media in teaching and learning activities. By bringing in public facing communication platforms into subject design, students are exposed to a range of skills and technologies to enhance learning, engagement, and ultimately employability. Specifically, the use of Twitter as a pedagogical tool has been investigated and endorsed for engaging students in marketing courses. However, examining the role of Twitter when aligned with an assessment remains relatively unexplored. This study employed a longitudinal pre- and post-survey with 56 student participants in an undergraduate marketing subject, in an effort to better understand student perceptions, interactivity, barriers, and learning outcomes in the adoption of Twitter in a subject assessment. The results indicate a relationship between Twitter engagement levels and assessment learning outcomes, confirming Twitter's educational advantages. The results also suggest the need for students to better understand its purpose and relevance.

Keywords: assessment, marketing education, Twitter

Introduction

Social media is transforming higher education teaching and learning. Educators in diverse disciplines are looking to social networking sites, such as blogs, wikis, and multimedia platforms, including Twitter, Facebook, Instagram, and LinkedIn as alternative pedagogical tools for student engagement (McEwan, 2012). The uptake of social media in higher education is aligned with a shift in the sector universally, towards technology enhanced learning, active learning pedagogies and approaches that enhance employability. One way of achieving active, integrative learning in courses is through leveraging technological tools that relate course content to real-world applications (Becker, 2017). This paper outlines a research project examining the integration of Twitter into an undergraduate marketing assessment activity in a social marketing course. The activity was introduced in order to enhance marketing students' understanding of and behaviours within social marketing. This study sought to examine students' use of social media to support their social marketing behaviours and its role in marketing practices. Specifically, this paper examines whether students with higher levels of student engagement (participation) in Twitter receive higher assessment learning outcomes.

Background

Students' perceptions and experiences of social media in higher education have been mixed. Studies have reported high levels of student engagement in social media in the classroom due to the nature of its interactivity (Kilian et al., 2012; Neier & Zayer, 2015) however show that they are cautious about its use and purpose (Neier & Zayer, 2015). However, there is value in using Twitter whether it is mandatory (i.e. part of a course) or voluntary (Welch & Bonnan- White, 2012). This highlights the benefits of Twitter as a teaching and learning activity (Ronaldo et al., 2013), even for students new to the technology (Welch & Bonnan-White, 2012). In marketing education, arguments have been made for endorsing Twitter as a pedagogical tool, employed for enhancing communication with the professor and embedding real-world marketing practices into curriculum (Lowe & Laffey, 2011; Rinaldo et al., 2013). Students who have reported using Twitter the most have been found to also be those who perceived the greatest educational benefits (Ranaldo, Tapp and Lavrie, 2011). Even students who may not necessarily adopt the technology in their private lives, still benefited from integrating Twitter in the classroom (Ranaldo et al., 2011). Elsewhere in health education where students were required to use Twitter for a course, similar findings have been reported where students with high levels of interactivity experienced an increase in engagement and grades, compared to those who did not or rarely engaged on the platform (Junco et al., 2012). Therefore, while these studies appear to offer consensus on Twitter's pedagogical affordances, little is still known on the degree to which students' engagement in Twitter (posting, retweeting, liking) within a marketing assessment (rather than subject) benefits students by way of effecting learning outcomes. Therefore, this study seeks to address the following research question - *RQ: How does the level of engagement (active participation) in a Twitter-based assessment impact on assessment learning outcomes?*

Methodology

This study focused on researching a social marketing subject-based assessment that required students to reflect on their experience of using Twitter in which they reported on a social marketing activity that they performed over time. A social marketing subject was selected as the long-term nature of the assessment activity was intended to reflect and align with the long-term orientation of social marketing goals. The research involved administering a pre- and post-survey around the commencement (Week 2) and conclusion (Week 12) of the assessment to elicit perceptions, behaviours, and experiences of employing Twitter within the assessment. Each survey asked demographic and Likert-scaled questions on social media use,

perspectives and behaviours that could be analysed to capture information for each participant before and after the assessment. The sample included 120 third year, social marketing students from the University of Wollongong who were enrolled in tutorials from three separate classes.

Results and Discussion

From the sample of 120 enrolled students, the pre-survey resulted in 88 responses (response rate=73.3%), which, when aligned with the post-survey, comprised 56 participants who completed both pre- and post-surveys (retention rate=63.64%). Quantitative data were analysed using ANOVA, facilitated by SPSS, while qualitative data was analysed through open coding and thematic analysis. The findings echo the results of previous studies relating to the mixture of student perceptions (Lowe & Laffey, 2011; Rinaldo et al., 2011). Sixty percent of students reported benefits such as enjoyment ("*I enjoyed it as a quick and easy platform to post updates and see how classmates were going*"), ease of communication ("*it was very convenient to use and made sharing info easy*") and general positivity ("*I specifically created twitter for this subject so it was a good experience using it just for educational purposes*"). However, fewer students however (18%) did not enjoy it or failed to see its purpose.

The results demonstrated links between higher assessment grades and student engagement; students who agreed that they were satisfied with their Twitter experience had a higher grade (n=41, $\bar{x}$=75.781) compared to those who disagreed (n=12, $\bar{x}$=60.917). Frequency of tweeting also produced interesting insights, with the average grade for students who tweeted 'less' being 71.13% compared to those who tweeted 'more' who received an average grade of 87.67% (p=0.003). Furthermore, the results suggested that students who interacted with others by liking tweets were more satisfied with their Twitter experience (p=0.04). Interactivity through liking fellow students' tweets also resulted in higher grades for the task, as those who did interact (n=42) received an average result of 75.91% compared to individuals who did not (n=12) and received an average result of 63.59% (p=0.014). Previous user experience small played a role, where individuals who had not previously used social media for learning were less likely to follow peers on Twitter (n=6, $\bar{x}$=0.333, p=0.008), unlike experienced students who did follow others (n=44, $\bar{x}$=0.818).

Implications for Theory and Practice

The study findings demonstrate that higher assessment learning outcomes are experienced by students who: have higher levels of satisfaction with Twitter; have previous experience with Twitter; and who demonstrate higher levels of interactivity (high frequencies of liking peers tweets). These findings reflect the importance for educators to consider students' previous experience with a social media platform and put support in place for those with little to no experience, to address barriers for adoption. A range of pedagogical questions arise from this study on whether to make a single platform mandatory and on explicating the purpose of using the technological tool within assessment activity. Overall, while multiple benefits were experienced by students, in subsequent subject iterations, educators will need to put in place greater technical support and communication on the relevance of Twitter in practice and in this pedagogical context. While the purpose of this study was not to understand differences between less and more experienced social media users, further work employing multi-group analysis could help to explore these differences further. Additionally, future research may look into the sub-categories in greater depth (confidence, learning outcomes, interactivity) for greater evidence of this study's findings or consider investigation the link between engagement levels in other social media platforms when aligned with assessment.

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Mind the Divide: Digital Fluency and Disadvantage

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Abstract:
A digital divide is developing in higher education between those who can and those who cannot use digital technologies to build and create knowledge and who move with ease across digital platforms. This paper will examine if the divide is more pronounced in students from rural and remote areas and/or low socioeconomic backgrounds. Applying critical theory, the paper investigates the influence of socioeconomic status and geographic location on digital fluency in the business marketing student. Digital fluency is a prerequisite for 21st century work that the business marketing graduate needs to attain prior to gaining employment.
The paper will discuss if differing levels of digital fluency is creating an additional barrier for disadvantaged students in higher education and propose a way forward to address this inequity.

Keywords: digital fluency, socio-economic status, digital divide

Introduction and Research Aims

The assumption that growing up in a digital age would create digital natives has been debunked (Bennett & Maton, 2010; Selwyn, 2009). This paper will discuss the influence of socioeconomic status (SES) and geographic location on digital fluency in higher education. Digital fluency is defined by (Briggs & Makice, 2011) as *"an ability to reliably achieve desired outcomes through use of digital technologies"* (p.64). In this paper, digital fluency is defined as the ability to move from one digital platform to another with ease and to use digital platforms to interpret and create. Marketing students will need to develop digital assets such as blogs and websites and engage with digital marketing as a precursor to employment in the marketing sector (Crittenden & Crittenden, 2015). The aim of this paper is to investigate if a link can be established between SES, geographic location and students' digital fluency in undergraduate business and marketing programs.

Research question: What is the influence of socioeconomic status and geographic location on digital fluencies in higher education?

Background

A digital divide is emerging in higher education that is reflective of wider society. An Australian study of culturally and linguistically diverse (CALD) young people and digital citizenship (Caluya, Bororica, & Yue, 2018). Caluya et al. (2018) propose differences in digital skills and knowledge are related more to SES rather than ethnic group. Digital fluency inequities between US schools is similarly perceived as socio- economically driven (Warschauer, Matuchniak, Pinkard, & Gadsden, 2010). Teachers in many US low SES schools do not have access to technical support staff or professional development in technology hence the reluctance to engage with digital learning technologies (Warschauer et al., 2010). Castaño-Muñoz (2010) reports a correlation between digital fluency and higher SES. Citing Mominó, Migalés, and Meneses (2008) Spanish study, Castano-Munoz (2010) note that state schools in Catalonia with high levels of technological resources did not equate to higher digital skills of students due to the schools' ineffective use of the curriculum. Mominó et al. (2008) Spanish study found private schools produced students with higher digital fluency even with lower technological resources than their state school counterparts. Inequity in the use of digital environments to create knowledge or digital skills and activities was further identified by Eszter (2010) who reported that even when accounting for digital access and other variables, the primary indicator for high digital skills or fluency was SES. The higher the level of parental education and SES the greater the level of digital use and skills (Eszter, 2010). Nonetheless the divide is not just socio economic but exists between rural/urban with a "focus on the degree of usage and different usage patterns" (Salemink, Strijker, & Bosworth, 2017, p. 361). In their systematic review of the rural/urban digital inequalities, Salemink et al. (2017) assert access to technology does not promote digital inclusion. However, Australian rural schools are often dealing with poor internet connection, old computers/software and a lack of IT support (Halsey, 2018). This paper provides a preliminary analysis of the digital divide within an Australian higher education setting.

Methodology

The methodological approach employed in this study was underpinned by Critical Theory. The approach investigated respondents' prior experience to observe if past experience and socioeconomic/sociocultural positions influence the development of digital fluencies. The study surveyed 231 first year Bachelor of Business students at a regional Australian university. Technology Identity Theory, Goode (2010); Information Fluency Indicators, Crockett, Jukes, and Churches (2012) and Stages of Fluency, Briggs and Makice (2011) informed the survey instrument. Self-reported digital literacy skills, information fluency, and the respondents' online enrolment experiences were measured to ascertain the level of digital fluency. These measurements were then correlated against location, demographic factors and access to digital devices. Phase 2 of the study will test respondents in a digital testing laboratory.

Results and Discussion

The majority of respondents attended a regional city school (see Table 1). The study determined respondents from rural and remote schools were more likely to be from first in family and low SES backgrounds (see Table 2).

Table 1. Study demographics				Table 2. Study demographics by school type		
1st in Family	Low to medium SES	Regional city school	Rural/remote school	Demographic indicators	Regional city school	Rural/remote school
52%	92%	67%	31%	Low SES	15%	65%
				1st in Family	48%	70%

Furthermore, Table 3 illustrates technologically well-resourced rural and remote schools with 68% distributing school issued laptops. Respondents from Catholic school or State schools were more likely to have a school issued laptop (see Table 4) but this alone did not seem to impact on digital fluency.

Table 3. Access to school issued laptop by region			Table 4. School issued laptop by school type			
School issued laptop	Regional city schools	Rural remote schools	School issued laptop	Independent schools	Catholic schools	State schools
Yes	47%	68%	Yes	31%	78%	49%
No	53%	32%	No	69%	22%	51%

Table 5. I needed help to enrol online		No	Yes
I had a school issued laptop during my secondary schooling	No	49.1%	50.9%
	Yes	33.3%	66.7%
Total		40.8%	59.2%

	Value	Df	Asymptotic significance (2-sided)
Pearson Chi-Square	*5.692*	*1*	*.017*

Digital fluency levels were measured in the context of online enrolment and the creation of blogs/forums/wikis. Table 5 shows that almost sixty-seven percent of respondents with school issued laptops needed help to enrol online at the university with a chi-square = 0.17. This finding was further evidenced in creating blogs/forums/wikis with 54% of respondents self-rating as low proficiency. Again, when analysed against geographic location, of the 54% who rated themselves with low proficiency, 64% were from rural and remote schools. Students with school issued laptops consistently rated themselves with lower digital fluency.

Implications for Theory and Practice

Digital proficiency, as opposed to access appears to be the major contributing factor to the developing digital divide. Research into the link between geographic and SES factors, the digital divide and its impact on Australian Higher Education is minimal, however, digitally underprepared students participating in Higher Education could be further disadvantaged if unsupported in a digital learning environment. A study by Coldwell-Neilson (2017) confirmed a mismatch between tertiary educators' expectation of a digitally prepared student with the reality of differing levels of digital skills. Educators may need to consider ways to embed digital skills into business and marketing curriculum. Digital fluency has been shown to be more likely to develop in degrees which embed digital skills throughout their program such as engineering (Castaño-Muñoz, 2010). A study by Margaryan, Littlejohn, and Vojt (2011) found an association between learning disciplines and the use of technology. Conceivably this could be the way forward in marketing education. A reframed educational pedagogy that incorporates emerging learning technologies, student digital literacies and fluency could minimize the digital divide and meet changing demands of the workplace.

Conclusion

This preliminary study has identified gaps in the digital fluency of business students which are based on SES and geographic location. These gaps are contributing to a digital divide in higher education. The promotion and construct of digital fluency could be attained by embedding digital skills in first year curriculum with appropriate support mechanisms. The development of digitally fluent marketing students is paramount to graduate employability.

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What is an Effective Capstone in Marketing?

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Abstract:

In Australian business schools capstones are important, because they help to connect university study with the world of work. Yet there is little agreement on a single 'ideal model' for a capstone. At an institutional level, information to guide the effective design of capstone units is sparse. Further, there is relatively little in-depth comparison of different capstone curricula, especially in the field of marketing education. This paper reports results from a study which evaluates capstone unit curricula for five capstone units in undergraduate courses at an Australian university. Capstones are compared in terms of capstone type, learning aims, graduate attributes and capstone purpose, as well as blending of formative and summative assessment. Results show that some capstones are more high impact and authentic than others. A multi-disciplinary approach to building community of capstone practice is recommended to enhance effectiveness of capstones in marketing and beyond.

Keywords: capstone, strategic marketing, curriculum design

Introduction

The higher education literature describes 'capstones' as high impact and critical components of the undergraduate learning student experience. Capstones provide opportunities for a student to apply the skills and knowledge gained throughout their degree, and usually, but not exclusively, in the final year of study. In Australian business schools capstones are important, because they help to connect university study with the world of work (Bailey, van Acker, & Fyffe, 2012). Mountaintop capstones are multi-disciplinary, while magnet capstones pull together content from a major (Rowles, Koch, Hundley, & Hamilton, 2004). The literature on capstone unit design is abundant, though there is little agreement on a single 'ideal model' for a capstone. At an institutional level, the information to guide the effective design of capstone units is sparse. Further, there is relatively little in-depth comparison of different capstone curricula, especially in the field of marketing education. This paper compares capstone unit curricula for five capstone units in undergraduate courses at an Australian university.

Theory on capstone unit design

Along with the consolidation of course knowledge and skills a capstone involves the integration of graduate attributes and employability skills (Kelleher, 2017). Graduate Attributes are the 'qualities, skills and understandings a university community agrees its students should develop during their time with the institution. These attributes include, but go beyond, the disciplinary expertise or technical knowledge that has traditionally formed the core of most university courses.' (Bowden, Hart, King, Trigwell, & Watts, 2000). Graduate attributes define what a university values as outcomes of learning and "*prepare students for continued learning activity beyond university*" (Kelleher, 2017, p. 1). The acquisition of the graduate attributes can be additionally monitored and assured through a capstone experience, which is vital to assurance of learning (AoL). From their thematic analysis of the capstone literature and subsequent validation with 216 academics from Australia, New Zealand and the United States, Lee and Loton (2017) determined six domains of capstone purposes across disciplines, in order of general importance. These can be associated with the seven before mentioned graduate attributes as follows:

Table 1. Summary of capstone design features for five mandatory capstones

Graduate attribute (at University X)	Most common privileged capstone purposes (Lee & Loton 2017)
Intellectual rigour	*(2) Employability & personal capabilities*: Critical thinking
Creativity	*(2) Employability & personal capabilities*: Creative
Ethical practice	*(3)Professional identity*
Discipline knowledge	*(1) Knowledge*: Synthesis, acquisition, application
Lifelong learning	*(4)Agency and personal engagement; (5) Postgraduate study and research*
Communication & social skills	*(2) Employability & personal capabilities:* Communication
Cultural competence	*(3) Professional identity*
n/a	(6) *Quality assurance* (readiness to graduate)

The blending of formative assessment (which occurs during the learning process) and summative assessment (which occurs at the end of the learning process) explicitly links assessment events. This is especially important in capstone units, as they seek to "*help students look both back and forward as a bridge between theory and practice*" (Houston & Thompson, 2017, p. 4).

Method

Four capstone units in the School of Business and Tourism's Bachelor of Business and Bachelor of Business (Tourism) and the exemplar capstone unit from the School of Engineering and Social Science (SESE) at an Australian university were identified and evaluated in terms of type, aims, graduate attributes/purposes and assessment. All units are mandatory and are advanced, that is Level 3 in terms of the Australian Qualifications Framework (AQF) levels of learning.

Results and discussion

The University's Graduate Attribute policy exempts capstone units from the requirement to provide no more than three (3) graduate attributes (Kelleher, 2017). As shown in Table 1, only the exemplar Science capstone unit is designed to provide opportunities for a student to further develop in all seven graduate attributes/capstone purposes, and offers a blend of formative and summative assessment. This is consistent with the notion of a culminating capstone experience in transitioning from life of a student to that of a professional. The capstone in BBus(Marketing) claims to develop five graduate attributes. However with three discrete, summative assessments, it resembles a non-capstone unit, which does not provide a culminating, transformative learning experience. The three capstone units from the BBus(Tourism) are designed to be undertaken in the final year. Together they offer what appears to be a genuine capstone experience, as they cover all seven graduate attributes and, in particular in the case of the internship and research units, offer a blend of formative and summative assessment.

Table 1. Summary of capstone design features for five mandatory capstones in Business and Science

		Strategic Marketing	Competitive strategy	Internship (double-weighted)	Research for Business & Tourism	Integrated Research Project (Science)
	Unit aim	Apply understanding of strategy	Integrate & apply knowledge from previous units	Apply principles to a workplace; Transition to professional life	Apply the research process to businesses	Apply skills to prepare a project proposal; Transition into professional life
	Nature of capstone	Magnet for marketing major in BBus	Mountaintop for BBus & BBus(Tourism)	Mountaintop for BBus(Tourism)	Mountaintop for BBus(Tourism)	Mountaintop for BSc, BEng, BEnvSc
Graduate attributes covered	Intellectual rigour	√	√		√	√
	Creativity	√			√	√
	Ethical practice				√	√
	Discipline knowledge	√	√			√
	Lifelong learning			√		√
	Communicat. & social skills	√	√	√		√
	Cultural competence	√		√		√
Assessment type, weighting and timing (indicating formative or summative nature of task)	Preparation tutorial				SR	
	Learning plan			30% (A)		
	Mid-term quiz/exam		10%		10%	
	Case study	20%	40%			
	New plan/proposal/report (draft)				40%	10%
	New plan/proposal/report (final)	30%		50% (A)	50%	70%
	Presentation			20% (A); 20% + 50% (B)		20%
	Reflection			30% (B)		
	Supervisor evaluation			SR (A&B)		
	Final exam	50%	50%			

Implications for Theory and Practice

For business schools and universities to offer well-designed (multi-graduate attributes/purposes; blended formative/summative assessment) capstones, it would be helpful to provide clearer guidelines on appropriate curriculum design options. Encouraging a multi-disciplinary capstone community of practice (COP) would also help faculty connect and engage with each other about the latest capstone teaching and learning approaches. Benchmarking with capstones in other disciplines is possible, as capstone purposes across disciplines are more similar than different. In this way, we can more confidently deliver effective capstones in marketing which do provide genuinely transformative experiences for our students.

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MARKETING STRATEGY AND INNOVATION

Research Engagement' versus Engaged Research: A Framework

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Abstract:
The current national innovation agenda in Australia highlights industry and academic research collaboration as a critical imperative. Co-production research approaches are becoming standard expectation for researching complex problems, however universities have a long way to go to effectively embed a mindset of shared agency in initiating and designing research projects. The title of this paper uses similar phrases of 'engaged research' versus 'research engagement' to suggest that while universities use the correct language, their behaviours may still reflect the old notions of outreach and service initiatives typified by one-way communication and superficial connections to industry, government and community. This paper introduces a framework of engaged research that can guide universities in navigating the new research assessment landscape. As academics, we are well-equipped to address the important challenges in industry, government and social contexts, and through engaged research we can achieve this ambitious goal.

Keywords: engaged research, industry collaboration, research impact

The Managerial Role in Facilitating Open Innovation

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Abstract:

The key agents of innovation, which drives competitive advantage and customer value, are employees and managers. While most research on open innovation has focused on the antecedents and consequences of external knowledge search by organizations, this study aims to address the gap of research on external knowledge search by individual employees. In addition, this study aims to reveal the role of manager characteristics in facilitating subordinate employees' open innovation practices. Hypotheses are developed and are tested with hierarchical linear modelling of nested survey data collected from 173 service employees (subordinates and their managers) within 50 telecommunication companies. The results indicate that employees' use of both internal and external knowledge sources influences their innovative work output. The supervising manager's experience helps subordinate employees leverage internal knowledge sources into innovative work output, whereas the manager's technical competence helps employees leverage depth, and to cope with low breadth, in external knowledge source use.

Keywords: open innovation, new product development, innovative work behaviour

Competitor Collaboration for Rapid Market-Shaping

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Abstract:

Contemporary research conceptualizes markets as socio-material complex systems in constant development. Moreover, there is an interdependent relationship between micro-level activity and macro-level institutionalized logics that govern a market – the activities of market actors produce market norms and expectations, and vice-versa. This paper investigates the critical role of the meso-level as a transmitter between these micro- and macro-levels when undertaking deliberate market-shaping. We adopt a neo-institutional lens to examine a temporary collaboration, in the early 2000s, by a small number of competing New Zealand winemakers to effect rapid market change by driving acceptance of the screwcap on quality wines. We learn the outcome of the collaboration is greater than the sum of its parts, especially when considering its global impact. Actor size or location is not an inhibitor as small players collaborate to transform market logics for the betterment of not just themselves but others within the wider co-creation network.

Keywords: market-shaping, market innovation, meso-level

Introduction and Research Aim
This paper examines the role of competitor collaboration in the rapid innovation or 'shaping' of markets. We examine the historic case of the New Zealand Screwcap Wine Seal Initiative (NZSWSI) – a temporary collaboration by a small number of competing winemakers to effect widespread, rapid, market change. In the early 2000s, winemakers in New Zealand were becoming increasingly frustrated at the tainting of wines by unreliable cork closures. While screwcaps were well-established in Europe as a closure on cheap wines, the purpose of NZSWSI was to drive widespread acceptance of the screwcap on quality wines. Australian winemakers had tried to institutionalize the screwcap on quality wines in the late 1990s, but their attempts had been of limited success. Hence, the aim of this study is:

To explore how a temporary collaboration by a small number of competitors had such a remarkable impact by changing market logics on an international scale.

Specifically, the research answers two questions:
RQ1: What is the role of meso-level entities in market-shaping?
RQ2: What factors influence the speed of market-shaping efforts?

Conceptual Development
There is a growing stream of marketing research that conceptualizes markets as socio-material complex systems (Kjellberg et al., 2012; Mele, Pels & Storbacka, 2015; Storbacka & Nenonen, 2015). These systems are not stable or fixed-in-time but are in ongoing development as markets are produced by the practices 'performed' within them by a multitude of heterogeneous actors, including, but not restricted to, producers and consumers (Araujo & Kjellberg, 2011; Kjellberg & Helgesson, 2007). Much of the contemporary research into market systems incorporates a neo-institutional theory lens, exploring market change resulting from social processes, and the role of different nested institutional levels – macro-, meso- and micro-levels (e.g., Koskela-Huotari et al., 2016; Taillard, Peters, Pels & Mele, 2016). There is an interdependent relationship between micro-level activity and the institutional logics that govern a market, and the meso-level is critical as the bi-directional transmitter of this process (Taillard et al., 2016). Institutional logics are defined as "the socially constructed, historical patterns of material practices, assumptions, values, beliefs, and rules by which individuals produce and reproduce their material subsistence, organize time and space, and provide meaning to social reality" (Thornton & Ocasio, 1999, p.804). Although markets can often feature simultaneously competing logics, generally one dominant logic prevails (Ertimur & Coskuner-Balli, 2015).

When market-innovation is radical, the institutional logics that govern the market are replaced by a competing logic. This encompasses changes to previously institutionalized norms, practices and expectations of actors throughout the wider market system. For example, changes may manifest as different types of products and prices; how customers access and use products; changes in product standards or market representations; or how many and which actors operate on the supply-side of the market (Nenonen, Storbacka & Frethey-Bentham, 2018). Adopting an institutional perspective, we aim to contribute to this relatively new field of understanding market-innovation by investigating the role of the meso-level in translating or transmitting between micro- and macro-institutional-levels when actors deliberately engage in rapid market-shaping.

Study Design:

Using 'systematic combining', the abductive approach to case research (Dubois & Gadde, 2002), this study involves analysis of both primary and secondary data. Primary data consists of five in-depth semi-structured interviews of winemakers involved in NZSWSI, lasting between 86 and 132 minutes each (a total of 455 minutes of transcribed interviews). To increase reliability of the primary data, member checking was carried out (Lincoln & Guba, 1985) by giving each interview participant an opportunity to comment on their interview transcript. In addition, we incorporated secondary data into the research, including newspaper and trade articles, online commentaries and blogs, academic journals, and other literature (e.g., Stelzer, 2005).

Findings

NZSWSI is an illustration of a proxy-meso-level entity – a temporary collaboration between competitors to effect widespread, rapid change to the accepted dominant-logic in the wine market. At the time of the Initiative, the wine industry body in New Zealand had not been receptive to the idea of pushing for widespread change in wine closures. Domestically and internationally, cork closures were the dominant logic in the wine world, accompanied by myths associated with wine aging and the theatre of bottle opening rituals. The secondary logic, represented by the screwcap, involved expectations of affordability and practicality. However, since NZSWSI the secondary logic has grown to compete at least equally with the former dominant logic in a number of international markets (Wainscott, 2017).

The composition of actors associated with the establishment of the proxy-meso-level entity (NZSWSI) was critical – well respected, highly qualified members and advocates with the appropriate 'gravitas'. However, unlike earlier Australian efforts, the intended target for the initiative was not restricted to wine 'snobs' or experts only. Instead, a broad range of stakeholders were targeted, e.g., media, distributors, the general wine-drinking public (who had little concern about "the closure on their beverage") through supermarket wine buyers, and young, open-minded winemakers. The writing and distribution of a veritable textbook (Stelzer, 2005) on screwcap wine closures by the Initiative proved seminal in shaping justification and technical know-how, and two major international events involving a broad collection of wine market actors hosted in New Zealand in 2001 and 2004 contributed to modifying the incumbent institutional logics in the wider market system for wine. Although let down by the official New Zealand industry body in trying to institutionalize screwcaps, NZSWSI acted in a meso-level capacity, transmitting the micro-level activities of a group of competitors to a macro-level for rapid change.

Implications for Theory and Practice

Slow and emergent changing of logics over periods of many years (e.g., Ertimu & Coskuner- Balli, 2015) and rapid market change by a single large market player (e.g., Kindström, Ottoson & Carlborg, 2018) have been researched. However, we investigate rapid market innovation by a group of small, geographically-isolated competitors. From a theoretical perspective, the role of the meso-level as a bi-directional transmitter between institutional levels is apparent. Indeed, the outcome of the efforts of such an entity, institutionalization of new logics, is greater than the sum of its parts (Taillard et al., 2016), especially when considering its global impact. From a managerial perspective, this research demonstrates how size is not an inhibitor to market innovation, and how otherwise small players might collaborate and engage to transform market logics for the betterment of not just themselves, but also their distributors and customers.

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Pareto Share for Retailers

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Abstract:
We investigate the Pareto Share (% of sales from heaviest-spending 20% of households) firstly for the entire grocery sector (all retailers, many categories in a country-market); and for specific supermarket retailers. We employ household purchasing panel data for the UK and the Netherlands. We find the heaviest 20% of grocery customers account for 34% of total sales in the UK and 39% in the Netherlands – Pareto Shares of 34% and 39%. However, the Pareto Share is far higher for specific retailers - 70% in The Netherlands (over 12 months), and virtually the same in the UK. We find the potential reason why the Pareto Share is so much larger for each retailer than for the product class in general is first-store loyalty. That is, while shoppers have repertoires of retailers, they satisfy their grocery requirements mainly with one retailer, which magnifies the sales contribution of each retailer's heaviest 20%.

Keywords: pareto share, heavy buyers, retailers

Introduction

The Pareto Share, also referred to as the Pareto Ratio, is the percentage of sales accounted for by the heaviest 20% of buyers (Sanders, 1987). The statistic has been used to argue that marketers should focus on heavy buyers (e.g. Hallberg, 1995, Hallberg, 1999, Koch, 1999). Past work has examined the Pareto share or other statistics relating to the sales importance of heavy buyers for brands or product categories. No work has been done to explicitly identify the sales importance of the heaviest buying households for retailers, or for an entire sector (e.g. all grocery goods). Both these statistics would be useful for retailers, as well as advancing the state of academic knowledge about the sales contribution of heavy buyers. In this study we examine the Pareto Share for the entire grocery sector, and for specific retailers.

Background

Twedt's (1964) early study on heavy buyers examined the sales contribution by the heaviest 50% of buyers across 18 product categories in the US. He reported the 'heavy-half' of buyers accounted for approximately 80%-90% of sales over a 12-month period. While that study examined the heaviest 50%, not the heaviest 20% as per the Pareto Share (Sanders, 1987, Kim et al., 2017), its finding strongly suggests the oft-quoted 80:20 ratio is unlikely to hold in grocery purchases. Note that these figures refer to grocery purchases made across all retailers, not for purchasing made within or for any particular retailer; and refer to the sales concentration of category purchases, not for specific brands.

Several other studies have reported the Pareto Share for grocery product categories or brands. Schmittlein (1993) reported the heaviest 20% of buyers accounted for an average of 56% of the total number of purchases of three US grocery product categories, over a 3-year period. Romaniuk and Wight (2015) examined the sales contribution of the top 20% of brand buyers across 15 UK product categories, over 12-months. They found the average contribution from the top 20% was 59% of sales on average. Sharp (2010) reported average Pareto Share for brands of 51% using a selection of US grocery categories, 55% for US grocery brands, and 49% for South African brands. For categories, (i.e. total category sales accounted for by heaviest 20% of category buyers) the averages were 48% in Australia and 49% in South Africa. Kim, Singh and Winer (2017) more recently investigated Pareto Share for brands, using multi-year US panel data grocery purchases. They reported an overall Pareto Share for brands of 73% using 'umbrella brands' and 65% using the brand definition provided by the data provider, Nielsen. These studies indicate that the Pareto Share or Ratio for product categories is generally in the range 51-56%, and for brands in the range 50-65% (but higher if brands are aggregated into 'mega brands'). However, Pareto Share may be sensitive to analysis at different levels of aggregation and no studies have been identified which consider an entire product class such as grocery products or for individual retailers.

Pareto Share for an entire product class

In specific product categories, some households buy very often and some very infrequently resulting in a Pareto Share of around 50%. In contrast, one might expect the Pareto Share or Ratio to be smaller for an entire aggregated product class, such as grocery products in general. While some households are smaller and some are larger, vary in income, and some eat out much more than others, consumers do need food, drink, personal care and cleaning products. It is easy to imagine a very large proportion of carbonated soft drinks buyers buying it only once in a year (because they do not 'need to', there are alternatives) but more difficult to imagine a very large proportion of grocery buyers only buying groceries once a year. Consequently, the tail of very light, low spending grocery-buying households will be far shorter than that which occurs for brands or specific product categories. Therefore, we hypothesise H1. *Pareto Share for grocery products as a whole product class (e.g. across many categories, and all retailers) will be considerably lower than the rhetorical 80%, or the range reported for specific categories or brands of between 50%-70%.*

Pareto Share for retailers

We now consider the Pareto Share for specific retailers. This ratio should be larger for any particular retailer than it is for the entire product class – i.e. the heaviest 20% should purchase more than the theocratized 50-70% of total sales. This is due to high 'first-store loyalty'. Cunningham (1961) reported US households allocated an average 49% of their total spend to their main retailer; Dunn & Wrigley (1984) reported a similar figure of 42%. But shoppers also shop at retailers other than their primary one, for example UK shoppers allocated an average of 7% of their grocery spend to their 4th favorite retailer. This large variation across households in allocation of retail spending to different retailers means the difference in sales between a retailer's high-loyalty households and its low-loyalty households will be very large; larger than it is for the product class across *all* retailers. Based on this logic we pose H2: *Pareto Share for individual grocery retailers will be much higher than it is for the grocery product class (aggregated across all retailers).*

Method and Analysis

We use two panel datasets. First are data provided by GFK comprising purchases made by 11,300 members of its consumer panel in The Netherlands. Second is panel data provided by Kantar, comprising purchases made by 28,000 panellists in the UK. The data supplied spans a comprehensive spectrum of grocery and personal care categories. First, we calculated the total spend made by each household across all the categories and retailers in each country-market. From that we identified the heaviest 20% of households for the entire sector, in both countries. We then repeated the process within each retailer, by identifying the heaviest-spending 20% of each retailer's customer base. Following that we calculated the proportion of total retailer sales revenue accounted for by that heavy 20%. We calculated the dollar SCR (Share of Requirements) for each household given to each retailer, as well as the same metric amongst households for which that retailer was the one they allocated their largest amount of SCR. This latter measure is 'First Store Loyal SCR'.

Results, discussion, and implications

Pareto Share for the whole sector is 39% in The Netherlands and 34% in the UK. This provides support to H1. Next, we analysed Pareto Shares for the retailers in each country. We find that average Pareto Share – the proportion of total sales accounted by 20% heaviest store buyers – is 70% in both the UK and the Netherlands. Our analysis of share of category requirements (SCR) amongst all buyers and only those for whom the store is the main one, reveal that the SCR is 1 to 10 times higher amongst the '1st store loyals'. This means that the main driver of a retailer's Pareto Share is first store loyalty which may largely be determined by location, and associated convenience (East et al., 2000) and that loyalty to the first store is high. This in turn heightens the proportion of sales coming from heaviest buyers for each given retailer. Given retailers have access to data on their shoppers via loyalty cards, knowing how valuable different types of shoppers to overall sales are, will allow them to set realistic expectations from their targeting strategies. Further, the study will provide benchmarks for retailers to check if what they see in their data is normal for their size/market share.

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Exploring Chief Marketing Officers' Firm-Value Effects

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Abstract:

Equivocal results of prior research question marketing's contribution to firm performance in two critical areas. First, the presence of chief marketing officers (CMOs) has been linked to superior firm value only by some studies, while other findings suggest no effect. Second, and even more fundamentally, marketing spending (i.e., investment) could not be linked unambiguously to greater firm value. Using a managerial capability and resource orchestration perspective, we propose that to be effective marketing investment needs managerial marketing capability—and this capability is critically being determined by personal characteristics of CMOs. Using 701 firm-year observations of U.S. public companies from 1997−2014, our results show that CMOs' education and experience determine CMO managerial marketing capability. Stronger CMO managerial marketing capability is related to greater firm-value benefits from marketing spending. These results can help reconcile mixed prior findings and have important implications for CMOs (e.g., personal development) and firms (e.g., CMO selection committees).

Keywords: chief marketing officers, firm value, marketing spending

The Business Models of Tribal Marketing

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Abstract:

This paper proposes a managerial perspective to tribal engagement online. While extant research on consumer tribes investigates the consumer side, precisely, how consumers act via ephemeral and playful groups, this paper proposes a business model perspective to study the monetization of tribal engagement. Empirically, the investigation mobilizes a netnography on the consumer co-creation of video games to understand how video game developers monetize the entrepreneurial and playful capacity of tribes. The preliminary findings reveal dedicated business models geared toward tribal marketing. First, firms construct converging points for the entrepreneurial drive of tribes by enabling "modders" to modify the video game freely, even after release. Second, firms involve consumers in the co-creation of "lore," a world-building activity that contextualizes the brand into an organic consumer-driven constellation of narratives using the IP from the company. Third, firms involve consumers in the product design by fostering competitive gaming and invite-only pre-releases.

Keywords: tribal marketing, business models, consumer engagement

Introduction and Research Aim

Tribal marketing is a marketing strategy that places less emphasis on the "thing," whether it is a product or service, and instead supports the initiatives that bring people together as a group by fostering the "linkages" that help consumers to develop a sense of belonging and membership (Cova 1997; Cova & Cova 2002). In contrast to the conventional marketing literature in which consumers exchange money for the utility of products and services, tribal marketing conceptualizes consumer engagement as the means in which consumers use market-mediated offerings to connect with other consumers. In consequence, tribal marketing addresses consumers not as individuals but as ephemeral collectivities (Cova & Cova 2002, p.597). Drawing from Maffessoli's (1997) notion of neo-tribes, the fragmentation of identity in the mass-market consumer society invites consumers to participate with ephemeral groups via the re-emergence of syncretic values and a narcissistic sense of the collectivity.

While marketing researchers introduced tribal marketing as a managerial approach (Cova & Cova 2002), consumer researchers further developed the notion of tribes (Cova, Kozinets & Shankar, 2012), which means that the tribal literature focuses predominantly on the consumer side and less on the managerial side. The benefit of emphasizing consumers is that the tribal literature has developed a comprehensive explanation on the dynamics of tribes (Goulding et al. 2013); the downside is that the managerial aspect of tribal marketing received less attention, especially regarding business models designed for tribal marketing. The gap in the literature is that, as far as we can tell, no previous research addresses either business models or monetization in tribal marketing. The reason, partly, is that extant research investigated what consumer tribes do with market-mediated offerings as opposed to investigating how firms develop offerings designed specifically for tribal engagement. The gap in the literature is the lack of research on the strategies that address consumer engagement from a tribal perspective. Therefore, we propose the next research question: what are the characteristics of the business models that successfully monetize tribal engagement?

Background on business models

The business model literature is growing rapidly in the fields of management (Demil, Lecocq, Ricart & Zott 2015), business marketing (Mason & Spring 2011), and in the jargon of business consultants. Business models are "cognitive devices that mediate between managerial thinking and engagement in economic activities, and so represent complex economic environments in simplified forms, facilitating reasoning and communication to third parties" (Aversa et al. 2015, p.152). The discussion on business models started in the late 1990s when firms developed novel ways to operate using the Internet (Massa, Tucci & Afuah 2017). Since then, technology plays a crucial role in the literature of business models. For Baden-Fuller & Haefliger (2013, p.424) "the choice of business model influences the way in which technology is monetized and the profitability for the relevant firms," and then continue "the business model that managers, entrepreneurs, and developers hold in their heads also determine the way in which technology gets developed." Recent literature on business models discusses the apparent ease with which start-ups disrupt incumbent firms and even shape markets. However, the advent of the internet has changed not only how technology operates, but also how consumer tribes engage with firms.

Method: A netnography in the video game industry

This paper reports on a netnography on video game forums, user-generated videos, and comments of three video game publishers known for their distinctive business models. 1) Blizzard Entertainment, the American publisher, best known for their massive online franchises Overwatch and World of Warcraft attracts players by fostering a competitive environment including eSports tournaments and cooperative teamwork. 2) Paradox Interactive, the Swedish publisher, known for strategic historical simulations Europa Universalis and Crusader Kings, developed their niche games with a long shelf life by catering to the entrepreneurial drive of tinkerers, armchair generals, and history enthusiasts. 3) Chris Roberts' unfinished project Star Citizen broke all records of any crowdfunding project in 2013 raising US$15 million. So far, Star citizen raised more than US$150 million (PCgamer 2013,

June 11; 2018, January 7). The game, unreleased as June 2018, attracted backers to an unfinished product by appealing to the co-creating drive for shaping the future of the game. By analysing the business model from each company, we draw a comparison showing three independent types of business models that video game publishers use with consumer tribes.

Discussion and Contributions: Co-creation with tribes is entrepreneurial, playful, and immersive.
The scaffolding path to competitive teamwork play. Blizzard's Overwatch is a multiplayer game with an essentially simple core principle: win your team's objective. However, while competitiveness is a feature of many other video games, what makes Overwatch unique is that it contains a scaffolding path that offers plenty of entertainment to the casual player looking to "jump in" and that leads to the professionalization of dedicated players into a pro circuit that culminates in the glory of eSport tournaments.

The constant flow of unlockable content. Often called "loot," the term refers to the unlockable digital customization content including cosmetic features or gameplay advantages unlocked through playtime, in-game currency, or real money. The delivery of unlockable content drives consumers into a collector's pattern because it is random; this means that the player never knows what is inside, thus potentially increasing the shelf life of the game indefinitely as the player expects the desired reward. Recent research has proposed that the randomized "loot boxes" may lead to a gambling addiction; for example, The Belgian authorities declared the practice "a game of chance" that combine "money and addiction" (Van Herck 2017, 21 Nov, VTM News).

The construction of world-building narratives. Gamers refer to the narratives that make sense of the game mechanics as "lore." The lore of a game encompasses its backstory and the explanation of how the multiple game elements complement each other into an overarching narrative. Lore fits into the entrepreneurial aspect of tribes by enlisting consumers to produce consumer-driven content, thus fill-in the gaps of the depth and richness to the universe of a video game. From a business perspective, the enthusiast gamers that choose to delve into the lore of a game open an opportunity for transmedia, in the form of external tie-in products such as comic books, novels, and movies.

The co-creation of entrepreneurial platforms. Successful publishers treat their video games as co-creating platforms as opposed to finished products. Instead of producing a final polished product, Paradox Interactive offers a platform for "modders;" that is, consumers that modify and tinker the code of the game to integrate new features. Publishers support modding by making their code easy to understand, open, and customizable so that consumers can modify it, even creating completely new games with it. One example is the total conversion of Paradox's Crusader Kings II that allows the user to play the popular Game of Thrones franchise. The mod "Crusader Kings II: A Game of Thrones" has been under community-driven development continuously since 2012, and has become its own game. If the user buys the base game from Paradox, who does not own the GoT license, then it is possible to download the consumer-driven mod, thus enhancing the replay value without the need of any extra resources from the publisher, beyond its willingness to allow consumers to tinker with the product.

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Stakeholders in Commercialization and Creating Market for Innovation

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Abstract:
Even though successful commercialization is of great importance to innovative firms, we do not yet know how diverse stakeholders can contribute to commercialization of a radical innovation that require particular market creation support. We will analyze an extreme case, a functional food i.e. a novel product category between food and medicine at global market settings. The case relies on qualitative interviews with regulatory bodies, doctors, opinion leaders, licensing partners, scientists and marketing managers and extensive secondary data. Results uncover the contributions by diverse stakeholders to commercialization and market creation. Stakeholders perform activities such as drafting new legislation and food labelling for health claims, conducting safety assessments, product development, finding out consumers' preferences, communicating benefits of the product to several actors for adoption, and gaining the trust of healthcare professionals and patients. This study contributes to marketing and innovation management literature and generates practical advice for managers who commercialize (radical) innovations.

Keywords: commercialization, innovation marketing, market creation

Introduction and Research Aim

Even though successful commercialization is of great importance to innovative firms, the topic has remained unstudied, as research and development (R&D) tend to attract more research interest (e.g Driessen & Hillebrand, 2011). The increasing body of commercialization research has recently acknowledged that commercialization efforts by the innovator firm can be facilitated by diverse stakeholders who can support the adoption and set up markets for the novelty (e.g. Chiesa & Frattini, 2011; Aarikka-Stenroos et al. 2014). These studies, however, have not provided a detailed empirical analysis of the relevance of diverse stakeholders along the commercialization. Thereby, the aim of this study is *to develop understanding on how diverse stakeholders can contribute to commercialization of innovation.*

In order to be successful in markets, innovator firms need to initiate and engage stakeholders to contribute to commercialization, and build collaboration among them (Perks & Moxey, 2012; Aarikka-Stenroos et al. 2017). Companies must have access to resources, knowledge and network relationships to gain a competitive position in domestic market or foreign markets (Denk et al., 2012). This is due to the need of utilizing the stakeholders for gaining credibility and creating awareness for the novelty (Aarikka-Stenroos & Sandberg, 2012).

The requirement of learning about markets is building a diverse network of relationships with relevant stakeholders (Musteen et al., 2014). Typically, there are various types of stakeholders with different expectations, who are involved in the development and commercialization of a product (e.g. Aarikka-Stenroos et al. 2017). Stakeholders in a network have different goals and expectations from participating in such relations varying from revenue increase to improving well-being of communities (e.g. Aarikka-Sternoos et al. 2017). By understanding these goals and motivations clearly, an innovator company would be able to identify the relevant stakeholders, engage them and align its goals with their partners. Identifying and involving multiple stakeholders in commercialization activities is crucial as the support from them helps an innovation spread throughout the target markets. This study explores different commercialization activities that takes place among various stakeholders such as regulators, research organizations, manufacturers, licensing partners, opinion leaders and other network actors (e.g. Ritter and Gemünden, 2003). It also analyses the motives, priorities, interests, and interactional goals of these stakeholders. Three research questions are presented to meet the aim:

> **RQ1:** *Who are the relevant stakeholders that can contribute to commercialization?*
> **RQ2:** *What kind of activities do stakeholders employ for effective commercialization?*
> **RQ3:** *What are the motives of stakeholders to be involved in along commercialization?*

Background

Several key streams of literature are used in this study, which are commercialization and innovation management and marketing, business network and B2B marketing. Building and leveraging relationships to access and mobilize external resources in foreign markets is of high importance (Symeonidou et. al., 2017). A relational approach distributes innovation and commercialization capability around the network. It can enable companies to rely on external partners to access resources and capabilities, and also can boost the innovativeness of these partners (Perks & Moxey, 2011). Similar or different priorities, interests, and interactional goals of the organizations affect the development of the innovation and commercialization. Emphasis is on the convergent logic of organizations in a network for the success of a novel innovation. It is proposed that involved parties need to be part of the same shared logic nets for the innovation to be successfully developed, with the aim to overcome the conflicts in priorities (Öberg & Shih, 2014).

Methodology

The research questions in this study are approached with qualitative analysis and an extensive single case study was conducted to explore the phenomenon and to develop the existing theory on commercialization. We selected an extreme case, a radical innovation, Benecol, which is a functional food and a novel product category between food and medicine that needs support from diverse stakeholders at global market settings. As Benecol is a vegetable fat spread that lowers cholesterol with its special ingredient plant stanol ester and categorized as a functional food, its market launch had difficulties in some countries regarding regulations as the health is concerned. Qualitative interviews with regulatory bodies, doctors, opinion leaders, licensing partners, marketing managers and scientists were conducted as the primary source of data generation. Eight people from seven organizations were interviewed in semi-structured form and all the interviews were recorded and transcribed by the author. The role of these interviewees were of high importance as they influenced the outcome of commercialization activities throughout the years. Apart from the interviews, extensive secondary data is utilized, which mainly consists of books and academic journal articles. Since Benecol's market launch in 1995, involvement of many stakeholders was needed for its successful commercialization in over 30 countries.

Results

The case study results show that commercialization and creating a market for an innovation requires activities from various stakeholders, including regulative bodies (Ministry of Agriculture and Forestry, Evira, European Food Safety Authority), research organizations (universities and VTT), primary healthcare professionals in different countries, opinion leaders (e.g. leading doctors having opinion leader status in the focal context), and licensing partners (e.g. Olivio USA, Kalbe Nutritionals Indonesia). In functional foods industry, these stakeholders perform activities such as drafting new legislation and food labelling for health claims, conducting safety assessments, ingredient or product development, conducting surveys to find out consumers' food preferences, communicating health benefits of the product to several actors for adoption, and gaining the trust of healthcare professionals and patients. This study revealed that the motives of such activities are ensuring well-being of people, creating new business ecosystems, contributing to the economy, and creating awareness among public towards a healthy diet and lifestyle, which facilitate the emergence of a market.

Implications for Theory and Practice

Findings have validated and contributed to the existing studies (Aarikka-Stenroos et al., 2014; Granqvist & Ritvala, 2016; Hillebrand et. al., 2015; Mark-Herbert, 2004; Matthyssens et. al., 2008; Öberg & Shih, 2014) that overly strict boundaries and regulations delayed the advancement of the functional food innovations. It also validates the research on how functional food innovations should develop over time in terms of managerial methods and creating added value. As it was studied, collaborative agreements, alliances and partnerships between actors facilitate the progress of the innovation and help its dissemination around the world. This study supports that different types of actors influence each other by sharing goals and that stakeholder marketing capabilities have a positive indirect impact on organizations' performance in the long-term.

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Rejection in the Disrupted World

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Abstract:
Music, accommodation, and transportation categories are experiencing a massive disruption by the entrance of new brands (e.g., Airbnb, Uber, Spotify) with different business models. However, these new business models could detract large segments of the market and limit the growth potential. The aim of this research is to assess if disruptor brands have abnormal patterns of brand rejection when compared to legacy brands in the same category (e.g., hotels, taxis, radio). We draw on data from an online survey of 2,004 adults from five US cities to compare the incidence and reasons for rejecting disruptor brands with that of legacy brands. The results show no significant difference between the rejection levels of disruptor brands and legacy brands. However, reasons for rejection for brand types varied across brand type and industry. This has implications for brand strategy for both disruptor brands, and those seeking to compete against them.

Keywords: disruptor brands, rejection

Institutional Cross-Ownership, Marketing, and Firm Performance

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Abstract:
The growth in institutional holdings of public firms has led to increased incidence of cross-ownership, in which the same investor owns stakes in multiple firms within an industry. Economic theory suggests such cross-ownership could impact individual firm performance, but no empirical research has examined how aspects of a firm's marketing can affect this relationship. Based on an updated agency-theory model, we propose a relationship between cross-ownership and firm performance, and moderators of this relationship based on the firm's marketing capabilities and its strategic emphasis. To empirically test this framework, we employ data from six datasets and 58,901 institutional owner holdings to develop a measure of cross-ownership. We find a significant positive relationship between cross-ownership and firm performance, with stronger effects for firms with lower marketing capabilities and relative strategic emphases on R&D spending. These findings provide important managerial, public policy, and theoretical implications on the consequences of cross-ownership.

Keywords: institutional investors, agency theory, marketing-finance interface

Introduction and Research Aim

This paper investigates whether institutional cross-ownership is directly associated with a firm's performance and whether two fundamental aspects of a firm's marketing, i.e., its marketing capabilities and its relative marketing strategic emphasis, moderate this relationship. Our conceptual model builds upon theory and research from a wide range of literatures to propose an adjusted principal-agent conceptual model which incorporates cross-owners of competing firms in an industry as potential principals of the firm.

Background and/or Conceptual Model

"In 1950, institutional investors owned about 7 percent of the United States stock market; today they own almost 70 percent. If you count them as a single investor, BlackRock, Vanguard and State Street are the largest owner of 88 percent of the companies in the Standard & Poor's 500. Control of the economy has not been this concentrated since the Gilded Age." --- Posner et al. (2016) in a New York Times Editorial

Institutional investors, i.e., organizations such as banks, insurance companies, foundations, and mutual, hedge, and pension funds that manage at least $100 million in equity, are a mainstay of the U.S. economy. One underexplored aspect of institutional investors is that such investors now often hold large stakes in multiple firms in the same industry. For example, the same three institutional investors are among the three largest shareholders of Apple *and* Microsoft, Bank of America, Citigroup, JPMorgan Chase, PNC Bank, U.S. Bancorp *and* Wells Fargo, CVS, RiteAid, *and* Walgreens, etc. In the airline industry, in the soft drink industry, and even in smaller and less glamorous industries such as cooking stoves, this pattern of dominant ownership of multiple firms by these three institutional investors continues (Posner, Morton, and Weyl 2016). Consequently, cross-ownership of competing firms generates important public policy questions and concerns as the effects of such cross-ownership may be either detrimental or beneficial to firm practices, profitability, and overall market competition (Azar et al., 2018; Gillan and Starks, 2015; He and Huang, 2017).

Despite its importance to public policy, competition, and managerial practice, little is known about the consequences of greater institutional cross-ownership on the firm and its individual functions. Research remains somewhat sparse on this topic, especially given its potential effects on public policy and firm competition and the likelihood for cross-ownership to affect the practices of many functional areas in the firm (Posner et al., 2016; Zweig, 2015). Further, prior scientific or theoretical knowledge is limited, requiring further development to explore the relationship between institutional cross-ownership and the overall performance of the firm, and the relationship between institutional cross-ownership and the performance of certain functions, such as marketing.

To address this gap in theory and practice, we take a cross-disciplinary approach by considering the impact of firm ownership (often studied in the finance, accounting, economics, and strategic management literatures) on the performance of the firm and how a firm's marketing capabilities and strategic emphasis (common variables of interest in marketing) may affect this relationship. Central to our conceptual framework is that we propose institutional cross-ownership, defined for a given firm as its institutional investors' average market-weighted dispersion (concentration) of holdings across the firm's industry, will be positively related to a firm's accounting and financial market performance, as defined by its return on assets and compounded abnormal stock return, respectively. Theoretically, we suggest this occurs because cross-owners can bring greater industry informational knowledge to each of the firms they own in the industry to elicit best practices, which will outweigh potential negative consequences such as a lower incentive for institutional owners to monitor each firm's efficiencies since each firm has less impact on their overall profits.

Further, in our conceptual model, we propose the firm's marketing capabilities and its relative strategic marketing emphasis will moderate the relationship between institutional cross-ownership and its performance. Based on theory and previous literature (e.g., He and Huang 2017; Srinivasan, Wuyts, and Mallapragada 2018), we posit that changes in both incentives and access to industry knowledge, which are inherent with differences in institutional cross-ownership, will lead to differences in the performance of firms with varying marketing capabilities and relative marketing strategic emphases. Specifically, we expect that the positive effects of cross-ownership on firm performance will be stronger for firms with lower marketing capabilities and for firms which are oriented more towards R&D instead of advertising spending. Thus, the proposed framework examines how the effects of institutional cross-ownership differ for firms with varying aspects that are central to what the marketing function does for a firm, i.e., how capable is the firm in turning marketing inputs into sales outputs (Dutta et al., 1999) and the relative strategic emphasis of the firm's marketing investments (Mizik and Jacobson, 2003).

Methodology

To test our conceptual model, we create a measure to assess the extent of institutional cross-ownership for each firm. This data-intensive measure is operationalized by employing six datasets and data from 1999-2012 on 58,901 institutional owner individual holdings, 22,446 institution-industry-year combinations, and 1,117 institutions. We use an Arellano-Bond General Method of Moments (GMM) approach to account for potential unobserved firm heterogeneity, serial correlation, and potential endogeneity in the independent variables. Further, the model accounts for several other variables which have been posited in the literature that can affect firm performance.

Results and/or Discussion and Contributions

Our analysis finds an increase in institutional cross-ownership for a given firm is significantly associated with an increase in both the firm's accounting and financial performance. Further, we find these effects are stronger for firms that possess less marketing capabilities; and the effect on accounting performance is stronger for firms with a strategically emphasis towards value creating R&D spending over value appropriating advertising spending. Analysis of nine additional models provides further robustness to these results.

Implications for Theory and Practice

This investigation generates four important implications to theory and practice. First, the key theoretical contribution is to propose a conceptual model based on an updated agency theory principal-agent paradigm, which accounts for institutional investors' cross-ownership of other firms in an industry. Second, the results of our analysis help inform the ongoing public policy debate on the consequences of cross-ownership, and help bring a marketing point of view to this debate. Third, this research is the first, to our knowledge, to link institutional cross-ownership with a function that is important to firms across all industries, such as marketing. Fourth, our measure of institutional cross-ownership should be useful for future work across the economic and business fields.

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Recipes for New Product Success: The Interplay Between Orientations and Environmental Turbulence

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Abstract:
Prior studies suggest that strategic orientations not only impact innovation outcomes individually, but also through interacting with each other and with environmental factors. Yet, inconsistent results in the literature remain, likely due to the common use of regression analysis, which does not fully capture the interdependency of organizational and environmental elements in the real world. This research seeks to overcome such challenge as it employs fuzzy set analysis (fsQCA) to investigate what configurations of customer, competitor, and technology orientations, interfunctional coordination, and environmental turbulence lead to new product success among high-tech manufacturing firms. The findings indicate that multiple organizational configurations lead to new product success, with varying numbers of orientations implemented by high performing firms. The study offers important contributions to the new product development literature and strategic orientation research.

Keywords: strategic orientations, new product success, configuration theory

Barriers of Service Innovation Among Micro-Sized E-Retailers

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Abstract:
This study explores service innovation barriers as perceived by micro-sized e-retailers. Small, growing and innovative companies are important in the national economy growth and employment. Despite this, the majority of innovation literature including innovation barriers has focused on larger firms while the smallest, micro-companies have received little attention. A multiple case study approach was used in data collection including eight micro-sized Finnish e-retailers operating in B2C market. Qualitative data was generated in eight sessions, where 1-2 entrepreneurs (n=11) from each case company were interviewed. The study identified four types of service innovation barriers including 1) personal, 2) social/environmental, 3) technical and 4) financial barriers. Among the main themes, 15 subthemes were found. As entrepreneurs play an important role in micro-companies, personal barriers including lack of time and too many responsibilities appeared as the most significant innovation constraint among all the entrepreneurs, and their companies.

Keywords: service innovation, micro-enterprises, e-commerce

Marketing's Impact on Start-up Firms' Financial Valuations

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Abstract:
Start-up firms play a large role in the economy. Their success has been linked with better overall domestic economic productivity, innovation, and job creation. Despite this, little is known about the role of marketing in start-ups, which is both a theoretical and practical limitation. In this paper, we take a three-step approach to overcome this. First, we propose a conceptual model that links firm strategies, top management characteristics, and industry environment to whether start-up firms conduct systematic marketing. Second, we link the interactions between whether start-ups conduct such marketing, the start-ups stage of development, and the start-ups target customer, with their financial valuations. Third, we use a unique dataset that contains a large amount of information about the start-ups and their industries, including current and projected profit and loss statements, to test our conceptual model. Our results provide some evidence of the importance for start-ups to conduct systematic marketing.

Keywords: start-up, signalling theory, marketing-finance interface

Introduction and Research Aim

In this paper, we examine the antecedents and consequences of whether start-up firms conduct systematic marketing. We ask and answer the following two research questions:

First, are there certain conditions in which start-up firms are more likely to conduct systematic marketing? Second, are there certain conditions in which conducting systematic marketing is more likely to help the valuation of start-up firms?

Background and/or Conceptual Model

Start-up firms, i.e., young firms managed by entrepreneurs whose aspiration (realized or not) is to substantially grow, play a crucial role in the economy (Center for American Entrepreneurship, 2018). For example, the Kauffman Foundation has reported that start-ups account for nearly all the net job creation in the U.S. between 1976 to 2004 (Wiens and Jackson, 2015). The U.S. Small Business Adminstration (2012) has reported evidence of a link between an increase in start-up rates and a decrease in U.S. unemployment rates (Plehn-Dujowich, 2012); and the U.S. Bureau of Labor Statistics (2016) found that start-ups created over 2 million jobs in 2015 alone.

While successes of start-ups are often well publicized, only <0.05% of start-ups make it to an initial public offering (IPO) (Statista, 2018), around 1% of start-ups obtain Venture Capital (VC) funding (U.S. Census Bureau, 2017), and nearly half of start-ups are out of business within 5 years (U.S. Bureau of Labor Statistics, 2016). If we believe marketing is important for all firms, than it should help the survival and valuation of firms even from the outset (i.e., in start-up firms). Thus, we need to construct conceptual models and provide empirical analysis to show the conditions in which conducting systematic marketing can help such firms. Further, the "imprint" of early firm strategies tends to stay the course over time (e.g., see Boeker, 1989), meaning it is important to understand what causes start-up firms to conduct systematic marketing at such an early stage of the firm development as this should have implications on the importance placed on marketing in later stages as well.

In spite of the importance for start-ups to conduct systematic marketing, for example, to signal the quality of the firm so it can acquire, satisfy, and retain customers (Ofek et al., 2016), the link between conducting systematic marketing and start-ups faces four particular challenges. First, in this uncertain environment, there is great information asymmetry between start-ups firms and their customers (Wasserman, 2012). Startups simply often lack information on their customers and customers often lack information on the start-ups (Ofek et al., 2016). Second, start-up firms lack resources (Homburg et al., 2014). In fact, previous research has suggested that start-ups are often 60 times more likely to be resource constrained than to have all the resources they need (Evans and Jovanovic, 1989; Wasserman, 2012). Third, from a practitioner point of view, very few start-up firms acknowledge the importance or even existence of conducting systematic marketing. For example, a feeling of "*MARKETING*? We don't do any real marketing!" and "we have much more important issues than marketing to focus on" was repeatedly voiced in informal discussions and interviews with entrepreneurs and start-up firms over the last several years. Fourth, currently there is a knowledge gap in academic research on marketing's impact and role in start-up firms. Little is known about in which conditions can marketing can help such firms, with no works to our knowledge examining how marketing impacts value of start-ups at pre-IPO settings.

In this study, we take a step to address these theoretical and practical research gaps. First, we take a more descriptive approach to identify certain conditions in which start-up firms are more likely to conduct systematic marketing. We build on research from across the different business disciplines to develop a conceptual model based on resource dependency, upper echelons, and institutional theories that suggests firm strategies, top management, and industry characteristics will all impact the likelihood of the firm conducting systematic marketing.

Second, we take a more normative approach and employ signaling theory to suggest conditions for when conducting systematic marketing will be more beneficial to the start-ups valuations. More specifically, we develop expectations linking whether start-ups conduct systematic marketing, their stage of the development (pre-revenue or revenue generating), and their target customers (B2B vs. B2C and vs. mixed B2B/C firms), with their financial valuations.

Methodology
It is well known that a significant hurdle to quantitatively studying start-up firms is that "data are difficult to obtain" (Shane and Venkataraman, 2000, p. 219). To overcome this, we employ data on start-up firms provided by Equidam, a website start-up firms use to obtain a valuation of their firm. A unique aspect of this data is that it does not rely on successful firms; in fact, many are quite unsuccessful. In addition, the financial data provided allows us to calculate many financial valuation variables and provide one of the first applications of such variables in marketing.

To test our first research question, we utilize information on 1,031 U.S. start-up firms who inputted a large amount of information about their firms and industry, and conduct a series of probit models. To test our second research question, we utilize information from 325 of these 1,031 U.S. start-up firms who also included projected profit and loss statements for 2 years in the future, and conduct a series of regressions while accounting for the endogeneity of drivers of systematic marketing. Further, we test the robustness of our model and results by employing a variety of dependent financial variables and subsets of our data.

Results
In terms of antecedents of whether start-up firms conduct systematic marketing, we find that firm strategies matter the most, top management matters somewhat, and industry environment matters the least. In other words, we find that resource dependency theory is the most useful and institutional theory is the least useful in explaining whether firms conduct systematic marketing. In terms of consequences, we find that (i) conducting systematic marketing helps all start-up firms valuations, but it is particularly more beneficial for (ii) B2B (vs. B2C and vs. mixed B2B/C firms) pre-revenue generating firms and for (iii) B2C and mixed B2B/C firms (vs. B2B) revenue-generating firms.

Implications for Theory and Practice
The *key theoretical contribution* of this work is to propose a model of antecedents and consequences of whether start-up firms conduct systematic marketing. The *key managerial contributions* are to (i) identify the conditions in which start-up firms are more likely to conduct systematic marketing, which is important as it provides benchmarking for the current practices of similar firms with varying firm, top management, and industry characteristics; and (ii) provide evidence for when conducting systematic marketing is more beneficial for start-up firms to employ. We hope future research on marketing's role in start-ups can use this work as building block.

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Market-Shaping Strategies: Antecedents, Activities and Outcomes

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Abstract:
In this research we identify and measure the antecedents, activities and outcomes of market-shaping strategies. We apply grounded theory to develop our conceptual model, and PLS-SEM to test the identified relationships. The findings confirm that market-shaping strategies lead to market change that has a positive and significant relationship with the performance of the market-shaping firm and the value creation of the overall market system, measured by market size and markets' average profitability. Market-shaping strategies consist of six possible activities: altering product and pricing, influencing customers and usage, altering channels, influencing the wider business network, influencing representations, and influencing norms. Market-shaping has four antecedents: value creation orientation, systemic thinking, entrepreneurial flexibility, and learning orientation. Technological turbulence proved to have a positive and significant relationship with market change. However, competitive intensity and changeable customer preferences did not influence overall market change or success in shaping markets.

Keywords: market-shaping, market innovation, PLS-SEM

Predicting Category Growth from Quarterly Penetration

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Abstract:
Faced with persistent brand share equilibrium, managers now consider category expansion as a brand growth strategy. At present there is little evidence available about the incidence and nature of category dynamics in mature markets, and therefore little to inform decision-making. We report findings from a large-scale study of household penetration change in nearly 400 established consumer packaged goods categories, and show (1) almost two thirds remain near stationary (2) categories over the mean size of 21% are more stable, with lower incidence of increase (or decrease) and relatively small increments (3) smaller categories (under 10% penetration) are extremely volatile, and average change is up to thirteen times greater. Rate of change is closely linked to initial category size, and equally distributed between increase and decrease. The implications for management seem to be that persistent category expansion is rare and a fifty/fifty strategy at best.

Keywords: category expansion, brand share equilibrium, penetration growth

Introduction

Category growth is a topic of some interest for brand managers (Yoon, Burchman & Sullivan, 2017) particularly in established equilibrium markets where individual brand share increases are largely non-persistent (Graham, 2009). It is therefore valuable to understand the drivers of category expansion at maturity, and conditions under which it is best achieved. The literature is not well developed here, but since market development has long been measured by product diffusion (Bass, 1969; Rogers, 2010: Fisher & Pry, 1971) we begin to address that gap by describing the incidence and shape of category penetration changes found in nearly 400 established consumer packaged goods (CPG) datasets. Even at maturity, it seems buyer numbers can be a driver of further expansion, and predict something of future dynamics.

Background

A category, or product-market is "*the set of products judged to be substitutes, within those usage situations in which similar patterns of benefits are sought, and the customers for whom such usages are relevant.*" (Day et al.,1979 p.10). Because a category is defined by the perceived closeness of the competition, once all potential buyers are reached, demand for each brand achieves a near-steady state defined by the number of its buyers and the fact that those buyers then satisfy a stable category requirement by switching easily within a small repertoire of familiar alternatives (Ehrenberg, Uncles and Goodhardt 2004). Despite the intense rivalry that results, in which loyalty strategies have little persistent effect (Dawes *et al*, 2017) and household repertoires expand over time (Banelis, 2013;Trinh 2014), managers who face a growth imperative (Day, 2002) are usually advised to expand total category demand (Kotler et al., 2017). If successful, this would benefit all actors in the category marketing channels, with the highest rewards reserved for the brand leader. On the other hand, destabilising category structure leaves the brand leader with the most to lose.

Four drivers of category expansion are normally proposed: attracting new users, promoting new uses, increasing usage and increasing prices. The first, adding new users at maturity, is the focus of this study. It seems intuitively to bear the least risk, but has been the subject of little empirical investigation. Our first aim was therefore to describe the incidence of penetration growth observed over several years across many CPG categories in four different countries. Two further questions then followed. Is penetration growth worth the candle? Price promotions boost penetration without increasing value (Nijs, 2001;Pauwels et al., 2002) while total value could increase without shifting penetration if some existing buyers pay a premium for an innovation (Soberman & Gatignon, 2005). We therefore wanted to confirm a positive association between penetration change and value change. Then, diffusion curves suggest it is easier to achieve category growth at lower levels of penetration than higher therefore brand leaders might more easily drive growth in smaller rather than larger categories. The final question was to describe how, if at all, dynamic penetration is related to category size.

Method

To address these questions, the study examined buying metrics from three or five-year panel data collected in France, Germany, the US and the UK. Ten major CPG groups were divided into product categories by commercial management: ambient ready meals (12), cat foods (20), chocolate (3), confectionery (17), dog foods (9), speciality foods (11), gums (2), ice creams (10), rice (14) and cooking sauces (5). Our primary interest was in penetration change. To account for seasonality, quarterly values were first established as the mean of four quarters in an initial and subsequent years and growth or decline then recorded for the 389 datasets. To establish the relationship between category size and penetration change, initial penetrations were tiered (0-10%, 10% to 20% *etc*) and the distribution of mean absolute change within each decile described with its range and standard deviation (Table 1).

Results & Discussion

Category penetration varied between 1% and over 90% with an average of 21% and mean purchase frequency of 2.5. Incidence of significant change was relatively rare but distributed near-equally between growth and decline. A quarter of the sample remained within 1%, and two thirds within 5% of initial size each year but persistent decline (over 5% *in each* year) was identified for just 7% of categories, persistent increases in 8%. Growth categories were on average half the size initially (9%) of declining (19%). Second, changes in category value were found to be highly, although not perfectly, associated with increases ($r = 0.68$) and decreases ($r = 0.67$) in household penetration, thus the number of category users in any given period is not the only factor driving value growth but is important to category expansion.

Table1. The incidence and extent of quarterly category penetration change from an initial quarter.

Initial Pen %	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90+
Avg change %	**13**	**5**	**4**	**4**	**3**	**2**	**1**	**1**	**1**	**0**
SD	22%	7%	7%	6%	4%	2%	2%	1%	1%	0%
Max	143%	25%	35%	20%	7%	5%	2%	2%	2%	0%
Min	-25%	-14%	-22%	-8%	-14%	-4%	-3%	-2%	0%	0%

Third, bigger categories are less volatile. The more buyers a category has, the lower the incidence of increase (or decrease) and the smaller any relative change. Rate of growth is negatively correlated with initial size ($r = - 0.44$), and rate of decline similarly but positively, correlated ($r = 0.48$). Our tiering analysis found that small categories (penetrations under 10%) showed dramatic average change in size, with movements in double digits, three times the level of change in categories reaching 10% to 20% of households and thirteen times the level in categories bought by over half the population. Regularities identified across many sets of data begin to take on law-like properties. The relationship between category size and quarterly growth or decline is almost normally distributed and so therefore quite predictable.

Implications for Theory & Practice
The study has opened up the empirical exploration of behavioural regularities and norms underlying category expansion and decline, establishing a foundation for further research. First, we establish managerial benchmarks: few categories grow at all, but size defines the relative ability to grow. At the average penetration of 21% quarterly change is in the region of 4%. For bigger categories this drops to relative change of one or two points. Significant expansion of major categories appears unlikely. Smaller categories are more volatile, but include premium innovations (e.g. frozen pet food) and functionally different product forms (mint *vs.* gum confectionery). For managers, it will therefore be important to understand the degree to which different types of sub category can bring new buyers into the total product field and/or increase value from existing buyers. We note that a relative change of 1% in buyers of a large category represents the equivalent of a 10% shift in a small sub-category – the same absolute buyer numbers. Our evidence might imply that the best route to total category expansion is through a sub-category bought by some people some of the time, so a duplication of category purchase analysis would establish the most effective combination of price, type and size. Finally, category expansion strategies carry high risk. When penetration changes, the chance of failure is evens for instigating brands and for their challengers. More work is needed to understand the buyer flow drivers that determine total category growth.

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How Markets Grow. The Factors Associated with Category Expansion

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Abstract:
We advance knowledge of category growth in developed markets, identifying the factors under manufacturer control that are consistently associated with change in category sales level. The analysis is based on scanner data from four developed markets, 20 packaged goods categories, over 6-8 years. We find that of all factors, change in price per volume has the strongest association with change in category sales followed by change in the number of SKUs. The intensity of price promotions in the category has no relationship with category sales increase. Category maturity, in terms of relative quarterly penetration, is an important defining condition; below 50%, category sales grow through volume increases. Above that threshold, growth is driven by increases in price, but we find that introducing new SKUs is a common method for manufacturers to increase price per unit at maturity. Brand premiumisation therefore holds the key to growth in equilibrium markets.

Keywords: category growth, premiunisation, category maturity

Introduction

Businesses around the world face a growth imperative, and marketers are being asked loudly to deliver that growth. In developed markets, one way brands might deliver growth is through category expansion (Yoon et al., 2017). Expansion from maturity has been the subject of very little empirical investigation but, if successful, it benefits all actors in the marketing channels, with the highest rewards reserved for the brand leader. Therefore, to advance category growth knowledge this study investigates factors in manufacturers' control in developed markets and asks which are most associated with category sales dynamics and under what conditions.

Background

Most FMCG brands compete in equilibrium markets where supply side (manufacturers) and demand side (broadly, retailers) face a ceiling on category purchase volume and persistent, zero-sum competition. To outsiders, such markets are "unattractive": to incumbents an increasingly pressing objective is category expansion. Although this remains an area of interest for manufacturers and retailers, understanding the expansion drivers continues to be a challenge in academic research. Prior studies have suggested that categories grow through manufacturer or industry-specific factors (Putsis Jr, 1998) under manufacturers' control or influence; or through macroeconomic factors beyond manufacture control or influence (Storey, 2003). However, it has failed to consider these factors in tandem, or to use standardized measures to benchmark category performance (Dhar et al., 2000). Thus our aim is first to identify the factors a manufacturer can influence, and then investigate which are most commonly associated with category sales dynamics, through many observations under the differentiated conditions of country, size, type, market maturity and time.

Factors linked to category performance have been identified as product assortment, shelf-space assignments, price promotion, pricing decisions ,(Soberman and Gatignon, 2005) and innovation strategy (Chimhundu et al., 2010, Quelch and Kenny, 1994). We now review notable studies which looked at one or two above factors in relation to category expansion. Nijs *et al.* (2001) conducted a large-scale study of marketing mix interventions in Dutch supermarkets. They concluded that the category expansion effect of price promotions was virtually nil, but demonstrated that introducing new products successfully resulted in permanent category demand increases. Vertical line extensions do not however expand category demand (Quelch and Kenny, 1994), but as Soberman & Gatignon (2005) suggest, horizontal product innovation can lead to market expansion by drawing new buyers from other categories, or by trading up existing buyers. These innovations provide additional benefits, for which consumers may be prepared to pay more - premiumisation. The most elegant may also encourage more frequent purchase, for example by reducing pack size.
In summary, the literature has broadly linked three possible factors in manufacturers' control to category sales growth: (1) The level of discounting; (2) Average price per volume; (3) Assortment, including an innovation factor: more SKUs should lead to category expansion if they include horizontal extensions. Considering the conditions of country, category type and market maturity we asked: *which factors in manufacturer control are most associated with category expansion in dollar sales?*

Method

To address this, the study examined scanner data from the US, Germany, France and the UK, extracting quarterly data for over 20 categories and numerous sub-categories, spanning 4-8 years. The variables collected were: % of category on promotion in any given quarter; # of SKUs; # of *new* SKUs; average price/volume. We classified categories as mature (50+% quarterly penetration) or non-mature. Our analysis then involved two steps. First we compared a quarter in one year with the corresponding quarter in a subsequent year to see how changes in dollar sales were related to change in pricing; promotion; and the number of SKUs, thus adjusting for seasonality. In the second

step, we deconstructed category value sales into volume and price changes, and the relationship between SKU and category growth.

Results & Discussion
We find that, across four countries and 20 categories, price per volume has the most consistent positive correlation with category value sales (r =0.28). This is followed by the number of SKU's (r =0.19). The change in the intensity of price promotions has on average no association with change in category sales (r =0.04). The results were generally consistent across all markets, but strongest in the US, with correlation between changes in price per volume and category sales being 0.48. In Germany, the number SKUs had the highest positive relationship with changes in category sales, follow by changes in price.

Table 1: Summary of correlations between changes in quarterly category sales and change factors.

	Avg. price/ vol	% sold deal	# SKUs	Mkt Growth
Germany	0.15	0.02	0.33	1
France	0.20	0.11	0	6
UK	0.34	0.11	0.15	6
US	0.42	-0.1	0.28	2
Average	**0.28**	**0.04**	**0.19**	**4**

Next, we deconstructed the category growth into volume and price growth for categories at different levels of maturity. We find that for less mature categories, growth comes mainly from increases in volume, aided by price increases and more SKUs launched. In more mature categories, growth relies on getting prices up, with volume being relatively stable. Finally, we find that in mature sub-categories new SKUs are introduced at a price on average 30% higher than the existing SKUs. This is only 10% higher for non-mature categories, implying that new SKUs are being used to increase category value and grow category sales.

Implications for Theory & Practice
Our findings provide important implications for companies wanting to grow within their portfolios of categories and brands. Our main finding is that category growth strategy depends on category maturity. In more mature categories, the main growth strategy is premiumisation. Premiumisation occurs more frequently, diffuses more quickly and achieves higher price premiums from highly commoditised mature categories because it more easily gains the support of retailers and manufacturers. In less mature categories, growth comes from more buyers buying more often, which is reflected in increases in volume. In such categories, the focus should be on capturing as many new category buyers as possible and building the category within individual shopper's repertoires. In more mature categories, the focus should be on getting category prices up. Our research suggests that new SKUS are a way to do this, with new SKUs in mature categories being able to demand on average 30% higher prices.

The research has several limitations, which give direction for future study. First, we have considered only a limited number of categories and countries, all developed markets. In order to strengthen empirical generalisations the research should be extended to a higher number of conditions, including emerging markets. We also consider only a limited number of factors. Future research should identify and consider more factors, for example the level of category advertising, which could lead to category expansion.

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New Product Announcements: Stock Market Reactions in India

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Abstract:

Today's competitive and uncertain environment prompt many firms to build their strategy around innovation in their pursuit of growth. The outcome of such effort is often the launch of a new product, which represents a potential new stream of income. The study analyses the stock market reactions to new product announcements using the event study method in an emerging economy. It tries to understand whether investors and analysts view these as significant events. The results show that the stock market reactions are dependent on the industry. In industries where the new product introductions require substantial investment and effort, these announcements lead to positive reactions. The study discusses the practical implications of the findings and offers suggestions on how managers could enhance the impact of new product announcements.

Keywords: new product announcements, stock market reactions, event study method

Introduction and Research Aim

Published research on the relation between new product introductions and stock market reactions are equivocal and are based on stock markets located in developed economies (e.g., (Eddy & Saunders 1980; Chaney & Devinney 1992). Studies outside of developed economies are scarce.

The aim of this study is to understand how stock markets in emerging economies react to announcements pertaining to new product introductions.

Two central questions are addressed in this study:

1. Do the stock markets in emerging economies react positively to new product announcements?
2. Does the stock market reaction to new product announcements depend on the industry sector?

Background and Conceptual Model

Stock markets react favourably to information that signals growth and profitability of firms. This has been observed with dividend, acquisition and stock repurchase announcements. The announcements provide valuable information about the firm and its performance to the market, which is argued as one of the main reasons for the abnormal returns around the announcement dates (Vermaeleon, 1981). This is in conformity with the tenets of the signalling theory (Akerlof 1970; Spence, 1974). Firms introduce new products to create or enter new markets or capture a larger share of the existing markets. As such, new product announcements provide information on successful innovation efforts and the firms' entry into new markets. Therefore, based on signalling theory, one can expect that the stock markets will react positively to such announcements

According to the investment theory of creativity (Sternberg & Lubart 1991), new product development requires a willingness to commit resources where the outcomes are uncertain. The extent of resource commitment required to pursue innovation as a strategy depends on the industry and the type of innovation. Firms in industries that require substantial investments and sustained efforts to develop new products would pursue an innovation strategy only if the potential return on investment is high and the result of such efforts can be protected by intellectual property rights (IPR). We expect investors and analysts in such industries to monitor new product introductions and the stock markets will react positively to such announcements as they represent a new stream of revenues for the firm.

It is expected that stock markets will value new product introductions that are the result of substantial and sustained efforts.

As the study is carried out with announcement from an emerging economy, it is expected that the results could differ due the difference in the institutional context in these economies.

Methodology

A list of new product announcements from 2004 to 2017 was prepared using news reports and the web pages of publicly listed firms. A total of 464 announcements were identified of which only 289 were used in the final analysis due to various reasons. One reason was that the announcement dates was not clear (different dates in different sources), the second was that stock price data for some of the firms were not available on the Bombay Stock Exchange. These announcements indicated the launch of a new product into the market. The study uses the event study method to capture the stock market reactions to new product announcements (Brown & Warner 1985; MacKinlay 1997). The average abnormal return (AAR) and the cumulative abnormal return (CAR) are used to measure the reaction of stock markets over different event windows. Sectoral analysis was carried out to see if the results were sector specific. The sectors included fast moving consumer goods, food products, white goods, and pharmaceutical products.

Results and Discussion

It is seen that the AAR of the sample firms (taken together) is negative, though not significant on the date of announcement. This indicates that new product announcements (in general) are not seen as important events by investors or analysts unlike announcements of mergers and acquisitions. This is

in line with some of the earlier research findings (Eddy & Saunders 1980). The mean CAR across different windows is also negative but not significant in windows (-5, +5), (-2, +2), or (-1, +1). The negative trend in the mean CAR is surprising and merits further investigations. This is suggestive that the findings of previous studies may be generalizable.

However, when industry/sector wise analysis was carried out, the AAR for Pharma industry was positive on the announcement date. The AARs for the other sectors were not positive. The mean CAR for the pharma industry was positive and significant at 0.05 level in the window (-2, +2). This confirms our hypothesis that the market reactions to new product announcements may depend on the sector. It is possible that investors and analysts recognize that new product introductions in the pharma industry is often the result of substantial and sustained effort and therefore monitor such announcements. The new product announcement signals the successful culmination of firm's efforts to identify new markets or add value to customers and therefore the market reacts positively.

Implications for Theory and Practice
While it is acknowledged that new product introduction through innovation can lead to high growth, it is important to recognize that this would depend on the type of innovation. Further, not all firms use innovation as a strategy to grow. Therefore if innovation is central to the firm's growth strategy, it should focus on impactful and not incremental innovation. Managers of firms that commit substantial resources to research and innovation should recognize that stock markets react positively to such new product announcements. They can enhance the positive impact of new product introductions by focussing their communication surrounding the announcement date at analysts and investors in addition to the customers, by highlighting the potential benefits from the new products to the customers and the firm. With respect to managers in other industries, they can influence the stock market reactions by carefully choosing which new product introductions to highlight. They should focus on new product introductions that are the outcome of substantial and sustained efforts and those that have IPR protection.

The study contributes to the academic literature by examining stock market reactions to new product announcements through the lens of two theories – the signalling theory and the investment theory of creativity.

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Deconstructing the Architecture of Customer Value Propositions in Circular Economy

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Abstract:
Customer value propositions (CVPs) play an important role as the innovator firm's key strategic tool to communicate how their innovation creates value to and with customers and stakeholders, thus encapsulating the firm's understanding of stakeholders' needs. CVP literature has traditionally emphasized economic value outcomes as the basis for creating resonating CVPs. However, in the emerging Circular Economy (CE), where firms are introducing novel technological and marketing innovations to create long-lasting economic, environmental, and social outcomes to broader social systems, the economic perspective offers insufficient insights to the perception and communication of the value of these innovations. To understand the diverse value outcomes of CE innovations, we conduct a qualitative, structured analysis of CVPs in over 70 innovation-driven cases. By analyzing the communicated value outcomes of these CVPs, and the types of innovations that underlie them, we create a typology for CVPs in CE, thus contributing to the contemporary CVP literature.

Keywords: customer value proposition, circular economy, innovation

Introduction and Research Aim

Customer value propositions (CVPs) have a rich history in the marketing literature as the firm´s key strategic tools to communicate how they create value to and with their customers and broader stakeholders (Ballantyne et al., 2011; Chandler & Lusch, 2015; Payne et al., 2017). Traditionally, most of this literature has emphasized that resonating CVPs are designed around quantified benefits that communicate economic value outcomes or monetary worth to business customers (e.g., Anderson et al., 2006; Wouters & Kirchenberger, 2015). However, as sustainability issues and environmental and social concerns have become increasingly important in the contemporary market space (e.g., Kotler, 2011; Porter & Kramer, 2011), recent CVP literature has called for *new approaches for value proposition development that go beyond economic value outcomes and take into account also environmental and social value outcomes* (Patala et al., 2016; Payne et al., 2017).

Environmental and social value outcomes are particularly relevant in the context of circular economy (CE) which has recently emerged as a more sustainable alternative to a linear economy across the globe, and has the potential to pervade virtually all industries (Ghisellini et al., 2016; Esposito et al., 2018; Ranta et al., 2018). In general, CE refers to a closed-loop, restorative, and regenerative economic system, which creates long-lasting economic, environmental, and social outcomes to broader social systems. Firms in CE enable these outcomes through diverse technological and marketing innovations (cf. Garcia and Calantone, 2002; Maine et al. 2012) that focus on "slowing, closing, and narrowing resource loops." (Bocken et al., 2016, p. 309) However, while CVPs are key facilitators for commercializing CE innovations by communicating the value outcomes to the widened range of stakeholders, current literature offers *only little insights on the key elements with regard to diverse value outcomes and specific innovation characteristics of CVPs in CE* (Manninen et al., 2018).

Consequently, the aim of this study is to identify typical CVPs in CE with regard to different value outcomes, innovation characteristics and stakeholders that gain value. This is done by analyzing 72 documented CVPs from different firms that operate in CE, and deconstructing the "architecture", in other words, the key elements and characteristics of CVPs specific to CE. Overall, this study contributes to contemporary CVP literature (Payne et al., 2017) by analyzing "formalized" CVPs, and demonstrating how innovator firms in CE perceive their offerings generating diverse benefits including environmental and social value outcomes, and communicate the perceived benefits via CVPs (Patala et al., 2016; Payne et al., 2017, p. 481). For managers, this study offers insights into how to design CVPs particularly in business of environmental and CE innovation.

Background

In order to develop the typology for CVPs in CE, this study draws from two key streams of literature from which we create an integrative framework for our empirical analysis. First, in the contemporary marketing literature, CVPs are usually conceptualized in terms of different *benefits and value outcomes* (Anderson et al., 2006) that are communicated to diverse types of *beneficiaries and stakeholders* (Ballantyne et al., 2011; Frow et al., 2014), and *co-created together with multiple actors in wider networks* (Kowalkowski et al., 2012; Chandler & Lusch, 2015). However, current literature indicates that in traditional, and more linear business economies CVPs usually employ a relative narrow perspective of these elements, focused on supplier-generated economic benefits to direct business customers (Payne et al., 2017). Second, we build on literature in the field of innovation suggesting that the type and characteristics of

innovations (Garcia and Calantone, 2002) as well the different dimensions of innovativeness (new to market; new to customer; new technology) create advantages (McNally et al. 2010) that innovator firms aim to encapsulate in their CVPs as value outcomes.

Methodology

Since research on the role of environmental and social elements in the CVP development is scarce (Payne et al., 2017), this study employs an exploratory and qualitative research design, which aims to develop theoretical insights from empirical data (Eisenhardt, 2007). Given that previous studies that have deconstructed exemplary CVPs are limited, focused on single-case studies and tend to emphasize economic and social value outcomes (Payne & Frow, 2014), we employ a multiple case design and draw insights from a wide range of different CVPs which emphasize economic, environmental, and social value outcomes to facilitate theory development and generalizability (Eisenhardt, 2007).

Our primary data includes 72 documented CVPs from firms that operate in a wide range of different industries and experts in the field have identified as operating in CE. These CVPs are built around different innovations that include, for example, the use of recycled materials, new business models for reusing and sharing products, more sustainably produced substitute products and new services for lengthening product lifecycles. We used abductive analysis (Dubois & Gadde, 2014) and thematic coding protocol to identify the key elements and characteristics that form the core architecture of CVPs in CE.

Results

The findings of this study firstly identify and display the key elements and characteristics that form the core architecture of CVPs in CE. Specifically, the findings illustrate how the architecture of CVPs in CE is built around different innovation types that i) enable a wide range of different value outcomes to different stakeholders that go well beyond economic benefits and monetary value, but with ii) varying adoption and implementation requirements by diverse actor groups with regard to the proposed value outcomes and the type of underlying innovation. Secondly, based on the findings, this study develops a typology that describes the "archetypical" CVPs in CE, highlights the special characteristics associated with each archetype, and illustrates how firms can develop and communicate each type of CVP to different stakeholders.

Implications for Theory and Practice

By deconstructing the architecture of CVPs in CE, this study makes several contributions to contemporary marketing and CVP literature. First, it responds to recent calls to explore how firms can develop CVPs that go beyond economic value outcomes and take into account environmental and social value outcomes (Patala et al., 2016; Payne et al., 2017). Second, it highlights that CVPs in CE involve usually markedly broader value outcomes, more diverse target customers, and extended resource integration processes with a wider range of actors than traditional CVPs in more linear business economies (c.f., Anderson et al., 2006; Ballantyne et al., 2011). Finally, it illuminates "archetypical" CVPs in CE, and how their special characteristics are contingent on the underlying type of innovation they aim to communicate (Manninen et al., 2018). For managers and practitioners, the study offers insights into how to develop and design CVPs that resonate with different, often more diverse and extended set of stakeholders in CE.

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Crowdfunding: Not the Silver Bullet for Innovation

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Abstract:
The emergence of crowdsourcing and crowdfunding practices may be seen as a viable alternative for sustainable new product launches. The study covers 200 successfully funded projects that were selected randomly from Kickstarter in October to November 2013. The analysis found that one out of ten projects failed to produce the promised products or services to the crowdfunders. Four years after the launch, one in three products ceased to survive – a failure rate comparable to those previously reported in the literature. The creators of the crowdfunding projects were more likely to produce once-off launches and participated in Kickstarter as consumers. The study extends knowledge in crowdfunding practices, and reports that crowdfunded products or services still need to rely on established routes to market for their survival and growth. Rather than relying on existing crowdfunders, products and services need to extend their reach and availability beyond the crowdfunding community.

Keywords: crowdsourcing; crowdfunding; new product launch

Why Aren't New Product Failure Rates Improving?

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Abstract:
New product success rates continue to remain stationary, although research investigating the conditions in new product success continues. Launch decisions are an important consideration in new product success, with distribution among the most crucial. We investigate relative new product distribution, compared to established products, and parallel new product distribution norms in practice with insights in academic research. We analyse over 30,000 new product launches across 24 consumer packaged goods categories in the United States and show average yearly new product distribution tends to be lower (~20%) than the average yearly distribution for established products. New products with wide distribution are shown to have a higher chance at attaining successful outcomes in past research, however we demonstrate new products rarely secure comparable distribution to existing category offerings in practice. We encourage future research to benchmark other launch decisions, to understand how research in marketing can be more relevant to industry.

Keywords: new products, failure rates, launch decisions

Innovation for the Bottom-of-the-Pyramid

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Abstract:
Innovation holds significant potential to improve the living conditions of resource-constrained consumers at the bottom of the world's economic pyramid (BOP) in emerging markets. At the same time, innovation can result in profitable business opportunities for firms that are willing to tap the growth potential at the BOP. Surprisingly, research on how MNCs can develop innovations for BOP consumers is scarce. The present study approaches this research gap and explores BOP innovation capability. The authors use a mixed-method approach by combining insights from in-depth expert interviews, a manager workshop, and a managerial survey. These insights provide a comprehensive empirical perspective on BOP innovation capability and its specific properties. This study offers firms a recipe for success in innovating for BOP consumers.

Keywords: bottom of the pyramid, innovation, emerging markets

Measuring New Product Trial Using Analogous Forecasting

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Abstract:

Forecasting year-end cumulative trial from first quarter results is a common problem in practice. A prediction of future success of new products is necessary, especially in early stages of consumer trial. Even though this problem is extremely relevant in practice, research on simple prognoses of success-relevant data for new products is incomplete and the call for simplified techniques, which can be used and understood by managers appears obvious. Consequently, the aim of this work is to outline a simple yet successful technique to forecast consumer trial of new products over the first year of sales using analogous series. Further, it extends previous works from test markets to national markets and evaluates the results in a new context of consumer non-durables using a fresh data set of new product launches from a UK company.

Introduction

In times of fierce competition in global markets, the successful launch of new products plays an increasingly important role securing companies' competitive advantage. The inherent risk of failure in product development still appears to be considerable and the need for managers to understand quickly whether or not to launch a product is crucial. However, forecasting year end cumulative trial from first quarter results is a common problem in practice. While this not only requires the identification of possible causes, a detailed analysis and prediction of future success of new products is necessary, especially in early stages of consumer trial. Even though this problem is extremely relevant in practice, it can be stated that research on simple prognoses of success-relevant data for new products is still incomplete and lacking (see Armstrong, 2001, p. 696, Principle 7.6). The aim of this work is therefore to give an overview of a successful and simple technique for managers to forecast consumer trial of new products over the first year of sales with the application of analogous series. While this work is a replication and extension of the study of Stern and Wright (2015) it tests the results in a new context of consumer durables using a fresh data set of new product launches from a UK company that should provide additional confidence for the generalizability of the findings with further implications for practice.

Background

This study is based on previous works by Wright and Stern (2015) on the development of a simple forecasting technique for new product trial using analogous series. Because the data that analogous series contain are expected to be related with conceptual similarities affected by similar factors (Armstrong, 2001) they provide a simple tool for forecasting consumer trial under the consideration of not including more complex behaviors (e.g. the effect of covariates). Consumer trial is a simple metric used for the evaluation of new product launches showing the proportion of the consumers who have made at least one purchase within a 52-week period after launch. The simple analogous series approach for forecasting consumer trial is compared to traditional and more complex marketing science models (exponential model with segment of never triers, exponential gamma model, exponential gamma model with segment of never triers) and evaluated using forecast period mean absolute percentage error (MAPE) and the 52- week forecast absolute percentage error (52w-APE). While for the assessment of the accuracy of the forecast 52-w APE is used, the Forecast MAPE provides an indicator for how close the estimated cumulative trial curves track the empirical cumulative trial. Most interestingly, results show that analogous series provide better estimates than the complex marketing models. The data used for analysis was a diverse range of products from national launches (12 data sets) and BehaviorScan test markets (19 data sets) to provide a strong test for the analogous series approach. The analysis shows that forecasting errors (52w APE) are highest soon after launch, when least data is available (week 4 and 8) and are higher for national launches initially but become lower once 13 weeks of data are available, showing the lowest forecasting errors in week 26 for both markets. These results are comparable to those of the marketing science models for a 26-week calibration period, but overall the analogous series provide better (lower APE values for both national test launches and test market, for 13 and 26 weeks calibration period). With the application of an additional fresh data set of 34 cumulative trial panel data for GP's prescription of new drugs with a widely differing degree of innovativeness the initial results of the analogous series from the two beforementioned data set are tested to see how well the analogous series from the original national product launches perform in contrast to the traditional models. Leading to surprising results the analogous series again perform better than the three other methods: e.g. with a 43% reduction of Forecast MAPE and 8% reduction of 52w APE compared to the exponential-gamma method for a 13-week calibration period and so with respective reduction of 38% in MAPE and 14% in 52w APE for the 26-week calibration period. Concluding from this it can be stated that these analogous provide a good benchmark for cumulative trial growth and a projection of year end results.

Methodology

In order to extent the current study it is applied to the context of consumer durables. First, for the new data set a new analogous series is calculated. Then, for each new product that has been launched in a year, the proportion to the total number of costumers who have bought any product over the same time period is determined. Deriving from this, forecasts will be made to predict end of year results. This is specified in the following: for calculating the analogous series and make cumulative trial curves comparable figures are converted into proportions. For each data set the ratio of a respective week is calculated to the 52-week cumulative trial figure to ensure normalization across each period of the values to the end of the year. All available data is used to identify the analogous empirical pattern:

$$P_j(t) = (1/n) \sum_{j=1 \text{ to } n} (p_{jt}/p_{j52})$$

where $P_j(t)$ = average proportion of a 52-week cumulative trial achieved by time t, for the group of data sets j, where j varies from 1 to n; p_{jt} = cumulative trial for new product j at time t; p_{j52} = cumulative trial for new product j at week 52

For the assessment of the accuracy forecasting performance of the analogous series a modification is necessary omitting the data under consideration of j = i, giving the analogous pattern present in all data sets used to forecast the focal data set:

$$P_i(t) = (1/n\text{-}1) \sum_{j=1 \text{ to } n; j =/i} (p_{jt}/p_{j52})$$

For the calculation of forecast error, the following equation is applied:

$$P_{i52} = p_{jt} / P_j(t)$$

Results

At this time insufficient data is available as to derive and provide first results but data will be presented at the conference upon successful submission.

Implications

The application of analogous series models attempts to detect time series patterns that represent forecast values quite accurately. Because this provides a simple technique to predict the total amount of consumers that try a brand in the first year after launch by those consumers who bought a product in the first 13 weeks after launch we encourage both researchers and practitioners to further apply this method.

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Product Focus or Customer Focus? The Effects of Innovator(s)' Mindset on User Innovation Performance

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Abstract:
The user innovation literature has largely focused on understanding how, when, and why users engage in developing product improvements to satisfy their own unmet needs (i.e., *product focus*) while at the same underemphasizing the important role that acquiring rich insights into customer' needs (i.e., *customer focus*) may play in enhancing user innovation' success. We found that customer focus has a greater impact on NPD success than product focus. The results indicated that neither of these user innovator mindset influences product improvement activities or product adoption directly, customer focus has a significant and positive effect on both the volume of input that innovators receive as well as the diversity of the feedback that innovators receive from customer. The current research contribute new knowledge by comparing the relative impact of two distinct user innovator mindsets on customer input and subsequently, two NPD-relevant performance.

Keywords: user innovation mindset, customer focus, customer input

Introduction and Research Aim

User innovation takes place across a wide variety of different contexts including medical devices (Lettl, Hienerth and Gemuenden 2008), extreme sports equipment (Lüthje 2004), and open source software products (e.g., von Hippel 2001) to name a few. More recently, research has shed light on the prevalence and economic impact of user innovation, suggesting that tens of millions of users around the world are now actively engaged in creating their own original new product improvements (De Jong et al. 2015; Ogawa and Pongtanalert 2013) and that user innovation accounts for a much larger percentage of developed countries' economic activity than previously believed (von Hippel 2017).

Extant research reveals that user innovation is a highly personal endeavor in which users create new product solutions to satisfy their own unmet needs, develop new, innovation-relevant skills, and/or experience the sense of personal enjoyment that often occurs when users actively engage in the problem solving process (e.g., Lakhani and Wolf 2005). However, firms are increasingly commercializing the user innovated products (Lüthje 2004; von Hippel 2005). Successful examples include mainstream brands, such as LEGO that chose some user design LEGO models and then commercialize it (Schreier, Fuchs and Dahl 2012). Another influential example is www.threadless.com (Ogawa and Piller 2006), a T-shirt design and selling platform, in this web site users can submit their design image, if the other user's reservation exceeds a certain value, Threadless will manufacture and sell this T-shirt. In these user innovation contexts, in order to achieve a better business performance, user innovator(s) must be pay attention to other users' needs or concern. Given these developments, there is a need to further understand this kind of user innovator(s)' concern, which we define as user innovator(s)' mindset (i.e., product focus or customer focus). We further tried to explore which mindset leads to better performance, as well as the mechanism between this two mindsets and user innovation relevant performance.

The aim of this study is:
To investigate the impact of different mindsets (i.e., product focus or customer focus) on customer input, as well as the subsequent NPD performance of user innovation.

We address two research questions in line with this aim:
RQ1: Whether two kinds of user innovator(s)' mindsets have different effects on NPD-relevant performance?
RQ2: What are the mechanisms by which two mindsets influence NPD-relevant performance?

Conceptual Model

In order to answer the first research question, we challenge the basic assumption of the user innovation that user innovator(s)' motivation to develop product to satisfy their own needs (e.g., Urban and von Hippel 1988; von Hippel 2005) or enjoyment (e.g., Franke and Shah 2003; Ghosh 2005; Hertel, Niedner, and Herrmann 2003; von Hippel and von Krogh 2003; von Krogh et al. 2012). We argued that an increasing number of innovators focus other user's needs (i.e., customer focus) to develop marketable products instead of focus their own needs (i.e., product focus), and the effect of this two mindsets of innovator(s) on performance is different.

To further explore the mechanism of the mindset to performance, a conceptual model is proposed based on the Theory of Signal, signaling is the idea that one party credibly conveys some information about itself to another party. For example, in Michael Spence's job-market signalling model, (potential) employees send a signal about their ability level to the employer by acquiring education credentials (Spence 1973). Follow this logic, in the user innovation context, innovator(s)' action signal their different mindsets when they developing their own products, when other user received the signals, they may take different action (i.e. customer input diversity and customer input volume).

Moreover, we also test for other relevant factors by the perspective of knowledge utilization. We investigated how the innovator(s)'s improvement level (cited) may impact new product development performance (i.e., improvement activity).

Method and Analysis

We selected an open source software (OSS) platform as the setting for this research. Our research design involved collecting (1) self-report data from project founders and developers regarding project focus, (2) key informant data from project founders and developers on customer input diversity, and customer input volume, improvisation, (3) archival data for project download, and (4) archival data for number of release.

The analytical approach involved measurement assessment for the key constructs and a test of the hypothesized model. Separate analyses were conducted for the perceptual constructs at the individual level (i.e., product focus, customer focus, improvisation, customer input diversity). A combination of exploratory and confirmatory factor analysis was utilized to assess the psychometric properties. For the measurement model, we checked the convergent and discriminant validity to ensure the validity of measurement.

We used the structural equation model (SEM) to test the hypothesized model. To rule out such alternative explanations, we included several control variables—age, gender, education, employment, project tenure, type of participation, and type of project—based on prior research that identified those characteristics as influential in new product improvement and performance outcomes (Ren, Chen and Riedl 2016; Roberts, Hann and Slaughter 2006).

Results, Discussion and Contributions

Preliminary analysis indicates the measurement model has good reliability and validity. The SEM results suggest that customer focus has a greater impact on NPD success than product focus indirectly. More precisely, customer focus has the effects of the customer focus on customer input diversity and volume are significant and positive, but product focus has no effects, customer input volume has a greater positive effect on product improvement than on product adoption, and customer input diversity has a greater positive impact on product adoption than on product improvement. In addition, improvisation has a positive moderating effect on the customer input volume-product improvement relationship, but not on the customer input volume-product adoption relationship.

This study seeks to provide such insights by examining the relative influence of two different user innovator mindsets (i.e., customer focus and product focus) on two distinct downstream measures of NPD performance (i.e., product improvement and product adoption activity). Indeed, our findings suggest that the effect of customer focus on these measures is dependent on a team's ability to elicit feedback from members of the user community.

This research extends our understanding of user innovation. We assess the relative impact of product and customer focus on two different NPD-relevant outcome variables. Moreover, the current study sheds light on the mechanisms through which these effects occur by demonstrating that NPD performance is closely linked to the volume as well as the diversity of the insights that user innovators are able to acquire from other users as they engage in creating new product improvements. Finally, applying a knowledge-based approach, we reveal the important moderating role that improvisation plays in enhancing user innovators' ability to comprehend and effectively utilize the insights and ideas that they acquire from their peers.

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PRODUCT
AND BRAND
MANAGEMENT

Word-of-Mouth Communication and Consumer Brand Relationship Formation in Rural India

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Abstract:

Positive word of mouth communication (WOM) has been considered as an important behavioural outcome of strong consumer brand relationships (CBR). However, little is known about the effects of WOM on the receivers of this information, especially those related to the formation of CBR. This assumes importance in primarily media dark rural markets of India. This research conducted in rural areas of India investigates and empirically establishes the role of WOM in the formation of strong CBR. The paper brings in the importance of WOM communication in the relationship based paradigm in the media dark and low literacy markets and underlines the importance of reference groups and communities in the formation and maintenance of CBR.

Keywords: word-of-mouth communication, rural India, consumer brand relationships

Introduction and aim of research

CBR literature has largely considered word-of-mouth (WOM) communication as a behavioural outcome of strong relationships (e.g. Albert, Merunka, & Valette-Florence, 2013). What effect this positive WOM communication have on the receivers of the communication, however still remains an under researched area of enquiry.

This research aims to fill this gap by investigating and empirically establishing the role of WOM communication in CBR formation and maintenance in rural markets of India.

The questions addressed in the research are:

RQ1: What effect does positive WOM have on consumers in terms of CBR formation?

RQ2: What effect does positive WOM have on maintenance of CBR?

Theoretical Background

Consumers may actively seek information and suggestions about brands, products or services (Berger, 2014) from other consumers, friends, and relatives especially in media dark regions (Barki & Parente, 2010). Little is however, known about the effects of positive WOM information on the receivers' behaviour in terms of CBR formation. This becomes important in the media dark regions in rural India where there has been limited reach of traditional sources of media (Kashyap, 2012). Positive recommendations and suggestions about brands, from close members of the immediate communities, should lead to formation of CBR with those brands (Gounaris & Stathakopoulos, 2004). WOM communication is an extremely believable source of information since it occurs mainly between close members of the community (Keller, 2007). In the rural markets in India, influencers are integrated into the larger community (D. K. Kim, Chitnis, Vasanti, & Singhal, 2008). This integration, combined with the trust associated with communication from members of one's own community (Keller, 2007) should therefore play a role in development of trust over a brand. Brand trust and brand satisfaction have been considered to be important factors leading to CBR formation (e.g. Sreejesh, 2014). Pre usage trust and positive brand perceptions can be built through positive WOM, especially when the brand is familiar; both to the receiver and the provider of WOM (e.g. Sundaram & Webster, 1999). Therefore it is hypothesized in this study that (H_1) WOM is positively related to brand trust. Literature suggests that post their formation, CBR are maintained through repeated interactions with the brands through committed repeat purchases (Chaudhuri & Holbrook, 2001; Fournier, 1998; Oliver, 1999) and through purchases of other products bearing the same brand name (e.g. K. Kim, Park, & Kim, 2014). It is however posited that the same cannot happen till the consumers are willing to believe the claims put forward by the brand. Therefore it is possible thatWOM leads to a committed relationship with the brand only after enough trust has been developed on the brand, through a consistency in the claims of the brand (Sreejesh, 2014). Therefore it is hypothesized that (H_2-H_3) brand trust is positively correlated with attitudinal brand loyalty and brand cross buying respectively and (H_4-H_5) that brand trust mediates the relationship between WOM and attitudinal brand loyalty and WOM and brand cross buying respectively.

Methods and Analysis

Data were collected from three villages in Gujarat, western India through a survey. The questionnaire used valid and reliable scales were from literature for the various constructs. The questionnaire was translated into the local language, Gujarati. The data were analysed using structural equation modelling (SEM) to test the hypothesised relationships. Reliability and validity of the constructs were checked before proceeding with the second stage of hypothesis testing. The measurement model showed acceptable levels of fit (χ^2/df =2.731, CFI=0.98, TLI = 0.97, RMSEA = 0.60) (Fornell & Larcker, 1981; Steiger, 2007). The data were also checked for common method bias (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). A latent construct was introduced in the measurement model as a marker variable. The fit statistics showed comparatively poor fit as compared to the measurement model (CFI=.86, IFI= .80, RMSEA=.13). A positive and significant effect was found between WOM and brand trust (H_1) (standardised co-efficient= 0.547, p=0.000). Positive and significant effects were

found between brand trust and attitudinal brand loyalty (standardised co-efficient= 0.736, p=0.000) and brand trust and brand cross buying (H_2 and H_3 respectively) (standardised co-efficient= 0.548 and 0.332 respectively; p=0.000). The approach suggested by Baron and Kenny (1986) was used for testing the effects of brand trust as a mediator in the paths between WOM and attitudinal brand loyalty and brand trust and brand cross buying. Significant Sobel's statistics (8.38 and 7.30) show mediating effects of brand trust on the paths between WOM and attitudinal brand loyalty and WOM and brand cross buying respectively (H_4 and H_5) (Zhao, Lynch, & Chen, 2010).

Conclusions and Implications

Consumers may choose to get into relationships with those brands, which have gained the trust of the larger community (Sutherland, 2008). This is suggested by the results of this research, wherein a positive and significant relationship was found between WOM and brand trust. While it has been suggested in CBR literature that brand satisfaction (a post usage phenomenon) may also lead to brand trust (e.g. Sreejesh, 2014) the present research suggests the role of WOM as a pre usage driver of brand trust. WOM however did not show any direct role in CBR maintenance and brand trust was found to mediate the paths between WOM and attitudinal brand loyalty and WOM and brand cross buying. This was expected, since the maintenance of CBR depends upon frequent encounters with the brands (Fournier, 1998). This suggests that although WOM may be a factor driving pre usage trust on the brand, relationships between brands and consumers are eventually maintained through a consistency in claims of the brand and the consumers' willingness to believe them (Chaudhuri & Holbrook, 2001). As movements are observed towards a relationship based paradigm (Fournier, 1998), the findings of the study underline the importance of influences of communities in brand perception and relationship formation decisions especially in the media dark regions of rural India.

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An Axiological Approach to Brand Profiling

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Short Abstract:
Based on a critique of extant models for assessing brand profiles, this paper develops a new axiological scale for assessing the value profile of a brand using real consumers of a premium car brand, adopting the philosophical theory of value from Hartman. Five stages were used to develop scale items, purify the scale, test the scale, and compared the scale with the popular brand personality scale. The evidence suggests a strong, valid and reliable scale with factors for emotional, practical and logical value. Formative PLS modelling was used to examine the profiles of the Mercedes brand via this scale and the brand personality scale of Aaker. Both scales performed well. However, the axiological scale was a better predictor of its core concept of value and appears to divulge a broader assessment of the realm of human value relating to brands.

Keywords: brand profile, axiology, scale development

INTRODUCTION and Research Aim

Evaluating a brand is a complex and multifaceted task. Marketing management research has suggested multiple conceptualizations of brands such as brand equity (Keller 1993), brand relationships (Fournier 1994, 1998), brand personality (Aaker 1997; Geuens, Weijters and De Wulf 2009), brand experience (Brakus, Schmitt & Zarantonello 2009), brand love (Batra, Ahuvia & Bagozzi 2012; Bagozzi, Batra & Ahuvia 2017), and others (Zarantonello & Pauwels-Delassus 2015). These conceptualizations have different foci on the brand. Scales have been criticized on numerous counts and no single conceptualization has won universal acceptance (Sanchez-Fernandez, Iniesta-Bonillo, & Holbrook 2009). For example, a critique of the popular brand personality scale is that items (Aaker 1997) may mean different things for different product categories (Batra, Lenk & Wedel 2006) and embrace other aspects than those of personality (Geuens et al. 2009). For example, the former authors find that product categories, not only brands, possess personality characteristics. A generic model will facilitate item translation from one setting (e.g. brand) to another (e.g. category).

Background and Conceptual Model

This study applies a formal approach to brand value, derived from axiology (the science of value), which spans the entire range of human existence (Barnes and Mattsson 2008). Hence, as a formal model it taps into all of the conceptual domains of the models mentioned above such as the affective, the cognitive and the behavioral. This is very different from common marketing conceptualizations of value and seeks to measure value *within* brands. There are several reasons for this (Barnes et al. 2015). First, brands are multidimensional and therefore measures should cover as many levels of human existence as conceivable. Second, a parsimonious model of value should capture relevant dimensions in a systematic way and prevent redundancy. Third, we should aim for the model to be generic (i.e. abstract). Fourth, the scale would display a limited range of items to portray the brand as an entity and translate it into different settings and applications.

We develop a new brand scale based on axiological theory (Hartman 1967) and apply it to a real-life premium product brand, Mercedes. In line with previous applications of the theory (Barnes and Mattsson 2011; Barnes et al. 2015), we define value in our model according to Hartman: the degree of fulfillment of the intension of its concept. The formal expression of value, namely Value = Intension – Extension, makes it possible to construct nine different combinations of value dimensions. Both the intention and the extension components of the equation can become emotional, practical and logical. Hence, there are the following possibilities (denoting E = emotional, P = practical and L = logical): E-E, E-P, E-L, P-E, P-P, P-L, L-E, L-P and L-L.

Methodology

The brand value scale was developed using the guidelines of Hartman (1967, 1973) and Churchill (1979), and statistical comparisons with the scale of Aaker (1997). In all, there were five phases of data collection (see Figure 1). First, brand experts and students of brand advertising were sampled by means of an internet blog (n= 25). Respondents were asked express emotional, practical and logical elements of the Mercedes brand with three intuitive value terms each. Second, from these lists, the number of value terms for each axiological measure was reduced to fit a consumption context of owning a car. The same respondents were asked to rate on a scale from 1 to 10 how "natural" each one of 27 item expressions felt for them. Items with the highest median (or mean if similar) and lowest standard deviation were retained. The final instrument was tested in a survey on actual Mercedes car owners (n=648) (see appendix). Respondents were typically male (86%), with a mean age of 59.86 years (SD = 10.91 years), and a mean of 2.25 Mercedes car purchases.

In the final two phases we compare the axiological scale developed to the popular scale of Aaker (1997), widely considered one of the pre-eminent scales for evaluating brands. The penultimate phase involved a follow-up survey of the Mercedes customers with questions about brand personality and two overall items that were used to measure predictive validity (matched n=233).
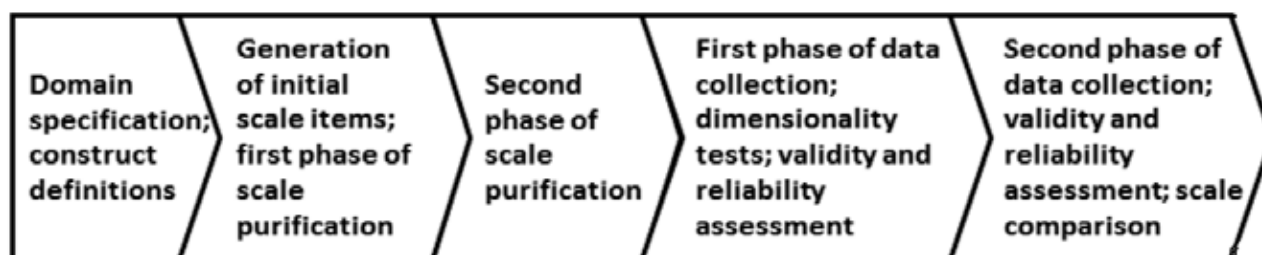
Figure 1. Scale Development.

Results and/or Discussion and Contributions

A test of dimensionality of our axiological model using AMOS confirmed that the three-dimensional second-order axiological model is superior to the oblique or single-factor solutions (CFI=.942; NFI=.938; TLI=.913; RMR=.057). Both the brand personality scale and axiological scale had factor loadings at $p < .001$. Convergent validity is strong for both scales and the AVE is 0.585-0.816 for the axiological scale and 0.604-0.711 for brand personality. Composite reliabilities are higher for the axiological scale, ranging from 0.807 to 0.930 compared to 0.752 to 0.894 for the personality scale: two of the reliabilities fall below the recommended levels of 0.8 suggested by Straub and Carlsson (1989) within the brand personality scale. Both models passed the Fornell and Larcker (1981) test for discriminant validity. The post hoc marker variable technique of Lindell and Whitney (2001) confirmed that common method variance was not an issue.

Predictive validity was tested via the single-item approach (Bergkvist & Rossiter 2007), utilizing a single measure of overall value or goodness for a scale and via a single overall item across both scales ("The brand is my first choice"). The levels of r and R^2 are substantial and significant at $p < .01$. Testing both scales simultaneously using Smart-PLS (Ringle, Wende & Will 2005), the axiological scale explains 61.0% of overall brand value, while a slightly smaller 54.4% of overall personality is explained by Aaker's model. Both overall scales had significant relationships with the overall predictor. A formative second-order model surfaces weighted value combinations significantly determining overall value. Both category and item must be significant for a value type to be part of a value pattern. Only competence (3 items) and excitement (2 items) categories are perceived significantly in the Mercedes brand (p<.001). Although many personality characteristics could be perceived in the brand, only a small subset are apparent. Five personality items give a very limited view of the type of perceived brand value. Thus, the axiological model appears to give a fuller and richer picture of brand value than the brand personality model, tapping into all six of the value streams in the emotional and logical dimensions. This implies that limited axiological value is captured by the brand personality model: this is particularly since it has not been designed to capture the entire range of the value realm in a structured way.

Overall, the evidence suggests a strong, valid and reliable axiological scale for measuring brand value. We believe that this scale has the potential to provide a broad, generalizable and practical tool for profiling the value realm of different types of brands. Further research should seek to test the scale on organizations from different sectors and different market positions, and to compare the axiological scale with other competing scales. We are currently working on testing the scale in the context of destination brands to extend the applicability and robustness of the scale.

APPENDIX

Item		Item	
E-E	I am proud to identify myself with the brand	*P-L*	The brand measures up to my expectations
E-P	I feel great using the brand	*L-E*	The brand has a clear identity
E-L	I like the trustworthiness of the brand	*L-P*	The brand is a symbol of quality
P-E	Having the brand makes me happy	*L-L*	Information about the brand is reliable
P-P	The brand does a good job	*Overall*	The brand is a good brand

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Does Emotional Brand Attachment Matter?

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Abstract:
Extant research and market data confirm that consumers' purchase inclination of counterfeits is fast growing, which is partially attributed to a surging appetite for luxury brands and increasing accessibility of counterfeits. Demand for counterfeits has become a major threat to luxury brands and needs to be addressed through strategic brand management. Extant literature has explored reasons for why consumers knowingly purchase counterfeits. This research advances knowledge through analysing interaction effects of emotional brand attachment and brand involvement, two most viable determinants of brand loyalty, on patronage of original branded products as opposed to counterfeits. The empirical results of Chinese consumers show that not all dimensions of emotional brand attachment are relevant in eliminating counterfeit patronage. The findings contribute to brand literature by decomposing distinct influence of individual dimensions of emotional brand attachment, which also bear significant practical implications, strategic brand management and anti-counterfeiting strategies respectively.

Keywords: emotional brand attachment, counterfeits, brand involvement

Imagined Worlds: Visual Aesthetics in Brand Building

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Abstract:

This paper examines why brands construct imagined worlds with their brand visual aesthetics. Prior literature has discussed the significance of brands constructing imagined worlds to appear more regional, as well as the importance of the brand owner in the decision making process for brand building. However, understanding of the intension of the brand owner in constructing an imagined world is still incomplete, with scant attention having been placed on why brand owners construct imagined worlds with brand visual aesthetics for multicultural market segments. Employing a multiple case study, we analyse six Australian brands that utilise visual aesthetics drawn from a Middle Eastern imaginary in their brand strategy. The findings discuss three emergent themes (1) extended-self (2) preservation of cultural heritage and (3) sharing to educate. The overall contribution helps marketers to better understand the creative role of the brand owner in constructing an imagined world with brand visual aesthetics.

Keywords: imagined worlds, brand management, brand aesthetics

Self-Promotion and Academic Branding: Career Progression Strategy

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Abstract:
Self-promotion (SP) has been suggested as a key strategy of career progression. When effectively practiced SP strategies enable individuals to emphasise and present their strengths within the workplace (Babcock & Laschever, 2003). Previous research suggests that women have an increased hesitancy to utilise SP strategies due to the threat of social penalisation, lack of confidence and increased risk aversion (Baldiga, 2013; Martin & Phillips, 2017; Rudman, 1998; Laurie A. Rudman & Phelan, 2008) This study explores the motivations and hesitancies behind female academics' adoption of SP through semi-structured interviews with six female academics from a mixed-discipline school of a business department of an Australian Technology Network University.

Keywords: self-promotion, academic branding and gender equity

Self-promotion is a prime manifestation of impression management (DuBrin, 2010; Jones & Pittman, 1982) and is defined as ultimately a process in which individuals aim to control the way in which others perceive them (Leary & Kowalski, 1990). Effective delivery of SP is realised through publicising personal achievements and abilities to a wider setting (Jones & Pittman, 1982). At the individual level, a persons' capacity to engage in SP effectively directly impacts others' perception of their competence (Jones & Pittman, 1982), which subsequently influences recruitment and promotion decisions (Janoff-Bulman & Wade, 1996; Rudman & Glick, 2008). However, the issue is that while self-promotion is important for obtaining career and education opportunities, women feel uncomfortable when doing it, and as a result, this hesitation limits their self-promotion success (Lindeman, Durik, & Dooley, 2018; Smith & Huntoon, 2014). Perhaps these hesitancies are grounded in cultural norms, the perception that women should be modest for example (Smith & Huntoon, 2014), or due to some aspect of self-monitoring behaviour that is viewed as an attempt to decrease the threat of backlash or penalisation (L. Rudman, 1998). Previous literature has determined how the internalisation of gender stereotypes can create a confidence disparity between men and women (Correll, 2004) and supports the notion that women are increasingly risk-averse in the workplace (Croson & Gneezy, 2009). Such an aversion has significant implications for women's success and career advancement. Such self-promotion strategies are viewed as a necessary part of an academic's role and carry significant implications for progression and promotion. In an increasingly competitive academic environment, academics, both male and female, are increasingly called upon to promote and assert themselves (Lair, Sullivan, & Cheney, 2005). This has seen a trend of 'personal branding' emerge, whereby individuals are encouraged to develop a brand that will not only enhance their networks and career opportunities, by presenting and promoting their own strengths and individual skillset to a target audience both on and offline (Harris & Rae, 2011; Labrecque, Markos, & Milne, 2011). Ultimately employees no longer just represent the organisation in which they work for, but must present themselves proficiently. Fundamentally, the premise for both 'personal branding' and self-promotion strategies overlap significantly. Both streams of literature rely individuals' capacity to effectively portray their competencies, strengths and achievements in an overly competitive work environment (DuBrin, 2010; Harris & Rae, 2011; Lair et al., 2005).

This study aims to investigate the SP adoption practices of female academics. We address two research questions in line with this aim:
RQ1: What specific SP strategies do female academics adopt?
RQ2: What barriers prevent SP adoption?

To provide a platform for understanding adoption practices, the researchers considered self-promotion
strategies from the avoidance perspective. Previous researchers have suggested that women who are aware that displaying counter-stereotypical behaviour within the workplace (i.e. self-promotion), may transgress gender normative behaviour and in turn invoke negative social consequences if they choose to engage in SP. Thus, the fear of social backlash positions women to self-monitor their behaviour, ultimately impacting their capacity to effectively self-promote (Moss-Racusin & Rudman, 2010). This notion has been defined as the Backlash Avoidance Model (BAM). BAM suggests that women who fear backlash will display a hesitancy to engage in SP and will subsequently impede their capacity to
pursue their goals effectively (Moss-Racusin & Rudman, 2010). Due to time constraints and the nature of semi-structured interviews, the study investigated the role of gender in relation to SP.

Methodology
This exploratory study comprised in-depth interviews with six female academic staff employed in the business department of an Australian Technology Network (ATN) University.

Results
Three key themes emerge from the preliminary analysis. First, the compilation of a specific

set of SP strategies adopted by the informants provides an interesting continuation point for further research. Particular strategies included the use of mentors (both informally and formally), proactively instituting informal conversations or reaching out to peers about an issue or advice seeking, and publicising research outputs through social media or other media to show visibility around outputs (mainly research).

Second, two perceived barriers to engaging with SP were identified. First, individual barriers where informants suggested that they or their female peers were hesitant to showcase their achievements. For example, the perceived difficulty in self-promoting as an effective educator (given institution focus on research outputs), and that such strategies should be viewed on a case-by-case basis. Second, the perceived barriers relating to institutional practices, namely around gender barriers. In particular, informants suggested that it can be tricky to navigate as a woman as they would be viewed as 'too big for their boots' and that the negative repercussions of SP outweighed any benefits, for example, the certainty 'that women can be punished, culturally in very informal ways, for being seen to be brash or self-promoting'. Informants suggest that due to such barriers they have increased hesitancy to engage in SP, due to SP being viewed as 'performing masculinities' which then informs a cultural norm about what is expected. It was also identified that pre-existing organisational strategies were sometimes difficult to navigate. With informants often feeling uncomfortable or out of their 'comfort zone' when engaging with external stakeholders (media, industry and external networks), which resulted in a decreased tendency to do so.

Third, informants' motivations for engaging in SP were identified as a theme. Engaging in SP was seen as an important mechanism because it helped connect informants with their communities and networks and provided opportunities to disseminate information, aid learning and development of early career researchers. However, the placing of responsibility for SP engagement on individuals was noted. Such onus is particularly difficult for introverted informants or those who felt uncomfortable with such engagement.

Implications for Theory and Practice
The preliminary findings strongly suggest that the current study will contribute to the growing body of research about female academics' adoption of SP strategies and the subsequent organisational capacity. The data obtained will allow university departments and schools to be better positioned to respond to the highly gendered context of academic settings. Such findings could lead to the implementation of strategies for female academics, an increased willingness to adopt SP and the fostering of the necessary cultural atmosphere that will enable such practices. Further research is required at both the individual and institutional levels. For example, identifying exemplary SP strategies which translate into positive impacts that could be adopted by staff. At the institutional level, further research could consider institutional practices which support female academic staff and provide avenues for SP. These strategies may complement those offered for male academic staff or be restricted to female academics. As a result of this study, the identification of key individual and organisational barriers that influence female academics' adoption of SP has the potential to innovate the academic setting and ensure that all academics, regardless of gender have the same privileges and opportunities to harness their capacity to effectively engage in SP in the workplace and lead to improved work outcomes for female academics. Thus, such actions will create better mechanisms within universities that will in turn enhance the development of academic branding strategies of its employees. Ultimately ensuring that academics' increase visibility and impact of their work and the university itself. Further research could also consider a longitudinal study of SP strategies to determine impact from a chronological perspective on progression and promotion.

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Consumer Perceptions: Māori and Non-Māori Wine Brands

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Abstract:
Although Māori brands are appearing in domestic and international wine markets, little research has quantified consumers' perceptions of these brands. Such knowledge is important for Māori enterprises striving for market share in a highly competitive global wine market. This research investigates whether consumers perceive any differences between Māori and non-Māori brands in the Sauvignon Blanc wine category. The research draws on mental availability metrics (Romanuik, 2013) with close links to the theories of Associative Network Memory Theory and Activation Theories of Retrieval. On-line survey participants viewed brand images and selected associated attributes. The resulting brand attribute maps show striking distinctions between the two types of branding. In contrast to non-Māori brands, the Māori brands tested show strong positive associations to the attribute '*Made in New Zealand'* and suggests Māori branding could be a competitive advantage in certain categories providing 'New Zealand' has positive associations for the consumer.

Keywords: indigenous branding, brand image maps, mental market share

Introduction and Research Aim

The number of New Zealand wine producers using Māori branding on their labels is increasing. Some of these wines are produced by Māori-owned enterprises (e.g. Tohu Wines), giving inherent rights to the Māori brand name and art used. However, other wine producers use Māori branding without any ancestral connections to tikanga Māori. This risks cultural appropriation, which can occur when the culturally unique treasures and traditional art of indigenous peoples (toanga) are reproduced without their permission (Harmsworth, Gilbert, Taylor & Stafford 2013). Why some non-Māori wine entities use Māori branding, and risk cultural appropriation, is unclear, unless there is an assumption of competitive advantage through positive associations with the indigenous country-of-origin – commonly known as a halo effect (Holdershaw & Konopka 2018).

Although Māori brands are appearing in domestic and international wine markets, little research has quantified consumers' perceptions of these brands. Such knowledge is important for Māori enterprises striving for market share in a highly competitive global wine market, and also of interest to quantify the advantage gained from any cultural appropriation. This research investigates whether perceptions of Māori and non-Māori wine brands differ, and the relative importance of the brand attributes used to evaluate wine in this context. Answers to these questions can assist Māori enterprises and other practitioners to build distinctive brand images, develop appropriate communication campaigns, and clarify whether there is any competitive advantage when using Māori branding.

Conceptual Framework

The research draws on the mental availability metrics developed by Romaniuk (2013) to measure the strength of consumer memory structures, or network of brand associations, relative to competitors (Romaniuk 2013; Romaniuk & Sharp 2000 2016; Wright, Teagle & Feetham 2014). The results are presented using Romaniuk's (2013) mental market share metric, together with the brand performance maps applied by Wright et al. (2014). These metrics are closely linked to Associative Network Memory Theory (Anderson & Bower 1974) and Activation Theories of Retrieval (Anderson 1983).

Methodology

Data were collected using on-line survey respondents recruited from a commercial panel (n=399). Respondents were screened to be 18+ and have consumed wine in the last 12 months. Respondent demographics are similar to 2013 census data, albeit with Māori and Pasifika groups slightly under-represented. Participants saw images of two Māori and two non-Māori brands of Sauvignon Blanc wine, chosen as this category represents 74% of the total wine production in New Zealand (New Zealand Winegrowers Annual Report 2016). The Māori branded wines use Māori language (Te Reo) with symbolic Māori art on the label. The four brands have similar colours, fonts and image sizes (see Figure 1). To avoid biases and indigenous brand effects, participants were not shown price, year of manufacture, medal awards, region, or country-of-origin, as studies have shown these factors influence wine purchase decisions (Batt & Dean 2000; Forbes & Dean 2013; Holdershaw & Konopka 2018).

Figure 1: Wine brand images

Results

The analysis first uses frequency counts to identify attribute popularity. The share of attribute mentions are: *Made in New Zealand* 25%, *Attractive label* 13%, *Value for money* 12%, *Readily available* 12%, *Makes a good gift* 10%, *Trustworthy* 7%, *Premium quality* 6%, *Highly regarded* 6%, *Eco-friendly* 4%, *Sophisticated,* 4%. The four most popular attributes account for 62% of the 3,608 total attribute associations and are the key attributes consumers use to evaluate wine brands in the context of these wine choices. Next, mental market share figures for each brand are: Montana 36%, Dashwood 22%, Tohu 22%, and Rongapai 20%. Clearly, among these brands Montana holds the largest mental market share which is not unexpected given the enterprise is well-established (1934). Finally, to allow comparisons between the brands, deviations from the expected and observed values are plotted in charts (see Figure 2).

Figure 2: Wine brand concept maps
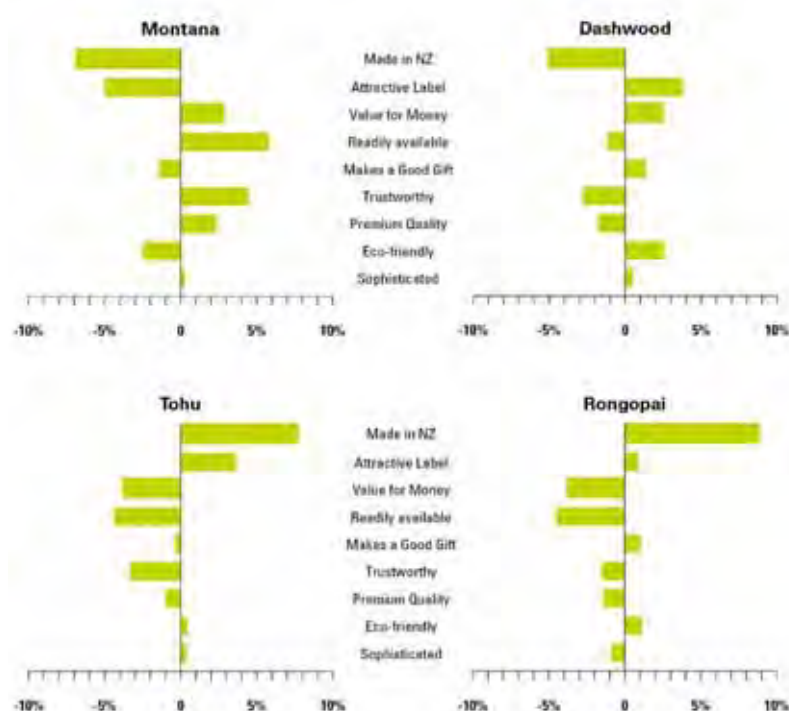
Discussion and Conclusions

Perceptions of Māori and non-Māori wine brands among New Zealanders are distinctly different. The Māori brands, Rongopai and Tohu skew positively towards the attribute '*Made in New Zealand'*. In striking contrast, the non-Māori brands, Montana and Dashwood are almost diametrical opposites, as they skew negatively from this attribute within this choice set. This is an important finding as it suggests Māori branding could be a competitive advantage in certain categories providing 'New Zealand' has positive associations for the consumer. Both Māori brands also skew negatively towards the key attributes '*Value for money', 'Readily available',* as well as *Trustworthy'* and *Premium quality'* indicating these brands are some way from being considered in the same perceptual space as the well-known and much larger wine producers. Māori enterprises need to concentrate on conveying these attributes positively and prominently in advertising and communication campaigns. The negative skews towards the *'Readily available'* attribute highlights the importance of ensuring a wide range of distribution channels to maximise the brand's consideration. The research now expands into other categories and New Zealand's export destinations in order to progress generalisability.

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Loyalty Deviations and the Small Brand Syndrome

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Abstract:

Small brands are often described as niche, i.e. they have a small group of dedicated buyers who buy them frequently. This study's aim was to extend stochastic modelling of brand choice behaviour to the under-researched realm of small brands across multiple sets of data and time. We test that assertion over the short and long-term by analysing the performance of 250 small brands.

We find that more than half of all small brands underperform their expected loyalty metrics and only about one in ten achieve higher (niche) loyalty. This loyalty premium does not result in share growth. Yet equally true: deficit loyalty does not lead to decline as these small brands attract more light buyers than expected.

Overall, loyalty metrics for small brands are closely predicted by a double jeopardy (DJ) model. Resources should be directed towards attracting new buyers and not trying to raise the loyalty of existing ones.

Keywords: double jeopardy, deficit loyalty, brand performance

Introduction & Background

Big brands account for the bulk of category sales and attract the most attention of managers and researchers. Small brands are disadvantaged in resources, scale, popularity, distribution - even scientific understanding. Though they are an important aspect of competition: any category has many more small brands, so have most firm portfolios, their managers run hard to produce growth and the future of most developed countries depends on independent start-ups or SMEs themselves small. The DJ law says that small brands have fewer buyers who buy less often (Ehrenberg, 1988) which has been confirmed repeatedly across various conditions and time.

There are reports on cases of deviations: the niche brand performance f.e. sought by managers (few customers who buy often) would violate the law if achieved. The research context is the empirical finding that small brands have lower (deficit) loyalty than their DJ predictions (Kahn, Kalwani & Morrison, 1988; Jarvis & Goodman, 2005; Pare, Dawes & Driesener, 2006; Franke, Bennett & Graham, 2017).

Share ratios follow a log-normal distribution; significance in size difference decrease with declining share (Heggestad & Rhoades, 1976). Considering absolute share ratios flatten to a 0.8 after brand five; brand competing below the top five are considered small. The research questions addressed here are; 1) how common are loyalty deviations? 2) Do they lead to long-run growth or decline? 3) What causes the deviations, and 4) who are the most important buyers in a small brands' buyer spectrum?

Method & Data

We analysed low share brands in 36 CPG categories over one year in 2010, and 15 categories using the 60 months of 2010-14 provided by Kantar WorldPanel (formerly TNS). DJ is one effect in choice behaviour described (and predicted) by the Dirichlet model. We focus on deviations that emerge when comparing repeat-purchases of brands to their Dirichlet estimates after allowing a $\pm10\%$-range around the benchmark (Ehrenberg, Uncles & Goodhardt, 2004). Exemplary results for the Dentifrice category are shown in Figure 1.

Figure 1: Double jeopardy in the UK Dentifrice category in 2010

t = 1 year; Dentifrice category; Source: Kantar WorldPanel
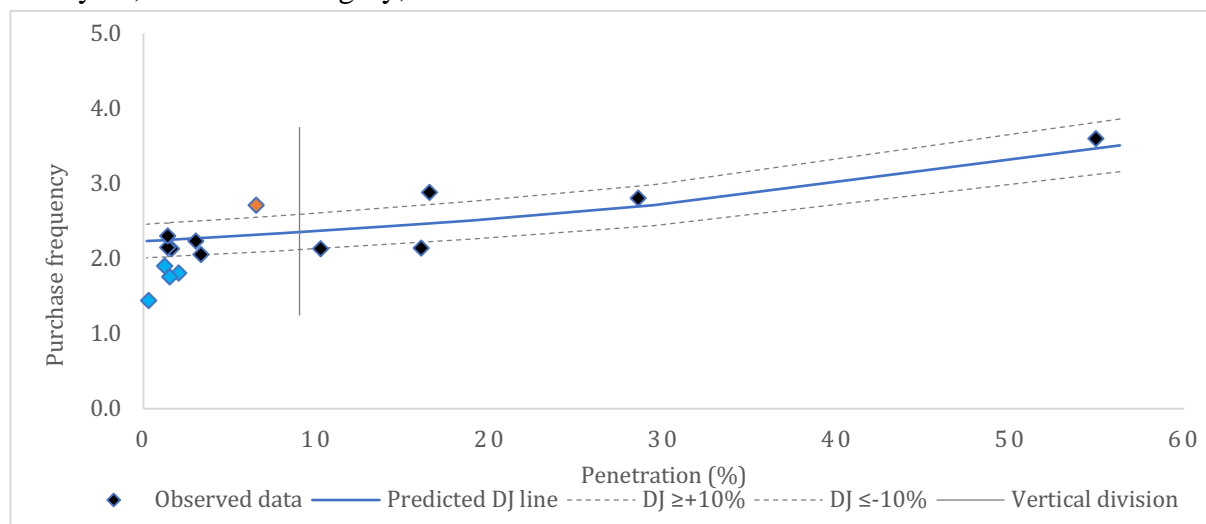
Illustrated are the theoretical metrics of the expected ratio in annual penetration and loyalty, set against actual brand performance. Brands are split by share (excl. private labels) into leaders (top five) to the right, with the remaining smaller brands to the left. Figure 1 shows that only one small brand has an above 10% positive deviation in loyalty or "niche" performance (Khan, Kalwani & Morrison, 1988; Sharp, 2010), while most in the bottom left show deficit loyalty. DJ also describes the expected sales equation for any brand size: the product of penetration and loyalty (Ehrenberg,

Uncles & Goodhardt, 2004). Linked to share, this gives insights into how small brands survive. All procedures were applied across the 36 categories for one year, and 15 categories over 5 years to assess the frequency and persistency of loyalty deviations.

Results

1)   Over a year, just one brand in ten exhibited niche-level loyalty and when investigated further, were found to be functionally different from their competitors (i.e. soya-based ice-cream or vegan skincare). Many buyers probably would not or could not consider buying them. Such functionally different brands will find it hard to grow relative to their rivals with a broader appeal (Kahn, Kalwani & Morrison, 1988; Bhattacharya, 1997).

2)   More than half (60%) of all small brands had repeat purchase rates more than 10% below the expected levels, making deficit loyalty the norm for small brands. Further analyses revealed: just 15% were clearly differentiated (i.e. dermatological beauty products or children's shampoo) hence differentiation is not a universal trait of a loyalty premium. Yet deficit loyalty brands will find it hard to grow despite the broad appeal most enjoy.

3)   While brand share and loyalty metrics fluctuate a bit over time (Graham, 2009; Pare & Dawes, 2012), the continuous data reflects share persistence; over 80% of small brands remained stationary and just 7% increased share. At the same time over half of all brands demonstrated persistent loyalty deficits; even the few that grew had normal DJ metrics.

4)   The explanation for how small deficit loyalty brands remain small hinges on their customer bases being dramatically skewed towards one-time buying: around 70% did not make a repeat purchase within a year (against about 50% for larger brands). These brand's survival depends upon its managers being able to attract many more light buyers than predicted by brand size alone - and continuing to do so over the long term.

Discussion & Implications

Managers of small brands with lacklustre loyalty and no growth refer to 'small brand syndrome' (Donelle, 2015). Under-resourced and under-appreciated, these brands soldier on, filling store shelves and generating sales over the long term. While small brand syndrome is the reality faced by many brands, it can be managed. First, the condition should be acknowledged. Since repeat purchase rates decline with brand size, using DJ to evaluate whether a brand's average loyalty is in line with category norms or shows a deficit is vital and needs monitoring over time. If the brand demonstrates persistent deficit loyalty, managers may be reassured that many small brands perform that way without share decline. The opportunity is to leverage the larger than expected customer base of category buyers who have just recently acquired the brand, hence have experience with it.

While price promotion is a likely marketing investment for smaller brands, they are shown to reach mostly heavy buyers and few new ones during the promotional period whereas maintaining the mental availability of brands requires frequent refreshing. To avoid delisting, small brands should do everything affordable to increase their chances to be bought by maintaining or building physical distribution. While deficit loyalty brands require strategies that nudge their very many (super-)light buyers, brands with higher loyalty must extend their limited buyer base. All of which a call for inclusive marketing.

On the theoretical level, the incidence and persistence of small brands' deficit loyalty demonstrated in fitting the NBD-Dirichlet raises the question of whether the model might be improved to more accurately predict small brand performance.

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Understanding Broad Brands: A Multimodal Brand Analysis

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Abstract:
Digitalisation allows brands to expand into new and diverse brand categories and consumer segments, broadening their boundaries and resulting in complex structures. The aim of this study is to operationalise and measure broad brands using multimodal analysis of visual marketing communications, assess the existence and nature of broad brands, and develop an in-depth case study of broad brands and broad brand positioning. The context is broadcast television in Australia because of major transformations undergone by TV channels and networks, attributed to introduction of digital platforms. Development of multimodal, qualitative analysis offers a novel, systematic approach that integrates text and visual resources to assess broad brands and the positioning strategies. This study refines the concept of the broad brand and provides a conceptualisation that acknowledges it as a multidimensional-profile construct that combines four dimensions—multiplicity, diversity, singularity, and fuzziness—and presents two essential characteristics—interdependence of entities and associations—and a flexible positioning strategy.

Keywords: brand positioning, broad brands, brand complexity

How Do New Product Preannouncements Influence Brand Innovativeness?

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Abstract:
Several studies have examined the consequences of brand innovativeness. What is unclear from the current literature is how brand innovativeness perceptions can be enhanced. New product preannouncements play a critical role in determining consumers' interpretation and response processes and have the potential to influence their brand innovativeness perceptions. However, how new product preannouncements influence brand innovativeness is yet to be understood. Moreover, consumer perceptions of risk are known to influence their decision making for new products. Yet the role of perceived risk in developing brand innovativeness perceptions is not clear from the literature. This research offers a conceptual framework for explaining the impact of new product preannouncements (e.g., message framing and message content) on brand innovativeness, using signalling theory. The hypotheses proposed will be tested in two experiments. Data will be collected from a consumer panel and structural equation modelling will be employed for data analysis.

Keywords: brand innovativeness, new product preannouncements, perceived risk

The Art of Adaptation: Brand Extension for a Distributed World

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Abstract:

Extending an established brand is a commonly employed marketing strategy. In converged consumption environments, brands are increasingly extended across various consumption modalities (Joshi & Mao, 2012). The primary aim of this study is to theorise the relationships among transmodal experiential brand extensions. Set within the motion picture industry, our study focuses on literary film adaptations (adaptations of books, comics, plays etc). We collected primary data from practitioners associated with literary film adaptations and from consumers. Primary data were complimented with secondary data from online discussion boards and podcasts. Using the brandscape paradigm, our analysis uncovered three significant areas in relation to transmodal experiential brand extensions: 1) interpretations of brand ownership; 2) brand integrity/authenticity; 3) balancing fidelity, hegemony and novelty. In revealing these issues, we progress theorising of brand extensions to account for dispersed brand ownership and brandscapes that rely less on functional hegemony and are becoming commonplace in contemporary markets.

Keywords: brand extension, literary adaptation, brandscape

Introduction and Research Aim

Brand extension literature has typically conceptualised brand extensions as linear and hierarchical, often focusing on the transactional relationship between parent brands and their brand extensions. Such an approach to theorizing brand extensions has been shown to apply to contexts which are themselves hierarchical, managed by clear organizational structures (such as the car industry or fast-moving consumer goods). In converged consumption environments, however, brand extensions involve the same brand crossing into different consumption modalities (Joshi & Mao, 2012). Here, brand relationships can be fuzzy. In addition to this, the co-creation literature (Cova, Dalli & Zwick, 2011; Fournier, 1998) challenges the notion that brand owners can fully 'control' brand identities. Taking these issues into consideration, the aim of this paper is to contribute to the theory on brand extensions to account for instances where brands are consumed across different modalities, brand ownership is dispersed and brand identity is not easily controlled. Our study is focused on literary film adaptations – as transmodal brand extensions where the brand was once experienced through the reading of a book, comic or play, for example, and then experienced through film.

Background

Brand extension strategies are conventional marketing strategies (Reddy, Holak & Bhat, 1994) that aim to leverage the equity of established brands (Völckner & Sattler, 2006). Perceived fit, most often operationalized by the perceived similarity and relevance of parent brand's associations with the extension brand (Spiggle, Nguyen & Caravella, 2012), is considered to be a critical element for the success of brand extensions (Völckner & Sattler, 2006). Additional factors have also been found to influence brand extension success, such as marketing support (Völckner & Sattler, 2006); competition (Milberg, Sinn & Goodstein, 2010); associations consumers have of the parent brand (Bhat & Reddy, 2001); and consumer characteristics such as innovativeness (Klink & Smith, 2001) and culture (Monga & John, 2007). In addition to consumers having become omnivorous in their consumption (Ehrnrooth & Gronroos, 2013), brands operate in a highly converged consumption environment. Indeed, '…every brand gets sold, and every consumer gets courted across multiple media platforms' (Jenkins, 2001, p.3) and brands are increasingly co-created. These factors have not yet been fully recognised in brand extension theory.

The brandscape concept provides a suitable lens in which to frame our study. Introduced to marketing and consumer research by Sherry (1998), a brandscape generally refers to a "loosely bounded site within which meaning is derived from making sense of the various, interrelated brands" (O'Reilly & Kerrigan, 2013: p. 769). Brandscapes highlight the interconnectedness of brands – where there is a network of brands co-existing something similar to a constellation. While Wood and Ball (2013, p. 48) highlight the control that brands can have in brandscapes, they also suggest that brandscapes can be 'incomplete, unevenly distributed and internally divided' and subject to 'messiness'. For example, films include people brands (e.g. directors, actors, screenwriters) and commercial brands (O'Reilly & Kerrigan, 2013), presenting challenges and opportunities for consumers and brand owners alike.

Methodology

We focus on literary film adaptations, as brand extensions, which involve a category shift (from literary texts to film) as well as being experientially transmodal (from reading to watching) (Joshi and Mao, 2012). Primary data were collected from industry practitioners and consumers in Australia, the UK, New Zealand and Norway. Across four focus groups and five in-depth interviews, we interviewed 32 consumers who had watched a literary film adaptation in the previous six months and who had also read the original literary text on which it was based. Respondents were recruited using professional and personal associates and a snowballing approach. Industry professionals were recruited through professional bodies such as Screenwriters Australia, UK Writers Guild, UK Film Council and the New Zealand Screenwriters Association. Ten one-on-one in-depth interviews were undertaken with producers, directors, screenwriters and authors. We also reviewed documentaries,

videos, blogs and discussion boards (e.g. Reddit), box office data, and podcasts to further interrogate our findings.

Findings and Discussion
The data were analysed using Braun and Clarke's (2006) six phase thematic analysis approach and three major themes relevant to transmodal brand experiences were identified: 1) *interpretations of brand ownership*; 2) *brand integrity/authenticity*; and 3) *balancing fidelity, hegemony and novelty*. The conference presentation will discuss each of these themes in detail, providing examples from the primary and secondary data collected. Below presents a short summary of each theme.

Interpretations of brand ownership: in the case of literary texts and their literary film adaptations, brand ownership is legally transferred from the author to the new owner via the optioning of a literary text. Authors and consumers however often spoke about having to hand over control, so that work could be recreated into a new modality (*you have to hand over your baby*; author). *Brand integrity/authenticity:* maintaining brand integrity is crucial and a literary film adaptation is no different. Some consumers articulated a very strong self-brand connection which raised their expectations of adaptations (*you need to be 'true to the spirit of each character'*, consumer), others, whom still have a strong connection, actually lower their expectations, conceding that no adaptation will measure up to the book for them (*when you have a bad experience of a 'poor' adaptation 'it just reinforces my smug superiority that the book is always better'*, consumer). *Balancing fidelity, hegemony and novelty:* consumers were not always confident that the new owners of the literary text will have the ability to capture the 'feeling' or the 'essence' of the literary text (*I was terrified that it would just ruin it for me,* consumer) and screenwriters were similarly aware of the pressure to meet consumer expectations (...*because there's such a massive cult following, there are high expectations for what you're going to do*, screenwriter). Our data suggests that consumers and practitioners have a nebulous view of 'fidelity'; if a sense of faithfulness to the text can be achieved conceptually, there is not necessarily the need to drill down to the concrete details of the original text, and there is potential for a novel transmodal experiential brand extension which can satiate consumers.

Implications for Theory and Practice
Using the brandscape paradigm to examine brand extensions allows research to be undertaken without the traditional assumptions that brand extensions are unilateral, linear, situated in a hierarchical pattern, or even static. The authoritarian, or single-voiced, conceptualization of brands is unlikely to account for the complexities observed in the context of our study (transmodaltiy). Without letting go of these assumptions, the effectiveness, appropriateness and consumer responses to brand extensions cannot sufficiently be understood.

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Homophily's Influence on Child-Oriented Brand Community Identification

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Abstract:
Child-oriented brand communities are a popular marketing tool employed to increase brand engagement. Brand community identification has been established as crucial to their success, with identification influencing attitudes and loyalty towards the community. The homophily hypothesis suggests that children will identify strongly with characteristically similar others (e.g. same age), therefore influencing brand community identification. Australian children (n = 498) aged 6-17 participated in one of three experimental studies to assess the impacts of homophily, brand community identification and product encounters on attitudes towards the brand community. Homophily had a significant impact on attitudes towards the community through influencing brand community identification. When homophily was low, a positive product encounter increased identification, and subsequently attitudes. The research contributes to the area of child-oriented brand communities, providing useful insights for academics and practitioners. Findings signify that similarity should be promoted in child-oriented brand communities and product encounters monitored.

Keywords: children, brand communities, homophily

Effects of Sensory Cues in Brand Extension

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Abstract:
This research proposes that utilising both parent brand name and its signatory taste on the extension product lead to more favourable attitude toward the extension product. Moreover, such effect get enhanced when there is a match between the taste and shape of extension product. Findings from Study 1 demonstrate that adding sensory signature (vs. parent brand name only) can effectively transfer parent brand-associated attributes to the extension product such that consumers can have more favourable attitude to the extension product. Results of Study 2 show that as sourness is the signature taste of Red Bull and an angular shape is commonly associated with sour taste, Angular (vs. Round) shaped Red Bull Jelly were perceived to possess more Red Bull-related meanings. Overall, this research highlights the need to better understand perceptual brand experiences via the influences that sensory signature has on product evaluation.

Keywords: brand extension, sensory cue, crossmodal correspondences

Piracy Paradox: Does Imitation Benefit Innovative Brands?

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Abstract:

The traditional view is that imitation negatively impacts innovative brands. However, piracy paradox theory predicts a positive effect. This study analyses the time series of the 2001-2012 weekly sales in the product category of yogurt smoothies in the US given in the IRI Marketing dataset and finds that the pioneer brand under focus benefited from the increasing scale of imitation. This finding challenges the traditional view of "cut-throat" competition between brands.

Keywords: copycatting, imitation, brands

Introduction and research aim

Copycatting practices are widespread: at least 50% of store brands imitate leader brands (Scott-Morton and Zettelmeyer 2004; Steenkamp & Geyskens 2013); out of 792 new brand extensions studied, 79% percent were "close copies of leading brands" (Datamonitor: Times and Trends 2004). The literature indicates that copycatting can be of two types: feature imitation (new category or brand extension) where imitating brands are called "me-too" brands and trade dress imitation (name, logo, package design) where imitating brands are called "copycat" brands. Van Horen & Pieters (2012, p.90) say that: "…we are not aware of research on potential gains in brand equity and sales for leader brands when copycats are contrasted away from them". Hence, the research question for this investigation is w*hen and how leader brands can gain from imitators' copycatting practices?*

Background and/or Conceptual Model

The traditional view is that copycatting harms leader brands. This can be due to *brand confusion* (Loken, Ross, and Hinkle 1986; Warlop and Alba 2004; Foxman, Muehling, and Berger 1990; Howard, Kerin and Gengler 2000; Kapferer 1995; Miaoulis and d'Amato 1978; Simonson 1994). The literature argues that harm can also be due *to initial interest confusion*: brand similarity may lead people to consider brands that they may not have otherwise considered (Rothman 2005; Zaichkowsky 2006; Aribarg et al. 2014). Also, research finds that imitating brands harm both imitated and non-imitated brands (Aribarg et al. 2014).

However, *piracy paradox theory* emphasised the potential positive benefits of imitation á la "imitation is the sincerest form of flattery". Raustiala & Sprigman (2006) argue that despite rampant copying of fashion designs, the design industry is doing well with no significant effort to protect IP rights.

Methodology

The data comes from the IRI Marketing Dataset which includes weekly FMCG brand purchases in 30 categories for 2001-2012 for 3000+ stores in 47 markets across the United States. This investigation focuses on category pioneers vs. "me-too" brands as identified by Sinapuelas and Robinson (2012). This paper reports the results of the initial analysis of the selected sub-category of yogurt. Here, the category pioneer is Dannon which introduced yogurt smoothie in December 2001 (sold in 2179 stores). The me-too brands were identified as Yoplait (2006 stores), Stonyfield (1388 stores), and private labels (2006 stores).

Table 1. Operationalised variables

Variable	Symbol	Definition/Operationalization
Sales	S_{bt}	Number of units (in volume equivalents) of all SKUs of brand b sold in week t
"Me-too" Market Size	MS_t	Number of units (in volume equivalents) of all SKUs of all "me-too" brands sold in week t
"Me-too" Market Depth	MB_t	Number of all SKUs of all "me-too" brands sold in week t
Regular Price	RP_{bt}	SKU- and store-weighted regular price of brand b in week t, for each SKU as the highest actual price per equivalent volume in the most recent four weeks and deflated by CPI
Price Index	PI_{bt}	SKU- and store-weighted ratio of actual price to regular price (RP_{bt}) for brand b in week t. Price index of 0.9 reflects a 10% promotional price discount.
Feature/Display	F_{bt}	SKU- and store-weighted indicator variable for whether or not each available SKU of brand b has a feature and/or display in week t.
Total Distribution	T_{bt}	Store-weighted total distribution of brand b in week t, defined as a brand's share of total SKUs available in store in week t.

Time series analysis was performed on the aggregated series for 2001-2012 for all stores. The ARDL (autoregressive distributed lag) model was used with Dannon sales as DV and the

following dynamic repressors: me-too market size and me-too market depth. The fixed repressors were: constant, regular price, price index, feature/display, distribution, seasonal dummies. Also, the VAR (vector autoregressive) model was used where the endogenous variables were: Dannon sales, Yoplait sales, Stonyfield sales, and pvate label sales. The exogenous variables were: regular price, price index, feature/display, distribution (restricted to the brand). The best model was selected based on: unit root tests, lag selection criteria, serial correlation tests, heteroscedasticity tests, and co-integration tests.

Results and/or Discussion

The ARDL model shows that on average, in the long-term, 1% increase in me-too market depth leads to 0.67% increase in the leader brand sales. Similarly, 1% increase in me-too market size leads to 0.36% increase in the leader brand sales. In the ARDL error correction representation, the error correction rate is -0.1529 (p<0.001) which means 15% of a disequilibrium is removed in a single week (Table 2).

Table 2. ARDL output: Levels Equation: Long-run Form and Bounds Test				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
LogM_DEPTH	0.671425	0.168536	3.983866	0.0001
LogM_SIZE	0.365709	0.162491	2.250644	0.0248
EC = log_SALES_Dannon - (0.6714 * log_MDEPTH + 0.3657 * log_MSIZE)				

The VAR model provides impulse response functions (IRF). The top-left graph indicates that the leader (Dannon) brand sales responds positively (e.g. stays above zero) to 1 S.D. shock to the largest three me-too brand sales.

Response to Generalized One S.D. Innovations
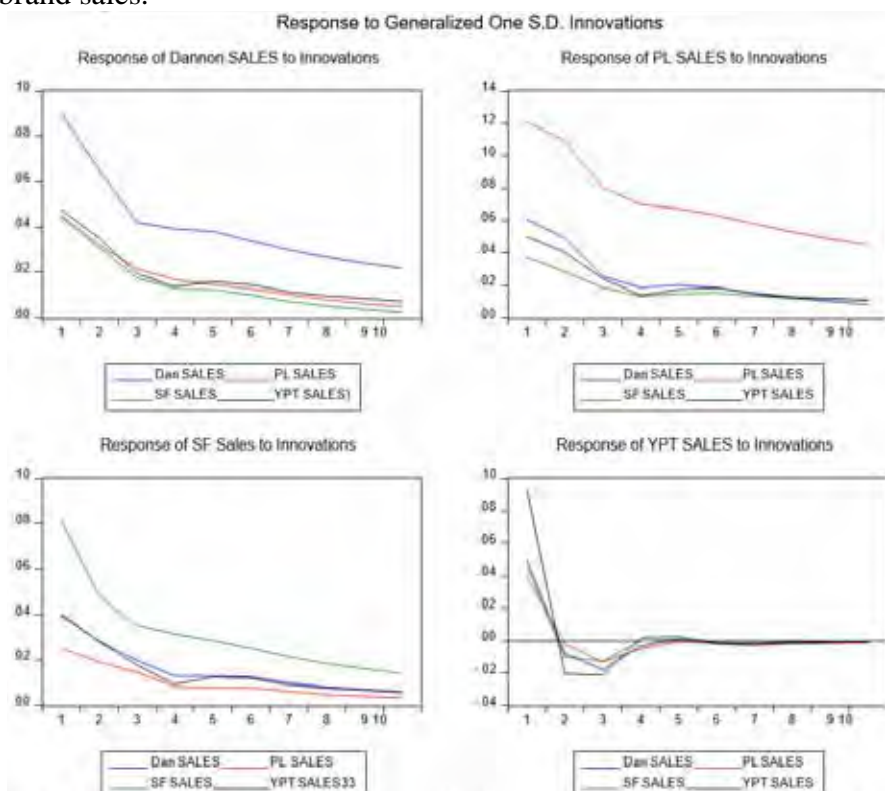
The findings indicate that over the long-term a fast self-correcting dynamic equilibrium is established (disequilibrium is removed in six weeks) between the pioneer brand and imitating brands. Within this equilibrium, the pioneer brand's sales react positively to the growing size of me-too market (total me-too sales) and market depth (different variations of the product). Similarly, the pioneer brand's aggregate sales exhibits a positive response for several weeks to short-term shocks to the equilibrium.

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Sounds in Spokesperson Names Influence Personality Perceptions

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Abstract:
Spokespeople are ideal for humanising a brand, and establishing a brand's personality. This study draws on sound symbolism theory to compare the influence of sounds contained in spokespersons names and brand names on consumer perceptions of spokesperson personality, and the effect gender orientation and sound congruency have on personality judgments. A pre-test and two experiments demonstrate that sounds contained in spokesperson names influence brand personality judgements, with spokesperson name and brand name sound congruence heightening the influence of phonetic effects on brand personality perceptions. Gender of the spokesperson was found to have a conditional effect on spokesperson name/brand name congruence effects, attenuating the phonetic symbolism effect when spokesperson gender was perceived to be unrelated to the personality trait (e.g. rugged/female). Management implications for endorsement and brand image are discussed, and new approaches for naming a brand's spokesperson and creating brand personality proposed.

Keywords: spokesperson, personality, phonetic symbolism

Brand Innovativeness Effects on Brand Loyalty

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Abstract:
Extant research offers different explanations for the innovativeness-loyalty relationship. For example, some researchers have shown that brand innovativeness affects brand loyalty directly. Other researchers find that this relationship is mediated by the level of customer involvement or perceived quality or customer satisfaction. It is unclear from the extant literature how exactly brand innovativeness affects brand loyalty. The present research addresses this by offering a comprehensive, literature-based, conceptual model to explain the relationship between brand innovativeness and brand loyalty. The conceptual model was tested in the consumer electronics product category. Established scales from the literature were adopted for measuring the key constructs. The data were collected from a consumer panel using an online survey and analyzed using structural equation modeling. The results provide support for the proposed model and show that perceived quality, customer satisfaction and consumer involvement, mediate the relationship between brand innovativeness and brand loyalty.

Keywords: brand innovativeness, brand loyalty, perceived quality

The Role of Knowledge in Place Branding

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Abstract:
The main objective of this study is to examine the moderation role of consumer knowledge in the relationships among different types of place images. A sample of Chinese consumers was collected at a shopping mall in a major Chinese city. Using the Structural Equational Modelling, the results showed that consumer knowledge significantly moderated most of the relationships examined in the study. The findings will help both agricultural and tourism marketers better understand the relations among consumer knowledge, place image and purchasing intentions.

Keywords: consumer knowledge, place branding, tourism and agriculture

Introduction

In recent years, there has been an increasing interest in place marketing (e.g., Kavaratzis and Ashworth, 2008). Place marketing is a way to promote the value of a place by identifying its distinctive image and/or other advantages (Rein *et al.*, 1993). When places are regarded as brands, 'place branding' emerges, which attempts to create a unique identity associated with a place through marketing campaigns (Govers, 2011). Place branding includes a number of key concepts, such as place image (Cretua and Brodieb, 2007). Place image is crucial to place branding as it distinguishes a place from other places through image building programs (Foroudi *et al.*, 2016). A positive place image often has a positive effect on the success of place marketing (Govers, 2011). Therefore, a good and clear understanding of place image is essential for marketing any place.

Conceptual Development

Every place has an image, and more accurately, more than one image. Therefore, place image may include many different types of image perceptions associated with a specific place, for example, country, city, products manufactured or services provided in the place (e.g., Papadopoulos and Hamzaoui-Essoussi, 2015). Research on Country-of-Origin (COO) represents probably the first attempt in the marketing area to understand the image of a place. General Country Image (GCI) and Product Country Image (PCI) have emerged as two of the most examined marketing constructs developed from COO (Liu *et al.*, 2017).

GCI refers to the perceptions of a country's economic, social, cultural or technological environments (e.g., Nagashima, 1970). GCI comprises two key dimensions: cognitive and affective (e.g., Elliot *et al.*, 2010). Cognitive General Country Image (cogGCI) refers to the general beliefs that consumers hold about a country. Affective General Country Image (affGCI) refers to consumers' general feelings toward a country (Elliot *et al.*, 2010). cogGCI influences affGCI (De Nisco *et al.*, 2016). Contrary to GCI, PCI involves specific image perceptions associated with a product category made in a specific country (Papadopoulos and Heslop, 2003). PCI is influenced by GCI (Ayyildiz *et al.*, 2013). PCI also has been evolved into other types of specific country image, such as Tourism Destination Image (TDI), which refers to consumer perceptions of a country or place as a travel destination (Ayyildiz and Turna, 2013).

Understanding how various types of place image are related is important in many industries, and in particular, the tourism and agribusiness sectors. A number of studies (e.g., De Nisco *et al.*, 2016) have explored the relationships among these various types of place image. While most studies supported a positive relationship between GCI and TDI and PCI (e.g., Ayyildiz and Turna, 2013). Elliot *et al.* (2010) found only affGCI but not cogGCI had a positive effect on PCI and TDI. As such, there is a need to further clarify this relationship. Further, prior studies examined these relationships in a general context only and called for further studies by examining some specific forms of tourism and agricultural products. Last, these studies have not investigated the influence consumer knowledge may have on the relationships.

Consumer knowledge about a product (e.g., product familiarity) may play an important role in place image (De Nisco *et al.*, 2016). Some studies (e.g., Orbaiz and Papadopoulos, 2003) have provided empirical evidence that consumer familiarity positively influenced product-related beliefs (i.e., PCI). Some studies also reported that consumer knowledge about a destination positively impacted TDI (e.g., Hu and Ritchie, 1993). In the context of place image, consumer knowledge is believed to be more complexed. For example, some consumers may have more knowledge about the product while others may know more about the place as a tourism destination. Hence, the objective of this study is to examine whether the effect of the GCI on PCI and TDI is significantly different between knowledge groups (High knowledge group and Low knowledge group). A few hypotheses are developed as follows:

Hypothesis 1: cogGCI has a greater impact on affGCI (H1a), PCI(H1b), and TDI (H1c) among the high- knowledge consumers as compared to those with low knowledge.

Hypothesis 2: affGCI has a greater impact on PCI (H2a) and TDI (H2b) among the high-knowledge consumers as compared to those with low knowledge.

Methodology

This study chose Australian ecotourism as the specific tourism form since it is one of the most important attractions for international visitors (Ecotourism Australia, 2015). Honey is a very important agriculture product in Australia and as such, it was chosen as the specific category in this study (Benecke, 2007). This study adopted a sample of Chinese consumers due to the fact that China is one of the most important markets for both Australian tourism and agricultural products (Tourism Australia, 2016). This study adopted a quantitative research method with a structured questionnaire. All the questions were initially written in English and then translated into Chinese by experts. All of the measures were adopted from previous studies using a 1 to 5-point scale. The valid responses reached 147 after data cleaning. All respondents showed a good balance of age, gender and income. More than half of the respondents had a higher education degree, thus the sample may appear to be representative in this regard.

Results

The respondents with a product (honey) or tourism (ecotourism) knowledge score below the mean point of 2 were grouped under the "low knowledge" group while the rest was grouped under the "high knowledge" group. After further grouping and due to the small number in Group B (high knowledge on product but low on destination: 6 subjects) and Group C (low knowledge on product but high on destination: 13 subjects), further analyses were conducted between Group A (low knowledge in both category: 55 subjects) and Group D (high knowledge in both category: 73 subjects).

Data was analysed using Structural Equational Modelling via AMOS. Construct validity and reliability were established before a full model was conducted. The full model was a fitted model (CMIN/DF=2.112, CFI=0.900, RMSEA=0.087). A two-group analysis was conducted and results showed that consumer knowledge had a significant effect on the relationships among various types of place image (χ^2=712.210, df=408, p=0.047). All hypotheses except H1b were supported.

Discussion and Contributions

Results from this study showed that consumer knowledge strengthened the relationships among various types of place image. The findings of this study not only indicated that various types of place image are related to each other, but also highlights the importance of the consumer knowledge in place branding, for example, how it influences consumer decision-makings based on place image.

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Greening Products and Market-Based Benefits

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Abstract:
In today's competitive market, companies have been increasingly influenced by external stakeholder pressures to develop environmentally friendly products. Previous studies have discussed the role of external pressures in driving companies to design green products and improve their environmental performances. However, little attention is given to investigate the market-related outcomes of the design for environment practices. The current research aims to examine how the adoption of green product design and green packaging initiatives influenced by institutional pressures can improve the market-based measures of a company's performance in an emerging economy. A structural equation modelling is applied to formulate and analyse the theoretical framework using a survey data collected from 139 ISO14001 certified manufacturers in Malaysia. The results imply that while the pressures from external stakeholders encourage the manufactures to adopt green product design and green packaging practices, these practices can result in improving the firms' performance in the market.

Keywords: green product design; green packaging; market-based benefits

Introduction and Research Aim

In today's competitive market, many companies have been increasingly demonstrating proactive environmental behaviour to gain competitive benefits and improving their position in the market (Dentchev, 2004; He et al., 2018; Orsato, 2006). In this respect, there is a growing body of literature that recognises the importance of studying the drivers and outcomes of green practices. Previous studies on green practices' drivers either focused on the impact of institutional pressures on the development of green initiatives (Hsu et al., 2013) or the role of institutional pressures on improving environmental performance due to the implementation of green practices (Zailani et al., 2012; Zhu et al., 2013). With regards to the green practices' outcomes, previous research focused on examining the effects of environmental management practices on a firm's financial performance or cost advantages (Choi and Zhang, 2011; Christmann, 2000; Zeng et al., 2010). However, when it comes to studying the market-based benefits of greening product practices, the area is still under-researched. Considering this lacuna in the literature, the present study aims to examine if companies in an emerging economy can gain market-based benefits from undertaking greening product practices driven by external pressures. To address this purpose, this study seeks to answer the following research questions:

RQ1: Do institutional pressures drive the adoption of green product design and green packaging practices in manufacturing industry in an emerging economy?

RQ2: Do manufacturers in an emerging economy gain market-based benefits from their green product design, and green packaging practices driven by the institutional pressures?

Conceptual Model and Hypothesises

In order to address the research aim, we developed a conceptual model by combining institutional theory (DiMaggio and Powell, 2000) and natural resource-based view (NRBV)(Hart and Dowell, 2011). While institutional theory explains how the pressures from the external stakeholders motivate the companies to address environmental management practices (Sarkis et al., 2011), NRBV suggests that the differential capabilities developed through the adoption of these practices are the primary source of competitiveness (Chan, 2005).

Following Hsu et al. (2013)'s study, this research includes regulatory pressures, customer pressures, competitor pressures, and society pressures in a second-order construct. Given the measures designed in previous studies (Rao and Holt, 2005; Zhu et al., 2013), we then defined two constructs for greening product practice, namely green product design and green packaging, and one construct for market-based benefits which included measures such as improved corporate image, improved market share, and acquired new market opportunities. Consequently, the hypotheses are:

H1: Institutional pressures positively affects a firm's adoption of green product design practices.
H2: Institutional pressures positively affects a firm's adoption of green packaging practices.
H3: Adoption of green product design practices positively affects a firm's market-based benefits.
H4: Adoption of green packaging practices positively affects a firm's market-based benefits.

Methodology

The data was collected using a survey that was conducted among the EMS ISO14001 certified manufacturers in Malaysia. Out of 139 surveyed manufacturers, 5.5% served only to local market, 11.5% to only regional market, 56% to only global market, 13% to both local and regional, and 14% to both local and global. The unit of analysis in this study was the individual organisation and the questionnaires were distributed to the firms' Environmental Management Representatives (EMRs) who were the key informants in EMS ISO14001 certified companies (Eltayeb et al., 2011). The survey questionnaire was primarily designed based on the measurement model from the previous research (Hsu et al., 2013; Rao and Holt, 2005; Walker et al., 2008; Zhu and Sarkis, 2007). A six-point Likert scale was used in the survey.

Partial Least Squares (PLS)-Structural Equation Modeling (SEM)(Hair Jr et al., 2013) was used to test the hypothesis. The main reasons for using PLS-SEM is that this second generation of statistical methods can handle the complexity of the causal relationship model developed in this study which involves second-order construct (institutional pressures), multiple relationships and both reflective (regulatory pressures, customer pressures, competitor pressures, and society pressures) and formative measures (green product design practices, green distribution practices, and market-based benefits) used in our conceptual model.

Results and/or Discussion and Contributions
A total of 139 completed questionnaires out of 430 distributed questionnaires are received and used to test the hypothesises developed in this study. Both reflective and formative measurement models are evaluated for the validity and reliability purposes and met all the requirements. The factor loadings for the reflective items ranged from 0.545 to 0.881 exceeding the recommended value of 0.5. Average variance extracted (AVE) and composite reliability for the second-order is 0.530, and 0.815 respectively, which are acceptable. All the variance inflation factors (VIFs) in the formative measurement model satisfied the condition of being less than 5, confirming that there is no collinearity issue in our formative measurement model. After running the bootstrapping procedure by creating 1000 random subsamples, the evaluation results of structural modelling confirmed that all the hypothesises defined in this study are supported (H1: $\beta = 0.410$, $p < 0.01$; H2: $\beta = 0.559$, $p < 0.01$; H3: $\beta = 0.435$, $p < 0.01$; H4: $\beta = 0.204$, $p < 0.05$). These findings demonstrate that Malaysian manufacturers can gain market-based benefits from their greening product practices (green product design, and green packaging) driven by the pressures received from regulatory bodies, customers, competitors and society.

Implications for Theory and Practice
This research extends our understanding of the drivers and market-related outcomes of the development of green products. It showed that researchers can benefit from combining the institutional theory with the NRBV when studying the antecedents and consequences of green initiatives as suggested by Clemens and Douglas (2006). It also provides evidence for the positive linkage between greening product practices and improvement of a company's performance in the market in an emerging economy.

The findings confirmed that companies have been increasingly influenced by their external stakeholders' ethical values and ecological thinking to develop environmentally friendly products. Our findings also suggest that if companies adopt green practices in product design and packaging, they will not only satisfy their stakeholders 'requirements, but also enhance their competitiveness in the market. This will lead to increasing their current market share and gaining new market opportunities.

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Self-Marketing Strategies of Female Academics

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Abstract:
We form impressions of people quickly and often from nothing more than facial appearance. Similarly, we make judgements in the digital sphere. Whereby a person's online presence can influence how they are perceived by others. This study focuses on female academics as they progress through faculty and departments, and how employing self-marketing techniques may improve impact and career advancement.

Self-marketing can be defined as the process of creating professional projections of an ideal self and is similar to tactics used in brand development and promotion. In the digital or online space, people create and author an online self-image, which may amplify their existing characteristics, present a more nuanced image or completely play up new characterictics. Given these new or different presentations of self, this research conducts a systematic review of the literature on self marketing and impression management to consider if digital self marketing can impact career progression and promotion.

Keywords: self-marketing, academia, impression management

Effect of Brand Knowledge on Ethical Brand Choice of Millennials

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Abstract:
Consumer food choice is not only influenced by price, taste and convenience, but also by branding and ethical considerations. Limited research has looked at the role of consumer brand relationships. This study investigates whether brand knowledge mediates the link between ethical brand attributes and brand choice within the Australian millennials market segment. Data from an online survey of 300 millennial consumers of ethical products indicates that whilst utilitarian and hedonic brand attributes affect brand choice, symbolic attributes had no effects. The study findings are contrary to prior research that found symbolic attributes such as peers and popular culture to influence millennial's consumption behaviour. Brand knowledge mediates the link between all three brand attributes and brand choice. The findings point to the need for managers to focus on consumer brand relationship management strategies to enhance brand knowledge and ethical brand choice of millennials.

Introduction and Research Aim

Literature indicates that most Australian consumers are socially conscious, as over half (67%) are willing to pay premium prices for ethical products that are either organic, environmentally friendly or made from sustainable materials (A. C. Nielsen, 2017). Millennials (aged between 15 and 35), tend to have a more positive attitude toward buying ethical foods and pay a premium price for it (Nasir & Karakaya, 2014). A range of factors such as ethical brand attributes, brand knowledge and brand trust influence ethical brand choice or the consumption of ethical food brands. However, limited empirical work has looked at how consumer-brand relationships influence ethical consumption. Compared to other market segments the millennial segment is more willing to pay a premium price for ethical products, high discretionary incomes and highly brand conscious, thereby presenting profitable opportunity for ethical brands (Bucic, 2012). Thus, building positive ethical brand perceptions is important for the growth of the Australian ethical food sector (Clarke, 2012). As a result, the current study investigates the mediating role of brand knowledge on the link between ethical brand attributes and brand choice within the Australian millennials market segment. Ethical brands were identified as those brands that promote environmentally friendly and local production, organics, animal welfare, social justice and labour rights.

The aim of this study is:
To investigate whether ethical brand attributes influences brand choice of Australian millennials.

We address two research questions in line with this aim:
RQ1: Do ethical attributes affect brand choice of millennials?
RQ2: Does brand knowledge mediate the link between ethical brand attributes and brand choice?

Background and Conceptual Framework

Increasingly, consumer food choice is not only being influenced ethical considerations (Bodur, Duval & Grohmann, 2015). Ethical attributes drive ethical consumer behaviours such as; purchase choices and intention, product preferences and willingness to pay (Mai, 2014). These attributes can be utilitarian, hedonic or symbolic. Utilitarian ethical attributes provide functionality, reliability, quality and efficiency benefits (Bodur et al., 2015). Consumers prioritize utilitarian benefits when they want convenience and to save time (Joshi & Rahman, 2015), or minimize cost (Shang & Peloza, 2016). Millennials tend to favour hedonic over utilitarian consumption as the affective outcomes resulting it offer greater happiness (Alba & Williams, 2013). However, hedonic consumption of brands can also lead to emotional, cognitive and sensory affects (Shobeiri et al., 2016), that can promote pleasure or relieve feelings of guilt and injustice (Alba & Williams, 2013; Newman & Trump, 2017). Consequently, providing consumers with more information and knowledge about a brand can promote ethical consumption and strengthen consumer confidence and trust (Araquepadilla et al., 2015). Lack of brand knowledge can at times impede ethical consumption intentions and behaviours (Joshi & Rahman, 2015). Thus, more empirical research focusing on increasing brand awareness and knowledge of ethical brand attributes is needed (Nasir & Karakaya, 2014).

Methodology

We conducted an online survey among millennial aged consumers that had purchased or used an ethical brand in the last six months. Participants were approached through social media and 300 usable responses were obtained. Online sampling and data collection methods are viewed as appropriate for millennial consumers that are considered to be 'digital natives' (Fromm & Garton, 2013, p. 20) and in Australia at least 75% of them own laptops and mobile phones. The measures for utilitarian, hedonic and symbolic attribute were adapted from prior literature (Voss et al., 2003; Batt and Reddy's, 1998), and those for brand knowledge and ethical brand choice are from Keller (1993) and Lu et al. (2015). CFA was used to assess convergent and discriminant validity of the measures. The standardized factor loadings ranged from .45 to .95 and the alpha coefficients ware above .78

Results and Discussion

Most respondents were female (68%), had a university education (63%) and were aged between 21 to 26 years of age (68%). Nearly two third (63%) had a university education and around half of them (54%) had annual incomes between $20,000 and $40,000. A small proportion (11%) had annual incomes above $80, 000. 41% of the respondents did their grocery shopping weekly, 35% shopped 2 to 5 times a week and 11% shopped daily or twice a day.

The results indicate a direct positive association between ethical brand choice and utilitarian ethical attributes ($\beta = .113$, t =2.07, $p \leq 0.05$) and hedonic attributes ($\beta = .129$, t = 2.86, $p \leq .001$), providing support for H1 and H2 respectively. Interestingly, there were no significant effects between symbolic ethical attributes and ethical brand choice ($\beta = 0.07$, t =1.57, ns) proposed in H3. The mediation analysis indicates indirect effects of utilitarian ethical attributes on ethical brand choice, via brand knowledge ($\beta = 0.45$, 95% CI [.01, .09]), supporting H4a. Brand knowledge also mediated the effects of hedonic ethical attributes on ethical brand choice ($\beta = 0.47$, 95% CI [.01, .08]), confirming H5. Whilst a direct relationship did not exist between symbolic attributes and ethical brand choice, positive significant indirect effects emerged via brand knowledge ($\beta = 0.32$, 95% CI [.01, .06]). Thus, H6 was supported. The results suggest whilst brand knowledge partially mediates the link between utilitarian and hedonic attributes and ethical brand choice, it fully mediated the symbolic ethical attributes- ethical brand choice link. These results support prior literature that found utilitarian attributes to affect consumers' ethical brand decision making process (Oliveira Castro et al., 2016). The findings concur with Bray et al.'s (2011) and Nasir & Karakaya's (2014) work that show that utilitarian characteristics such as convenience, information, price and quality influence consumers' ethical purchase decisions. In line with prior research, the results also attest that hedonic ethical brand attributes affect millennials consumers' brand choices. The millennial market segment seems to derive pleasure from making ethical brand choices, and this could explain their willingness to pay premium prices for ethical brands or work for them (Nasir & Karakaya, 2014; Nielsen, 2014). Contrary to prior research that has found peers and popular culture to heavily influence millennial consumers' brand choices (Fromm & Garton, 2013), no direct effects emerged between symbolic attributes and ethical brand choice in the current study. This disconfirms prior research showing a link between self-image, social status, reputation and ethical brand selection (Griskevicius et al., 2010). The results of the mediation analysis support Park and Kim (2016) who found that consumers aware of ethical issues have a higher affect toward the brand. These findings are in line with attribution theory, which suggest consumers' knowledge of a brand's motives and ethical concerns can encourage ethical consumption and enhance consumer attributions.

Implications for Theory and Practice

The results suggest that to promote ethical choice behaviour, managers of ethical brands need to focus on establishing brand knowledge and communicating brand attributes to customers to differentiate their products. From a marketing perspective, the results of the current study could potentially help marketing managers to justify the expenditures on branding and marketing communications aimed at enhancing brand knowledge and brand trust to boost ethical brand choice. Additionally, this study informs managers of the critical role brand relationship management plays in facilitating ethical brand choice. Overall, the study findings point to the need for managers to develop and implement consumer-brand relationship management strategies to enhance brand knowledge and ethical brand choice in the millennial market segment. Finally, the study contributes to society but indicating how companies can promote ethical consumption of millennials who are the future managers and parents.

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Brand Experience, Customer Equity and Brand Loyalty

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Abstract:

We investigate how the three components of customer equity (i.e. relationship equity, brand equity, and value equity) mutually establish a moderated mediation model that influences brand loyalty. Moreover, we employ brand experience as a consumer-based segmentation variable to profile the consumers and investigate how the proposed moderated mediation effect varies across different consumer segments of the supermarket industry. Our findings provide concrete direction for managers and marketers to be more effective in allocating resources, tailoring their marketing strategies, and accordingly promoting brand loyalty of different consumer segments.

Keywords: customer equity, brand loyalty, brand experience

Introduction and Research Aim

Customer equity, the entire discounted lifetime value of a brand's customers (Lemon *et al.*, 2001), has increasingly proclaimed the strategic asset for firms to optimize long-term performance (Vogel *et al.*, 2008). Three customer equity drivers include customer value equity, brand equity, and relationship equity (Rust *et al.*, 2000). Lemon *et al.* (2001) defines value equity as the objective evaluation of a customer toward a brand. Brand equity reflects the subjective and intangible evaluation of a brand, while relationship equity demonstrates the tendency that a customer wants to hold a relationship with a brand. These customer equity drivers serve as a strategic framework that enables firms to develop more powerful and customer-centered marketing strategy (Lemon *et al.*, 2001). Prior research on customer equity and brand loyalty provides substantial contributions, yet extant research needs further development due to two critical reasons. First, despite the considerable attention given to customer equity drivers (Dwivedi *et al.*, 2012; Lemon *et al.*, 2001; Rust *et al.*, 2004, 2001, 2000; Vogel *et al.*, 2008), support for the interrelationships among relationship equity, value equity, brand equity remains equivocal. Most previous studies have focused on the independent and separate effects of value equity, brand equity, and relationship equity in driving customer equity (Ou *et al.*, 2017; Rust *et al.*, 2004; Vogel *et al.*, 2008). There is a lack of understanding of why and how these three mechanisms transform or influence one another. Second, there is a relative paucity of knowledge about the individual differences or consumer-based segmentation variables associated with brand loyalty and other marketing-related variables (Chaudhuri and Holbrook, 2001). Specifically, empirical assessment of strategic marketing outcomes (e.g., consumer loyalty, word-of-mouth, brand equity) across different types of consumer requests more intense examination (Zarantonello and Schmitt, 2010).

The aim of this study is: to explore a more in-depth investigation of customer equity driver with brand loyalty across consumer segments. Accordingly, this study attempts to answer two research questions:

RQ1: What is the interplay among different drivers of customer equity (value equity, brand equity, relationship equity) and brand loyalty?

RQ2: Do the experiential appeals of consumers moderate the linkage between customer equity drivers and brand loyalty?

Literature Review and Hypotheses

Building on customer equity theory and self-expansion theory, we enrich the literature by developing a novel moderated mediation model that reveals the critical interrelationships among the three components of customer equity in the supermarket industry. Particularly, consumers have an inherent motivation for self-expansion. Hence, who highly associate with a brand are more inspired to expand their self-concept by actively investing their emotions and behaviors in their relationship with the brands and then trigger positive brand evaluation. This evaluation subsequently enhances consumer brand loyalty. Prior research on extrinsic and intrinsic cues provides a further understanding of how strong this process is (Richardson *et al.*, 1994). Indeed, the extent to which a consumer perceives the value delivered by a brand will strengthen or lessen the effect of relationship equity on brand loyalty via brand equity. Our study, therefore, assist firms in determining customer equity strategies that allow the trade-off among customer relationship management, customer value, brand equity and accordingly promoting their brand loyalty of the consumers.

We also propose that the experiential consumers are not created equals. We aim to conduct a large-scale empirical assessment of customer equity components and brand loyalty to cross-sectional heterogeneity across shoppers due to their brand experience. We expect distinct types of experiential consumers moderate the interplay among customer equity drivers and brand loyalty. In order words, the strength of the interrelationship among three components of customer equity and brand loyalty would differ among the five clusters of experiential consumers. Our study, therefore, contributes to the limited knowledge about the individual differences that influence brand loyalty and other customer equity variables. We shed lights on the heterogeneity of the experiential consumer so that

more tailored and customized marketing strategies could be made to target the right consumer segments. Specifically, we propose the following hypotheses.

H1. Brand equity mediates the relationship between relationship equity and brand loyalty.

H2. Value equity moderates the strength of the nexus between relationship equity and brand equity in such a way that this relationship is stronger when value equity is higher.

H3. The strength of the relationships among the three components of customer equity (value equity, brand equity, relationship equity) and brand loyalty will differ among different experiential types of consumer.

Methodology

The scale items of focal constructs, customer equity (i.e. relationship equity, brand equity, value equity), brand loyalty, and brand experience, in the propose model were adapted from Vogel *et al.* (2008), Chaudhuri and Holbrook (2001), and Brakus *et al.* (2009), respectively. We also incorporated the demographics (gender, age, income, education, supermarket, occupation) to control for potentially confounding effect. The mall intercept method was used to survey shoppers in a metropolitan area of Vietnam. Data were collected over a period of six months by interviewing shoppers at different supermarkets and hypermarkets in Ho Chi Minh city. A convenience sample consisted of 2268 participants was achieved after data cleaning.

Discussion and Contributions

Our analysis depicts the strong psychometric properties of the measurement based on the criteria of construct reliability, convergent validity, and discriminant validity. We also investigated possible common bias effects by employing Harman's single-factor test (Podsakoff and Organ, 1986) and marker-variable technique (Lindell and Whitney, 2001; Malhotra *et al.*, 2006). The potential endogeneity in the model was controlled by employing a two-stage least square approach and education used as the instrumental variables. The result from the endogeneity proved that there was no endogeneity bias in our model (Durbin-Wu-Hausman chi-squared test: χ^2 = .04, p-value = .83; Wu-Hausman F-test: F[1, 2265] = .04, p-value = .83) (Wooldridge, 2009). We validated the moderated mediation effect using Preacher and Hayes (2008) and Hayes (2013) approach (PROCESS Model 7), with a 95% confidence interval and 5000 bootstrap samples. Finally, we employed the multigroup analysis to test the potential differences of the proposed model for different clusters. All the hypotheses were supported.

Implications for Theory and Practice

This study goes beyond the extensive literature in customer equity by developing a moderated mediation model, which presents the interrelationships among relationship equity, value equity, brand equity and their roles in transforming customer equity into brand loyalty. Furthermore, this study has distinguished among the five consumer clusters and illuminated how the customer equity – brand loyalty linkage significantly varies by the types of experiential appeal that characterize the consumers. We demonstrate a rationale and suggest useful managerial solutions for firms to to better understand the diversity of consumers towards brand experience dimensions. Our findings show how firms could utilise brand equity, relationship equity and value equity in order to ultimately boost the brand loyalty of different consumer segments.

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Branding an Arts Council: Cover Stories 1973-2018

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Abstract:

This study examines branding of an arts council though the annual report, assessing how and why its strategy has evolved and changed. Using analysis of cover images 1973-2017, we assess branding development over 45 years. Through semiotic analysis, we identified that branding of is not simple but is linked with identity. When the brand was codified it supported national identity. However, brand salience shifted from vibrant to bland, losing stakeholder support. What remained was present in: (i) images on covers but not in the brand logo; (ii) narratives of national identity using Aboriginal arts as the medium for more cover images in the first two decades but less thereafter; (iii) while also seeing arts council branding appropriated by independent artist John Kelly in his parodies beyond the bounds of the annual report. Paradoxically, aura is accentuated through Kelly prints that weaken arts council branding but strengthen independent artist brands.

Keywords: branding, arts council

Introduction and Research Aim

Our study examines branding of an arts council— Australia Council of the Arts (ACA), Australian government's arts funding and advisory body—in annual reports (AR) over 45 years (1973-2017). We analyse branding as a visual concept by examining cover stories. Using semiotic analysis, our study identifies and responds to a literature gap in government agency branding, aiming to provide empirical insights into how branding is portrayed in the AR in order to establish and maintain national identity through an arts council. Fighting against critics and nay-sayers who remain anti-branding, the data set for this study is unique in its extent and analysis, providing rich stories on government agency branding. Hence, we answer the research question: How has branding of an arts council developed over time on the covers in annual reports?

Background

Branding conveys an image of aesthetic expression, relating to the enhanced perception of an organisation, product or individual through marketing techniques which raise consumer recognition (Schroeder 2002). Hence, branding provides experiences (Salzer-Morling and Strannegard 2004), ability to accentuate organisational image and identity (Hatch and Schultz 1997) and message consistency which all stakeholders need to 'buy' into. Brand design refers to visual interpretation of identity achieved through a consistent approach to the use of channels such as in print and online (Voss and Grabel 2014). Visual brand identity is key to recognition and positive word of mouth communication. Aura associated with brand accentuates differentiation and heightened consumer interest (Bjorkman 2002). Branding which matures over time can reach iconic status as it attracts extensive followers, achieved through myth-like status with influences on consumer narratives and experiences (Holt 2004; Thompson 2004). Branding the arts has been examined for artists and arts organisations (see, for e.g., Rentschler, Bridson & Evans 2011) but has been overlooked for arts councils. Some artists (living and dead) have an ability to self-brand and acquire symbolic capital through personal branding (O'Reilly 2005; Schroeder 2005; Shepherd 2005). Self and institutional artist branding can be contrasted with artists who do not wish to be branded, or not through conventional marketing techniques (Rentschler, Lehman & Fillis 2018). Artist validation also occurs with the growing status of the brand. Some artists embrace branding to promote themselves and their work (Fillis, Lee and Fraser 2015), becoming part of the extended self (Belk 1988; Preece 2014). In branding the arts, consideration should be paid to existing relationships and developing networks. For example, a systems approach to the art market where the pricing and value of art depend on the significance of the artist's brand, production and other technical elements relating to the art-work, create competition and relative dealer power (Zorloni 2005). Branding contributes to perception of authenticity surrounding art product, artist or institution, raising their brand value (Beverland, Lindgreen and Vink 2008). A new arts institution has an undeveloped brand history, brand awareness and meaning, and lower brand power compared to institutions of long-standing. There is also potential for institutions or artists to have associated aura or brand essence, accentuated through visuals and narratives developed over time (Brown, Kozinets & Sherry, 2003).

Methodology

We used content analysis to examine cover stories for branding an arts council. We examined each year's annual reports (ARs). Images were coded, along with text, enabling themes to emerge from the data in the context of ARs as they changed over time. Two coders met face-to-face to check discrepancies in interpretation, boosting data trustworthiness, cross-checking particular ARs, where data were examined several times by two coders (Guthrie et. al, 2003). Our analysis of textual narratives within ARs entailed two approaches: (i) qualitative and quantitative assessment of cover stories; and (ii) qualitative assessment, through discourse analysis of narratives. We used words such as 'logo', 'branding', 'marketing, to detect branding discourse. We use semiotic analysis to examine and assess our data. Semiotics is 'the science of signs that provides a set of assumptions and concepts that permit systematic analysis of symbolic systems' (Cullum-Swan and Manning 1994: 466). When applied to branding it is hoped that stakeholders interpret the meaning imbued in imagery and associated messages in the same way the organisation intended. Semiotic analysis is concerned with the interplay of visual elements, alongside text, commentary, symbolism and style of representation through brand identity.

Discussion and Contributions

Covers of arts council ARs tell the stories of institutional branding from establishment in 1973 to maintenance and legitimacy by 2018. From the beginning, ACA sought to tie its identity to that of the nation. In 1973, one of four aims of the ACA was identified as 'help develop a national identity through artistic expression' (p. 9). The 1980s was a decade of reform and 'reviews.' In 1982-83 the cover showcased the 'new logo.' It blends national symbols of identity (e.g., the kangaroo) with Aboriginal motifs of open hands in bright colours, as illustrated. The logo answered the challenge of ACA 'not being readily recognised for what it is' (ACA AR 1982-83 p. 20). Logo 'reflects…Australianness' of 'landscape,' 'Aboriginal and Asian art.' (p. 20). The 1990s was a decade of building national identity as the cultural industry had been defined in 1988—the bi-centenary of white settlement in Australia. The logo evolved: it is a longer kangaroo, with a larger stylised sun behind it, spare in style. By the beginning of the new millennium, branding had become corporate as had the annual report. For example, ACA commissioned Saatchi & Saatchi to produce 'Branding the Arts (2003),' which prompted artist John Kelly to parody ACA branding 'homogeneity and conformity' rather than 'dreaming to innovate' (Kelly 2003). He turned the arts council logo on its head, as illustrated. At the same time, the arts council logo become more spare, corporatised and elongated (see illustration). By ARs and creativity shifting to colourful full-page illustrations of arts and artists. Over five decades, branding had evolved, being parodied by the very artists whom it was supposed to represent as part of identity creation, losing stakeholder support. At the same time, branding stories through national stories of arts and artists that appeared on covers (Table 1) that spoke to the dominance of settler and Aboriginal culture as a means of creating national identity national identity.

ACA AR year	No image	Aboriginal image	Non-Aboriginal image	Totals by decade
1970s	6	2	0	8
1980s	2	5	3	10
1990s	0	3	6	9
2000s	4	2	4	10
2010s	2	2	2	6
Total	14	14	15	43

Table 1: Cover Stories by decades by focus

Implications for Theory and Practice

Arts council branding sought to become symbolic of national identity, using the arts as the medium. From the time in the 1980s when brand was codified in a logo, it eventually became much 'bland,' losing its vitality and vibrancy as well as support of key artists and the artistic community. Ambitious branding goals had been appropriated by others. Hence, identified branding associated with identity and nation building from the outset in 1973 showed bold ambitions. These ambitions were often expressed in Aboriginal cover images in the 1970s and 1980s, but lost favour thereafter Nonetheless, the nature and extent of visual branding represented in ACA's ARs varied and developed over the decades since its inception in the 1980s, compared to narratives, but did not imbue the same messages as the institution intended. During critical incidents entailing public debate on the use of branding, branding was diluted, and stakeholder support lost. In response, ACA continued to emphasise its role in the creation and maintenance of the nation's identity, but the aura of the brand had transferred to artists, seeing their use, misuse and parody of ACA images over time. Artists who rejected branding nonetheless used it to create myth-like status for themselves rather than the ACA. The perception of authenticity had been passed to the artists, raising their brand value, and decreasing it for the ACA. Extending this further, our research encourages further work around the analysis of brand image, encourage further assessment of both rational and less rational aspects of brand imagery.

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A Value-in-Use Perspective of Counterfeits

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Abstract:
Counterfeits are detrimental to several businesses and the economy at large. Yet, there are instances in extant literature that point to the counterintuitive, positive impact of counterfeits. We respond to calls in the literature on shunning the assumed negative impacts of counterfeits and highlighting how they might be of value to genuine manufacturers. Adopting a value-in-use perspective and drawing from the luxury branding literature, we highlight how counterfeits may be valuable not only to the consumer, but to the genuine manufacturer as well. To underscore the value that may be endowed upon the genuine manufacturer when its counterfeits are used by the consumer, we propose a vignette based, experimental design. We expect that our contribution would allow counterfeits to be examined in a new light, wherein they may be evaluated as contributors to luxury brands, rather than competitors.

Keywords: counterfeit, value-in-use, luxury brand

How Cities Can Attract Highly Skilled Workers as Residents:
The Impact of City Brand Benefits

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Abstract:
Due to the relevance of highly skilled workers for cities, city brand managers face the challenge to identify factors that influence their decision for place of residence. Brand attitudes represent a strong predictor of consumer behaviour and are mainly determined by brand benefits. Therefore, this paper investigates the effects of city brand benefits (cost efficiency, job chances, social life, recreation, self–brand connection) on highly skilled, potential residents' attitudes toward a city brand. Conducting an online survey, 354 evaluations of the six largest German cities obtained from 294 highly skilled, potential residents were collected. The results show that social life emerges as the most important city brand benefit. Self–brand connection also positively affects city brand attitudes. In contrast, the benefits cost efficiency, job chances, and recreation do not affect these attitudes. Based on these results, implications for city brand managers and researchers are derived.

Keywords: place branding, potential residents, highly skilled workers

Customer Based Brand Equity for Mobile Apps: Towards a Simple Research Framework

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Abstract:
This paper presents preliminary work aimed at the development of a simple Customer Based Brand Equity framework for branded mobile applications (apps) – i.e., apps displaying a brand identity. First, it introduces some new basic metrics, such as an app's awareness and mental availability. Second, it links these metrics to the app's market penetration to evaluate the overall strength or equity of a branded app. The analysis is performed for three types of apps: social networking, fitness and health, and work and productivity. The results point to several theoretical and practical implications, concerning how to understand and appraise brand equity for branded apps. Out of the key conclusions to be drawn, we highlight the importance for branded apps to be easily recognisable and mentally available – i.e., widely linked to the key technological features that consumers seek.

Keywords: *mobile apps*, *customer based brand equity*, *mental availability*

1. Introduction and research aim

In all sorts of organisations mobile apps are becoming a prominent method used to communicate with consumers, engage them, and make products and services available to them anytime, anywhere. Since Sultan and Rohm (2005) defined apps as 'brand in the hand', research efforts have been redirected from the analysis of apps as technological platform and/or advertising channel, to understanding apps as branded offerings. Bellman et al. (2011) formally defined branded apps as apps clearly displaying a brand identity, opening the venue for more research, especially in relation to post-adoption outcomes such as persuasion and engagement (e.g., Wu, 2015). Nonetheless, existing research reveals two notable limitations. First, most studies treat branded apps as extensions of existing offline or online brands (e.g., the Zara app or the Facebook app) and estimate outcome variables in relation to the brand powering the app, not the actual app. This is challenging as many branded apps are actually not linked to an existing brand, but are standalone offerings, which can nonetheless result in highly profitable ventures – see the example of the Spotify app, which is currently valued at US$29.5 billion (Quartz, 2018). Second, existing studies on branded apps did not examine in great depth strategic brand management aspects. Some studies have considered loyalty (or 'stickiness') towards branded apps (e.g., Furner, Racherla and Babb, 2014). Stocchi, Guerini and Michaelidou (2017) considered brand image for a range of free and paid apps, but did not consider any other dimension of brand equity. Finally, Wang and Li (2012) attempted to introduce a framework explaining how to generate intangible value from apps on the basis of awareness and memory associations, but focused on apps as a technological platform, rather than examining specific instances of branded apps. Therefore, the aim of this study is to introduce some preliminary theoretical and analytical advancement relevant to the development of a simple Customer Based Brand Equity (CBBE) research framework for branded apps. Drawing upon recent advances in CBBE research (Stocchi and Fuller, 2017), the framework describes the strength of the branded app as the result of the underlying synergy between the app's awareness and its mental availability, which have a strong bearing on the app's market penetration and vary in line with the app's stickiness (or loyalty).

2. Conceptual background

Upon the escalation of e-commerce, several studies strived to produce CBBE models for online brands – e.g., Christodoulides and DeChernatony (2004), Christodoulides et al. (2006), Christodoulides (2009), and Delgado-Ballester and Hernández-Espallardo (2008). Besides the fact that the vast majority of published research on CBBE and technology has focussed on web-based technologies and social media, a common underlying limitation is the use of rather complex frameworks, encompassing many dimensions each including numerous variables.

More recent research concerning CBBE has introduced more parsimonious approaches, which do not imply complex modelling and are applicable to different types of market – see Stocchi and Fuller (2017). Such studies have reverted to the basic principles of CBBE, as Keller (1993) envisioned it, and focussed on two key dimensions: *brand awareness* and *brand image*. Brand awareness is essential to CBBE, because it captures the consumer's ability to recognise a brand in the market place when given a cue, such as the product or service category it belongs to. Brand image is also crucial, because it encompasses the 'breadth' and 'depth' of the concepts that consumers spontaneously associate to the brand, facilitating its recall from memory. Both notions can be easily measured by means of consumer surveys and turned into meaningful managerial insights. For example, brand image can be turned into a set of *mental availability* metrics (see Romaniuk, 2013). Moreover, brand awareness and brand image can be linked to behavioural outcomes of CBBE such as *purchase probabilities* (see

also Erdem et al., 1999; Washburn and Plank, 2002; Punj and Hillyer, 2004; Esch et al., 2006). Accordingly, this paper draws on these recent advancements to evaluate CBBE for branded apps, and enhance the understanding of strategic brand management issues, which thus far has been confined to a very few studies not specific to branded apps (e.g., Furner, Racherla and Babb, 2014). This is concerning, in light of the many peculiarities of branded apps as a unique tool for persuasion (Bellman et al., 2011) and persuasion (e.g., Wu, 2015)

3. Methods

We analysed a large sample (n=781) of Australian panel data, featuring information three types of apps (social media, health and fitness, and work and productivity), including a total of 20 branded apps. Following the analytical procedure by Stocchi and Fuller (2017), we evaluated the convergence (assessed with pair-wise Pearson's correlations – see Agarwal and Rao, 1996) of the following metrics, calculated for each individual branded app in the dataset:

- *App's awareness*: i.e., the percentage of sample that is able to recognise a certain branded app when prompted with a cue (e.g., its logo – see also Nedungadi and Hutchinson, 1985).
- *App's mental availability*, split into the three metrics: *associative penetration*, *associative rate* and *mental market share* (due to space limitations, we refer to Romaniuk, 2013 for the explanation of these metrics). As per Stocchi et al. (2017), these mental availability was derived from a range of apps' attributes capturing known determinants of technology acceptance (e.g., Gao et al., 2013, and Tojib and Tsarenko, 2012).
- *App's market penetration*: calculated as the percentage of the sample reporting that they used and/or downloaded the app in the past four weeks (adapted from Sharp et al., 2012).
- *App's stickiness*: estimated from recent app usage (Furner, Racherla and Babb, 2014).

We also and multiple regression analyses (see Punj and Hillyer, 2004) to determine the resulting strength of each branded app, which we inferred from the underlying effect of the app's awareness and mental availability on its market penetration. We compared these estimates for different levels of app's stickiness and for the three types of apps considered.

4. Results and implications

Across the three types of branded apps considered, all metrics were generally significantly correlated with each other (p < 0.01 in most instances, two-tailed), and correlations were all greater than .7 (Cohen, 1988). The greatest convergence was between mental market share and penetration for all branded apps for social networking, and health and fitness apps; and between app awareness and penetration for work and productivity apps. The results of the multiple regressions reinforced these findings for social networking and health and fitness apps, showing that awareness and mental availability significantly describe variance in an app's market penetration (p<.001, R^2=.99 for social networking; p<.05, R^2=.97 for health and fitness), albeit in synergy rather individually. Results varied in line with the app's stickiness (significant results were returned primarily for recent app usage) and differed across the three types of apps (e.g., results for work and productivity apps were not significant).

We therefore conclude, preliminarily, that there is scope to formally evaluate the overall strength of branded apps by evaluating their awareness and mental availability, underpin market penetration and vary inline with recent usage. These insights are practically relevant to managers of branded apps linked to existing brands as well as 'stand-alone' branded apps.
Namely, it can already be concluded that branded apps should be linked to as many of the technological features that consumers seek in apps to complement basic awareness and driving the app's market penetration within a certain type or category of apps.

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Driving B2B Brands Through Signalling Sustainability Practices

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Abstract:
Despite the mounting pressure on the environment and the growing importance of sustainability, little emphasis has been placed on capturing the value from pursuing sustainability to enhance a manufacturer's brand image and market performance in business-to-business (B2B) markets. Using signalling theory, we examine the extent to which a firm's pursuit of sustainability promotes brand image and market performance. In addition, we examine the roles of customer relationship management (CRM) and customers' attitudes toward sustainability in fostering the relationship between sustainability practices and brand image. Drawing on a multi-informant dataset collected from B2B manufacturing firms and their customers, we show that sustainability practices significantly drive brand image and this relationship is contingent on CRM and customers' attitudes toward sustainability. The results also show that manufacturing firms with a positive brand image have higher levels of market performance by reducing information costs for customers and lowering their perceived risk of purchase.

Keywords: sustainability, brand image, attitude, customer relationship management (CRM)

SERVICE RESEARCH

Public Health-Care Innovation: An Employee Perspective

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Abstract:
The public health-care sector has been facing increasing challenges in recent years, and views innovation as a major driver of performance. However, there have been cases where innovation projects were short of meeting their objectives, and hence there are ambiguities around how performance is really affected by innovation in the light of multiple managerial and employee-related factors. Contextual ambidexterity is assumed to create an environment for employees to efficiently exploit existing assets and explore new resources and processes. But what is lacking is scholarly attention devoted to understanding of how creative self-efficacy of employees in an ambidextrous organisation would result in their attitude towards innovation and development of innovative behaviour, which will then affect innovation performance. To this end, based on an analysis of the literature, this paper presents a conceptual framework to better understand the interrelationships, with propositions to guide future research put forward.

Keywords: contextual ambidexterity, employee attitude towards innovation, employee innovative behaviour

Introduction and Research Problem

Service providers facing increasingly complicated market expectations have to develop new tailored offerings, redesign their existing services and undertake modifications to their organisational processes, in order to succeed and survive in today's business environment (Snyder et al., 2016). Marketing researchers and practitioners now enjoy an abundance of innovation questions to investigate (Ferraz & Santos, 2016).

In short, a lack of in-depth understanding of service, process and behavioural innovations and their impact on organisational performance across many sectors is evident (Carlborg, Kindstrom & Kowalkowski, 2014), and health-care is no exception (Ciasullo, Cosimato & Pellicano, 2017). Scholars have sought to identify and analyse antecedent factors that are assumed to be associated with innovation capabilities of ambidextrous organisations (Junni et al., 2015). A growing body of literature is emerging on the challenges and opportunities of introducing and implementing innovations within the public sector (Chong & Zhou, 2014). Compared to the private sector, the public sector has lagged somewhat on service and process innovations (Lee, Hwang & Choi, 2012). Although the importance of involving employees in the innovation process has been discussed (De Jong & Den Hartog, 2007), there has been little attention given to how this involvement would affect employee creative self-efficacy, their attitude towards innovation and innovative behaviour and enhanced innovation performance in the public health sector (Godenhjelm & Johanson, 2018), which are the focus of this research. Therefore, the research problem addressed in this paper is: How contextual ambidexterity would lead to improved innovation performance, considering the roles of organisational innovativeness, employee creative self-efficacy, employee attitude towards innovation and employee innovative behaviour.

Background and Conceptual Framework

To address the research problem, a conceptual framework is proposed that draws upon a number of research streams in the literature. Firstly, ambidexterity as the capability of an organisation to simultaneously perform exploitative and explorative innovation is argued to have influence on innovation performance. However, studies on this relationship have led to mixed results (Junni et al., 2013). Furthermore, Contextual ambidexterity lets employees decide how to optimally divide their time between exploitation and exploration by themselves. Secondly, several human resources and organisational factors (e.g. manager characteristics, employee characteristics) have been discussed to have different effects on organisational ambidexterity (Ahammad et al., 2015). Therefore, the following propositions are put forward:

P1a: Human resources (manager characteristics/employee characteristics/HR practices) affect contextual ambidexterity.
P1b: Organisational factors affect contextual ambidexterity.
P2: Contextual ambidexterity affects innovation performance.

Thirdly, organisational innovativeness is conceptualised as a multidimensional construct reflecting organisation's tendency that motivates innovative outcomes over time (Ruvio et al., 2014). Contextual ambidexterity is argued to drive organisational innovativeness (Ruvio et al., 2014). It is supposed that contextual ambidexterity and organisational innovativeness create an environment in which employees develop a belief that they are able to produce creative solutions to work-related problems. This ability, which is a motivational factor, is mostly referred to employee creative self-efficacy in the literature (Puente-Diaz, 2016). The foregoing discussion leads to the following propositions:

P3a: Contextual ambidexterity affects organisational innovativeness.
P3b: Contextual ambidexterity affects employee creative self-efficacy.
P4: Organisational innovativeness affects employee creative self-efficacy.

Fifthly, drawing on the theory of planned behaviour, it is assumed that employee creative self-efficacy and organisational innovativeness affect employee attitude towards innovation, which will then lead to actual employee innovative behaviour and innovation performance (McShane et al., 2013). As a collections of beliefs, emotions, evaluations and behavioural intentions an employee has towards innovations, employee attitude towards innovation explains the relationship between

organisational innovativeness and employee creative self-efficacy on the one side, and employee innovative behaviour on the other side (Boisvert & Ashill, 2011). Employee innovative behaviour as a multi-stage process (idea generation, idea promotion and idea implementation) is argued to be the consequence of the employee attitude towards innovation. Finally, employee innovative behaviour is assumed to affect innovation performance (Purc & Laguna, 2017). Thus, the following propositions are developed:

P5: Organisational innovativeness affects employee attitude towards innovation.
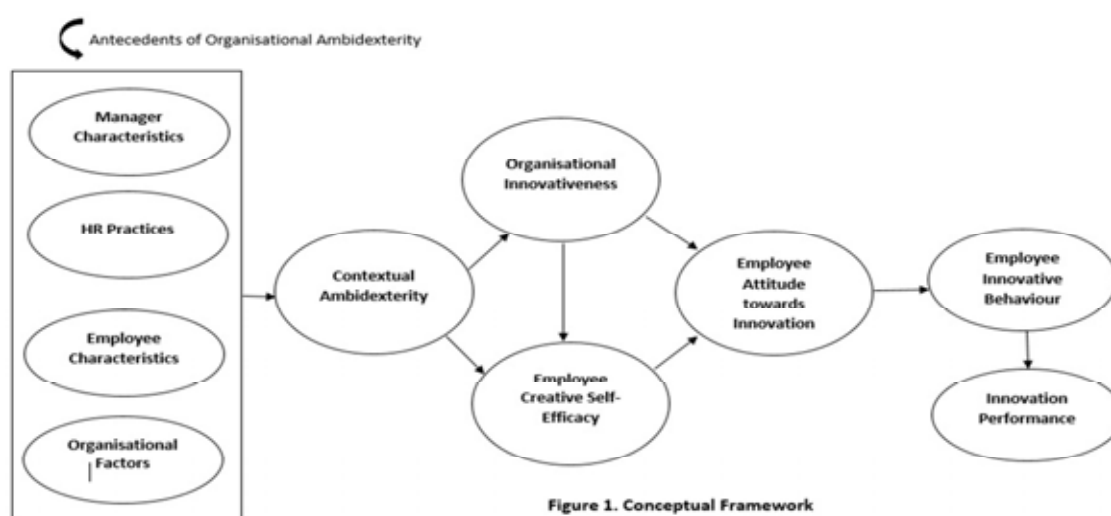
P6: Employee creative self-efficacy affects employee attitude towards innovation.

P7: Employee attitude towards innovation mediates the relationships between organisational innovativeness and employee creative self-efficacy on the one side and employee innovative behaviour on the other side.

P8: Employee attitude towards innovation affects employee innovative behaviour.

P9: Employee innovative behaviour affects innovation performance.

Based on the foregoing arguments and propositions, the proposed conceptual framework of this paper is shown in Figure 1.

Figure 1. Conceptual Framework

Implications for theory and practice

Despite the growing interest in the development and application of innovation theories and practices to public-sector service offerings, there has been limited attention devoted to studying the factors affecting the relationship between contextual ambidexterity and innovation performance. To address this shortcoming, a theoretical framework has been presented in this paper comprising contextual ambidexterity and its antecedents, organisational innovativeness, employee creativity self-efficacy, employee attitude towards innovation and employee innovative behaviour. Propositions have also been put forward to guide future research in this context. Better understanding of the public-health contextual ambidexterity will assist scholars and practitioners in developing strategies aimed at creating value for employees, as the most important organisational resource, by incorporating them into health-care innovation process. This will lead to improved health-care innovation performance.

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Culture's Role in the Perception of Atmospherics

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Abstract:

With the rise of service economies, atmospherics, the conscious designing of spaces (Kotler, 1974) has intensified in importance in order to control and manipulate desired behaviours and responses in the servicescape. However, Kotler (1974) argues the preference and perception of these are constantly changing, what is missing from literature is the reasoning behind this. Literature indicates strong linkages between demographic factors and variance of consumer behaviour, which perpetuates culture's mediation in the shifting perceptions of atmospherics. Much like atmospherics, culture is dynamic and not rigid, thus it is constantly evolving and having immense implications on the behaviour and responses of consumers. The purpose of this paper is to provide a conceptual framework adapted from Mehrabian and Russell's (1974) stimulus-organism-response (SOR) model to explain how culture can influence atmospherics and understand how it moderates the consumer response model.

*Keywords: atmospherics, cross-cultural, preferences*

Introduction

The turn of the century has seen globalisation intensify and as a result, immense opportunities have emerged for organisations, such as expansion into international markets as well as the transition of domestic marks into multi-cultural economies (Zhang et al., 2008). However, research has indicated that marketing activities that are incongruent to the culture you are targeting can have detrimental effects to an organisation's success (Song, Moon, Chen, & Houston, 2018). Yet a gap in the literature remains which provides explanations behind the varying perceptions of atmospherics amongst different cultures. Furthering this, as service industries begin to dominate economies, literature is intensifying surrounding the idea of manipulating elements of the servicescape to drive particular behaviours and responses, notably through atmospherics (Ayabe-Kanamura et al., 1998; 2008 Lin & Mattila, 2010; Biswas et al., 2018). The purpose of this paper is to build on emerging literature through developing a broad conceptual framework which provides explanations behind culture's interaction with atmospherics and how culture, influences behaviours and responses to atmospherics, thus bringing two research streams together.

Theoretical Foundations and Conceptual Development

The term atmospherics was coined by Philip Kotler in his seminal article in 1974 and pertains to the conscious designing of spaces in order to stimulate particular emotions and responses from consumers. It is argued that the atmosphere in which a product is purchased is more influential than the actual product itself, especially in the service environment where tangibility is scarce and that manipulating environmental stimuli can elicit particular behaviours, but variations amongst what exact responses and behaviours occur is not explicitly discussed (Biswas et al., 2018). Kotler (1974) proposes that even atmospherics which have previously heralded success must be under continuous review as consumer behaviour and trends are continuously changing. Likewise, culture is dynamic and changes over a temporal context which means this will also influence behaviour and does not remain rigid (Hofstede, 2001). The conceptual model (disclosed in Figure 1) derives from Mehrabian and Russell's (1974) stimulus-organism-response (SOR) model and how culture mediates and influences the linkages between these. The SOR model explains the stimulus (such as atmospherics) are processed by the organism (pleasure-arousal) which result in responses (approach-avoidance) to the environment (Mehrabian & Russell, 1974). The conceptual model provides explanation and evidence for the interaction of culture with atmospherics and consumer behaviour related responses such as how the use of particular atmospherics or the manipulation of which can generate different mood states (such as positive or negative pleasure or arousal) as well as varied responses (particularly approach and avoidance).

Hofstede (2001) identifies culture as the collective programming of the mind which distinguishes particular groups within society from one another. His large scale longitudinal study produced six dimensions; power distance, individualism versus collectivism, uncertainty avoidance, masculinity versus femininity, time orientation and indulgence versus restraint (Hofstede & Minkov, 2010). Each dimension has the ability to ignite particular responses which can impact marketers and service providers. Within the servicescape, power distance has proven to manifest in ways such as higher power distance cultures (like China) having higher expectations of service employees (Lin & Mattila, 2010). Furthermore, the materialism can be linked to responses such as more willingness to pay price premiums. Individualist cultures place more emphasis on their service expectations, thus meaning service failures can lead to damaging consumer responses such as negative word of mouth (Kastanakis & Voyer, 2014). In terms of atmospherics, high uncertainty avoidance cultures such as Japan have recognised their own familiar cultural smells as more pleasant, as well as being more willing to approach and positively evaluated those servicescapes (Ayabe-Kanamura, et al., 1998). Comparing masculine and feminine cultures has revealed that there are differences in marketing

standards, such as sex appeal and nudity are more culturally acceptable in French society than in American (Frith & Mueller, 2003), likely linked to France's more feminine scoring on the masculinity versus femininity index. In services research, long-term orientation has indicated higher expectations of quality and meeting of these standards, which expresses that atmospherics incongruent to the consumer's culture could instigate negative mood states and avoidance related responses (Tsikriktsis, 2002). In relation to the SOR model (Mehrabian & Russell, 1974), low-indulgent cultures pose susceptibility to negative arousal emotions such as pessimism and anger, their conservative approach to social commerce expenditure indicates proneness to avoidance responses (Türkmen Barutçu & Yildirim, 2016). However, the increase in optimism and positive pleasure related behaviours within organisms (consumers) can heighten the likelihood to approach servicescapes due to establishment of trust (Türkmen Barutçu & Yildirim, 2016).
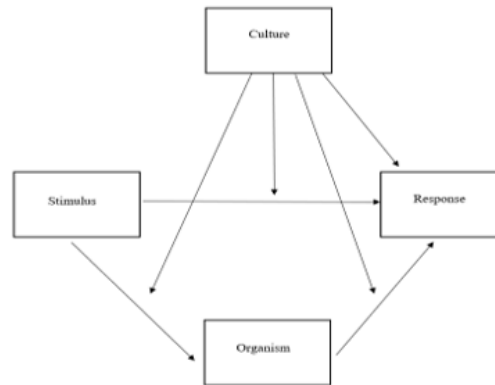
Figure 1. A conceptual model for the role of culture on consumer response models

Discussion

Marketers and service providers need to consider this servicescape perspective in order to consciously design their spaces in order to be more congruent to customers and drive desired responses whether that's to do so more effectively domestically or internationally. More pleasurable and positive emotions within the organism typically have stronger linkages to these more desired responses, but literature notes these behaviours are more likely with congruent cultural marketing techniques (Lee, 2006; Lin & Mattila, 2010; Song et al., 2018). The model provides guidance in terms of the process of culture's mediation and influence on atmospherics, and how manipulation of these stimuli can drive particularly behaviour and ultimately responses which have the potential to dictate the success and survival in particular cultural markets. The content of this paper provides precedence for research opportunities to explore how exactly Hofstede's (2010) dimensions interact with marketing and the servicescape. With the changing dynamics of the economy as well as the marketing sphere this is becoming increasingly important in order to appeal more positively to consumers and remain viable within industry.

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The Elderly's Acceptance of Healthcare Self-Service Technologies

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Abstract:

Prior research on self-service technologies (SSTs) typically focuses on younger consumers' acceptance of and experience with this innovation, and older consumers (60+) are largely ignored. However, as world population is ageing and firms across the service sector are replacing traditional interpersonal services with SSTs, more and more elderly consumers will inevitably be forced to use these technologies, making them too important and large a group to neglect. Therefore, this study investigates the elderly's acceptance of healthcare SSTs in China. We develop a conceptual model based on prior research and insights from our in-depth interviews, and empirically test it among 130 elderly people from two Chinese hospitals. Results show that (1) four key factors (external control, technology anxiety, self-efficacy, and past experience) influence the elderly's acceptance of healthcare SSTs through two mediators (usefulness and ease of use), and (2) ease of use is more important than usefulness for older people.

Keywords: self-service technologies, elderly people, healthcare industry

Over-Time Stability of Individuals' Satisfaction Scores

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Abstract:
When the same people are repeatedly surveyed about customer satisfaction, aggregate-level scores are usually very stable, but some individuals give different scores in the second survey. Drawing on literature from satisfaction measurement, attitude change, psychometrics and brand perceptions 'repeat rates' we investigate this fluctuation in individual customer-satisfaction scores. We posit that satisfaction scores exhibit a mean reversion or regression to the mean effect over repeated measurements. This effect is consistent with the notion of attitude attenuation, whereby extreme scores tend to be less extreme when re-measured. We undertake preliminary tests using survey data provided by a large European furniture retailer. We confirm a marked regression to the mean effect, that is, the average satisfaction score among people who give a low/high rating in one survey tends to be higher/lower in a subsequent survey. Satisfaction levels appear to attenuate over time. We identify methodological and managerial implications arising from this pattern.

Keywords: satisfaction, mean reversion, repeat-rates

Introduction and research aims

Satisfaction is an unobservable construct, typically measured via the survey responses of customers. The extent to which a respondent is satisfied is usually measured via either an agreement scale, i.e. 'strongly agree to 'strongly disagree' - (e.g. Nicholls and Gilbert, 1998) or other response scales such as 'very dissatisfied … very satisfied' (e.g. Mihelis et al., 2001). Due to the fact that satisfaction is not directly observable, but rather inferred from these survey-based responses, considerable attention has been paid to the psychometric qualities of satisfaction measures. One psychometric measure of interest is reliability, defined as "the degree to which measures are free from error and therefore yield consistent results" (Peter, 1979 p. 6). Reliability is often measured as the extent to which various scale items designed to measure the same construct correlate with each other (Churchill, 1979). Reliability can also be measured as the correlation of scores given by individuals at one point in time, with those given at a later point in time by the same respondents (Peter, 1979). This approach is called *test-retest reliability*. Several studies have examined the test-retest reliability of customer satisfaction, reporting coefficients ranging between 0.65 and 0.80 (Westbrook, 1980); 0.6 to above 0.9 (Torkzadeh and Doll, 1991); and 0.7 to 0.8 (Lam and Woo, 1997). Aggregated satisfaction scores in these studies tend to be extremely stable. Test-retest correlations smaller than 1.0 imply that some respondents gave different answers from one survey to another. Furthermore, if overall average scores stay the same from survey to survey, lower scores by other respondents may balance higher scores by some respondents. There are two mechanisms by which this cancellation effect could occur. First, some respondents who initially give high scores give slightly *higher* scores next time; and respondents who initially give low scores give even *lower* scores next time. This would be consistent with *attitude polarization* (e.g., Tesser and Conlee, 1975). Alternatively, high-scorers in the first survey may give lower scores, on average, in the second survey, whereas initially low-scorers may give higher scores later. This effect would be consistent with *attitude attenuation* (Leone and Ensley, 1986). Either of these effects could conceivably occur, given that asking about satisfaction in the initial survey could prompt respondents to think about their level of satisfaction with the provider, enhancing the accessibility of attitudes in memory (Morwitz and Fitzsimons, 2004). Such momentarily activated cognitions could then have a strong bearing on a second judgment, making it more diagnostic (Feldman and Lynch, 1988). Given that customer satisfaction measurement is a very prevalent industry practice (e.g.Fornell et al., 1996) and is a topic of sustained interest in academia, we see value in shedding light on these mechanisms which will aid in interpreting satisfaction survey results. Accordingly, this study explores over-time stability of satisfaction scores and, through identifying mean reversion, can determine any likely attitude polarization or attenuation effects.

Background

Mean reversion is a widely occurring phenomenon (Barnett et al., 2005), which in marketing research has been documented primarily in relation to brand purchasing (e.g., Romaniuk and Wight, 2015). In short, mean reversion is an effect originating from the fact that a single observation of an individual on some trait (e.g., spelling ability) has some random element, and subsequent observations reveal more information on the individual's 'true' long-term level of that trait. The effect was explained by Morrison (1973), who stated that: "if we observe an individual with a high score on the first test [survey], chances are his true ability is higher than average, but not as high as his first score". Literature on the *repeat-rate* of brand attitudes or perceptions across two consecutive surveys (e.g. Dall'Olmo Riley et al., 1997) is consistent with this contention, in that attitudes with higher initial response levels also yield higher repeat rates. Consider two fabric-care brands. Brand 1 has a high level of familiarity such that in any survey a large proportion of respondents, for example, 80% will agree with an attitude statement about it (e.g., 'Removes stains'). Brand 2 is less familiar and only 20% will agree with that statement. These scores imply that any respondent has an average long-run probability of 0.8 to agree with the statement applied to Brand 1, and of 0.2 for Brand 2. Hence, those who do not agree in the first survey to the attitude statement for Brand 1 are responding 'below' this long-run probability and their subsequent scores will 'regress upward' toward the mean. Likewise, respondents who agree with the statement for Brand 2 are initially responding 'above' the long-run

probability and subsequent evaluation will 'regress downward'. We posit the same effect may be manifest in repeated customer satisfaction scores.

Therefore **H1** is: *There will be a regression to the mean effect for individual's satisfaction scores when measured over two subsequent surveys, resulting from attitude attenuation.*

Method and results

We analyse a large set of longitudinal survey data for a European furniture retailer. Data on three customer satisfaction questions, derived from Homburg, Koschate and Hoyer (2006) were obtained from the same 14,865 respondents, six weeks apart. To examine mean reversion and attitude attenuation, we cross-tabulated and correlated the responses across the two surveys. Due to space constraints we present only one question – see Table 1. Average scores are 5.8 on a zero to 7 scale in both surveys.

Table 1: Tabulation of Survey 1 and Survey 2 responses to "*In total, how satisfied are you with [retailer]?*"

Correlation between first and second survey scores = .55 (p<0.01)		Survey 1 response level		Mean reversion	Repeat rate of the satisfaction score
		N	%	Average score in Survey **2** among those who gave this score in Survey **1**	
First survey response	0	52	.3	4.5*	0
	1	46	.3	2.6*	28
	2	192	1.3	3.4*	10
	3	472	3.2	4.1*	14
	4	1320	8.9	4.7*	30
	5	3298	22.2	5.3	38
	6	5784	38.9	6.0	62
	7	3701	24.9	6.6*	65

Significant difference from Survey 1 mean at p<0.05

Discussion and implications for theory & practice

The average scores among those who initially gave a satisfaction score up to 5 are higher in the second survey, whereas among those who initially scored 7, the subsequent scores are on average lower (of course, the latter cannot increase). Also, the repeat-rate for each scale response is highly correlated with its survey 1 response level (r=0.89, p=0.03). This initial analysis confirms a mean reversion effect for re-measured satisfaction scores, consistent with attitude attenuation. This outcome yields several methodological and practical implications. From a method perspective, it suggests that there is value in complementing the analysis of satisfaction scores with a check of mean reversion and the calculation of score repeat rates. Such tests will help understand whether fluctuations in satisfaction are genuine changes in customers' evaluations as opposed to a known and expected statistical effect. The practical implications of this study lie within the provision of a simple protocol to improve interpretation of customer satisfaction scores across repeated surveys. We anticipate these initial findings will be extendable to other measures such as corporate and/or brand image.

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Enhancing Co-Design Resourcing for Public Sector Services

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Abstract:
Global demand for increased females in STEM disciplines are noticeable, yet the rate of drop-out, failure and degree switching from female STEM undergraduates in higher education (HE) institutions is high. This problem has led to a need for effective recruitment and retention programs aimed at female STEM undergraduate students. Co-design is an effective tool used in public service organisations to address such problems, however rigorous methods of resourcing these co-design sessions have yet to be discussed. A systematic literature review was applied during the resourcing stage of a co-design project aiming to design a recruitment and retention program for female STEM undergraduates. In doing so, strategies for retaining and recruiting female STEM undergraduates are outlined, underpinned by a bias free and rigorous method of co-design resourcing.

Keywords: retention, STEM, undergraduate

Who Collects Experiences? A Typology of Collectors

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Kate Westberg, RMIT University

Abstract:

Despite the growth of the experience economy most of the research about collecting centres on object collectors. The purpose of this paper is to develop a typology of experience collectors. We examine an online community of experience collectors via observation and content analysis. Results suggest five groups exist – Director, Idol Worshipper, Self-improver, Inventory Keeper and Good Samaritan. Insights provide critical legitimacy to the concept of experience collecting because whilst the motivations and behaviours of object collectors have been explored in depth, less is known about the emerging trend of experience collecting. These typologies differ by experience choice but also most significantly by motivation and behaviour. Identifying a typology based on motivations and behaviours will help services marketers frame experiences to appeal to this emerging consumer.

Keywords: experience collecting, motivations

Airbnb versus Booking.com: What Drives the Customer Experience?

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Abstract:
The purpose of this paper is to better understand customer experiences and usage intentions when booking an accommodation through a peer-to-peer sharing platform as compared to conventional hotel booking platforms. Results from an experimental study confirm that consumers perceive higher hedonic and social values in a sharing context. Further, hedonic, social and materialism influence usage intentions only in the sharing context. Our study extends past research by providing empirical support for the importance of hedonic as well as social values and an aversion towards materialism as constitutional factors of sharing experiences. Thereby, insights from this study may help practitioners to design online platforms in accordance with consumers' perceived values and personal norms. Our next steps are to validate our findings by replicating this study with a representative sample for a different sharing context.

Keywords: sharing, consumer values, materialism

Introduction

In recent years, the practice of peer-to-peer sharing has increasingly received attention from both practitioners and academics (Botsman & Rogers, 2010, Belk, 2007, 2010; Lamberton & Rose, 2012). While sharing as a form of consumption "is a phenomenon as old as humankind" (Belk, 2010, p. 1595), the rapid growth of the "sharing economy" is fueled by developments in information and communication technology (ICT). A growing number of online peer-to-peer platforms have emerged as alternative providers of products and services traditionally delivered by established suppliers (Zervas et al., 2015). Consumers have so far rapidly adopted the services offered by firms such as Airbnb or Uber. While there is comprehensive literature on sharing in sociology, psychology and anthropology, so far only scant research investigates the newer phenomena of internet-enabled sharing in the context of consumption (e.g. Hellwig et al., 2015). In particular, research lacks to investigate the distinctive customer experiences using services provided by a peer-to-peer (P2P) sharing platform. The present paper addresses this gap in the literature, analysing customer experiences and usage intentions regarding booking an accommodation through a P2P sharing platform as compared to conventional hotel booking platforms (HBP) such as Expedia.

The main questions guiding this research are:
RQ1: How do consumers perceive customer experiences on peer-to-peer sharing platforms as compared to HBP?
RQ2: What factors drive usage intentions for peer-to-peer sharing platforms in comparison to HBP?

Background

Belk (2007) defines sharing as "*the act and process of distributing what is ours to others for their use and/or the act and process of receiving or taking something from others for our use*" (p. 126). Consumers now have vast opportunities to access and share different resources from each other via online peer-to-peer platforms, including apartments (AirBnB), taxi rides (Uber), toys (ToyShare) and services (Taskrabbit). There are two essential differences to traditional offline forms of peer-to-peer sharing. First, the transaction costs are highly reduced through new technologies. Second, the social network and the rating systems of these new services reduce the information asymmetry and generate trust (Fournier & Bardhi, 2013).

To better understand customer experiences for P2P sharing platforms the present research draws on established frameworks that explain customer perceived value (Sweeney & Soutar, 2001): *Hedonic value* concerns the utility generated by feelings during the buying experience, while *functional value* concerns the utility derived from the expected performance of the service. *Social value* is derived from the ability of the platform to enhance one's self-concept (Sweeney & Soutar, 2001).

Based on our literature review we derive the following hypotheses:
H1a: Perceived functional values for sharing experiences equals to the functional value of conventional experiences.
H1b: Perceived functional value has an equal influence on usage intentions for conventional experiences and for sharing experiences.
H2a: Hedonic value is higher for sharing experiences than for conventional experiences.
H2b: Hedonic value has an influence on usage intentions only for sharing experiences.
H3a: Social value is higher for sharing experiences than for conventional experiences.
H3b: Social value has a positive influence on usage intentions only for sharing experiences than for conventional experiences.
H4: Materialism has a negative influence on usage intentions f only or sharing experiences and not for conventional booking experience.

Methodology
To test our hypotheses, we conducted an experimental study. The total sample of 76 subjects consisted of students of two colleges in Switzerland. The participants' characteristics are as follows: Age ranged from 21 to 46; although a majority (89%) were younger than 35; 64% were female. Respondents were randomly assigned to one of two experimental conditions: (1) In the "sharing condition", respondents were put in a situation where they searched an accommodation on Airbnb (N = 41). Then, they were surveyed regarding their perception of the platform and usage intentions regarding Airbnb. (2) In the "conventional online shop condition", respondents were asked to search for an accommodation on booking.com (N = 35). Then, they were surveyed regarding their experience and usage intentions. In both scenarios, the same questionnaires were used, with the only difference that one questionnaire focused on "Airbnb" and the other on "booking.com".
We chose Airbnb as an example for a peer-to-peer sharing platform because of its significance in the market place. Further, this study chose Booking.com as an example for HBP. Variables for the value perception were measured using scales that were derived from the literature (e.g. Sweeney & Soutar, 2001; Venkatesh et al., 2012). To measure materialism, we used a short version of the Material Values Scale (Richins, 2004). All measures were multi-item scales that were measured on a 5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. We conducted ANOVAs in order to measure mean differences for the perceived values. Further, we conducted regression analyses with usage intentions as the dependent variable, the three value-constructs and the two personal norms as independent variables.

Results and Discussion
Results show that participants' perceptions of functional values do not differ significantly ($M_{sharing}$ = 4.2; $M_{conventional}$ = 4.0; ($F_{(1, 74)}$ = 1.89, n.s.), thus partly confirming H1a. Furthermore, respondents in the sharing condition indicated significantly higher hedonic values than respondents in the conventional online shop condition ($M_{sharing}$ = 2.8; $M_{conventional}$ = 2.4; ($F_{(1, 74)}$ = 6.3, $p < .05$), confirming H2a. Finally, our study shows that participants' perceptions of social values were significantly higher than those of the conventional online shop condition when exposed to a sharing context ($M_{sharing}$ = 2.3; $M_{conventional}$ = 1.7; ($F_{(1, 74)}$ = 7.9, $p < .01$). Thus, H3a is confirmed.

Table 1 shows the results of three regression analyses for (1) the overall sample, (2) the respondents in the sharing condition (Airbnb), and (3) the respondents in the HBP condition (Booking.com). The results confirm H1b, H2b, H3b and H4.

Table 1: Regression estimates

	Overall (N=76)	Sharing condition (N=41)	HPB condition (N=35)
Functional value	.350 (3.69)	.354 (3.43)	0.402 (2.43)
Hedonic value	.329 (3.32)	.381 (3.57)	0.331 (1.84)
Social value	.202 (2.11)	.341 (3.32)	-0.012 (.07)
Materialism	-.297 (-3.34)	-.457 (-4.51)	0.033 (.22)
R2	.471	.657	.429

Notes: T-values in brackets

We conclude that functional value is confirmed as an important perceived value for consumers in both contexts and is a strong driver of usage intentions. Further, we provide evidence for the fact that social value receives higher estimates and only has an impact on usage intentions in the sharing context. Additionally, we find that sharing contexts evoke slightly higher perceptions of hedonic value and that hedonic value is a stronger predictor of usage intentions for these contexts. Finally, we confirm that an aversion towards materialism leads to a higher propensity to use sharing services. Our next steps are to validate our findings by replicating this study with a representative sample for a different sharing context. References available on request.

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Value Co-Destruction: It Takes Two to Tango

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Abstract:
Value co-creation has been actively examined by services marketing scholars since the introduction of service-dominant logic in 2004. In recent times the phenomenon has been extended to include value destruction and co-destruction. However, there is confusion about each one, with many scholars using the value co-destruction definition when discussing the concept of value destruction. This research examines the concepts of the value co-destruction and value destructions in secondary education and provides clearer definitions of each concept. It also explores the contextual influences that can lead destructive behaviours to be co-destruction or destruction. While this enables marketing scholars to have a clearer understanding of this phenomena, marketing practitioners will be able to have a stronger understanding of the nature of destructive behaviours.

Keywords: value destruction, co-destruction, services marketing

Do Not Forget About the Fellow Patient

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Abstract:

For the majority of patients the stay in a hospital is a stressful situation with uncertain outcomes. This is based on the influence of several environmental factors that cannot be controlled easily. To cope better with the hospitalization patients rely on interactions with their fellow patients. This study examines the influence of fellow patients on patients' anxiety. In particular, it is investigated whether patients' compliance with the treatment influences the relationship between fellow patient and anxiety and how this affects patients' evaluation of the hospital. 201 participants with previous hospital experience were asked about their most recent hospital stays. The results indicate that the fellow patient is a relevant factor in decreasing patients' anxiety and increase patients' satisfaction. However, varying degrees of patients' compliance reduce the fellow patient's impact. The study clarifies the relevance of the fellow patient and shows its contribution for a higher degree of patient satisfaction.

Keywords: fellow patient influence, compliance, anxiety

Transforming Mental Health Services: Provider Perspectives

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Liz Crolley, University of Liverpool Management School
Katie Neary, University of Liverpool Management School

Abstract:
The aim of this study is to investigate how mental health services can contribute to transformational change by listening specifically to the views of the frontline mental health workforce. Our study is underpinned by three literature strands: service ecosystems; transformative service research; and the communities of practice literature. Data was collated from 300+ organisations and thematically analysed via 20 variables. Representatives from 120 of these organisations took part in an event addressing two research questions: what service delivery has worked well for you? What would an effective mental health service look like to you? Effectiveness in service delivery was associated with: collaborations, connections, relationships, inclusivity, choice, resources, accessibility, funding, openness, dialogue and creativity. The difficulties in achieving this were also noted. Transformational change was associated with a collaboratively based social model of care, capable also of achieving economies of scale. Funding and sustainability were raised as potential obstacles to overcome.

Keywords: frontline, ecosystems, collaborations

Value Co-Creation in End-of-Life Care

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Abstract:
The primary aim of this paper is to contribute to understanding regarding value co-creation in palliative and end-of-life care. More specifically, we seek to determine the non-clinical components of care at this transitional life stage, an area largely ignored in extant research. Using a qualitative, visual, seven stage touchpoint tool, service user experiences (n=220+) have been collected from multiple sites, transcribed verbatim and thematically analysed. Three dominant themes emerge. First, value attached to non-clinical care is highly complex as different users value different components of the same service delivery. Second, the levels of value co-creation vary between different touchpoints and also between different service users. Third, families and friends play a pivotal role in non-clinical value co-creation. Conclusions position knowledge, emotional, physical, social and holistic support as central tenets of person-centred care. Important opportunities for service improvement, linked often to communication and information dissemination, are proposed.

Keywords: palliative, hospices, experiences

The Socio-Material Context of Value Cocreation

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Abstract:

Institutions are central for resource integration and value cocreation as they shape actors' behaviour and attribution of value to resources. However, institutions are not tangible. They do not exist in a physical sense but rather operate like invisible frames or organizing principles. To perform this function, institutions (need to) use so-called "carriers" . Carriers refer to symbolic or relational systems, routines, and artifacts that 'transport' the content of the rules and their respective incentive structures. So far, service research has mainly focused on the "servicescape", referring to the environment in which service provisioning and usage takes place. The servicescape concept thus captures only partially all those carriers of institutions that drive resource integration behaviour. Hence, the purpose of this paper is to extend current knowledge on the context of value cocreation by demonstrating the impact of the socio-material context on resource integration practices and the resulting value in use.

Keywords: institutions, servicescape, value in use

Introduction

Institutions are central for resource integration and value cocreation as they shape actors' behaviour and attribution of value to resources (Edvardsson et al., 2014; Vargo and Lusch, 2016). However, institutions are not tangible. They do not exist in a physical sense but rather operate like invisible frames or organizing principles (cf. Friedland and Alford, 1991). To perform this function, institutions (need to) use so-called "carriers" (Scott, 2013). Carriers refer to symbolic or relational systems, routines, and artifacts that 'transport' the content of the rules and their respective incentive structures. So far, service research has mainly focused on the "servicescape", referring to the environment in which service provisioning and usage takes place (Bitner 1992). The servicescape concept thus captures only partially all those carriers of institutions that drive resource integration behaviour. Hence, the purpose of this paper is to extend current knowledge on the context of value cocreation by demonstrating the impact of the socio-material context on resource integration practices and the resulting value in use.

Theoretical Background

Integrating different streams of institutional literature, Vargo and Lusch (2016, p.11) define institutions as "the humanly devised rules, norms, and beliefs that enable and constrain action and make social life predictable and meaningful". Sets of interrelated institutions are seen to structure value cocreation in service ecosystems. According to Scott (2013, p. 56), institutions comprise "regulative, normative and cultural-cognitive elements that together with associated activities and resources, provide stability and meaning to social life". These institutional "pillars" refer to an actor's conformity to rules and laws (regulative), norms and values (normative), and beliefs and reference points (cognitive), respectively. Within the cognitive pillar, the symbolic system consists of cognitive models, classifications, representations, and logics. Relational systems, in turn, include patterned expectations connected to networks of social positions Scott (2013).

However, institutions are not tangible. They do not exist in a physical sense, but rather operate like invisible frames or organizing principles (Friedland and Alford 1991). Hence, to function, institutions (need to) use so-called "carriers", referring to symbolic or relational systems, routines and artefacts that 'transport' the content of the rules and their respective incentive structures (Scott 2013). Moreover, as institutions are not exogenous to actors but rather produced and reproduced in practices, actors are both guided by existing institutions and are able to collaboratively change them, for example by changing the rules, norms, values and beliefs that guide and constrain them (Lawrence and Suddaby, 2006). This process is driven by the ongoing integration of resources among multiple actors, which both reproduces and changes the *context* in which value is cocreated (Chandler and Vargo, 2011; Vargo and Lusch, 2011).

Context generally refers to an "environment, domain, setting, background, or milieu that includes some entity, subject, or topic of interest" (Sowa, 1997, p. 41). From a service ecosystem perspective, context can be defined as "a set of unique actors with unique reciprocal links among them" (Chandler and Vargo 2011, p. 40) or as "the relevant aspects of a situation, which are relevant for the resource-integrating activities" (Löbler and Hahn 2013, p. 259). While the importance of context has been suggested to determine how actors draw upon resources for service and value cocreation, much work is needed, both conceptually and empirically, to clarify how context impacts practices that enhance or hinder resource integration and value cocreation.

Likewise, in service literature context has often been discussed under the notion of "servicescape". Introduced by Booms and Bitner (1981, p. 38), servicescape has been defined as "the environment in which the service is assembled and in which the seller and customer interact, combined with tangible commodities that facilitate performance or communication of the service". Characterized as aspects of a firm's environment, servicescapes are conceptualized as organizationally-controllable physical stimuli that enable firms to influence customer perceptions and satisfaction with the provided service.

Servicescapes are seen as consisting of three environmental dimensions, namely (1) ambient conditions (e.g., temperature, air quality, noise, music, odor), (2) spatial layout and functionality (e.g., layout, equipment, furnishing), and (3) signs, symbols and artifacts (e.g., signage, personal artifacts, style of décor) (Bitner, 1992). Building on this, Tombs and McColl-Kennedy (2003) introduced the term "social-servicescape" to highlight the impact of the physical environment on social interactions. The concept outlines the influence of the service context (i.e., purchase occasion) and social stimuli (i.e., social density and the expressed emotions of other customers) on a customer's response during service provision.

Prior research shows that the socio-material context influences resource integration in service settings. However, previous concepts provide little explanation on the underlying mechanisms of *how* physical and/or social surroundings influence actors' behaviours. To overcome this research gap, in this paper we analyse how various carriers by conveying institutional elements create the context for resource integration thus shaping value cocreation.

Methodology and Findings

To analyse the impact of the socio-material context on value cocreation, a multiple case study approach is adopted (Eisenhardt 1989). The mode of action of different types of carriers of institutional elements in different industries is investigated, such as healthcare, hospitality, retailing, education, entertainment, fitness, and urban mobility. Using the Gioia-method of qualitative data analysis (Gioia et al. 2012), the findings outline the components and process by which different symbolic and relational systems, routines, and artifacts form the context of value cocreation.

Discussion

This research answers calls to undertake further empirical research concerning the context of resource integration and its impact on value cocreation (Chandler and Vargo 2011, Akaka et al., 2013). Specifically, we contribute to research on institutions and institutional arrangements by exploring the interlinkages between different types of carriers and institutional pillars as well as between various institutional elements active in a certain context.

Implications for Theory and Practice

Research on resource integration underlines the importance of context for value cocreation. However, little is known what constitutes context and how various facets of context influence actors' behaviours within resource integration processes. By analysing how institutional carriers perform in certain contextual settings, this study extends existing knowledge how context emerges and the role institutions play therein. A better understanding of the impact of context on resource integration and value cocreation will also enable service providers to better create value propositions and shape service processes for positive outcomes.

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Examining Service Innovation Logics in Practice

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Abstract:
Recent research suggests that the academic literature on service innovation consists of multiple theoretical archetypes. Each of these service innovation archetypes implies a different kind of logic of thinking what a service innovation is and how firms should organize their innovation activities. As most of the existing work has been conceptual, there is little knowledge of how common the different service innovation logics are in practice among service firms. Furthermore, there is little evidence of how the different logics connect with consumers' perception of value and firm innovativeness. To address this gap, this work-in-progress study examines the nature and implications of firms' service innovation logics by conducting semi-structured interviews with large Swedish retail firms and explores how these logics are connected with consumers' perception of value and firm innovativeness by surveying over 2000 Swedish consumers.

Keywords: service innovation, innovation logics, consumer perceived value

The Enrichment of Social Servicescape from Social Capital Perspective: Preliminary Insights from Australian Coworking Spaces

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Abstract:
This paper presents the enrichment and expansion of the social servicescape through the social capital theory lens. The research drew insights from contemporary service establishment. While physical environment is attractive, we argue that the social aspect of the service environment contributes to valuable consumer experiences. Through qualitative method, unobtrusive observations and in-depth interviews were employed with the users of two major commercial coworking spaces in Australia. Four social servicescape enrichments emerged through the interpretivist approach including a sense of bringing community engaging together, cultivation of social support and interactions, diffusion of collaborative culture and network support services. This paper contributes a novel perspective on social servicescape integrating social capital theory on the enrichment of the social servicescape. The findings emphasise that service providers, designers, architects, and managers have a responsibility in designing service establishments that enhances consumers' wellbeing and pleasant experiences.

Keywords: social servicescape, social capital, wellbeing

University - An Agent of Change: Designing L.A.B Services for Community Well-Being

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Abstract:
Universities, as service providers, are key community assets. Recently, the role of universities has shifted from a traditional education provider to a knowledge hub that is expected to take on community leadership and engage in community partnerships that offer unique services of benefit to local communities. Despite the growing number of university-led community initiatives, the complexities of offering alternate services that truly improve community well-being impede the success of many such initiatives. Applying a transformative service approach, we present a conceptual framework for designing new L.A.B (Learning about Business) type services by regional universities to deliver a unique value proposition to local communities for sustainable well-being outcomes.

Keywords: higher education institutions, transformative services, community well-being

How Do Arts Festivals Co-Create Artist Well-Being? A Preliminary Conceptualisation

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Shuwei Zhang, University of South Australia
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Abstract:
This conceptual paper considers the role of arts festivals in the co-creation of artist well-being from economic and non-economic perspectives. Art festivals, as platforms, create international clusters providing artists with opportunities to expand exposure to audiences, create value, and maximise their potential. Despite growing interest in the literature about the importance of arts festivals as organisations, we know little about how artists experience festivals. Hence, through a review of the literature we develop a preliminary conceptual model for artist well-being and offer a set of propositions as a fore-runner to future research on the co-creation of artist well-being. We suggest that the framework provides a lens from which to explore challenges and opportunities facing artist well-being and can form the basis of market-led strategies and artist community-led policies.

Keywords: arts festivals, artists, well-being

Introduction and Research Aim

The World Health Organization (2009 npn) defines well-being as a state in which every individual 'realizes his or her own personal potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community.' While there is a wide literature on well-being in health and philosophy (Blomkamp 2014; Gross et al 2015; Stephenson 2013), our paper focuses on well-being and the artist. Although no one definition exists for artist well-being there is general agreement that it functions provide a philosophical foundation for the quality of life. Artist well-being should be celebrated for its social potential and its role in providing value through creative activity (Blomkamp 2014; Corkhill et al 2014). Prior research has shown that working conditions, income and career transition issues can all threaten artist well-being (e.g. Menger 2006, Throsby, 2007). In this study we argue that arts festivals can play a significant role in the co-creation of artist well-being. The concept of co-creation or the 'processes by which both consumers and producers collaborate…in creating value in a co-consuming brand community (Pongsakornrungsilp and Schroeder, 2011) is particularly relevant to the aims of festival organisations: to promote artists potential and development and create sustainable economic impact. Festival organisations represent a unique form of micro-organisation that often rely on temporal relationships with staff, volunteers, and other stakeholders in a particular community (e.g., Adelaide Australia) making understanding how they contribute to artist well-being important. Value co-creation has primarily been investigated using a service dominant logic (e.g. Bendapudi and Leone, 2003; Solveig, 1996). However, such an approach does not fully account for strong arts-based values present in the arts domain or the unique features and characteristics of festival organisations which are fundamentally different from typical service organisations. For example, White et al. (2009) investigated collaborative experiences in the arts and found that 'consumers are thought to be actively involved in the co-production of their consumption experiences'. An artist's role as active consumer in co-creation of artistic value aligns to the relational view of art (Becker, 1982), linking to our interest in artist well-being. In this study, we examine artist well-being in both economic and non-economic terms. Festivals provide a setting in which participating artists can co-create from economic and non-economic perspectives (Glow and Caust, 2010). A misconception is that artists are driven by non-economic perspectives that are internally driven, rather than external, economic artistic creation (Lattarulo et al., 2017). Thus, our paper offers policy making and marketing implications concerning artist's subjective well-being, as opposed to the emphasis on the economic development of arts festivals found in the literature (Tabellini, 2010). Specifically, we ask: ***How do arts festivals co-create artist well-being?***

Background and/or Conceptual Model

In recent years, there has been an increase in the number of arts festivals and events worldwide, providing artists with opportunities to expand exposure to audiences (Fillis and Lee, 2011). Arts festivals, as platforms, create international clusters in which artists gather, promoting their identity, sense of belonging, and feelings of loyalty as well as strengthening artist communities by transmitting knowledge, innovation, and creativity. In addition, festivals transform artists' cultural talent into commodities demanded and consumed in festivals and beyond (Crespi-Vallbona and Richards, 2007). However, we know little about how festivals co-create artists' well-being. In particular, prior research has focused mainly on the economic value that the arts sector creates in general (Holden, 2004); and to a lesser extent on issues such as social impact (Belfiore and Bennett, 2008); organisational co-creation (Azmat et al., 2018); and the role of festivals in tourism (Crespi-Vallbona and Richards, 2007). This study is important because we advance theory surrounding arts festivals effects on artist well-being. Although research has been undertaken in order to understand how organisations develop and co-evolve (Crossan and Apaydin, 2010), prior work offers little guidance to the unique context of arts organisations and how they co-create different forms of artist well-being through their activities and those of other stakeholders. Moreover, although marketing scholars explore both internal and external factors in an organisation's environment and how these may influence various

actors or stakeholders, the literature is fragmented, empirically inconclusive, and not generalisable to the context of arts festivals and their implications to artist well-being.

Methodology

To develop our preliminary conceptual framework we conducted a review of the literature. Specifically, we selected and reviewed publications from the Scopus database because it includes more comprehensive coverage of arts-based management research than other databases (Ferreira, 2018). Our literature search began by identifying publications that contained the keywords: 'arts festivals', 'artist" and "well-being' in their titles and abstracts because these are believed to yield representative works addressing our primary research question. Articles were then filtered by quality criteria (i.e., publication in peer reviewed academic journals) and manually reviewed.

Results and/or Discussion and Contributions

This paper explores how artist well-being is created through arts festivals. The following propositions are developed based on our preliminary conceptualization (Figure 1): **P1**: Artist well-being can be enhanced through participation in arts festivals; **P2**: Arts festivals create both financial and non-financial rewards for artists; **P3**: Opportunities and challenges facing arts festivals and other stakeholders impact artist well-being; and **P4**: Festival policy-making and marketing can promote the co-creation of artist well-being. Conceptualisation is important because it provides a lens to explore interrelationships between variables in the field.

Figure 1. Co-creation of Artists Well-being at Arts Festivals
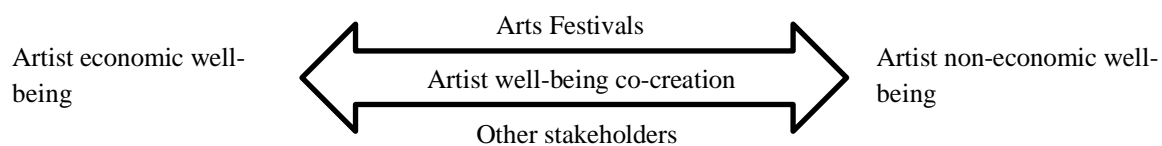
The attributes of artist well-being can be mapped on the double-headed arrow presented in Figure 1. Artist well-being can be identified according to economic or non-economic and categorized by stakeholder source. In the next phase of our research, we intend to enrich the preliminary conceptual framework by empirical fieldwork in the context of SA arts festivals, including addressing questions such as how arts festivals and other stakeholders play a role in co-creation, what motivates artists to participate in festivals; what opportunities and challenges are faced; how festivals address working conditions of participating artists; what changes in practice and policy are necessary to enhance artist well-being and achieve sustainable arts festivals. By drawing on information processing theory we aim to improve understanding of the complex interactions in the co-creation of artist well-being that occurs between artists, arts festivals and other stakeholders (Daft and Weick, 1984; Hult, Ketchen, and Slater, 2004; Wan, Hoskisson, Short, and Yiu, 2011).

Implications for Theory and Practice

A thriving arts economy begins with artist well-being. Recognising arts festivals as platforms for enhancing artist well-being, we introduce a framework that host organisations and other stakeholders can use to explore how festivals influence artist well-being individually and collectively in terms of both financial and non-financial aspects. It can also help to identify the factors and characteristics of stakeholders that facilitate or inhibit artist potential, development, and well-being, enabling the development of policies and strategies for festival organisers, participating artists and arts organisations. Developing sustainable artist communities through festivals creates a fertile environment for attracting local, national, and international artists and participants, thereby ensuring that economic and creative potential are maximised. Planned future research intends to build a more robust framework with theoretical and practical relevance.

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Mapping Patient Experience and Journey from Service Providers' and Caregivers' Perspectives

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Abstract:

Healthcare has become one of the most relevant service contexts for academic study. With regard to the intersection of service and health, recent calls urge service researchers to examine in particular the concept of customer experience in healthcare, conceptualized also as patient experience (PX). – is pivotal as experience is connected to how patients engage to their own care, which contributes to the cost-effectiveness of healthcare and positive health outcomes for the individual. Therefore, this study develops comprehensive understanding on the nature of PX and journey as perceived by patients' families as well as their service providers. This is done by applying the literature on multidimensional CX and customer journey and by conducting an extensive, qualitative interview study in the context of pediatric healthcare services. The paper contributes to CX research and practice by developing a conceptual model on PX and pragmatic advices for health care managers.

Keywords: customer experience, journey, health care

Introduction and Research Aim

Healthcare has become one of the most relevant service contexts for academic study (McColl-Kennedy et al., 2017; Frow et al., 2016; Osei-Frimpong et al., 2015; Gallan et al., 2013). Healthcare is of interest to researchers in many different disciplines, including service research: it has an important role to play in advancing healthcare to generate societal and individual wellbeing (e.g. Anderson et al., 2013). With regard to this intersection of service and health, recent calls urge service researchers to examine in particular the concept of customer experience in healthcare (Danaher and Gallan, 2016). The motivation for developing better understanding on customer experience (CX) in healthcare – conceptualized also as patient experience (PX) – is pivotal as experience is connected to how patients engage to their own care, which contributes to the cost-effectiveness of healthcare and positive health outcomes for the individual. However, the perception and understanding of PX and journey may differ between healthcare providers and patients. In order to develop PX creation, this potential discrepancy between patient and service provider needs to be unveiled (Lemon and Verhoef, 2016). Therefore, the purpose of this study is *to develop a comprehensive understanding on the nature of PX and journey as perceived by patients' families as well as their service providers.*

Two research gaps emerge. First, sufficient insight on the *multiple dimensions of experience* that constitute PX is still missing. Experience is an elusive concept and researchers have struggled to capture it holistically. In service and marketing literature, CX is considered as a multidimensional construct involving sensory, affective, cognitive, physical, and social dimensions (Verhoef et al., 2009; Schmitt, 1999). In healthcare, services, in which experiences are percept, are personal and sensitive as they are directed to patients' own body and psyche (Danaher and Gallan, 2016). Furthermore, PX emerges in (healthcare) services that *are needed but not necessarily wanted* (Berry and Bendabudi, 2007). Furthermore, in some healthcare contexts such as pediatric and geriatric care, these experiential responses are evoked not only in the individual affected by a medical condition but also their caregivers and next-of-kin, making experiences collective in nature (Jaakkola et al., 2015). Second, CX emerges and is evolving through the customer journeys (e.g. Lemon & Verhoef, 2016), but such journeys are particularly complex in healthcare which complicates understanding and improving PX. The high degree of specialization in healthcare causes fragmentation of service delivery along the customer journey, and customers (patients and their families) therefore encounter a diverse set of healthcare professionals and other actors during the process of their care (Frow et al., 2014). Although these actors may be organizationally and spatially separated, together they form the patient's customer journey comprising versatile touchpoints (cf. Lemon and Verhoef, 2016) through which PX emerges. Therefore, PX should be approached cumulatively, acknowledging the myriads of touchpoints patients share with a diverse set of actors. Due to these research gaps, we pose three research questions:

- **RQ1:** How do service providers' and families' perceptions of PX and journey differ?
- **RQ2:** What constitutes the PX?
- **RQ3:** What are the touchpoints and actors constituting customer journey in healthcare?

Background and/or Conceptual Model

This paper applies the conceptual thinking of CX (Verhoef et al., 2009; Schmitt, 1999) and customer journey (Verhoef and Lemon, 2016) to examine PX. We conceptualize PX as a multidimensional construct described through patient's sensory, affective, cognitive, behavioral and social responses emerging through diverse touchpoints over the customer journey. The concept of PX, that is a particular kind of CX, is an emerging concept and only a few studies have attempted to define and describe the concept in academic marketing and healthcare literature (Danaher & Gallan, 2016; Wolf et al., 2014). Some studies focus on particular aspect of experience, such as experience quality in hospital, value co-creation processes in a patient-doctor dyad or value co-creation practices that unveil

experience rather than examining the (patient) experience holistically (McColl-Kennedy et al., 2017; Frow et al., 2016; Ponsignon et al., 2015; Osei-Frimpong et al., 2015; Gallan et al., 2013). An article that has gained the most traction concerning the conceptualization of PX comes from the healthcare stream (Wolf et al., 2014).

With regard to the journey aspect of PX, during their care, patients may go through myriads of distinct points, namely *touchpoints* (Lemon & Verhoef, 2016). All touchpoints in a multi-channel, multi-actor environment are synthesized to a holistic CX (Verhoef et al. 2009) and as individuals' earlier experiences effect on valuation of an experience (Heinonen et al., 2010) they evolve as a chronological *customer journey*. Touchpoints that customer interacts with can be divided to four categories: brand-owned, partner-owned, customer-owned and social touchpoints (Lemon and Verhoef, 2016). This approach allows us to examine holistic PX focusing on different parts of the experience and a range of clinical and non-clinical touchpoints. We will next use this framework to analyze our empirical material.

Methodology

We conducted an extensive, qualitative interview study study in the context of pediatric healthcare services. We collected two data sets between late 2015 and mid-2016. Our first data set comprises 23 semi-structured interviews with healthcare professionals from two University hospitals in Finland including 8 nurses, 4 staff nurses and 11 doctors; and second data set 25 narrative interviews with Helsinki University Hospital's child and adolescent patients' parents. The two datasets provided knowledge on two perspectives of the same phenomenon, providers' and families' perspective. The data were analyzed through thematic analysis with QMiner Lite focusing on seeking descriptions of patients' experiences within the sensory, affective, cognitive, behavioral and social dimensions of PX and descriptions of touchpoints that are relevant for patients' experience formations.

Results and/or Discussion and Contributions

Our data demonstrated how different dimensions of PX manifested in pediatric health services: *sensory dimension* of PX related to the physical environment of the hospital, such as noises, colors and lightning. The *affective dimension* of PX concerns mainly strong negative emotions such as hate, anxiety, distress, grief and fear but also some positive emotions such as happiness. *Cognitive dimension* addressed to the patient's future with an illness, or having knowledge on what will happen in the treatment process. *Behavioral dimension* of PX majorly concentrated around the theme of self-care. *Social dimension* of PX relates to patients need for peer support and sensing and contagion of feelings of next-of-kin, for example parent's anxiety makes the patient to feel anxiety.

With regard to the touchpoints constituting customer journeys in pediatric care, two broad touchpoint categories were identified: 1) touchpoints in hospital settings and 2) touchpoints beyond hospital settings, such as care visits to home, self-caring at school and peer support activities. Touchpoints within hospital settings covered patients' and their families' interactions with healthcare providers and other actors such as hospital teachers and hospital clowns during the hospitalization period. We compared service providers' and families' perceptions and found that healthcare providers' perception of PX was rather narrow leaving touchpoints beyond hospital settings unrevealed, whereas caregivers described a much broader set of actors.

Implications for Theory and Practice

By providing a conceptual model on PX, this paper contributes to CX research as well the studies in the intersection of healthcare and service research. Furthermore, our study develops understanding of services where service actions are tangible and targeted to "people's bodies" (see Lovelock, 1983). The paper also generates advice for healthcare managers and providers on how to facilitate multidimensional, yet holistic customer experience and to develop a broader understanding on the PX and patients' journeys.

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Content Analysis of eWOM for Heart Surgery

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Abstract:

Patients, or health care consumers, are increasingly turning to online sources such as forums, educational websites, and social media platforms to share health care experiences. This occurs for a number of procedures ranging from elective surgeries (e.g. knee replacements) to emergency procedures such as open-heart surgery. Our study demonstrates a unique way to extract value from these online sources through an automated content analysis of patient reviews of Coronary Artery Bypass Graft (CABG) surgery. IBM Watson's Natural Language Processing tool is used to transform user-generated qualitative content into quantitative data that is subsequently analysed to uncover the emotion and sentiment associated with online patient reviews. By better understanding what patients are sharing online, marketers and health practitioners can develop new targeted marketing strategies and improve the patient experience.

Keywords: content analysis, artificial intelligence, health care

Introduction and Research Aim

Coronary Artery Bypass Graft (CABG) surgery is the most common open-heart surgery in the United States with more than 400,000 performed annually (Jarcho et al., 2016). In order to better understand what to expect from CABG surgeries and many other medical procedures, patients are increasingly turning to online sources such as forums, health websites, and social media platforms. eWOM, in the form of online patient reviews, is one of such ways that patients learn about medical procedures and share their experiences (e.g. Chevalier and Mayzlin 2006; Trusov, Bucklin and Pauwels 2009). In addition to providing value for patients, these online reviews are a massive source of insightful data for marketing researchers and health practitioners to better understand the health consumers' experience (e.g. Kozinets 2016; Belk et al. 2012). Therefore, the aim of this study is:

To introduce a way for marketers and other stakeholders to analyse online patient reviews and reveal the underlying emotion and sentiment expressed in these reviews.

We address two research questions in line with this aim:

RQ1: What is the overall sentiment that patients express in online reviews of their experience with CABG surgery and recovery?

RQ2: What are the emotions that are most commonly expressed in these reviews?

Background and/or Conceptual Model

An emotion can be described as any mental experience that has high intensity and high hedonic content, meaning that it can either be pleasurable or not pleasurable (Cabanac, 2002). One of the most well-known classifications of emotion comes from psychologist Paul Ekman (1992) who describes the following six emotions: 1) Anger – a strong feeling of displeasure and belligerence aroused by a wrong; 2) Disgust – a strong feeling of dislike for something that has a very unpleasant appearance, taste, smell, and so forth; 3) Fear – a distressing emotion aroused by impending danger, evil, pain, etc.; 4) Joy – the emotion evoked by well-being, success, or good fortune or by the prospect of possessing what one desires; 5) Sadness – showing, expressing, or feeling sorrow or unhappiness; and 6) Surprise – occurs with a sudden feeling of wonder or astonishment, as through unexpectedness. Due to the nature of the content analysis program that we utilize, our research focuses on the first five of these emotions, all of which are pertinent to CAGB surgery.

In addition, our study examines the underlying sentiment expressed by the author of the review. Sentiment analysis, also known as opinion mining, has developed as a tool to analyse qualitative data by determining a score on a scale that ranges from positive (+1) to negative (-1) to characterize the sentiment of the author of a piece of text. This is referred to as the "polarity" of the document and provides some insight into the underlying attitude or feelings of the author of the text (Turney, 2002).

Methodology

Raw data was collected in the form of 37 patient reviews from Medicine.net – a popular website that provides information about medical conditions, treatments, and procedures. The website also has a forum were patients can share their experience with a particular treatment or surgery (see: https://www.medicinenet.com). We utilized IBM's Watson AlchemyLanguage tool data (see: https://www.ibm.com/watson) to analyse the unstructured content of these patient reviews and obtain scores for the underlying emotions and sentiment expressed. Each patient review was copied from Medicine.net and then pasted into the AlchemyLanguage tool on IBM's Watson Developer Cloud for analysis. Fives scores for each of the emotions (anger, disgust, fear, happiness, and sadness) as well as one score for overall sentiment were generated by Watson for each of the reviews. These were recorded in excel and descriptive statistics were performed on the data.

Results, Discussion, and Contributions

The majority of the reviews were completed by males (78%) and by patients between the ages of 45 and 74 (92%). This is not surprising considering that CABG surgery is more commonly performed on males and in older age brackets (NHLBI, n.d.). In terms of the patient reviews, the mean number of words used was 117.16, with the longest review being 261 words, and the shortest being 13 words. The emotion and sentiment analysis scores obtained from Watson demonstrate the variety of the patient reviews. Not surprisingly, considering the invasiveness of the surgery and the conditions under which one may have the surgery (e.g. heart attack), the overall sentiment expressed by most patients was negative, with a mean sentiment of -0.44. However, the standard deviation was quite large (0.31) indicating that there was a great deal of variation in the sentiment associated with each review. Indeed, the lowest sentiment score was -0.89 and the highest was 0.26. In terms of emotions, the highest mean score was for Sadness (0.55), followed by Joy (0.38), Fear (0.36), Anger (0.09), and then Disgust (0.08). Note that the emotions are scored on a scale ranging from 0 to 1, and sentiment from -1 to +1.

Interestingly, the mean scores for anger and disgust were extremely low and the scores for these emotions had the least variation with standard deviations of 0.07 and 0.08 respectively. The maximum anger score was 0.41, while the maximum for disgust was 0.51. A great deal of variation was also found in the other emotions, especially joy, which had the largest standard deviation of 0.23 and a range from 0.02 to 0.66. This indicates that while some patients were extremely joyful following their surgery, others were dominated by the other emotions. A unique feature of Watson is the ability to go back to the original data and examine those reviews that scored in the extremes of any one emotion or sentiment. For example, Patient 34 (female, aged 55-64), scored the highest on sadness (0.80), with the following review:

"I had bypass surgery five months ago, and I am still experiencing a lot of pain in the bone and the incision. Sometimes it feels as if the incision is going to split wide open, and other times I think it is in the bone."

In reading this review, it is interesting to note that the patient scores the highest on sadness focuses their view on pain and uncertainty with regards to healing post-surgery. This may suggest an implication for health practitioners to provide more patient education to help ease patient worries and better manage pain, resulting in less negative emotions following surgery.

Implications for Theory and Practice

The analysis technique employed here demonstrates how rich qualitative data can be transformed into meaningful quantitative data that sheds light on issues that are important to decision makers. Specifically, the data reveals real insights into the feelings and emotions of patients, or health care consumers, who have endured a serious surgical procedure. By employing tools such as Watson, researchers and other stakeholders can examine both the overall (mean) scores, as well as the extremes of individual reviews to better understand what impacts patient's emotions towards their surgical experience. As demonstrated with the patient education example above, this information can be used by various stakeholders to better prepare patients for surgeries and ensure that they have a positive experience regardless of the actual outcomes of the surgery. Since patients are frequently turning to online forums and social media platforms to share their experiences with health services, marketers and other stakeholders must find new ways to extract value from these sources in order to develop strategies to better serve the diverse consumer groups obtaining health services.

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A Flow Theory Perspective to Understanding Salesperson Negative Workplace States and their Intention to Leave – A Conceptual Framework

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Abstract:
Negative workplace states such as anxiety, stress and burnout are a serious issue among salespeople often leading to poor overall performance. However, negative work place states still constitute an under developed area especially in sales literature. Building from the positive psychology movement this research uses flow theory to explain the influence of flow experience on negative workplace states and its relevance to the selling context. We propose the influence of flow experience on salesperson intention to quit both directly and indirectly through the impact of negative workplace states (i.e. sales call anxiety, salesperson role stress and salesperson burnout. The main objective of this study is to re-examine salesperson' negative workplace states in a broader theoretical base to understand its impact on the overall wellbeing of a salesperson. We highlight the need for sales organisations to invest in building the psychological and emotional strengths of salesperson as a way of improving negative states and lowering their intentions to quit. We conclude with a call for future research and few implications for practise.

Keywords: flow experience, salesperson negative states, flow theory

Rectifying Severe Service Failures Through Customer Participation

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Abstract:
Service failures can range from mild to very severe. The magnitude of service failures impacts customer satisfaction with recovery. Past research on service failure and recovery mainly focused on recovery strategies of service providers, whilst neglecting the role of customers in rectifying severe service failures. This study aims to examine the role of customer participation (CP) as a mediating mechanism that rectifies the link between service failure severity and customer satisfaction with recovery. In addition, we test customer entitlement as a moderator that accentuates this relationship. Based on a survey and Critical Incident Technique (CIT) approach, conducted on a n=149 sample, the results establish that by encouraging customer participation, service firms can mitigate the negative effects of service failure severity on satisfaction with service recovery, particularly when dealing with highly entitled customers.

Keywords: service recovery, customer participation, entitlement

Empathy, Mindfulness and Extra-Role Behaviors

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Abstract:
With an ever-increasing importance of service as a dominant player in many developed and emerging economies, service firms have focused more on extra-role behaviors of front-line service employees to enhance their job performance. Two important but overlooked questions in the extant literature are how organizational-oriented citizenship behaviors (OCB) affect the way employees engage in customer-oriented citizenship behaviors (CCB) which then impact their job performance; and whether empathy and mindfulness as trait-related interventions matter in these relationships. To address these research questions, we develop a moderated mediation model in that OCB is indirectly related to job performance via CCB, and this relationship is stronger when empathy is higher. In addition, the relationships among OCB, CCB, job performance, and empathy differ between high and low level of mindfulness. Our empirical evidence of survey data collected from frontline employees and their managers of a large commercial bank in Vietnam support all proposed hypotheses.

Keywords: organizational-oriented citizenship behavior, customer-oriented citizenship behavior, mindfulness, empathy

Designing for Diverse Personalities in Service Co-Creation

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Abstract:
While the outcomes following service co-creation have received considerable attention over the last decade, the criteria for selecting participants for co-creation necessitate more research. Extant research suggests that little is known regarding customers' expectations from co-creation, how expectations differ, and the reasons for these differences. Therefore, this research develops customer profiles for service co-creation based on personality traits to further delineate what encourages customers' participation. An experimental design using Amazon's Mechanical Turk workers examines the moderating effect of personality traits on the relationship between different levels of co-creating services and customers' intended co-creation behaviour. Next, Service Designers are questioned with the findings of the experiment to develop strategies to design for the integration of diverse personalities. The current effort contributes to service research by suggesting how different levels of co-creation and customers' personalities affect intended co-creation behaviour, and by providing strategies for service providers to design for these diverse personalities.

Keywords: co-creation of services, personality traits, co-creation behaviour

Introduction and Research Aim

Termed the "secret sauce to success" (Crandell, 2016), the co-creation of services—or the collaborative activities in the customer-firm interface (Oertzen *et al.*, 2018)—is considered a top priority for service providers with 90 percent of managers pursuing the involvement of customers to co-create services (Bughin, 2014). Although much-discussed in service research literature (Galvagno and Dalli, 2014), most studies focus on the outcomes of co-creation rather than on delineating specific antecedents (Hoyer *et al.*, 2010). However, customers only participate in service co-creation activities with the provider when they consider their involvement to be rewarding (Füller, 2010). In order to engage customers in co-creation, they need to be specifically motivated upfront to volunteer their time and talent. Extant research suggests that customers are motivated by different benefits in return for co-creation (Verleye, 2015) and that only relatively few customers out of millions are willing to be fully engaged (Hoyer *et al.*, 2010). Füller (2010) proposes that relatively little is known about what customers expect in return for co-creation, how these expectations differ, and most importantly, where these differences stem from.

Integrating a diverse representation of customers in firm activities is essential, as the types of actors involved define the knowledge creation (Ritter and Gemünden, 2003). Collaborating with a diverse set of actors leads to unique knowledge (Kazadi *et al.*, 2016), which ultimately enhances the service fit (Hoyer *et al.*, 2010). Nonetheless, extant research suggests that there is a lack of studies exploring the diverse set of actors included in firm co-creation activities (Kazadi *et al.*, 2016). While segmentation, profiling, or personas based on demographics or preferences are commonly used to delineate and target different actor groups with marketing strategies, participating actors for co-creation are mostly chosen based on their lead-userness and relational closeness (cf. Carbonell *et al.*, 2012). Naturally, innovators are not necessarily representative for the whole actor population (Magnusson, 2009), hence other characteristics need to be used to differentiate among customers. In order for service providers to access and leverage a diverse set of participants for their co-creation activities, a better understanding of what causes differences in co-creation behaviour is necessary. These differences among participants' motivations to co-create possibly depend on the level of co-creation and customers' personality traits. In line with present calls for more research on the moderating role of personality in co-creation and on how to design for the different participants in co-creation (Piller *et al.*, 2011; Merz *et al.*, 2018; Yi and Gong, 2013), this research investigates the following three research questions:

RQ1: How does the level of co-creating services influence customers' intended co-creation behaviour?

RQ2: How do customers' personality traits impact the relationship between the level of co-creating services and intended co-creation behaviour?

RQ3: How can service providers design for the integration of diverse personalities in service co-creation?

Conceptual Framework

To encourage participation of a diverse set of customers, this study investigates the effect of different levels of co-creation on customers' intended co-creation behaviour and explores the moderating role of personality traits. As Figure 1 depicts, there are three levels of co-creating services manipulated through an experimental design, whose effects are tested on intended co-creation behaviour (H1-H8). Furthermore, the Big Five personality traits (neuroticism, extraversion, openness, agreeableness, and conscientiousness) are used to examine the moderating role of personality (H9-H13).
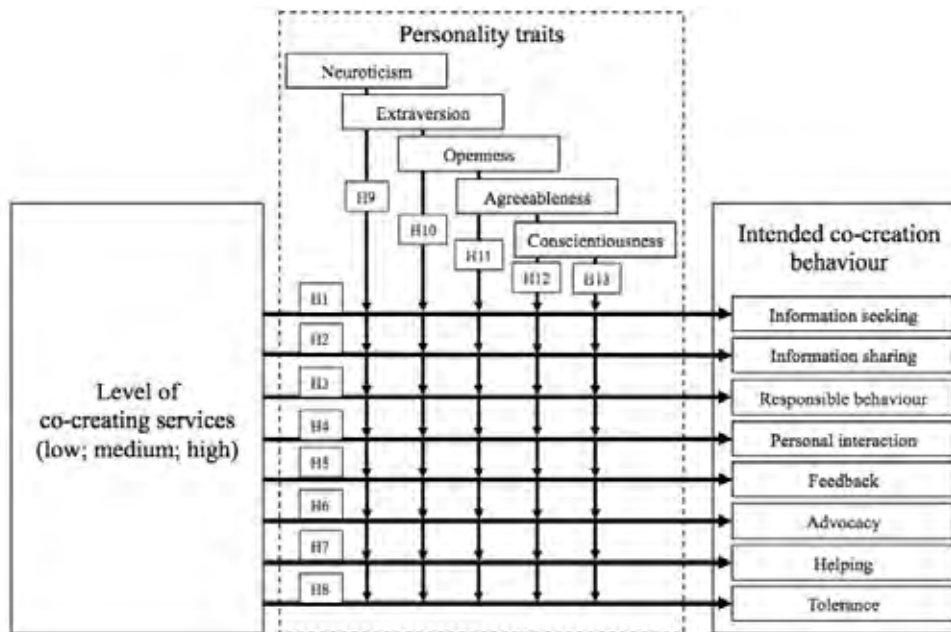
Figure 1. Conceptual framework

Methodology

The methodology spans two interrelated phases. During Phase 1, an experimental design is set up over Amazon's Mechanical Turk to investigate the relationships of the conceptual framework. First, participants are asked to respond to the survey items of John and Srivastava (1999) on their personality traits. Next, participants are randomly assigned to one of three scenarios of the fictional service "DYS—Design Your Shoes" (Heidenreich *et al.*, 2015), representing a low, medium, or high level of co-creating services. Finally, participants fill out the adapted survey items of Yi and Gong (2013) on their intended co-creation behaviour.

During Phase 2, the findings of Phase 1 form the basis for several open-ended questions that are distributed through an online questionnaire over the newsletter of the international *Service Design Network (SDN)*, the leading institution for expertise in Service Design. The questions focus on leveraging the insights of the participating Service Designers with regard to designing for and integrating diverse personalities in the co-creation of services.

Contributions

The current study contributes to service research literature by investigating three experimental scenarios, which scrutinize how different levels of co-creation influence customers' intended co-creation behaviour. Second, this research provides empirical evidence on the moderating role of customers' personalities on the relationship between the levels of co-creating services and intended co-creation behaviour. Finally, the authors draw from the opinions of surveyed Service Designers and develop customer profiles for service co-creation based on customers' personality traits.

In terms of managerial contributions, this paper reduces the inherent complexity to co-creation by providing specific suggestions for service providers on how to design for the integration of diverse personalities in the co-creation of services. Service Design is used as a fundament to create strategies to include a diverse set of actors in service co-creation, which supports firms to develop and execute their own co-creation projects.

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Humour in Service Recovery – No Laughing Matter

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Abstract:

Humour is been purported to be an effective communication device (e.g., Bippus *et al.*, 2012) and an important driver of individual behaviour and interpersonal relationships. Many firms recognise the effectiveness of humour usage for engaging customers and as a source of competitive advantage (Heil *et al.*, 2010). In a services context, the service encounter, which is first and foremost a social exchange between employees and customers (Bettencourt and Brown, 1997), plays a significant role in forming an overall positive service experience for both the customer and the employee. It is surprising then that the use of humour has not, to date, been examined in a service failure/recovery context. The purpose of this study is to examine the impact of an apology and/or compensation coupled with an injection of humour on customers' recovery satisfaction. Interestingly, results show that an apology coupled with humour has a negative impact – i.e., it reduces customers' recovery satisfaction. Compensation with humour increases recovery satisfaction, but only under low criticality conditions.

Keywords: service recovery, humour

Introduction and Research Aim

In spite of the most concerted service quality programs, failure in services inevitably occurs, hence service recovery efforts determine long-term customer relationships (Naylor and Frank, 2000). Firms seeking a competitive edge in rebuilding customer satisfaction and retention through their service recovery procedures need to move beyond well-known recovery strategies, such as compensation and apologies (Nguyen and McColl-Kennedy, 2003) .

Many organisations today recognise the effectiveness of humour usage for engaging customers and as a source of competitive advantage (Heil and Montgomery, 2008) and employ humour in their advertising, social media, and even service delivery. The service encounter, which is first and foremost a social exchange between people (Bettencourt and Brown, 1997), plays a significant role in forming an overall positive service experience. Because good personal interactions and ongoing rapport boost service recovery outcomes and dampen the negative effects of service failures (DeWitt and Brady, 2003), and humour increases service encounter satisfaction (Chiew et al, 2018), we posit that humour represents a valuable tool for complaint management and service recovery. This is because first, humour softens emotional reactions as it makes a message less serious or threatening (Lefcourt *et al.*, 1995), reduces negative emotions (Kuiper *et al.*, 1995), and enables people to express emotions that otherwise would not be socially acceptable to express (Meyer, 2000). Second, humour offers a mechanism to deliver critiques and explanations without negative interpersonal effects (Grugulis, 2002). Third, humour can enhance a sender's credibility (Meyer, 2000), which is important for a frontline service employee who deals with complaints, and serves to manage conflict situations through strategies such as avoiding or compromising (Smith *et al.*, 2000). To date, no study has investigated the benefits of serious and non-serious messaging to recover from service failure. The aim of our research is thus:

To examine if service employees' humorous communication can influence customers' responses to service recovery.

We contribute to the literature by examining service recovery through a different lens and address the following research questions:

RQ1: Can humorous messaging of service recovery strategies, such as apology and compensation, increase customers' recovery satisfaction?

RQ2: What characteristics of (a) the service failure, (b) the customer, and (c) the employee moderate the effect of humour in service recovery?

Conceptual Model

Humour is a communication tool that can help employees to cope in a range of service situations and build rapport with customers, and we posit that these effects extend to complaint management and service recovery. Service recovery refers to any action a firm takes to resolve customer problems and restore satisfaction in dissatisfied customers (Smith et al., 1999).

Much research in service recovery relies on a framework of distributional, procedural and interactional justice (Tax et al., 1998). The conceptual framework of this study focuses on distributive and interactional justice, i.e. compensation as remuneration for economic cost of service failure, and an apology for the emotional cost; interactional justice relates to humorous vs non-humorous messaging.

Apology and compensation are typically a problem-focused approach to deal with service failure, though employees may also respond to customer complaints with an emotion-focused approach, which seeks to avoid unpleasant emotions for both the employee and the customer (Bell et al., 2004). While most service recovery is delivered in a serious manner, we propose that the effects of apology and compensation on customers' recovery satisfaction and loyalty will be stronger when they are communicated in a humorous manner. These effects are likely to be contingent on service criticality.

Service criticality, the customer perception of the importance of successful service delivery, moderates customers' responses to firms' service recovery efforts. When customers perceive high service criticality, they tend to view a service failure more seriously (Ostrom and Iacobucci, 1995).

Methodology

In a laboratory study using video stimuli of a service failure situation in a restaurant, we examine the potential of using humour to communicate established service recovery tools (apology and compensation) to achieve better service recovery outcomes. The design is a 2 (non-humorous versus humorous apology) x 3 (no compensation, non-humorous compensation, humorous compensation) between subject design. Respondents were asked to assess the video scenario with regards to service criticality and humour. Dependent variables were service recovery satisfaction and word-of-mouth behaviour.

Results and Discussion

Preliminary results from 255 respondents suggest that humour needs to be applied with caution in a service recovery setting. 13.7% of respondents perceived the humorous apology and/or humorous messaging of a compensation offer of a free bottle of wine as a service failure, confirming that failed humour of itself constitutes a particular type of service failure (McColl-Kennedy and Sparks, 2003). An initial means comparison of the remaining respondents shows that an apology delivered in a humorous way reduces recovery satisfaction regardless of whether it is coupled with compensation, whereas a compensation offer communicated with humour does not reduce recovery satisfaction.

We found that the effect of humour is contingent on the perceived criticality of the service. Where service criticality is low, a humorous apology *or* compensation are generally better received than under high service criticality, though this is not the case where both apology *and* compensation are humorous. Interestingly, low service criticality is the only case where a humorous compensation leads to higher service recovery satisfaction. Further analysis will examine whether results also vary depending on the type of humour used, the perceived severity of the service failure, and the customers' sense of humour.

Implications for Theory and Practice

We add, in a small but important way, to the service recovery and communication literatures. From a managerial perspective, an apology is an integral part of interactional justice – the first step in successful service recovery; customers clearly prefer a *non-humorous* apology communicated with a sense of seriousness that shows their complaint is being taken seriously. Compensation (a measure of distributive justice) then typically follows an apology. Our results suggest that under low service criticality (but not high), humorous compensation leads to higher service recovery satisfaction. Managers should therefore heed these results and train staff to (1) refrain from injecting any form of humour into an apology; (2) but when a recovery is not viewed as highly important (criticality) then compensation coupled with humour can aid in restoring customers to a state of satisfaction.

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Coevolution in Service Systems: Modes of Coexistence

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Abstract:
This paper examines the notion of coevolution in service systems, recognising the increasing interdependence between actors, their resources and the social contexts in which they evolve. We address the modes of coexistence of adaptive systems and suggest these modes (conflict, hierarchy, independence in a niche and cooperation), provide the framework for understanding the relations between the structures of service systems by virtue of which these coevolve. In exploring this proposition, we utilise a case study grounded in the efforts to deliver digitally-enabled service transformation in the New Zealand public sector. We contribute to the theoretical understanding of the trajectories of service systems and their relational structure.

Keywords: coevolution, service systems, transformation

Navigating Differences in Institutions Toward Value Co-Creation

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Abstract:
Much research has been conducted in the areas of value co-creation and the service encounter. However, there is a dearth of information on how these two areas are experienced by consumers and service providers who have different behavioural, social and cognitive approaches to the service encounter. This study will explore these approaches, called institutions, through the lens of the service dominant logic paradigm. The social services encounter is under-researched in the area of marketing and often presents an
environment where the service providers and consumers differ in their institutions because of their varying social realities. Theoretically, the research will contribute to the services marketing literature on value co-creation and service encounters by providing insight into how service providers and consumers negotiate differences to co-create value. The research will also add to the literature by developing a construct to guide the testing of institutional variables within the services marketing discipline.

Keywords: value co-creation, institutions, service dominant logic

Introduction and Research Aim

Institutions can be described as "rules of the game of a society or, more formally, are the humanly devised constraints that shape human interaction" (North, 1990, p. 1). Increasingly, the role of institutions is gaining more recognition in services and value co-creation literature (Edvardsson, Kleinaltenkamp, Tronvoll, McHugh, & Windahl, 2014; Vargo & Lusch, 2016). Edvardsson et al. (2014) theorised that institutions played a key role in the way that parties integrate resources to co-create value in services systems. Vargo and Lusch (2016) further argued that shared institutions were important in facilitating cooperation and minimising conflict within the value co-creation. However, what happens when the actors involved in a service exchange do not share these institutions? Service ecosystems are comprised of persons from diverse backgrounds and varying social realities; it is therefore fair to assume that there will be differences in institutions. Nevertheless, there is no research that adequately explicates how actors who are governed by different institutions co-create value in service encounters.

Services literature research on value co-creation and institutions has primarily focused on framework development as well as market and technological innovation. Edvardsson et al. (2014) also developed a conceptual framework to explain how institutions affect actors' resource integration in a service system. Vargo, Wieland, and Akaka (2015) asserted that in order for value co-creation to occur in market and technological innovation, institutions had to be disrupted, rebuilt and maintained. Koskela-Huotari, Edvardsson, Jonas, Sörhammar, and Witell (2016) further found that this process of disruption, rebuilding and maintenance might require introducing new actors, changing the roles of existing actors or adjusting the resources in the service ecosystem. However, there are a number of limitations of this study. Firstly, the research only focused on the service provider point of view. Secondly, only one type of value outcome was examined – co-creation of innovation. As key stakeholders in value co-creation, it is important that the consumers, with their varying institutions and corresponding perceptions of value also be considered. Additionally, in order to identify and examine institutions, there must be a clear idea of what the concept involves. However, Edvardsson et al. (2014) conclude that more research must be done in this area. This study has the capacity to impact services marketing literature and practice in an important way. An understanding of the conceptualisation and testing of actor institutions will help marketers and society to meaningfully **CONNECT** with each other to co-create value. This will encourage actors to **ENGAGE** in order to **TRANSFORM** our services and ultimately society.

The aim of this study is:

To explore how service providers and consumers governed by different institutions co-create value in service encounters

This aim will be achieved by addressing the following research questions:
RQ1: How can the influence of institutions be analysed within the SDL framework? **RQ2:** In what ways do service providers and consumers navigate conflicts in institutions to co-create value in service encounters?

Background

SDL has often been used as a lens through which value co-creation can be understood (see McColl-Kennedy, Vargo, Dagger, Sweeney, & Kasteren, 2012; Osborne, Radnor, & Nasi, 2013; Rihova, Buhalis, Moital, & Gouthro, 2015). The recent inclusion of institutions in the SDL paradigm (Vargo & Lusch, 2016), offers an appropriate lens to examine how differences

in actors' institutions affect value co-creation in the service encounter. So far, research on institutions within the SDL paradigm has examined the commercial context. However, the inherent inequalities between the service provider and the consumer in the social services context provide a good platform from which differences in institutions can be assessed. Many social services clients have modest incomes and may include the disabled, homeless, persons with low literacy rates and persons with mental health issues (Mandiberg & Warner, 2012). Several who access social services are also dealing with emotional issues which may include exasperation, worry, fury and shame which will have an impact on their service encounter (Cano & Sams, 2009). It can therefore be expected, in many cases, that the social services user and service provider will have different institutions. However, as previously mentioned, Edvardsson et al. (2014) suggest that more research be done in order to develop concepts and premises to accurately measure and analyse the influence of institutions in the service system. This will be one of the major contributions of the proposed research. After this construct is developed and tested, the study will provide theoretical insight into the dynamics and negotiation levels that occur in service encounters, when persons who do not share institutions attempt to co-create value.

Methodology

This research will require a mixed methods approach. Hennink, Bailey, and Hutter (2010) suggested that researchers use qualitative methods when trying to understand participants' behaviours, beliefs, norms, values and in research where the intent is to provide detailed insight into a particular context. This design is applicable to the proposed study because there is a lack of service research looking into both the social services context as well as value co- creation and institutions within SDL. Quantitative research will be used to triangulate the data in order to test the reliability and accuracy of the results, thus increasing the rigour of the research. The qualitative research will take the form of in-depth interviews while the quantitative research will be conducted through surveys.

Implications for Theory and Practice

Currently, the methodology is not very clear on how to analyse institutional variables within services marketing. This research will contribute to the literature by developing constructs to guide future researchers in this area. This allows marketers to **CONNECT** skills and knowledge to advance the SDL paradigm toward increased value co-creation.

Theoretical insight would emerge on the nature of service encounters, when actors who do not share institutions meet. This is critical not only for value co-creation but would also allow market practitioners to better manage the wellbeing of the actors involved since service encounters can impact consumers (see Lloyd & Luk, 2011) and service providers (see Arnold & Walsh, 2015; Rupp & Spencer, 2006). The research will also address the gap in the literature relating to the customers' point of view regarding disruption, rebuilding and maintenance of institutions. If as marketers we **ENGAGE** all actors in the service systems, then we stand a better chance of creating value.

The study would extend the research on institutions beyond the market innovation domain into the area of social services – an under-researched context in marketing (see Anderson et al., 2013). It is expected that perceptions of value would vary between commercial and social contexts for both service providers and service users. The results would help social service providers better design and deliver value for all stakeholders. Increased value in social services can **TRANSFORM** nations through increased social capital (see Knack & Keefer, 1997; Woolcock, 2001) and a sense of peace and security in society (see Woolcock & Narayan, 2000).

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Culture Matters: Power Distance and Consumer Complaining Behaviour

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Abstract:
Variability in service delivery process makes service failure a common occurrence which leads to dissatisfactory service experiences and unfavorable consumer responses. Consumers may differ in their complaining behavior even under very similar kind of service failure situations. This difference may be attributed to differences in individual traits or cultural factors. Various cultural factors such as individualism vs. collectivism, power distance, masculinity/femininity, and uncertainty avoidance influence the service encounters differently at multiple levels including evaluations, expectations, and service recovery evaluations by customers. But apart from individualism vs. collectivism, very few studies have investigated other dimensions to explain the Consumer Complaining Behaviour (CCB). This study aims to investigate the influence of power distance on CCB. It also intends to resolve the ambiguity in the literature on power distance's influence on CCB by introducing power dynamics between customer and service provider and presence of other customer during the service failure.

Keywords: consumer complaining behavior, service failure, power distance

Introduction

Variability in service delivery process makes service failure a common occurrence which leads to dissatisfactory service experiences and unfavorable consumer responses (Tsarenko and Strizhakova 2013). Consumers may differ in their complaining behavior even under very similar kind of service failure situations. For instance, consumers from China or India may respond differently to service failure as compared to consumers from the USA. This difference may be attributed to differences in individual traits (Choi and Mattila 2008) or cultural factors (Wan 2013).

Service encounters get influenced by the culture at multiple levels, such as evaluations, expectations, and service recovery evaluations by consumers (Patterson et al. 2006). Apart from individualism vs. collectivism, very few studies have investigated other dimensions such as power distance, masculinity/femininity, and uncertainty avoidance (e.g., Tam et al. 2016) to explain the Consumer Complaining Behaviour (CCB).

There is ambiguity in the literature regarding the impact of power distance on consumer's intention to complain. Some studies reported that consumers from small power distance culture tend to show greater intention to complain (e.g., Donthu and Yoo 1998; Tam et al. 2016), whereas some reported that consumers from large power distance culture tend to complain more (e.g., Mattila 1999; Mueller et al. 2003). One plausible explanation for this ambiguity may lie in the dynamics of bargaining power between consumer and service provider; and nature of service failure (embarrassing failure).

The aim of this study is
> *To investigate the ambiguity exist in the literature with regard to the influence of power distance on consumer complaining behavior.*

In line of above aim we address following research question:
1. How does power dynamics between customer and service provider influence the effects of power distance on consumer complaining behavior?
2. How does the presence of other customers influence the effects of power distance on consumer complaining behavior?

We are also responding to the research call by Wan (2013) to explore the interplay between power distance and relative power dynamic between consumer and service provider and its impact on CCB.

Previous studies investigated the cultural influence in the context where the power lies with consumers, but literature is very scant in the context where service providers may have more power (e.g., the service providers have a monopoly which shifts the power to their favor).

Conceptual Model

We argue that when the service provider has the power over their consumers, a consumer from large power distance society may show greater tolerance to service failure than their counterpart from small power distance society because consumers from large power distance accept the social hierarchies and respect people with higher social status.

> *Proposition 1: Consumers from large power distance culture will show greater intention to complain after failed service encounter in service context where relative power is with the consumer as compared to the service context where relative power is with the service provider.*
> *Proposition 2: Consumers from small power distance culture will show uniform intention to complain after failed service encounter in both service context where relative power is with the consumer as well as the service context where relative power is with the service provider.*

The presence of other consumers during a failed service encounter may induce the feeling of uneasiness that leads to the embarrassment (Wan 2013) which in turn influence the complaining

behaviors (Fan et al. 2015). However, review of the extant literature shows that the influence of power distance in case of embarrassing service failure is completely ignored.

We hypothesize that consumers from large power distance culture are more likely to voice their complaint than consumers from small power distance culture in case of embarrassing service failure because former will try to reinstate their prestige and authority in-front of others. Conversely, in the case of non-embarrassing service failure, consumer form both large and small power distance culture may exhibit a similar response to the service failure.

> *Proposition 3: Consumer from large power distance culture will exhibit greater intention to complain under embarrassing service failure as compared to a non-embarrassing failure.*
> *Proposition 4: Consumer from small power distance culture will show a uniform level of intention to complain under both embarrassing as well as non-embarrassing service failure.*

Method

We intend to test our proposed model (Fig-1) using scenario-based Quasi-experimental design. We proposed to measure cultural dimension at the individual level using Personal Cultural Orientations scale (Sharma 2010) as it has been argued that using the country as a proxy for culture may lead to wrong interpretations (Patterson et al. 2006; Sharma 2010). CCB measures will be adapted from Wan (2013).

Contribution

This study will contribute to the theory by providing a plausible explanation for the ambiguity exist in the literature regarding the influence of power distance on CCB. It will help in understanding the difference in consumer complaining behavior between large power distance culture consumers like India and China and small power distance culture consumers like the USA.

Service providers can devise better complaint handling by understanding the various CCBs demonstrated by the consumers from different power orientation in different service failure context.

Figure -1 Proposed Model
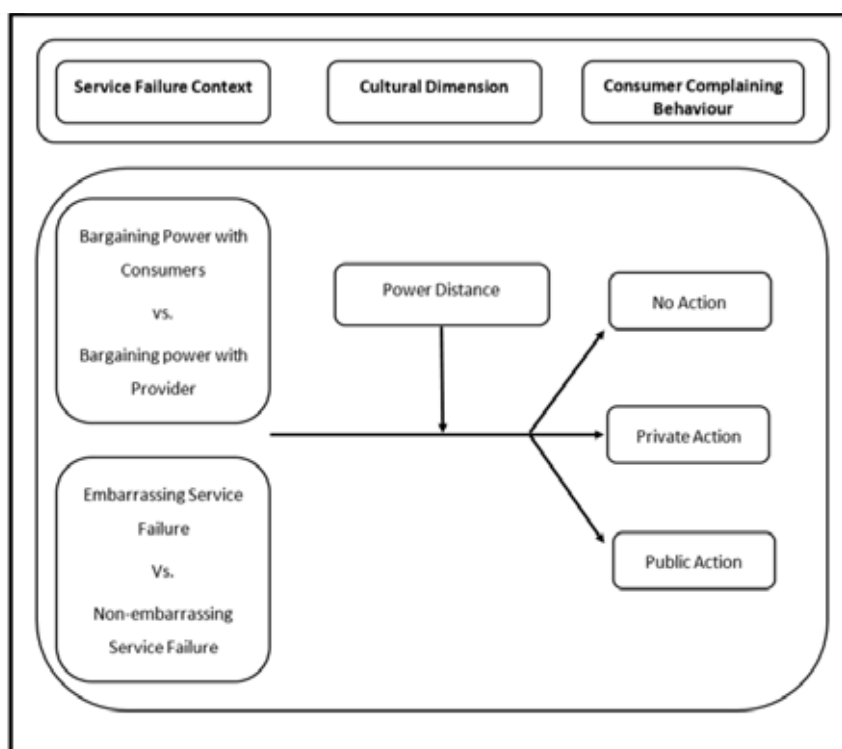
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Motives Matters: Mindfulness and Consumer Complaining Behavior

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Abstract:

The inherent characteristic of heterogeneity of services makes it hard to deliver perfect service all the time which lead to dissatisfactory service experiences. When customers encounter dissatisfactory services, they may exhibit complaining behavior including voice and/or negative word of mouth (NWoM). It has been established in the literature that consumer may indulge in NWoM activity with different intentions. One may want to settle the account with the firm by spreading the negative word of mouth (NWoM) in the market, whereas some other consumer may have altruistic motives behind it, such as helping other consumers from encountering the similar bad experience. This study aims to differentiate NWoM based on the motives for spreading it. It also intends to explore the factors that can explain these differences in the motives behind the consumer complaining behavior. We argue that mindfulness concept can be used to explain these differences in the motive behind NWoM.

Keywords: mindfulness, service failure, customer advocacy

Introduction and Research Aim

The inherent characteristic of heterogeneity of services makes it hard to deliver perfect service all the time which lead to dissatisfactory service experiences. When a consumer encounters the dissatisfactory services, he/she may resort to one of the four actions, namely, no action; voice actions only; voice and private actions only; voice, private and third-party actions (Singh, 1990).

It has been established in the literature that consumer may indulge in negative word of mouth activity with different intentions. One may want to settle the account with the firm by spreading the negative words in the market, whereas some other consumer may have altruistic motives behind it, such as helping other consumers from encountering the similar bad experience (Chelminski and Coulter, 2011).

These differences in the intention behind customer spreading negative word of mouth (NWoM) leads to the aim of this study:

> *To investigate the intentions behind spreading the negative word of mouth after encountering and service failure.*

In literature, various factors have been studied for NWoM, but there was no differentiation based on the intention of sharing such information. In line with the aim of the study we intend to address this gap in the literature through addressing the following question:

> RQ1: Whether consumers differ in their complaining behavior based on their motives for sharing NWoM?
>
> RQ2: What are the factors that can explain these differences in the motives of consumer complaining behavior, especially NWoM?

In this study, we are introducing the mindfulness for explaining the difference in the motives of NWoM among customers. We argue that customers high on mindfulness spread the NWoM but with altruistic motives which in literature termed as customer advocacy (Chelminski and Coulter, 2011; Jayasimha and Billore, 2016; Jayasimha and Srivastava, 2017).

Background and/or Conceptual Model

The conceptualization of mindfulness suggests that it might moderate the consumer's complaining behavior as he/she may not get swayed by the emotions experienced after the failed service encounter and his/her intention will be more of altruistic in nature instead of getting revenge (Brown et al., 2009; Ndubisi, 2014).

Brown et al. (2007) identified four key characteristics of mindfulness; these are: 1). It involves the receptive awareness and acknowledgment of inner experiences and external events; 2). In mindful state, individual does not get indulge in evaluation, analysis or reflection of the events. Instead, he/she purely notice what is happening; 3). Mindful individual focus on moment to moment experiences without dwelling into the memories of past; 4). Mindfulness may vary in strength across situation and persons.

Prior researches on mindfulness have established that mindful individual can better manage their negative emotions (Leary and Tate, 2016), can have better concentration power, can have better self-control and self-regulatory capacity (Brown et al., 2007). They also show greater empathy for others (Beitel et al., 2005). Ndubisi (2014) in his study found that consumers are having high mindfulness level, display greater relationship quality, and relationship outcomes. Similarly, Burch (2000) and Rosenberg (2004) claimed that mindful individuals exhibit less desire for the external pleasures that comes from material things such as money. Brown and Kasser (2005) were also able to prove that mindful individual pays less emphasis on wealth, image, and popularity and emphasizes more on intrinsic aspirations.

Mindfulness was also found to be associated with the emotional regulation which entails mindful awareness irrespective of the valence of any emotion experienced at the moment. It does not prescribe

to resist or suppress the emotion in any way; rather it suggests being aware of the emotion in full awareness with non-reactive to them. It prevents individual from reacting habitually and impulsively. In this way, a consumer with high mindfulness does not over react to the emotions he/she experience due to the service encounter (Chambers et al., 2009).

It has been found that consumer indulges in negative word of mouth for venting out the negative emotions and reducing the anxiety aroused due to failed service encounter (Thøgersen et al., 2009). However, since the mindful consumer tend to see bigger picture (Ndubisi, 2013), show greater empathy (Beitel et al., 2005) exhibit switching restraints and greater sense of community development (Ndubisi, 2014), and also shows greater willingness to make sacrifices (Ndubisi, 2014), one can expect that high mindful consumer will exhibit market-place helping attitude such as consumer advocacy and helping the service providers to improve their offering in their complaining behaviour instead of venting their negative emotions or settling the accounts with service provider by spreading negative words about the services of the provider.

Thus, we propose the following hypotheses

> *H1: Consumers experiencing the negative emotions (such as anger and regret) due to failed service encounter will indulge in negative word of mouth.*
>
> *H2: Mindfulness will moderate the relationship between failed service encounter and negative word of mouth intentions as such high mindful consumer exhibit greater tendency of consumer advocacy.*
>
> *H3: Mindfulness will moderate the relationship between failed service encounter and voicing intentions as such low mindful consumer intended to get redressal from the service provider, whereas high mindful consumer intends to help service provider to improve its offerings.*

Methodology

We intend to adopt the scenario based quasi-experimental design for the study. Four scenarios will be presented to the appropriate respondents. Scenarios will differ in the severity of service failure (high vs. low), and emotions elicit due to service failure (regret and disappointment). Level of mindfulness will be assessed through established scale for measuring the mindfulness.

Discussion and Contributions

This study makes a theoretical contribution by introducing the mindfulness construct for a better understanding of the consumer responses to a failed service encounter. Earlier studies established that not all the consumer spreads the negative words with the intention of reducing anxiety or getting revenge and also voice their complaint with the intention getting redressal, instead, some consumer wants to help the community and service providers. Earlier researches do not provide an explanation to these differences in the complaining behavior. This study contributes to this domain by providing a factor that can explain this difference in the consumer complaining behavior.

Practically this study helps the practitioner in a way that managers can identify the high mindful consumer and communicate them in a better way for service recovery so that these consumers can act as advocates for the firm and negative word of mouth can be prevented.

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Customer Advocacy and Word of Mouth

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Abstract:
Customer advocacy communications differ from other positive word of mouth (PWOM) in ways that are poorly understood, with the literature on the concept of customer advocacy being surprisingly sparse and inconsistent. In conceptualizing advocacy, we make five main contributions. Specifically, we: (1) define advocacy, distinguishing it from PWOM and other similar constructs, (2) conceptualize advocacy through a hierarchy of behaviors that increase in intensity and effort, (3) develop a robust and reliable scale of advocacy that reflects this conceptualization, (4) examine how advocacy relates to various antecedents and other loyalty behaviors and (5) examine the positive behavioral outcomes of customers representing different levels of advocacy.

Keywords: advocacy, word-of-mouth, scale development

Country-of-Origin Effects Post a Service Crisis

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Abstract:

The present research advances crisis management, services and country of origin theory by investigating the influence of both cognitive and affective Country-of-origin (COO) effects on organisational trust, distrust, attribution of blame and consumer behavioural outcomes post an international service-based crisis. The results confirm that trust and distrust in organizations are not based solely on cognitive aspects of a COO and its people but also on emotional reactions. Hence the research advances services, COO theory (both cognitive and affective) and CM theory via the decomposition of the COO construct into a country image (CI) and country people image (CPI) at both the cognitive and affective (positive and negative) levels in a CM context. Specifically, the research highlights the capacity of these distinct COO dimensions to shape organisational trust and distrust with flow on effects to attribution of blame, and ultimately, future purchase decisions and willingness to pay.

Keywords: COO, crisis, services

Introduction and Research Aim

Organisations have attempted to transfer the image of their home countries to their product or services for decades (Arpan & Sun 2006). Recent research in international marketing has confirmed that a brand's country-of-origin (COO) can have various influences on potential and existing consumers, such as informing expectations and evaluations of reliability, quality, prestige value and innovativeness (Roth & Romeo 1992). Such studies (referred to COO effects) highlight that, with the passage of time, consumers tend to form some impressions of countries and their products or services. These impressions become overall evaluations of country quality or image as they link to the key outputs of a given country (Arpan & Sun 2006). These overall evaluations can act as a stereotypes or judgement invoked by consumers when intended to purchase a given product of services, primarily when consumers have a least knowledge about a given product or services (Maheswaran 1994).

Globalization greatly increases economic outputs related to service products internationally. Paradoxically, research examining COO effects in an international service context remains rare when compared to tangible products. Researchers have investigated linkages between COO assumptions and perceived risk, country familiarity and motivation to purchase in relation to tangible products, without examining whether these relationships for intangible products leaving substantial gaps in our understanding of COO effects consumer assessment of service related products. Concurrently, international brand-related organisational and product harm crises have become more frequent, often threatening the survival of the organisations involved (Vlad, Sallot & Reber 2006); recent examples include the Volkswagen emissions scandal and the death of baby after being given nitrous oxide instead of oxygen at a Sydney hospital in 2016. However, the influence of COO effects in a crisis management context also remain significantly under researched with relatively few examples found in the existing literature (Heslop, Lu & Cray 2008; Laufer, Gillespie & Silvera 2009; Nadeau et al. 2008). Moreover, consumer reactions to a services based organisational crisis are also under explored with the bulk of crisis management research centred on product harm and product tampering events (Laufer & Coombs 2006; Dawar & Pillutla 2000) in spite of the exponential growth in international services companies globally.

Hence, this research advances our theoretical understanding of COO, more specifically their cognitive and emotional/affective influences, in an international services crisis context. The COO literature is largely grounded on consumer assessments of countries, and their nationals, employing cognitive measures of country image such as, economic development, political systems and standards of living. These are included, in addition to consumers' affective responses to an organisation's home country and its nationals (country person image). This is achieved by 'decomposing' the COO construct into cognitive and affective (positive and negative) country image dimensions: country-image cognitive (CIC), country-image affective-positive (CIAP), and negative (CIAN) and country people images: country-person-image cognitive (CPIC), country-person-image positive (CPIAP) and negative (CPIAN). Specifically, investigating the individual influence of each dimension on organisational trust (OT) and distrust (OD) following an international service crisis event, with flow on effects to attribution of blame, and ultimately willing to purchase and willingness to pay.

Method and Analysis

A quasi-experimental design was applied with data collection via an online survey, where different types of hypothetical international service based organisational crises were described with different organisational COOs as stimuli. In total 16 service crises scenarios were employed using two service types (Health and Financial), two crises types (Victim and Intentional), two crises response strategies (Apology and Denial), and two distinct countries of origin for the service providers (England and China). These 16 scenarios were tested with data collected via an online survey, in two culturally and economically distinct countries (India and Australia). AMOS and SPSS software packages were used for the quantitative data analysis. In total 1600 usable questionnaires were complete in each country. Structural equation modelling was used to determine the relationships between the constructs. Independent sample comparison of means testing (non-parametric) was also done to obtain mean scores and compare their scores across the treatments.

Results, Discussion and Contribution

The results indicated that the cognitive image of a country and its people positively influence organisational trust and negatively influence organisational distrust. In particular, cognitive COO effects were more powerful in influencing trust as compared to distrust but significant influences were found for both. Analysis also revealed that the positive affective image of a country, and its people, also positively influence organisational trust and negatively influence organisational distrust. Conversely, the negative affective image of a country and its people negatively influence organisational trust and positively influence organisational distrust. Hence, the findings of this research provide significant theoretical contribution by highlighting that negative emotional responses to a country and its nationals can significantly and substantially influence distrust in an organisation providing additional difficulties for an organisation in an already critical situation. Alternatively, positive COO influences, both cognitive and affection, can contribute to trust in a crisis situation. This is potentially vital information as both distrust and trust were found to influence subsequent attribution of blame for the event, which mediates future purchase intentions. Moreover, attribution of blame was higher for the intentional crisis with denial as response type tested and lower for the victim crisis along with apology as a response type tested. Additionally, for all crisis types tested, between the hypothetical English and the Chinese service organisations, the organisation from developed country strongly preferred each time. Therefore, the significant influence of COO dimensions on OT/OD and their subsequent influence on attribution of blame and consumer behavioural intentions were seen in all aspects tested. Therefore, an organisation with negative home CI faces greater risk as compared to the organisation with positive home CI post a crisis event. These findings will help managers to leverage opportunities to reinforce home country associations when positive and distance themselves from their home COO if assumptions are likely to be negative. In conclusion, this research has provided very valuable and meaningful infights related to previously unexamined aspects of COO and crisis management disciplines.

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Spiritual Engagement: From Consumption to Anti-Consumption

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Abstract:
We argue that an essential element of human engagement has been overlooked in   marketing research to date: spiritual engagement. While the rational, emotional and behavioural components have been much studied, spiritual engagement in marketing has been neglected, particularly in service research. This is surprising given that spirituality is recognised as a significant factor in motivating consumption choices. This paper qualitatively explores the nature and consequences of consumer spiritual engagement, based on more than 50 interviews lasting between 45 and 120 minutes each. We find that consumers engage with focal resources in a way that embodies a connection to self and others (subjects/objects), personal growth and expanded awareness, higher-order purpose and contributing to the greater good manifesting in both (anti-) consumption decisions that reflect this spiritual engagement. This generates a more fine-grained understanding of consumer engagement, and illustrates significant additional ways in which consumers interact with brands and other market actors.

Keywords: spiritual engagement, customer engagement, spirituality

Introduction and Research Aim

The notion of customer engagement (CE) and its development is the subject of increasing attention among academics and practitioners alike (Alexander et al. 2018). The concept encapsulates the interaction between the customer and the firm, and in particular the expanding role that the customer has in this interaction. Benefits to the firm of pursing customer engagement include enhanced customer-firm relationships (Bowden 2009), customer-brand connections (e.g. Brodie et al. 2013), customer involvement in firm marketing functions (Harmeling et al. 2017), and ultimately value cocreation (Jaakkola and Alexander 2014) and shareholder value (Beckers et al. 2017).

While the examination of CE behaviors remains a focus of many studies in marketing (Beckers et al. 2017; Jaakkola and Alexander 2014; Kumar and Pansari 2016) several authors adopt a multidimensional perspective of engagement (Brodie et al. 2013; Dessart et al. 2016; Vivek et al. 2012) incorporating cognitive, emotional and behavioural engagement (Hollebeek et al. 2016). It is accepted across disciplines, however, that the human experience includes four basic dimensions: physical, mental, emotional, and spiritual and they all need to be cultivated (Schwartz and McCarthy 2007; Zomerdijk and Voss 2010).

Although "spirituality is an important factor in motivating consumption" (Skousgaard 2006, p. 294), this aspect of engagement has been largely overlooked in the marketing and service literatures, as indeed has the aspect of how spirituality may motivate (anti-)consumption. In an environment where consumers are confronted with evermore consumption options and shortened actual or artificial lifecycles, the speed of obsolescence (Bartels et al. 2012), and experience shallowness (Fırat and Dholakia 2006), spiritually meaningful experiences and interactions become increasingly important (Zomerdijk and Voss 2010).

Service researchers still lack a clear understanding of what spiritual engagement is and how it may motivate consumption or anti-consumption. In this context, the aim of this study is to explore the nature and consequences of consumer spiritual engagement, and provide important empirical insights into the consumption behaviours that manifest from spiritual engagement.

Conceptual Development and Framework

While spirituality typically evokes associations of religiosity, the two concepts—although intertwined—are not synonymous (Penman et al. 2013). While religion is related to an organized system of beliefs and worship (Koenig 2012), spirituality is broader and more closely aligned with philosophies concerning the meaning of life, humanity, and relationships (Carroll 2007; MacKinlay 2003). Spirituality is often reflected in activities an individual undertakes to achieve transcendent and meaningful states, related to interconnections with others and the individual's own inner potential (Emmons 2000; Zinnbauer et al. 1999).

However, across a broad range of disciplines, including psychology, sociology, religion, anthropology, consumption and health care, it is agreed that spirituality represents an "existential quest for meaning, a sense of purpose and direction, and a greater understanding of the self within a larger context" (Koessel 2011, p. 15; see also Ho and Ho 2007). Building on cross-disciplinary research insights and our own qualitative study outlined below, we define spiritual engagement *as an actor's disposition toward and the investment of resources in interactive experiences manifesting in actors connecting with, making sense of, and contributing to the betterment of self and the ecosystem*.

Methodology

An extensive multi-disciplinary review of literature, from psychology, sociology, religion, anthropology, consumption and health care, was conducted prior to a qualitative stage. A qualitative approach was undertaken based on depth interviews with 41 consumers and 10 experts in the field of spirituality. Interviews lasted between 40 and 120 minutes, and focused on general and consumption-related spirituality. Informants were evenly split between male and female, all aged between 21 and 70. We applied a purposeful sampling approach through "snowballing", first self-declared and then by referral (Corbin & Strauss, 2008). An inductive approach to data analysis was applied and, following the procedure suggested by Gioia *et al.* (2013), the interview data were analyzed in three distinct steps to build an increasingly detailed understanding of the data and emerging themes and to develop a graphical data structure to help focus our theoretical rationalizing. During each distinct step, data were analysed and coded by two of the authors independently, who met to discuss interpretations and consolidate conclusions.

Results

Our analysis demonstrates that consumers engage with focal resources in a way that embodies 1) connection to self and others; 2) considers sense-making and finding one's place in the world; 3) enabling deeper meaning and purpose in consumption contexts that contributes to betterment of the system. This engagement manifests as conscious consumption and anti-consumption choices. For instance, illustrating how spiritual connection motivates consumption choices, one informant explains when making clothing purchases "I'm thinking more about my connectedness to a child in a factory, working those hours and what that feels like" (J34), while another informant justifies avoiding non- free-range eggs "because I feel more connected to the chicken, you know" (D28). In sense-making, an informant explained buying a ring because it represented her "wild-life and it signified a special moment in that" (J34), while another informant explained the importance of making sense of day-to-day experiences and purpose, and avoids buying brand clothing because "there is still a hole that can never be filled like that" (MY43).

Discussion and Contribution

The purpose of this study is to explore the nature and consequences of spiritual engagement with a focus on the individual. As engagement is about interactive experiences, the domain of service research needs to pay greater attention to the spiritual element of the customer experience (Kale, 2006, Penman *et al.*, 2013). While human engagement is emerging into a central topic across management, marketing, and psychology research, to our knowledge, this is the first empirical exploration of customer spiritual engagement in service research. We have shown that this phenomenon is emerging as a distinct and important aspect of consumer experiences and how spiritual engagement motivates both consumption and anti- consumption choices. As such, this paper contributes to extant CE literature by extending our empirical understanding of the concept. Management should be aware of the power of spiritual considerations such as the potential for personal transformation, human connectedness, and meaningful experiences (Penman et al., 2013). One strategy could be to involve consumers in strategic planning sessions, where consumers can work together to determine how to better source, access, dispose of and relate to products, materials or service platforms in the interest of ecosystem betterment.

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Customers' Expected Value Capture in Sport Contexts

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Abstract:
Research on preference measurement and willingness-to-pay (WTP) are based on traditional models focusing solely on the product itself. However, literature has addressed the importance of context defined as reciprocal links between actors in the servicescape. Nevertheless, there is a lack of investigations about the influence of context on customers' preferences and their WTP.
The purpose of this research is to explore preferences for sport event tickets and WTP for different sports contexts (accompanying customers, opposing team). Therefore, we apply experiments using adaptive choice-based conjoint analysis. Results show that not only providers' products or services influence customers' preferences and their WTP, but also accompanying persons and opposing teams. This research helps scholars as well as practitioners to understand customers' preferences and their WTP as well as their expected value capture (WTP minus price paid) when they make buying decisions about services.

Keywords: customer value capture, preference analysis, willingness-to-pay

Dynamic Market Design

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Abstract:
Through relating and integrating S-D logic with Design Practice, this paper contributes to the emerging understanding of market innovation. S-D logic emphasises the need for new approaches to market(ing) theory that focus on customers and their service experience. Design Practice engages with the human experience and provides a methodology useful for understanding customers and users in an experienced-based economy. Combining the two, shows how Design Practice operationalises S-D logic in a dynamic innovation context through its unique qualities of interpreting existing, and proposing future, value-creating situations. More specifically, the identified market-design framework addresses the interface between the current and future contexts of production and use. It highlights two key market-innovation challenges: (a) interpreting the service experience(s) as situated and systemic, and (b) breaking institutions through transformative action. Thus, Design Practice becomes strategic and structural when conceptualising markets as value-creating systems.

Keywords: market innovation, design practice, S-D logic.

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Introduction
In this paper, we propose that marrying service-dominant (S-D) logic and Design Practice provides a fruitful ground for addressing market innovation challenges. While these discourses largely occur in parallel within the marketing and design disciplines, they both provide new approaches to 'service', 'value', and 'market' conceptualizations (Karpen et al. 2017; Wetter-Edman et al., 2014; Windahl, 2017). S-D logic emphasises the need for new conceptual approaches to market(ing) theory that focus on customers and their service experience. Design Practice engages with the human experience and provides processes, tools, activities, and a way of thinking that are useful for deciphering current as well as future customers and users. Thus, through relating and integrating (MacInnis, 2011) Design Practice with S-D logic, we show how *Design Practice operationalises S-D logic in a dynamic innovation context through its unique qualities of interpreting existing, and proposing future, value creating situations.* In other words, we argue that Design Practice, with its inherently future- and action-oriented activities and heritage, plays a crucial role in the reformulation of value-creating systems or markets. Consequently, this paper contributes to the emerging knowledge of the 'what' and 'how' of market design and innovation, and hence of how to use S-D logic in practice.

The Rationale for Exploring the Links between S-D Logic and Design Practice
S-D logic challenges our traditional conceptual assumptions about value creation, emphasizing the need for more dynamic approaches to general social and economic value co-creation (Lusch and Vargo, 2014). Inherent in an S-D logic perspective is the notion that '[a] market is reframed from something that is fixed or "out there" to be entered to something that is imagined, created, institutionalized and performed. Likewise, innovation is not about inventing things but about developing systems for value cocreation' (Vargo and Lusch, 2017: 54). However, while the S-D logic concepts challenge the often production-, technology-, and product-focused innovation activities (Michel et al., 2008), they tend to provide abstract, rather than contextual and action-based, knowledge. Questions remain with regard to identifying the innovative approaches needed to understand opportunities and actions for creating future value-creating systems; questions addressing the 'how' of reconfiguring and even disrupting resource integration processes. This is where Design Practice plays a role.

Design Practice is heralded as a creative practice for addressing uncertain futures. Increasingly, it is used by companies developing new services, products, business models, and strategy, and it may assist in creating organizational and even system change (Brown and Martin, 2015). In Design Practice, the central place of human beings is a major tenet and first principle (Buchanan, 2015). Seemingly, it is a principle that is frequently at odds with traditional innovation practices driven by technological opportunities and the innovator's perspective (Heskett, 2017). It encourages companies to experiment with tools and activities, emphasizing empathy, creativity, and deep knowledge of the customer experiences and markets 'to be', rather than focusing on technological capabilities and products (Brown, 2008; Liedtka, 2015; Martin, 2009). Since Design Practice challenges a more traditional approach to market research (Chen and Venkatesh, 2013; Leonard and Rayport, 1997; Roberts and Palmer, 2012), its implementation defies traditional management structures and activities. Design Practice fundamentally rests on tacit/embodied knowledge, is forward and action oriented in its character, and renounces the idea of true or false by preferring good or bad as qualifier for success. Thus, Design Practice questions not only the traditional assumptions about how to approach the market and its customers, but also the assumptions of what a market is, might be, or become. More understanding of the latter will inform the former. A

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new perspective of value creation is needed (Heskett, 2017), in order to understand how (and why) design creates value. This is where the service dominant logic (S-D logic) holds a key role.

Design Practice – bridging the interfaces between current and future markets
Inspired by the recent discussions (e.g. Heskett, 2017) on design and the creation of value, we draw on the S-D logic conceptualizations of value creation and the roots of Design Practice as a means to connect and fathom the interrelationships between the two. First, we identify central S-D logic market constructs and two key dimensions of a pragmatist view of Design Practice. Then, through further exploration of these key dimensions and constructs, we highlight the role of Design Practice in addressing the 'how' related to creating opportunities for future markets. Finally, we present and discuss the market-design framework, illustrating how Design Practice operationalises S-D logic through bridging the constraints and requirements of the current and future contexts of production and use.

More specifically, we propose that, when innovating (new) markets, it becomes specifically important *to address the interface between the current and future contexts of production and use, through (a) interpreting the service experience(s) as situated and systemic, and (b) breaking the institutions through transformative action.*

The market-design framework operationalises a range of S-D logic concepts. First, value-in-use is operationalised through interpreting the service experience(s) as situated, that is, unique, socially constructed, and complex (Diethelm, 2016). Second, value-in-context is operationalised through interpreting the service experience(s) as systemic, that is, embedded in a system of connected experiences (Buchanan, 2015; Dalsgaard, 2014; Karpen et al. 2017; Windahl, 2017). Third, Design Practice breaks patterns of thinking and behaviour (Liedtka, 2015), operationalizing institutions as enabling and/or constraining innovation activities. The market-design framework shows that the creation of future value-creating systems is dependent on identifying, not just new opportunities for value creation, but also innovative approaches to creating and possibly breaking the various components and dimensions of the system itself.

Our market-design framework contributes to the emerging understanding of how to interpret and use Design Practice in business management (Buchanan, 2015). It gives a conceptual overview of how Design Practice might challenge traditional market sense-making. Drawing on Gioia et al.'s (1994) discussion on sense-making: it increases the understanding of how the interpretations of markets interact with the actions and vice versa. Despite (or perhaps 'due to') a turbulent business environment, both market(ing) scholars and business practitioners need deeper knowledge of 'the market' as a dynamic entity (Heskett, 2017; Normann, 2001). In this dynamic system, new technology, business models, constellations, and platforms challenge and provide opportunities for organizations to innovate, actively shape, and even create markets (Storbacka and Nenonen, 2011; 2015). Whereas our market-design framework is an attempt to contribute to this exciting field, it is clear that many questions remain with regard to how to practically innovate, as well as theoretically conceptualise, these constantly changing and complex value-creating or market systems.

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4

Emerging Technologies Affecting the Service Ecosystem in Retailing

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Abstract:

The emergence of new technologies has had a profound impact on how services are provided and used throughout various industries, and in retailing in particular. With the ever increasing competition for market shares, retailers are forced to continuously look for new and better ways to differentiate their services in order to maintain and attract customers, as well as make a profit. The rise of emerging technologies has disrupted retailing in multiple ways especially in the way companies relate to their customers but also to the way companies need to collaborate in complex ecosystems formed by various actors in the service supply chain. In fact, the developing of the customer's experience with technologies is integrally embedded into the company's abilities to manage and operate in the broader context of various actors in the service ecosystem. However, the way these two areas are connected, may be challenging for retailers to manage. The aim of the present study is to understand how the emerging technologies affect service providers' ecosystems, and as a result the outcome to end-customers' experience. Using a case study approach, we find that the emerging technologies can be used to create an open- access service ecosystem with a better cooperation between service providers that brings more value to all the actors in the ecosystem. The emerging technologies offer entertainment and simplicity to end-customers' retail service experience.

Keywords: technology, service ecosystem, service experience

SOCIAL
MARKETING

Why People Don't Donate Organs Posthumously in the Kingdom of Saudi Arabia

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Abstract:
In the Kingdom of Saudi Arabia (KSA), organ donation rates fall short of the demand, even though most Saudi people show positive attitudes towards organ donation and transplantation. This research seeks to gain a clearer understanding of the cadaver-organ shortage from a consumer point of view. The main purpose of this study is to empirically investigate what Saudis know and report knowing about posthumous organ donation, as well as to explore certain types of knowledge that could distinguish between donors and non-donors. A convenience sample of 1022 respondents completed an online survey. Results suggest that non-donors have inaccurate knowledge and misconceptions of certain topics relating to organ donation and this may be a barrier toward donation. An understanding of individuals' level of factual knowledge about donating organs is critical to design effective social marketing interventions that can increase the number of actual organ donors, and ultimately increase participation in organ donation.

Keywords: posthumous organ donation, objective knowledge

Background and Research Aim

A single posthumous donor can generate up to seven additional solid organ transplants, such as kidneys, as well as other tissues such as skin and cornea. Considering the quality of life benefits gained from transplantation, encouraging people to become organ donors is a critical focus for health and social initiatives (Schnitzler et al., 2005). Unfortunately, organ shortage is a global problem and, in the Kingdom of Saudi Arabia (KSA), donation rates fall short of the demand and as a consequence, waiting lists are growing. In spite of the fact that most Saudi people show positive attitudes towards organ donation and transplantation only a very small percentage actually donate organs (Al-Jumah & Abolfotouh, 2011). There are significant challenges in bridging the gap between the positive attitudes towards donation and intentions to sign donor cards and to communicate with families.

The Saudi Centre of Organ Transplantation (SCOT) is a government agency that manages the deceased transplantation program and procurement of organs. The SCOT is responsible for promoting the importance of organ donation by setting strategies to increase awareness of the existing shortage and actively engage people to sign an organ donation card to register their organ donation intent. Actively signing a donor card and discussing intent to donate one's organs with family becomes a critical issue in KSA especially when KSA has the highest number of traffic accidents in the world with an average of 23 fatalities per day. This proportion of road deaths evidences wastage of potential organs which could be used to save lives.

In the Saudi context, there is a growing body of research on the issue of transplantation from the medical and ethical realms; yet; little attention is given to understanding public perspectives to organ donation. In the KSA, very limited research exists about Saudis' knowledge of organ donation and how this information may influence their donation decisions. There is also a small body of literature concerning the differences in knowledge about organ donation between donors and non-donors (Morgan & Cannon, 2003). Individuals who have misconceptions about organ donation are far less likely to become organ donors. Knowledge is also believed to be the strongest factor influencing people to donate their organs (Morgan & Miller, 2002). According to Radecki and Jaccard (1997), the lack of knowledge about organ donation is likely to increase unfounded fears about the donation process.

The current research addresses a key criticism of the literature by empirically examining what Saudis know and report knowing about posthumous organ donation, as well as exploring certain types of knowledge that could distinguish between donors and non-donors. Therefore, this study investigated certain types of factual knowledge deemed to be relevant in the Saudi context. Two research questions (RQs) are proposed:

RQ1: To what extent does factual knowledge about posthumous organ donation (POD) influence individuals to donate organs?

RQ2: What is the specific knowledge that distinguishes donors and non-donors?

Method

The current study employs only objective knowledge- "what people actually know about organ donation", which is measured by nineteen fact-based items. Participants were instructed to choose either 'true', 'false' or 'don't know' responses to statements (Horton & Horton, 1990). The data was gathered from a convenience sample of 1022 Saudis via an online questionnaire, which was posted on Twitter. This approach was selected as the study required the population of interest to be broadly Saudi citizens between the ages of 18 and 65 years old; and was considered appropriate in order to reach the majority of the target participants who live in different districts around the KSA. The sample of this study was categorised into three categories of donors and non-donors. Donors include 1) those who have already signed organ donor cards with SCOT or by will and testament and 2) passive positives who are favourable to organ donation but have not yet signed donor cards. Non-donors include those who have not decided or have refused to sign donor cards.

Discussion, Recommendations and Contributions

This study identifies a number of misconceptions about organ donation that could influence Saudis toward POD. Understanding consumer's misperceptions is a crucial step towards understanding donation decisions, especially if knowledge is incorrect. The findings show that certain false information about organ donation differs between donors and non-donors, with non-donors possessing higher levels of misinformation about organ donation in comparison with donors. Non-donor organ donation misconceptions include confusion about the nature of brain death, the religious perspective regarding donation, the eligibility to donate organs, the fairness of organ allocation system, the organ shortage situation, the procedure of obtaining donor cards and also the belief that funeral arrangements have to be postponed in the case of organ donation. For donors, there is a key issue associated with communicating organ donation wishes with family members. As such, misinformation is a key barrier impacting people's willingness to POD.

Another important implication of this research is the need for registered donors to communicate their wishes to family members, as the finding here indicates 69% were unaware that in the KSA, a person's next of kin must give permission for organ donation to occur. The Kingdom has an 'opting-in' system for organ donation that requires ultimate consent from the next of kin. In the KSA, organ donation is likely to take place without a signed card but never takes place without the consent of the potential donor's family. According to Dr Shaheen, Director General of the SCOT, when families of brain-dead patients had previous knowledge of the donor's decision, transplant operations increased by 92% (Shaheen et al., 2014). The discussion of a potentially taboo issue carries with it some risk, such as upsetting the family members. Therefore, most people are more likely to avoid taking such a risk if they do not have enough confidence in their ability to discuss the subject (Morgan & Miller, 2002). Morgan, Miller, and Arasaratnam (2003) found that the willingness to talk to the family was driven by knowledge about donation, while the personal decision to sign a donor card was driven by the individual's attitudes towards donation.

This study revealed that both donors and non-donors had misconceptions about the religious point of view regarding POD. These misunderstandings around religious beliefs can be a significant barrier toward donating, particularly in a country like the KSA, comprising 100% Muslim citizens. Therefore, clarification from religious leaders is critical in order to achieve community acceptance, as this can lead to a dramatic shift in POD and to overcoming these donation barriers.

In conclusion, the results of this study contribute to furthering our understanding of organ donation and its role in influencing pro-social behavior. The significance of this research is to guide and assist the SCOT, social marketing communicators and academics to design and implement culturally appropriate strategies to educate and promote acceptance of POD in Saudi society, and thus, bridge the gap between organ supply and demand in KSA. This research is not limited to providing a purely academic contribution, it will also make a valued contribution to the Saudi community.

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The Relationship Between Social Distance and Happiness

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Abstract:

The study demonstrates that donors feel much happier when donating to socially distant recipients than to close ones. We argue that individuals perceive a donation to distant others as motivated by society-serving benefits and thus perceive higher credit for their charitable act. On the contrary, self-serving benefits motivate individuals to donate to socially close recipients as reciprocity norms are activated. Our results show that a donation to socially distant recipients are motivated by society-serving benefits than self-serving benefits (study 1). Further, we showed a sequential mediation of perceived donation intent and charitable credit (study 2). We examine the boundary conditions (monetary versus nonmonetary donations and trait warmth) and rule out alternative explanations (pain of payment and expected impact) in the relationship between social distance and happiness (studies 3 and 4). Findings of this research contributes to the donation behavior literature and have important managerial implications for charities.

Keywords: perceived happiness, social distance, society-serving

Motivating Online Engagement in a Social Marketing Community

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Abstract:
Individuals and organisations operating in the social marketing sphere often have a limited understanding of how to stimulate online conversation and produce engaging content. However, social media engagement research focuses predominantly on commercially- orientated communities of transaction. This study takes an exploratory approach to generate insights into the antecedents of engagement in the social media community 'Vegans in Perth'. In-depth semi-structured interviews revealed twelve themes, and additional sub-themes. These are positioned within three broad categories: message attributes, situational factors and system components. Message attributes facilitating user engagement are aesthetics, tone, humour, novel content, credibility, emotive content and societal contribution. Situational factors impacting user engagement are the external environment, relevance, community and conflict. The system component found to influence user engagement was ease of access. Focus on these characteristics should allow social marketers to better capitalise on the opportunities of social media and virtual communities for knowledge exchange, advocacy and social change.

Keywords: online engagement, social marketing, virtual communities

Impact of Servicescape Transformation on Food Choice

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Abstract:
The creation of environments to support healthful behaviour is considered important in social marketing, yet the impact of environmental strategies has not been widely investigated. The effect of servicescape transformation involving changes in food assortment and interior redecoration on food choice behaviour was explored in a military dining room—in the absence of individual appeals. Guided by the socioecological model of behaviour, this research observed food choice behaviour directly, and captured individual, social and environmental influences. Over 4,000 meals were analysed, with structural equation modelling used to examine relationships. Satisfaction increased; aesthetics and availability were found to be important contributors. Intentions were high (but stable), however, significant increases in self-efficacy (a contributor to intentions) were observed after transformation. After transformation, food selections were more healthful at lunch, but less healthful at dinner. Moving beyond the individual to the surrounding environment is important to facilitate change and/or enhance individually focussed social marketing strategies.

Keywords: healthy eating, food environment, behaviour change

Audience Development: Performing Arts, Disabilities and Inclusion

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Abstract:
This paper presents findings from a study on audience development (AD) in the arts, regarding people with a disability (PWD). The arts attracts attention due to the potential to engage people emotionally, providing social experiences with spill over effects at individual, group, organisational and community levels. Despite arts potential to facilitate social inclusion, and attempts made to change the profile of arts audiences, they remain white, middle-class and privileged, to a large degree. Hence, this study explores how people with disabilities (PWD) are being included as audiences, facilitating their social inclusion. Findings from 37 semi-structured interviews with audiences with and without disability are interpreted using social inclusion theory. Results indicate that while there are barriers—physical and lack of awareness—organisations are working to include PWD as audiences by product-led marketing approaches with some evidence of target-led AD activities. AD is facilitating social inclusion of PWDs through access, participation, representation, and empowerment.

Keywords: disability, inclusion, audiences

Introduction and Research Aim

This study: *Examines how social inclusion may be created through audience development in the performing arts for people with disability.* In order to achieve this aim, we explore two research questions: (i): How are people with disability being included in the arts as audiences? ii). How does inclusion of PWDs as audiences in performing arts leads to their social inclusion?

Background

Our study takes place in Australia where government and institutional reform have led to the creation of the National Disability Insurance Scheme (NDIS), thus foregrounding disability as a national issue. Social inclusion is defined as inequality that excludes a person from society due to pervasive negative attitudes, discrimination and isolation (Gooding, Anderson & McVilly 2017). As more than one million Australians experience profound social exclusion, (Azpitarte 2013), in a population of 25 million, it is a pressing social and economic issue. NDIS changes were accompanied by growing public awareness for and support of social inclusion for people with a disability (PWD): a significant shift that arts organisations can leverage in the community. Nonetheless, social inclusion is a 'fuzzy' concept, little understood and poorly defined (Gooding et al. 2017), with few studies having been undertaken on PWD and even fewer for PWD in an arts context. However, the NDIS has less interest in and understanding of the role of the arts, disability and social inclusion. Further, results of studies on audience development show arts organisations rarely undertake surveys on this topic (Soutar and Close, 1997). Audience development (AD) is defined as extending audiences by type and size by means of product-led or target-driven activities (Kawashima 2006) encouraging social inclusion. Product-led activities see the product remaining the same and marketing seeking to encourage AD. Target-driven activities refer to changes to product that encourage AD in the arts. Hence, there is a need to understand 'fundamentals of audience development'. Previous studies, focused on disability in arts organizations, include those in community settings (Fujimoto et al 2014), performing arts (Lindelof 2015), museums and art galleries Dodd & Sandell, 2001; Kawashima 2006; Sandell, 1998, 2003), but the majority have been in museums settings. Hence, this study aims at examining how social inclusion may be created through AD in the performing arts for PWD.

Methodology

The study is situated within a social constructionist paradigm (Cohen, Duberley & Mallon 2004), which means we were interested in uncovering the deep, rich meanings inherent within the data, enabling participants to tell their own stories about AD (Kawashima 2006) in the domain of disability arts. We collected data from 37 interviews, analysed iteratively. Of those 37, 18 were PWD. It is unusual to undertake a study that includes PWD and non-PWD. Three themes that emerged from the study were: (i) approaches to include PWD as audiences (ii) challenges for including PWD as audiences; and iii). audience development facilitating social inclusion. Two researchers attended events as audience members and observed audience experiences; and visited four arts organisation sites, examining them for access, context and atmosphere. All these 'soft' factors contributed to our study by providing data that triangulated the information provided in interviews and documents.

Results and Discussion

Approaches to include PWD as 'audiences': Findings suggest that organisations were working to include PWD as audiences through the 'extended marketing approach' (Kawasima 2006: 67) focusing on tapping into the pool of PWD who are interested in the arts, but do not have a chance to attend as they are '*overlooked, whether intentionally, or unintentionally, ignored from the mainstream arts community*. Findings further suggest that extended marketing was done mainly through a mix of product-led approaches to AD with some elements of target-driven approaches. The efforts of organisations to accommodate to the needs of PWD and include them through removing barriers is in line with the product-led audience development approach that focuses on 'barrier removal' (Kawasima 2006:68). Examples of removing barriers included, accommodation of wheelchairs; building of elevators; chill out spaces; use of sign languages; and unisex toilets. These showed that

organisations have put structures in place recently to include AWD. The following comments attest to this: "*In the cinema…. when you arrive in a wheelchair you can just wheel in and stay in the wheelchair. "(NDA 10)* and similarly *"…[there is] a chill out space outside where disabled…people can go to chill out and watch the rest of the play on a screen in a comfortable chair" (NDA 12)*

There was also some evidence of a target-led approach (Kawasima 2006) that focuses on identifying a segmented target and finding the right products for the group rather than product-led marketing, that focuses on making a product first and then finding the segment of the population that would be interested in it. This is seen in comments such as, *'we know that there is a lot of need for programs for young people with disabilities to engage with the arts. So, a lot of our programs cater to those people'*. Some staff realised the importance of target-led approaches. They were creating performances for engaging PWD, not just as audiences but also as performers. An unexpected finding is that audiences were surprised at the beauty of PWD performances. This concept illustrates how social inclusion is becoming a central tenet of AD, but it still has a way to go. Audiences made comments such as: *'Beautiful, raw, confronting and very intimate. Loved it!!!'* and again: *'Fascinating … well-coordinated and a beautiful performance."* One audience member with a disability shared with us: *'it's just part of life, I would hate to be excluded from it... it's just part of life being able to go to things."* (AWPD, 2).

While the majority of the challenges reported were physical, the lack of awareness among the staff and other audiences about people with disability and how to include them also emerged as a major concern amongst the PWDs.
 One participant explained:

> *"… people should be more aware that there's just not one disability; people with disabilities are out there and … its more than just the disabilities you can see, it is also the disabilities you can't see. They can be disabling as much as the disabilities you can see" (AWPD 5).*

We received multifaceted, diverse yet inter-related responses from participants, both with and without disability, about how including PWD as audiences. Further, our findings suggest empowerment as the fourth dimension, which emerged quite strongly. In sum, as we were told, *'including PWD in audiences'* brought people *'out of their isolation'* who were *'being able to be included in a group'* and were *'discounted because they are different*.

Implications for Theory and Practice
While social inclusion has long been discussed in the academic and policy literature, it remains little understood and rarely examined in an arts context, especially in relation to PWD and AD. Hence, policy objectives have been articulated but not implemented, ensuring they remain policy aspirations with little guidance on practical implementation (Gooding et al 2017). Indeed, with the NDIS showing little interest in the arts context, this is even more extreme in this setting. Further, most examine social inclusion as AD from a product-led perspective with little attention paid to the target-driven approach.

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Conserving an Australian Icon: Who is Responsible?

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Abstract:
Koala populations have been decreasing in South East Queensland and leading mortality factors are disease, urban development (land clearing), vehicle strikes and dog attacks. Understanding community's awareness and attitudes is needed in order to engage the community in wildlife conservation initiatives. A face to face intercept survey was conducted in June 2018 to investigate local resident attitudes and knowledge of the means they could use to assist koala conservation. A total of 502 residents completed a survey containing 18 questions about attitudes towards koala conservation, knowledge about koala, perceived responsibility of koala conservation and demographic questions. Statistical analyses including descriptive statistics, t-tests, chi-squares and ANOVAs examined possible group differences. Results of this study informed council that despite community's relatively high attitudes toward koala conservation, they lack knowledge of the means on how to do that. This serves as a baseline to evaluate the forthcoming community engagement campaign.

Keywords: koala, attitudes, community behaviour change

#TipsyTuesday: Understanding Alcohol and Social Media Influence

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Abstract:
Alcohol causes much harm at the individual and societal level. Due to this, alcohol cannot be as freely advertised as most other products. Therefore, the aim of this study was to explore the prevalence and influence of alcohol related content across social media platforms. Using an innovative tool to collect multi-modal qualitative data, we found that alcohol related content is high prevalent across social media. Typically, the reactions to alcohol related content is highly dependent on the source of the content (e.g. friends and family, strangers, alcohol brands, news sites) with more personal sources eliciting more social responses and organisational sources tending to result in more negative responses. Importantly, this research found that much can be gained by utilising a data collection tool that mimics consumers actual behaviour – particularly if it mimics the behaviour that is the phenomenon of interest.

Keywords: qualitative, online data, alcohol

Evaluating a Co-Designed Social Marketing Program

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Abstract:
Adolescent alcohol consumption is a concern, and parents play an important role in preventing and reducing adolescent's alcohol consumption. While the importance of parental influence is noted, there is a limited body of evidence which focuses on investigating program effectiveness with parents. Furthermore, existing parent programs report limited examples of incorporating parent insights during design. Concerningly, participation rates of parents are low, with parents seeing little value in programs. End users can influence the development of a program through a more audience orientated design such as co-design. Hence, the proposed research aims to evaluate a pilot parent alcohol program drawing on insights obtained from co-design research. A repeated measures assessment of the pilot program was undertaken. We found that social marketing programs designed by parents can deliver positive outcomes. Furthermore, a mid-stream approach moves social marketing thinking beyond dominant downstream approaches to provide a more holistic approach to behaviour change.

Keywords: co-design, mid-stream, social marketing

Introduction

Encouraging trends in Australia show that more adolescents are choosing to abstain from alcohol and the age of initiation has increased from 14.7 in 2001 to 16.1 in 2016 (Australian Institute of Health and Welfare, 2017). However alcohol remains the most commonly used drug amongst adolescents in Australia (AIHW, 2017) and young people drink more heavily in a single session than adults (Chapman & Sheehan, 2005), which places them at greater risks of harm. The National Health and Medical Research Council (2009) recommends that adolescents should avoid consuming any alcohol at all due to a number of associated risks, including but not limited to health risks (e.g. depression, memory problems) and alcohol-related harm (e.g. crime, traffic related injuries).

Parents remain one of the most important social influencers in preventing and reducing adolescents' alcohol consumption (Newton et al., 2017). Several studies indicate a positive association between specific parenting factors (i.e. parental attitudes and monitoring skills) and adolescents' alcohol use (Glatz & Koning., 2016). Therefore, alcohol-specific programs targeting parents have been identified as an important component in delaying drinking initiation and minimising alcohol-related risks for adolescents (Newton et al., 2017). While the importance of parental influence is noted, there is a limited body of evidence which focuses on investigating program effectiveness with parents. Of the limited studies available, mixed effects are observed. For example, no long term effects were demonstrated on increasing parent-child communication (Komro et al., 2008) and while programs have achieved a change of parental attitudes for the better (Bodin & Strandberg, 2011), programs often don't translate into behaviour change (Pettersson, Ozdemir, & Eriksson, 2011). A review of the literature indicates that user involvement during the design of programs is limited, which may indicate why some programs fail to succeed as parents are not engaging in these programs (Pettersson, Linden-Bostrom, & Eriksson, 2009). Active user involvement through co-design has been shown to be a suitable approach in addressing social marketing issues such as alcohol education (Dietrich et al., 2016). This study aims to evaluate the effectiveness of a pilot social marketing program which was designed with parents and aimed to change parenting self-efficacy, attitudes towards underage drinking and monitoring. The following research question guided this study: *Does a co-designed parent alcohol program improve self-efficacy, attitudes and monitoring skills of parents?*

Methodology

The pilot program was developed based on previous co-design research (*name withheld to ensure anonymity during review*) and trialed in four schools following delivery of a social marketing program targeting adolescents in Australian high schools (*de-identified for review*). Insights from co-design workshops held with parents informed the program design in terms of the duration of the program, content included and method of delivery. The three core objectives of the program were; 1) increase parent-child communication, 2) raise awareness about the roles that parents play in adolescent alcohol use, and 3) provide best practice monitoring advice and guidance. The program consisted of one 45-minute session for parents, which was delivered in person by the research team. The sessions were developed to be interactive and engaging, allowing parents to participate in group discussions in an informal atmosphere. All schools participating in the larger trial were offered the parent program.

Four (out of 11) were willing to organise a parent program sending out invitations for parents to attend through school communication channels. A total of 65 parents participated in the trial. To assist in recruiting parents, each school was sent a brief overview of the program as well as advertising messages to communicate via their social networks. A repeated measures assessment of the pilot program was undertaken (pre and post program evaluation) drawing on previous measures of self-efficacy to talk to their teen about alcohol (Connor et al., 2011), parental attitudes towards underage alcohol use (Brown, Dunn, & Budney, 2014), and parental monitoring strategies (Glatz & Koning, 2016). Basic socio-demographic data was also collected. The survey was completed prior to and immediately following the session. All responses were entered in SPSS and a unique identifier code

was used to match parents between both data collection points. Data was analysed using paired sample t-tests.

Results

The overall sample (N = 65) was 68% female with 43% of parents worked full time. Reliability tests for constructs were performed using Cronbach's alpha and all measures exceeded the threshold of 0.70 (Neuman, 2013). A significant increase in parents confidence in their ability to communicate with their adolescent was observed pre (M = 2.6, SD = 0.5) and post (M = 2.9, SD = 0.3) program t(26) = -2.726, p < 0.05. A significant decrease in parents permissive attitudes towards underage drinking was also observed pre (M = 1.9, SD = 0.7) and post (M = 1.5, SD = 0.6) program t(26) = 4.087, p < 0.001. A significant increase was observed for parents opinions on their ability to monitor their adolescent pre (M = 3.7, SD = 0.7) and post (M = 4.1, SD = 0.5) program t(34) = -4.73, p < 0.001.

Discussion and conclusion

The study aimed to evaluate the outcomes of a pilot social marketing program targeting parents with adolescents. Preliminary findings demonstrate that a social marketing program designed by parents can deliver positive outcomes. Significant program effects were observed for all outcome variables. Specifically, post program, parents were more confident in their ability to communicate to their adolescents about alcohol. Frequent and open alcohol specific communication between parents and adolescents can reduce adolescents' alcohol usage, while also increasing their perceptions of the negative consequences associated with alcohol use (Miller-Day & Kam, 2010). Furthermore, post program parents had less permissive attitudes regarding underage drinking and felt more capable of monitoring their adolescent. While prevention science examples are evident (Riesch et al., 2012), limited examples of social marketing programs designed with parents were available in the literature.

A review of the literature indicated that existing programs had mixed effects and were not engaging parents. Positive effects were observed for parents participating in this program and room for improvement is noted with only 4 out of 11 schools adopting the pilot and 65 parents from 4 schools participating. As important social influencers on adolescents, parents need to be targeted in efforts to reduce adolescent alcohol consumption. This study provides an important step towards moving away from a downstream social marketing focus delivering a program to parents (mid-stream audiences) as previous social marketing research has suggested (Russell-Bennett & Baron, 2015). Taking a mid-stream approach to social marketing offers the potential to improve the effectiveness and acceptance of programs (Wood & Wood, 2016). Next, the current study is limited by the lack of theory integration and future research is needed into the design and evaluation of social marketing programs which incorporate theory during the design process. Finally, future research should see how children respond to the changes in parents self-efficacy, attitudes and monitoring behaviours.

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Like Minds Campaign: A Macro-Social Marketing Analysis

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Abstract:
Mental health has increasingly become an important issue facing many individuals and families, and a strain on health care providers. At least 1 in 5 New Zealanders suffer from a mental illness. The "Like Minds, Like Mine" (Like Minds) program established in 1997 was one of the first comprehensive national campaigns in the world to address mental illness stigma and discrimination This research examines mental illness in New Zealand and how the Health Promotion Agency has institutionalised mental illness as 'normal' and that it is 'OK' to seek help. To study the institutionalisation process, we examine the promotions utilised in New Zealand and the effect of such strategies on the attitudes towards mental health and the help sought by citizens for mental health.

Keywords: macro-social marketing, social marketing, mental health

Back Pain Disability Reduction Using Social Marketing

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Abstract:
Low back pain is the leading cause of disability worldwide and has significant personal, healthcare and societal costs. It is costly to employers, leads to absenteeism in the workplace, and disrupts the lives of those suffering from symptoms. Education to stay active despite symptoms is recommended as a key management strategy. Social marketing can be implemented as a tool to promote behaviour change by encouraging interventions such as increased physical activity. This could reduce recovery time and disability, as well as prevent reoccurrence. A systematic review of published articles relating to back pain educational interventions was conducted to analyse whether effective interventions incorporated benchmarks using a social marketing framework. Findings revealed that augmented product is necessary, but not a sufficiently effective benchmark to effect behaviour change. Findings of this study help build knowledge of social marketing effectiveness and help us understand how to effectively promote back pain disability prevention behaviours.

Keywords: social marketing benchmarks, low back pain

Alcohol Brand Consumption and Self-Identification in Australia

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Abstract:
Alcohol brands play an important role in consumers' self-identification and consumption behaviour, since they signify the perceived value of attributes associated with the brand. Yet, qualitative research exploring the role of self-identity related to brand-specific alcohol consumption in Australia is scarce. To fill this gap and build on preliminary research, this study adopts a self-identity perspective to understand alcohol consumption on a brand-level to gain conceptual clarity and in-depth cognitive interpretation of the influence of alcohol brands. Our findings indicate that micro-level – or proximal peer norms – have more influence on the development of self-identity, and in turn, a strong influence on the alcohol brands individuals tend to consume or reject, as well as the underlying behaviours associated with their self- identity. The insights from this study can be applied in a behavioural change context by informing the design of social marketing interventions and public policy focused on reducing alcohol consumption.

Keywords: alcohol brands, alcohol consumption, self-identity

Introduction

Consumers have complex relationships with alcohol brands. Alcohol brands are an integral part of everyday social life and are increasingly embedded in the entertainment, sporting and cultural industries (Casswell, 2004). In consumer-driven societies characterised by self-expression and social influence, people are increasingly reliant on consumption of specific brands to construct and express their identity (McCreanor et al., 2013). Alcohol brands, in particular, are instilled with symbolic meanings that allow consumers to express different aspects of self (Jackson et al., 2000).

A growing body of research focuses on factors that underpin decisions involved in alcohol consumption (see for example, Wilcox et al., 2015). These studies examine factors related to alcohol consumption on an aggregate level, however, with little consideration of brand-specific consumption (Siegel et al., 2016), which calls for more research to address this gap. In addition, there remains a lack of qualitative research studying the role of self-identity and self-expression in the process of selecting alcohol brands and the implications for alcohol consumption. Thus, this study adopts a self-identity perspective to understand alcohol consumption on a brand level, allowing us to gain conceptual clarity and in-depth cognitive interpretation of the influence of alcohol brands. The study builds on preliminary research in this area, providing insights which can be applied in a behavioural change context by informing future social marketing interventions and public policy focused on reducing alcohol consumption. This contribution is valuable in light of recent evidence presented by Heydon et al. (2018), who recognised self- identity to be a predictor for determining risky alcohol consumption.

Background

Self-identity is a multidimensional construct that reflects the salient elements of an individual's 'self' that relate to a particular behaviour (Stryker, 1987). Acts of self-expression involve the tangible projection of these salient elements to define who they are and make their thoughts tangible (Kim & Sherman, 2007). It follows that consumers tend to select brands that are congruent with these salient aspects of their identity (Sirgy, 1985) to maintain or reinforce their sense of 'self' (Hollenbeck & Kaikati, 2012). Brands become an expression of the consumer's self-identity though a 'symbolic self-completion' where the meanings and values of the brand transfer to the individual consuming it (Belk, 1988). Thus, choices of specific brands are tangible manifestations of these intangible consumer identities. Alcohol brands are particularly potent symbols for the communication of social status (Jackson et al., 2000), and to express lifestyle and desired identity (Elliott & Wattanasuwan, 1998). Consumers harness alcohol brands to signal specific tastes, images and identities. The vast selection of alcoholic beverage brands allows consumers to find brands that resonate with their own individual preferences and personal identity (Purves et al., 2018), igniting a desire to find 'their' brand.

Methodology

Ethnography is a qualitative method originating from anthropology and sociology to describe cultures, groups and societies through the researcher embedding within the site of study and exploring culture (Hammersley & Atkinson, 2008). This study comprises of an exploratory multi-method ethnographic design to capture fresh and unexpected insights into brands and alcohol consumption in natural settings (Wells, 1993). The alcohol brand consumption practices of 25 young Australian informants between the age of 18– 28 were investigated over a 24- month immersive study. All informants participated in semi-structured interviews, participant

observations and informal interviews. We combined this multi-method approach with selective member-checks and constant comparative analysis to enhance the trustworthiness of the data (Wallendorf & Belk, 1989). The data was analysed using an inductive approach (Corbin & Strauss, 2008), in line with the study aims and the emergent state of literature (Edmondson & McManus, 2007). To further broaden the scope and emerging phenomena, a discovery- orientated approach was also incorporated (Wells, 1993).

Findings and Discussion

Our study reveals two emerging themes: 1) consumers tend to select alcohol brands they self-identify with; and 2) choosing specific alcohol brands creates space in which consumers can construct their self-identity. Specifically, consumers want to reflect their ideal selves by linking themselves to specific alcohol brands. We also observed that this alcohol brand identification has a temporal element – by their mid-20s, informants revealed a confidence in their constructed identity, and this is reflected in their approach to consumption of alcohol brands. Our findings show that when consumers believed their actual or ideal self-identity was aligned with an alcohol brand's personality, they experienced greater self-congruence, which resulted in stronger brand loyalty and intention to continue consuming the brand. This finding supports the self-concept theory which suggests that people seek to reflect their self-identity though the products and brands they consume (Graeff, 1996), evident where the personality of a brand matches the consumer's self-concept (Kressmann et al., 2006).

Gender, age, social status, perceived social norms and individual factors played an important role in constructing the participants' self-identity and how they responded to different brands. This behaviour was influenced on a macro-level (by society) and micro-level (by peer and family groups). The social groups that participants associated with were found to develop unique micro-cultures overtime, which also acted as a factor in the creation of self-identity. We found that some consumers were also inclined to congregate with other groups of people who shared the same (actual or desired) identity, values and behaviours towards consumption of specific alcohol brands. Thus, for some informants, identification with alcohol brands was socialised.

Implications for Theory and Practice

The extent to which the study participants were aware of and expressed desire to consume specific alcohol brands suggests that the current regulatory focus is circumvented by marketers who use influential brands to increase consumption (Morey et al., 2017). Our findings indicate that proximal peer norms had more influence on the development of participants' self-identity compared to distal peer norms. This, in turn had a greater influence on the alcohol brands individuals intended to consume or reject, and the underlying expectations and behaviours associated with a person's self-identity. Therefore, social marketing and public policy interventions might be more effective when they involve more focused interventions aimed at reducing alcohol consumption by reducing the appeal of alcohol brands for specific segments, rather than using mass communication messages (Doshik & Silk, 2011). The findings may also provide insights to help inform policy development on marketing and consumption of alcohol. The verdicts could be used by policy holders to implement 'brand control' interventions (Morey et al., 2017) and propose new regulatory approaches that address normative factors and self- identity stimuli to reduce the vulnerability of consumers to alcohol industry marketing and influences of alcohol brand consumption trends.

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Older Consumers: Engaging in the Technological Age

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Abstract:
Organisations and governments have long sought to find a solution to social isolation for older people living in the Australian community. Previous positivistic approaches have not worked in socially integrating older people into society; hence this paper introduces a social approach to shed light on understanding behaviour in the context of community and the requirements to reducing social isolation. The overall aim of this paper is to outline a possible framework for social marketers in an effort to reduce social isolation. This paper conceptualises the value in understanding social structures and their influence on the older isolated consumer when aiming to reduce social isolation.

Keywords: social groups, social isolation, older consumers

CSR Expectation and Social Enterprise Marketing

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Abstract:

Across the globe, with customers' demanding corporations to take up more social responsibility, there has been a remarkable growth in social enterprise in the last decade. Despite these developments, research on social enterprise remains relatively fragmented and unconnected from customer behaviors. Addressing these gaps, this study investigates how consumers' perceived social responsibility and corporate social responsibility expectations relates to their attitude and purchase intention of social enterprise products. A conceptual framework was developed and tested quantitatively by a survey with 397 sample. The study provides evidence for hypothesized relationships between CSR expectations, perceived responsibility, subjective knowledge and purchase intention among others and was analyzed via the use of SEM (AMOS). Results indicated that the promotion of CSR Expectations and their perceived social responsibility influence consumers' purchase intention from social enterprises.

Keywords: CSR expectations, perceived consumer social responsibility, subjective knowledge, purchase intention of social enterprise products

Introduction and Research Aim:
During the past decades, the boundaries and responsibilities of traditional business and social service sectors are being merged and extended. Major corporations have been increasingly expected by the public to commit to environment and social values[3] and social enterprises is developed to integrate social aims with profit-making activities (Poon, 2011). With the rapid development of social enterprise, more research is required to examine how to facilitate customers' engagement with the social enterprises. To enhance the contribution of marketing to social enterprises, this paper investigates the link between individual's expectations of corporate social responsibility (CSR), perceived social responsibility, subjective knowledge of social enterprises and their purchase intention of social enterprises goods. Two research questions are addressed here:

RQ1: Which component of CSR Expectations is more emphasized by Chinese consumers?
RQ2: How consumers' CSR expectations, perceived responsibility and subjective knowledge relate to customer's intention to buy from social enterprises?

Conceptual Model
Three key determinants are examined in this study. Firstly, consumer's CSR expectations are important concern to corporate marketing (Balmer & Greyser, 2006) as they tend to incorporate their expectations into their buying behaviors (Creyer, 1997). Customers' CSR expectations will be positively related to their support of social enterprises. Four components of CSR expectations are identified for further analysis (Podnar & Golob, 2007). Secondly, consumers' perceived social responsibility refers to consumer decision making linked to environmental protection, ethical values, and respect for communities. Consumers who perceived that they are responsible for handling social problems are more likely to engage in cause-related marketing activities and green consumption activities (Rejikumar, 2016). Finally, consumers' subjective knowledge may enhance their attitudes toward sustainable products (Aertsens, Mondelaers, Verbeke, Buysse, & Van Huylenbroeck, 2011). Thus, higher levels of subjective knowledge concerning social enterprise may be positively related to their positive attitude towards and spending in social enterprise.

Method and Analysis
To test the hypotheses a self-administered survey was developed and administered online. The data were collected in December 2016. A screening question excluded unqualified participants who had never visited any social enterprises. We obtained 397 valid responses. Among them, 45% were male and 55% were female. Most respondents are between 25 and 40 years of age (56%). Items to measure the constructs were adapted from pre-validated research and were modified to suit the specific context of the study (Table 1). The model was tested via structural equation modelling (by AMOS 22.0).

Results
The convergent validity was evaluated through the significance of the t-values for each path coefficient, average variance extracted (AVE) and composite reliability (CR) (Table 1). After establishing the reliabilities and validities of the measurement model, the quality of the structural model is assessed by various indicators. Comparison of all fit indices, with their corresponding recommended values, provided evidence of a good model fit (Chi square/df = 2.067, CFI = 0.947, GFI = 0.914, AGFI = 0.891, TLI = 0.938, RMSEA = 0.052) (Fornell & Larcker, 1981).

Table 1: Measurement Model Quality

	Source of items	CA	CR	AVE
Corporate Social Responsibility Expectations	Podnar and Golob (2007)	.836	.798	.498

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[3] Nielson, 2015: http://www.nielsen.com/content/dam/nielsenglobal/dk/docs/global-sustainability-report-oct-2015.pdf

(second order model with 4 components)				
Subjective Knowledge	Dodd, Laverie, Wilcox, and Duhan (2005)	.870	.870	.770
Perceived Social Responsibility	Lee (2009)	.861	.865	.762
Attitudes toward Social Enterprises Products	Pickett-Baker and Ozaki (2008)	.741	.732	.579
Intention to purchase from Social Enterprises	Hou, Du, and Li (2008)	.858	.856	.600

CA=Cronbach's Alpha, CR=Composite Reliability, AVE=Average Variance Explained

Figure 1: Structural Model Results
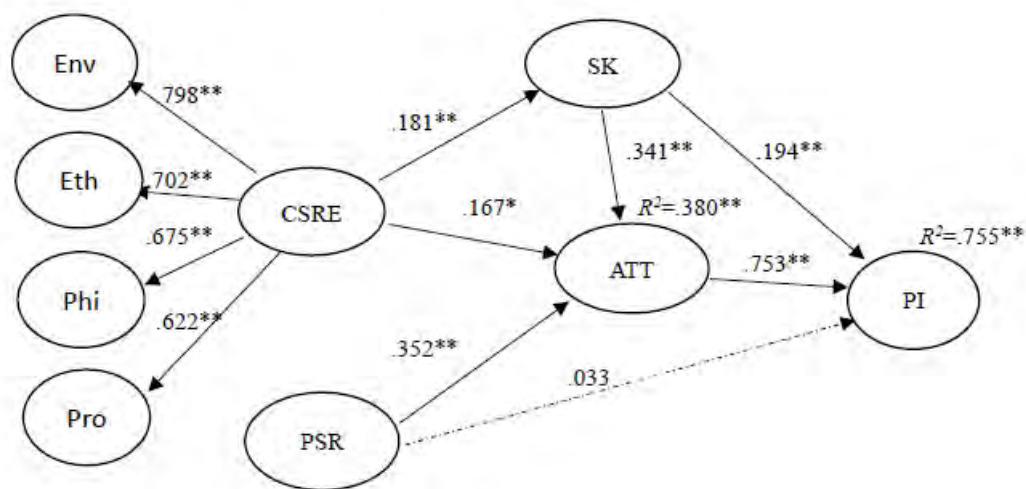
*$p<.05$, **$p<.01$

Discussion and Implications

This research contributes and expand the theory of planned behavior and expectancy theory to purchase intention of social enterprise goods. The effects of Chinese consumers' CSR expectations, perceived social responsibility on their subjective knowledge, attitudes towards and purchase intention of social enterprise products are examined. Previous studies suggested that social enterprises should be promoted by focusing on social enterprises as "ethical business", with particular "social purpose" and on social ownership (Allan, 2005). This study supports these propositions as people who accepted their responsibility to society and had higher CSR expectations have more favorable attitudes toward social enterprises. Thus, to promote social enterprise business in Hong Kong, it is necessary for consumers to realize and accept their individual responsibility in society. A second important finding was that, among the four components of CSR, philanthropic responsibilities such as company's participation of social activities were relatively less emphasized by the respondents. This finding also implies that for Chinese consumers, a high level of ethical responsibility and environmental efforts can be an effective means of enhancing brand or company image in the long term. Finally, as subjective knowledge is associated with the attitudes and purchase intention, social enterprises should strengthen information offering to enhance consumers' knowledge of the social value of the business, thereby improving their knowledge, increase their purchase and strengthen their engagement with the business.

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Online Social Influence and Social Marketing

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Abstract:
Risk messages are often presented in health risk news to raise awareness about a health risk behaviour. Risk messages also are used to promote public support to restrict products or services facilitating the risk behaviour. Building on the theoretical framework that risk perception influences consumers' behaviour, this study extends the traditional media advocacy research in social marketing by examining consumers' reactions to health news (i. e., consumers' comments and rating approval). An experiment ($N = 86$) was conducted in Ho Chi Minh City, Vietnam, concerning the prevalent risk of earpicking practice. The results indicate that exposure to a health risk news article accompanied by discordant comments can significantly lower consumers' risk perceptions, which in turn increase behavioural intention and reduce policy support via risk perceptions. Practical and theoretical implications are discussed.

Keywords: social marketing, risk perceptions, interactive media

Introduction and Research Purposes

New media allow consumers to create, maintain, and share their ideas online, which alters the way people receive and process media content (Lee & Tandoc 2017). Consumers' online reactions, such as comments, likes, and shares, can be perceived as public opinions to media content (Lee & Jang 2010). Social marketing approaches to media advocacy, thus, need to consider such interactive features of new media to understand how media consumers' reactions influence people' perceptions of target behaviours. This research examines how consumers' reactions to health risk news can sway individuals' risk perceptions, behavioural intention, and policy support.

Literature Review

Social marketing efforts are typically dependent on public awareness and commitment to generate resources to build coalition (Andreasen 1997). The targeted problematic behaviour can be socially endorsed by the majority of community members particularly during initial stages of change (Prochaska, DiClemente, & Norcross 1992). Mass media can significantly increase individuals' attitudinal and behavioural change (Lee & Tandoc 2017). Increased media coverage of the expert information toward target behaviour and editorial support, for instance, can provide visibility and legitimacy for collective action to change social norms and behaviours (Wallack 2011).

In the new mediascape, this traditional approach, however, is greatly challenged by new media technologies and interactive journalism. Specifically, media consumers' anonymous and explicit comments and approval ratings through the "like" and "share" symbols can influence campaigns that employ media advocacy as part of their promotional tools. Comments and approval ratings carry heuristic cues that diffuse social norms (Flanagin, 2017). Social marketing literature has indicated the powerful influence of social norms on behaviours (Duong & Parker, 2018; Hue et al. 2015). As such, consumers' reactions may lead to unintended effects on public perceptions and behaviour. Research has found the effect of media exposure on behaviour through risk perceptions (Paek, Oh, & Hove 2016). However, limited social marketing research has examined this topic.

This research applies theory of social influence in the online media environment to test the effects of news comments on individuals' behavioural intention and policy support via risk perceptions. Specifically, by conceptualizing comments as anonymous consumers' reactions toward a risk message on mainstream media, this study examines whether and how comments that support (concordant comments) or disapprove a health news content (discordant comments) may sway behavioural intention. The study employs an experimental design to examine the causal mechanism of such influences. Experiment research strengthens the quality of evidence for rigorous design of social marketing interventions (Firestone et al. 2017).

Methodology

Data used for this paper are part of an on-going study. With informed consent, preliminary experimental test was conducted in a labroom ($N = 86$; age range of 18 - 22) in Ho Chi Minh City, Vietnam. The stimulus materials included a short news article, comments, and rating approval, which were adapted from an online news website. Comments and rating approval were manipulated as anonymous, resembling the original online news website interface. The news reported the threat (i.e., severity and susceptibility) of earpicking infection. The experiment has five randomized conditions: news only; news accompanied by concordant comments and low rating approval; news accompanied by concordant comments and high rating approval; news accompanied by discordant comments and low rating approval; and news accompanied by discordant comments and high rating approval. All measures were adapted from existing studies (Witte & Allen 2000). For hypothesis 1 and 2, we used a one-way ANOVA to test whether exposure conditions leads to significantly different risk perceptions. For hypothesis 3 and 4, we tested a mediating model in which we postulated that consumers' comments would influence behavioural intention and policy support via risk perceptions. We used PROCESS macro for SPSS to test the model, based on bootstrapping the 95% confidence

interval and 5,000 bootstrap samples from the dataset.

Results, Discussion, and Contribution

The result of hypothesis 1 and 2 indicated that while participants who viewed the news and concordant comments did not perceive higher risk than those who only viewed the news article, those who viewed the news and discordant comments perceived lower risk than those who only viewed the news ($p < .01$). For both cases, rating approvals of comments (both concordant and discordant) changed the mean of risk perceptions in the hypothesized directions. However, these changes were not statistically significant ($p > .05$).

For hypothesis 3 and 4, the results confirmed our hypotheses of an indirect causal effect: individuals who viewed the news with discordant comments have lower behavioural intention *(Figure 1a)*, and lower policy support *(Figure 1b)* through a decrease of risk perceptions, compared to those who viewed the news article accompanied by concordant comments. The 95% confidence interval for the indirect effect does not include zero.
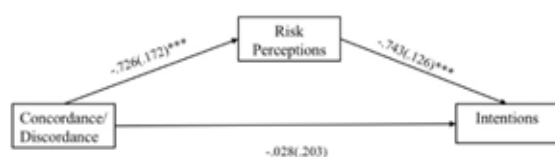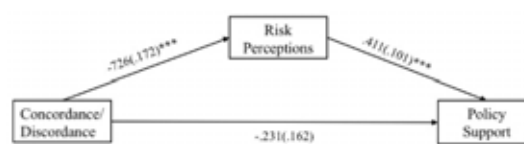

Figure 1a: *** $p < .001$.

Figure 1b: *** $p < .001$.

The findings provide important implications for researchers and practitioners. Social marketers often utilize mass media to advocate for behaviour change and policy support (Wallack 2002). In so doing, they expect that their messages would create an educational impact on community. This is noticeably questionable in the age of interactive media, where people have the means to voice their own opinions by accepting or rejecting persuasive campaign messages. Specifically, we found that discordant comments that contain experiential information swayed people's perceptions toward the health behaviour. Overall, our experiment indicated that when reading discordant comments participants had lower risk perceptions, were less likely to change their risky behaviour, and showed less support for policies to curb the problematic behaviour. Researchers should consider interactive media theories, particularly those related to consumers' online exchange, to refine media advocacy models in social marketing. Theories such as the SIDE model that considers media visual anonymous responses and online normative perceptions (Chung 2018) can be valuable for researchers to investigate the linkage between online social influences and social change.

As social marketers are finding ways to harness the advantages of interactive media to facilitate a desired exchange process between providers - consumers and among consumers, they should consider the potent impact of consumers' reactions toward their advocated messages, particularly reactions that are based on firsthand experience. This research has limitations as we analyzed the dataset from an on-going study, the sample size was not powered enough to test the interaction effects of the independent variables on the criterion variables. We plan to test this model with our complete dataset.

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Guilt and Shame Appeals in Health Communications

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Abstract:
This study develops an extended model for understanding the processes by which guilt and shame appeals lead to better compliance with health messages. It incorporates influential mediating and moderating variables: coping response, self-construal, and personal cultural orientation. Binge drinking is the research context and a series of experiments was conducted to test the model. Findings revealed that the coping response partially mediates the relationship between guilt/shame arousals and message compliance. Self-construal moderates guilt and shame arousals from respective emotional appeals. However, there is no interactive effects of self-construal with self-referencing or sources of evaluation on guilt/shame arousals. Personal cultural orientation moderates the impact of shame arousals, but not those of guilt arousals, on message compliance. Interestingly, there is no significant differential effect of guilt versus shame arousals in message compliance. The findings could help practitioners to effectively develop health communication campaigns with more appealing message content and appropriate media selection.

Keywords: guilt, shame, health communications

Introduction and Research Aim

Given a growing literature has endeavoured to characterise the psychological processes involved in guilt and shame, often focusing on the distinct antecedents and their consequences for social behaviours (e.g., Basil, Ridgway, & Basil, 2008; Cotte, Coulter, & Moore, 2005; Coulter & Pinto, 1995), there is little understanding of how (e.g., mediators) and when (e.g., moderators) guilt and shame appeals in social marketing or health communications can encourage the desired pro-social or pro-health behaviour. This is partly due to the lack of research into the distinction between guilt and shame effectiveness, the differing of emotional and psychological responses to the two types of emotions, and the key moderators that are influential in the response to them that motivate positive behaviours. Specifically, the current research focuses on examining the mediator of the coping response to emotional arousals (Agrawal & Duhachek, 2010; Duhachek, Agrawal, & Han, 2012), and the moderators of individual differences of self-construal interacting with self-referencing (Burnkrant & Unnava, 1995; Symons & Johnson, 1997) or the sources of evaluation (Goss & Allan, 2009; Grabhorn et al., 2006; Lee, Scragg, & Turner, 2001; Proeve & Howells, 2002), and culture, especially at individual level (e.g., personal cultural orientation, Yoo & Donthu, 2005) influencing the relative effectiveness of guilt and shame appeals in health communications.

The current research contributes to literature in the domain of health communications and emotions by answering the following research questions:

> **RQ1:** Do self-construal and personal cultural orientation influence the relative effectiveness of guilt and shame appeals towards health message compliance?
> **RQ2:** Does the coping response to guilt and shame arousals influence health message compliance?

Conceptual Model

In this research, the current knowledge on pro-social and charitable donation behaviour is synthesised into an extant model of guilt appeals (e.g., Basil et al., 2001, 2008; Cotte et al., 2005; Coulter, Cotte, & Moore, 1999; Coulter & Pinto, 1995; Giner-Sorolla, 2001; Hibbert et al., 2007; LaBarge & Godek, 2006; Lwin & Phau, 2014; Renner et al., 2013), which serves as the foundation of the proposed model in health communications. It is accordingly noted that the factors focused on, and examined in, the extant model are not examined in this study. The current research attempts to build and test a theoretical model for understanding the processes by which guilt and shame appeals may lead to better compliance with health messages (see *Figure 1*). The study, therefore, examines the effects of the mediating factor of the coping response to emotion (identified as being under-studied), the interactive effects of the dual moderating factors of self-referencing or the sources of evaluation with self-construal, and the additional individual difference factor of personal cultural orientation.
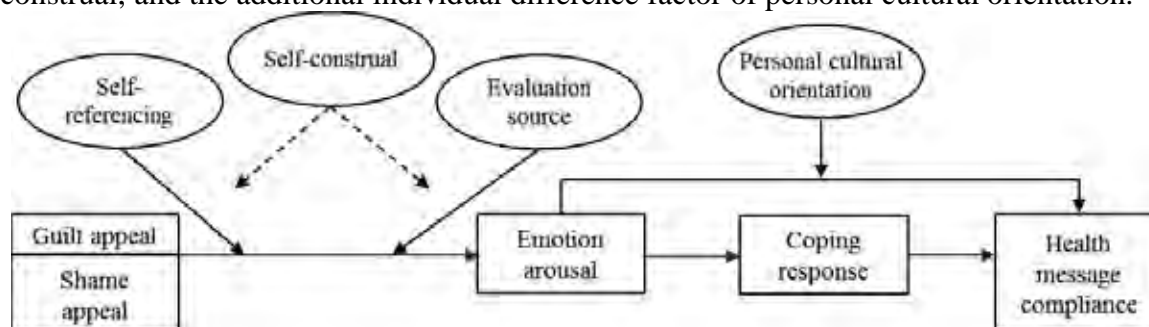
Figure 1: Conceptual Model

Taken together, this better predicts the effectiveness of guilt and shame appeals. Accordingly, the proposed model: (*i*) incorporates coping response as the cognitive outcome of emotional arousal underlying health message compliance; (*ii*) explains the role of self-referencing or the evaluation sources of guilt and shame appeals interacting with self-construals; (*iii*) explores under which

personal cultural orientation guilt or shame appeals are most effective; and (*iv*) differentiates between guilt and shame appeals' effects in the context of health communications.

Methodology

Binge drinking among young adults (ages 16 to 30) is the research context used for this study. A series of 2 emotion (guilt versus shame) x 2 self-referencing (self-reference versus other-reference) x 2 source of evaluation (internal versus external) between-subject experiments was conducted to test the research model. Eight stimulus materials using print advertisements was developed and pretested effectively. Data was collected through an online questionnaire survey among university undergraduates in New Zealand (*n* = 266).

Based on the survey data, this study applied structural equation modelling and regression analyses to test the hypotheses and address the research questions. Specifically, structural equation models were estimated using AMOS to test hypotheses regarding the main structural relationships. In addition, multiple sample analyses were conducted to test the moderation effects of self-construal and personal cultural orientation. The structural equation model of latent interactions was estimated to moderating effect of tie strength. A two-way ANCOVA using SPSS was conducted to test the hypotheses associated with the interaction effects of self-construal with self-referencing or the sources of evaluation.

Discussion and Contributions

The results broadly support the proposed model for health communications using guilt and shame appeals. That is, the coping response has a partial mediating effect on the relationship between guilt/shame arousals and message compliance. This suggests that emotional arousals influence both the coping response indirectly and message compliance directly (Hair et al., 2010). Self-construal was found to moderate guilt and shame arousals from respective emotional appeals. However, there were no interactive effects of self-construal with self-referencing or the sources of evaluation on guilt and shame arousals. Personal cultural orientation moderated the impact of shame arousals, but not those of guilt arousals, on message compliance. Interestingly, this study found that there was no significant differential effect of guilt versus shame arousals in message compliance (total effect: β_{Guilt} = .45 > β_{Shame} = .36; $\chi^2_{(3)}$ = 1.426, *p* = ns).

The study contributes to the literature of health communications and discrete emotions as the first step of an empirical effort to probe the differential effect of guilt versus shame appeals under both impacts – mediating and moderating. First, this research developed and tested the fully extended model of the effectiveness of guilt versus shame appeals in health communications where the coping response is an instrumental mediator. Second, the study identified under-studied moderators (i.e., self-construal, personal cultural orientation of individuals) and extended the current research by examination of their effects on the relationships of emotional appeals-emotional arousals-message compliance. Third, the present study isolated the effects of unintentional emotions by examining guilt and shame separately through respective emotional arousals rather than emotional appeals. Finally, the study differentiated the effect of guilt versus shame appeals in the context of health communications, in particular binge drinking.

The findings have important practical implications. By understanding of how distinct emotion (i.e., guilt versus shame) works, how coping responses (i.e., adaptive versus maladaptive) to these emotions are triggerred, practitioners can better structure emotional messaging. Knowledge of message receiver attributes will help them select media appropriately. These attributes are independent versus interdependent, individualist versus collectivist. Thus, insights from this research could help health marketers, policy makers as well as health promotion agencies to effectively develop health communications campaigns with more appealing message content and appropriate media selection.

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Effectiveness of Realism Techniques in Drug Campaigns

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Abstract:
Creative techniques, such as realism appeals, are commonly employed in illicit drug campaigns. These realism appeals – such as, slice-of-life and portrayal of social rejection – are used in an attempt to build trust and empathy, or *oppositely*, evoke fear of social rejection as a means to prevent young people from trying and using illicit drugs. Studies evaluating the effectiveness of these techniques have not been systematically reviewed. This study seeks to synthesise the relevant literature to provide an evaluation of these creative techniques and their role in deterring illicit drug use. Using systematic methods based on PRISMA guidelines, 32 articles have been identified across health and business sciences. Preliminary qualitative analysis reveals that these techniques, though often used in combination with others, have been generally successful in deterring illicit drug use. This review offers a notable contribution to advertising theory, while providing practical advice for future advertising decisions.

Keywords: slice-of-Life, social rejection, illicit drugs PSAs, advertising creative

Introduction, Research Aim and Background

Illicit drug use is a serious issue in Australia. Not only does it pose an immediate threat to the health of individuals, it brings much wider and long-term consequences to Australia's social and economic wellbeing (AIHW 2017). Australia's youth are most at risk, with people in there 20's continuing to be the most likely age group to use these illicit substances (AIHW 2017). Despite continued efforts by authoritative bodies warning young people about the serious and long-term effects of illicit drugs, Australia continues to see an alarming rate of youth using these harmful substances (AIHW 2017). The need for intervention is clear; one form of response to the problem is the distribution of public service announcements (PSAs) that seek to reach a wide and diverse group of adolescents with messages that discourage the use of illicit drugs. Whilst this approach has long been used in social marketing to drive youth-segmented social change, literature is limited to assessing outcomes at campaign level (Allara et al. 2015; Werb et al. 2011). What is not yet clear, is the effectiveness of specific creative techniques employed in the PSAs. Specifically, this paper focuses on two creative techniques: *slice-of-life* and *portrayal of social rejection* and their respective effectiveness in discouraging illicit drug behaviour. Understanding how, if at all, such techniques play a part in reducing illicit drug behaviour is crucial for social marketers in developing effective PSAs.

This systematic literature review aims to synthesise and critically analyse relevant literature to examine: (1) the prevalence of the *slice-of-life* and *social rejection* appeals, (2) the nature of their use, *in isolation or conjunction with one another,* and (3) to determine the role they play in facilitating positive behaviour or attitude change toward illicit drug use. The specific research questions are:

> RQ1: What is the prevalence and nature of *slice-of-life* and *portrayal of social rejection* appeals employed in illicit drug PSAs?
> RQ2: How effective are illicit drug PSAs that used those appeals?

Slice-of-life and portrayal of social rejection are frequently used together as they capture two key motivators for human behaviour. *Slice-of-life* appeals are techniques used in social marketing and health communication that aim to appeal to the viewer by disseminating messages of real-life situations (Belch & Belch 2012). Often, this appeal is portrayed in the form of story-telling; a young individual gives a personal testimony of their experience of taking drugs. Past literature describes this appeal as an attempt to resonate credibility and empathy with the viewer through its human element (Belch & Belch 2012).

Portrayal of social rejection, on the other hand, is typically disruptive in nature, intimidating youth with messages that imply consequences of social exclusion and marginalisation as a result of taking drugs. Rather than appealing to empathy, this technique attempts to evoke a negative response by loss-framing. That is, *taking drugs leads to social outcast* (Hutchinson, Abrams & Christian 2007). Existing literature suggests that the need to belong is the strongest form of motivation, after basic human survival needs have been fulfilled (Baumeister & Leary 1995; Brewer 1991). Individuals are quick to respond to threat of exclusion by adhering or adjusting behaviour to fit with social standards (Turner et al. 1987).

Method

The systematic review procedure followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). The primary outcome was to identify and assess literature employing *slice-of-life* and *portrayal of social rejection* appeals in illicit drug PSAs. To determine prevalence, all illicit drug PSAs were reviewed. A structured framework was used to generate the search strategy; population/ problem: *people at risk of illicit drug use*, intervention: *PSAs*, outcome: *behaviour or attitude change*. Published literature sources were reviewed across two disciplines, health and business. Six electronic databases were screened in total: Medline, Embase, Emcare, Business Source Complete, PyscINFO and Health Business Elite. Further grey literature was retrieved from Google Scholar and WARC and additional papers obtained in the final stages of screening through pearling (searching through reference lists of included studies). A total of 32 published studies, corresponding to nine overarching campaigns, were reviewed in total. Yet, some of these studies provided little to no information on the specific PSA and creative techniques used, resulting in a final sample of 22[4] assessable PSAs. PSAs were coded by five independent coders (with majority rule applied) on a set of categorical variables: valence (e.g. positive/ negative); arousal (e.g. high/ low); mood (e.g. happy/ sad) and creative technique (e.g. slice-of-life/ portrayal of social rejection/ fear/ humour). The effectiveness of PSAs was coded as that reported by the author.

Results and Discussion

Typically, the PSAs were aimed at adolescents, with the primary intent of preventing trial of illicit drugs, encouraging viewers with messages such as *not even once*; other campaigns focused on reducing use. The majority of studies were based on PSAs that had been broadcast across the US, but also included PSAs from Canada, Europe and Australia, with time frames and sample sizes varying substantially. Little differences were found amongst countries. Preliminary analysis indicates that about half of all reviewed PSAs used *slice-of-life* and *portrayal of social rejection* appeals simultaneously (n= 10), with less than half of those 10 reporting an effective outcome in eliciting positive behaviour or attitude change towards illicit drug use (n= 3). Seldom did a PSA use one of these two techniques in isolation (slice-of-life n= 2; portrayal of social rejection n= 0); those that did were reported as having no direct positive effect. Most PSAs that used realism techniques had a negative valence (n= 8), leaving feelings of concern and disheartenment, were equally of low or high arousal, and often left feelings of sadness (n= 7). While the small sample size makes it difficult to get an idea about effectiveness overall, these results suggest that PSAs are more effective when the two creative techniques are used in conjunction.

Contributions and Limitations

This review offers a notable contribution to advertising theory in that *slice-of-life* and *portrayal of social rejection* appeals when used simultaneously are effective in motivating the desired behavioural response. Furthermore, this review serves to provide practical suggestions for future social marketers and policy-makers in producing effective campaigns. However, given the nature of the original studies, it was difficult to assess any one creative technique or PSA in isolation, which means confounding factors, such as another creative device (e.g. fear), could be influencing outcomes. Furthermore, all measures of effectiveness of the PSAs were based on the original authors' reported outcomes, and often on a campaign level.

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4 Two campaigns used two of the same PSAs among other executions but reported different overall outcomes. These duplicates were retained and effectiveness analysed separately as reported by the authors.

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The Risk Ecology of Widening University Participation

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Abstract

Increasing the participation of people from low socioeconomic status (LSES) backgrounds in higher education has been an imperative of successive Australian governments. The pursuit of social inclusion in higher education via the Widening Participation (WP) agenda has improved the quality-of-life of disadvantaged people, families and communities. Going to university is a risky prospect for people from LSES backgrounds as they are often the first in their families to have considered university as a post-school option. Risk is inherent in all human endeavours and regarding LSES university participation, risk is present at the individual, interpersonal, organisational and public policy level—being micro, meso, exo and macro systems—creating an ecology of risks. Adopting a social marketing perspective and using critical discourse analysis, a conceptual model of this risk ecology is presented as an important first step in understanding how risk influences LSES university participation. The model translates into WP practice.

Keywords: social marketing, socioeconomic status, higher education

Changing the Water Quality Conversation

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Abstract:
The water quality (WQ) of the iconic Great Barrier Reef (GBR) remains poor. Agricultural land use and farm management practices are contributing to deteriorating WQ. Addressing on-farm growing practices is critical to improve WQ and the need for a grower centered focus is acknowledged. In partnership with government and industry, a farmer led WQ monitoring project has collected water samples within one GBR catchment capturing runoff during early rainfall events of the season over a four year period. Employing a qualitative methodology, two farmer segments were interviewed and word use from narratives were compared. Results suggest that while many similarities are shared narratives do differ between the two farmer groups. WQ and sustainable farming practices are a central part of conversation for the farmers involved in the WQ monitoring project. Evidence demonstrates that a farmer centered water quality monitoring project has embedded farming management practice change into farmer narratives.

Keywords: water quality, agriculture, narratives

Social Marketing: So Much More Than a Nudge

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Abstract:
Marketing rose to prominence understanding that humans do not make rational, utility maximising choices. More recently behavioural economics has risen to prominence with 150 governments now using 'nudge' and other behavioural tactics as policy levers to steer people in specific directions. This growth overlooks evidence indicating limited utility (House of Lords 2011; Richburg-Hayes et al 2017). Further, approaches such as nudge over simplify human behaviour. When simple nudge approaches are applied power elites adopt the role of "choice architects" centring blame for complex wicked problems on individuals. In contrast, social marketing serves society's interests applying systems analysis and solution co-production. Critical methods expose power imbalances and systems methods promote wider understanding of the shared responsibility to combat society's most wicked problems. Strategic initiatives created and implemented in public private partnerships offer a better way to address wicked problems when compared to limited tactical approaches that over simplify human behaviour.

Keywords: marketing, nudge, social marketing, behavioural economics, behavioural change

An Environment at Risk: Snapshot of South-East Queensland's Food Environment

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Abstract:
Poor diet is associated with obesity and/or chronic illness. The food environment (FE) is an influencing factor. Food environments (termed food deserts) offering limited access to healthy foods lead to significantly greater rates of obesity, and subsequently, obesity related illness. FE support for healthy eating differs between high-SES and low-SES communities in Australia and overseas. Social marketing has traditionally sought to address dietary behaviour using campaigns targeted at the individual. Individual focussed approaches have been challenged with criticisms including victim-blaming, poor program uptake and cost. Calls for social marketing to move 'upstream' have long been evident and together past research points to the need to take a broader environmental stance to change dietary behaviours.

This research contributes to the literature by identifying an obesity risk community, and specific elements of the FE contributing to this risk which will guide future intervention strategies.

Keywords: food environment, socio-economic-status, diet, environment

Introduction

Obesity, caused by one or more of the following factors: poor diet, lack of exercise, and/or genetic predisposition, is the second (to smoking) leading cause of preventable non-communicable diseases in the developed world (World Health Organization, 2017). With 39% of the adult population considered overweight, and 13% obese (World Health Organization, 2017), Australian ranks fourth (per capita) as the heaviest country in the world, and by 2025; 80% of Australian adults are expected to be overweight or obese (Sullivan et al., 2015). Diet, obesity, and weight management are all interrelated, western diets are typically high in saturated fats and sugars, which is associated with weight gain and numerous obesity related non-communicable diseases (NCD). The majority of Australians fail to meet the Australian dietary guidelines, primarily due to: an overconsumption of kilojoules, a high intake of saturated fats, sugar, and not enough fruits and vegetables (CSIRO, 2016).

The food environment (FE) plays a significant role in consumer choice, shaping food consumption patterns, and critically; energy intake. Excess consumption of unhealthful food and beverages is said to be strongly influenced by numerous elements of the FE including: price difference (in healthful vs unhealthful foods), availability of unhealthful food types (such as high fat, high sugar meals), limited accessibility to healthful infrastructure, barriers to healthful eating (such as the encouragement of larger portion sizes and manipulation of eating frequency), and importantly, a lack of community intervention structures supporting healthful eating habits, such as nutritional information (Finkelstein, Strombotne, Zhen, & Epstein, 2014; Gordon-Larsen, 2014; Johnson & Wardle, 2014; Kant, 2014; Livingstone & Pourshahidi, 2014; Pereira, 2014). Given the contributing role of the FE in influencing dietary choices, there is a growing need to extend the current understanding of how retail food outlets (RFO) can potentially influence the healthfulness of the FE (Glanz, Bader, & Iyer, 2012). This is the first stage in a program of research that aims to work with RFOs to reduce obesity risk with a community.

This study has the following aim:
To examine a suburban food environment in South-East Queensland to identify obesity risk, and determine which elements known to contribute to obesity risk are present.

The following research question is addressed in line with the aim:
RQ: Can an accredited FE measurement tool identify both an at-risk community, and specific elements of the community's FE which are of significant concern for obesity risk?

Background and/or Conceptual Model

The Socio-ecological model (SEM) draws on systems thinking, acknowledging that the social world can be understood as systems that consist of interacting, interrelated, or interdependent entities (such as people, things, institutions, and structures) (Bronfenbrenner, 1999). A complex interplay exists between the systems of influence, (including between the individual and the FE), which affects the dietary behaviours of consumers (Robinson (2008). For instance, culture or retailing practices (macrosystem) may impact the healthfulness of choices on offer at a local store or restaurant (mesosystem), which then influences decisions made by individuals (microsystem) who access those places, thus a flow-on effect occurs (Kennedy, Kapitan et al., 2017). It is important to note that this model is not unidirectional, and all systems can be influenced by changes in one another (Kennedy, Kapitan et al., 2017).

Methodology

To establish how much support for healthy eating is provided by the food environment in a low-SES suburb, an observational survey research design was used, utilising the validated NEMS-R and NEMS-S instruments. The suburb was chosen as representative of a low-SES suburb, by consulting census data from the SEIFA index (ABS, 2011a), and examining Google maps to determine which suburbs were dense in retail food outlets (RFO). Suburbs from the bottom quintile were considered,

and a suitable suburb in the bottom (5th) quintile (ABS, 2011a) met the criteria for the study. The postcode boundary was chosen as the outer limit for the region of interest, yielding (n=37) RFOs. A minimum sample size of 33 was considered necessary to create a viable study. Once the RFOs were identified, the observational method was conducted in each outlet, and the results were scored, and the results examined to determine support for healthful eating across each of the aspects of support (n=37).

Results and/or Discussion

Enumeration of RFOs revealed a total population of 37 selected for the study. The NEMS-R mean total for the suburb was 16.69 (47% of the total NEMS score possible). Four NEMS subcomponents were evaluated for NEMS-R elements: information (mean=5.83 [39% of the possible score]), availability (mean=8.07 [30%]), facilitators/barriers (Mean=2.07 [61%]). For pricing a number of outliers were identified along with a high overall standard deviation (15.56), so median prices were used to display central tendency. The median overall price of a dish was $11.47. The NEMS-S mean total for the suburb was 19.63 (47% of the total NEMS-S score possible). Three NEMS-S subcomponents were evaluated: availability (mean=15.62 [56%]), price (mean=1.13 [38%]), quality (mean=2.88 [48%]). A snapshot of the FE in this suburb reveals that of the total NEMS score possible, 3 (11% of stores) scored ≥67-100%, 25 scored between 34-66%, and 1 scored ≤33%. This is comparable to other recent studies conducted in SE QLD using NEMS-R, (Carins & Rundle-Thiele, 2014b; Storr, Carins, & Rundle-Thiele, 2016) which found that 9 (restaurants) scored ≥67%, 41 scored between 34-66%, and 12 scored ≤33%.

The results from this study indicate that, along with little to no nutritional information, and significant barriers to healthy eating, there is a prevalence of availability and accessibility to cheap, unhealthy food in this low-SES suburb. This poses a significant concern for researchers, RFOs, government, and the community as it shows significant health risks exist in communities which are more dependent on public health services when compared to higher SES counterparts (Boshoff, Dollman, & Magarey, 2007). The findings provide insights indicating which aspects of support may need to be addressed to improve the level of support for healthy eating within this suburb, and will guide the next stage of the research which seeks to collaborate with RFOs to improve the support for healthy eating within the FE.

Implications for Theory and Practice

This research seeks to contribute to progressing social marketing literature by identifying an obesity risk community, and specific elements of the FE contributing to this risk which will guide future intervention strategies. With a significant lack of support for healthy eating in a low-SES FE, traditional downstream approaches of targeting individuals in low-SES neighbourhoods are limited if alternative environmental approaches are not implemented simultaneously (Walsh, 2010). Consumers are primarily dependent on the FE that surrounds them, particularly in communities that lack access to transport (Drewnowski et al., 2014), such as low-SES suburbs. Thus, social marketing may need to address structural problems within low-SES FEs, and social marketers, RFOs and consumers need to facilitate the co-creation of a healthful eating environment. This approach will subsequently enhance the effects of downstream social marketing, allowing consumers to make informed choices about their diet, which are supported by their FE (Wymer, 2011).

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Does Reversing Heavy Drinking Encourage Moderate Drinking?

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Abstract:
This study examines whether factors associated with heavy drinking and drinking in moderation are similar or different, within a sample of university students in Vietnam (n=660). Based on previous research, 23 factors are employed to serve as determinants of the drinking behaviours. Data are collected by a paper-based quantitative survey in students' classrooms, and are analysed by means of exploratory factor analysis, internal consistency, and regression analysis. Findings highlight the difference between the two behavioural alternatives, with moderate drinking being strongly influenced by controllability, and heavy drinking by peer norms and experiential attitude. The study contributes to the alcohol consumption literature by providing deeper insights into the independence between these two seemingly divergent drinking behaviours. Findings exemplify the need for social marketers who target alcohol behaviours to carefully select and investigate the targeted behaviour and its associated factors, prior to developing and implementing any strategy for their social marketing programs.

Keywords: moderate drinking, heavy drinking, social marketing

Beyond the Individual: A COM-B Model Analysis

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Abstract:
An individual (downstream) focus continues to dominate social marketing research and practice. This paper addresses calls to broaden the scope of social marketing beyond the individual with an empirical examination of the COM-B model. A cross-sectional survey focused on physical activity behaviour and its determinants was administered online to young adults aged 18-35 years. Measures of behavioural determinants were based on the theoretical domains framework and were mapped onto COM-B constructs. Following reliability and validity testing, a structural equation model (N = 582) was specified and tested in AMOS. The main indicators of COM constructs were found to be 'habits' (capability), 'social support' (opportunity), and 'identity' (motivation). Capability and opportunity were found to influence behaviour through the mediating effect of motivation. The complexity of influences impacting behaviour extends beyond the individual and further work is needed within social marketing to develop and validate models capable of capturing this complexity.

Keywords: behaviour change, social marketing, theoretical models

Use of Fear in Drug Prevention Campaigns

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Abstract:
Health promotion campaigns, specifically those based around illicit drugs, aim to prevent the use of, or intention of using, illicit drugs in society. Knowing which creative techniques can evoke effective outcomes is crucial. This research follows a systematic review process to assess the prevalence and effectiveness of the creative appeal, fear, within illicit drug prevention campaigns. The findings show that just over half of the public service announcements (PSAs) that met inclusion criteria, use fear as a creative technique. Furthermore, just under half of these fear-based PSAs are reported as effective. That is, while fear is a prevalent creative technique, it is not always effective. The results of this research inform social marketers on the potential risk of using fear as a creative appeal. Social marketers should closely look at other creative techniques used in conjunction with fear.

Keywords: fear, creative techniques, illicit drug prevention

Introduction

Increasing prevalence of illicit drug use is a challenge worldwide, including for Australia – a country with one of the highest rates of methamphetamine use in the world (United Nations Office on Drugs and Crime, 2017). Illicit drug use not only impacts individuals' lives and health, but also places a burden upon the economy (Anderson, 2010). For these reasons, understanding which creative techniques could be used to develop effective social marketing communication is imperative in creating illicit drug prevention campaigns. One of the most common creative techniques mentioned in the drug prevention literature is *fear*.

Fear is an emotion that is often evoked in video communication by the use of negative valence, threat and a high level of arousal in a public service announcement (PSA) (Witte and Allen, 2000; Nabi, Roskos-Ewoldsen and Dillman Carpentier, 2008). Literature suggests that fear appeals should contain both threat and efficacy information to elicit fear and behavioural responses (Nabi, Roskos-Ewoldsen and Dillman Carpentier, 2008).

Our systematic literature review seeks to identify: (1) the prevalence of fear as a creative technique within illicit drug prevention campaigns, (2) the effectiveness of PSAs that use fear appeals, as reported by the original authors. Testing the effectiveness of fear, as a creative technique, can inform the development of future PSAs, improving the effectiveness of social marketing initiatives, with the ultimate aim to save lives and create a healthier community.

Background

Little is known about the impact that fear-related creative techniques have on viewers, and the effectiveness of fear in PSAs. Prior academic literature presents conflicting evidence as to the effectiveness of fear in social marketing campaigns (Moore and Hoenig, 1989; Witte and Allen, 2000; Nabi, Roskos-Ewoldsen and Dillman Carpentier, 2008). There is uncertainty about the conditions under which fear may, or may not, effectively lead to any form of attitude or behaviour change. One of the reasons for this disparity is that past studies vary greatly in the way they measure effectiveness, which poses serious limitations on the reliability of reported effectiveness. Further, literature is limited to assessing outcomes at campaign level (Allara et al. 2015; Werb et al. 2011), rather than considering creative factors.

The current research aims to overcome past limitations by: (1) systematically reviewing past studies (rather than stand-alone research), (2) considering an exhaustive sampling frame of all eligible drug-prevention campaigns (not just those claimed to use fear, for prevalence estimation), and (3) objectively coding the creative devices used in each reviewed study by using the original videos to confirm authors' description, using five independent coders. Therefore, this study addresses two research questions:
RQ1: What is the prevalence and nature of fear appeals used in illicit drug prevention campaigns?
RQ2: What is the author-reported level of effectiveness for PSAs using fear appeals?

Method

The systematic literature review method follows the guidelines of the PRISMA Statement (Moher, Liberati, Tetzlaff, & Altman, 2009) to ensure the review is systematic and reliability and risk of bias of all included studies are appropriately assessed. To ensure rigorous findings, our literature search strategy was kept broad and was created and reviewed by all project members. Due to the cross-disciplinary nature of the project, the systematic search included both business and health databases to a total of six databases, with additional grey literature search and pearling. The databases included are: Business Source Complete, Emerald Insight, Health Business Elite, Medline, Embase and Emcare. All studies identified from our search strategy were evaluated in first pass screening, by reviewing title and abstract. The studies which appeared to meet the inclusion criteria at this stage were then evaluated through the full text against our inclusion criteria. Full text screening

resulted in a total of 32 studies, reporting on nine overarching campaigns, most including multiple PSAs. Of the 32 PSAs, researchers identified 22 PSAs with a link to a YouTube video of the original PSA (*N*=7) or a very detailed description of the actual ad and creative devices used (*N*=5). Each PSA was then viewed by five independent coders, and coded for the creative techniques used. The final code was assigned based on a majority vote. Each PSAs' effectiveness was as reported in the original study, often based on pre- and post-exposure survey data. The range of outcome measures used in the majority of the studies included PSA recall, campaign recall, attitude change and – the preferred measure – behaviour change. Many reported on campaign-level effectiveness, which limited our ability to reliably attribute the effectiveness to the creative technique used.

Results and Discussion
We now focus on studies covering PSAs that were identified as using fear as a creative technique. Typically, PSAs were targeted at adolescents, with the aim of discouraging intent or preventing use of illicit drugs. Of the 22 PSAs identified, viewed and coded, around half (n=12) used fear as one of the creative appeals. The PSAs evoking fear tended to include scenes which had a negative valence, occasional use of high arousal and elicited feelings of sadness, anger and occasionally disgust along with fear. For example, the PSA "Frying Pan" showed a young woman being violent and aggressive as she destroyed her kitchen with a frying pan to portray the effects drugs can have on the body and "how drugs destroy lives" (Fishbein, M, Hall-Jamieson, K, Zimmer, E, Von Haeften, et al., 2002). She states: "This is what your family goes through, and your friends, your money, your job..."; the campaign was reported as effective by the study author. The mean relative effectiveness scores were based on a self-reported questionnaire, including questions such as "was the message convincing?" and "would it be helpful in keeping your friends from using the drug?" (Fishbein *et al.*, 2002). Regarding the effectiveness of the PSAs using fear (n=12), just under half (n=5) were reported as effective, six had no effect and one was reported as ineffective in preventing illicit drug use i.e. had a reverse effect on viewers' responses.

Implications for Theory and Practice
The use of illicit drugs can result in profound negative impacts on population health as well as economic burden (Anderson, 2010). Given the considerable expense of developing, and media spend for, a PSA tailored to prevent illicit drug use, it is important that social marketers have a good understanding of which creative techniques are effective. Without this knowledge, illicit drug prevention campaigns may be ineffective, wasting precious recourses, or, worse, creating unintended, undesired effects. The current research adds to the current body of knowledge, showing prevalence and reported effectiveness of past campaigns and PSAs that used fear. We find that fear is prevalent in about half of all drug prevention initiatives, making it a popular choice by the advertising and social marketing community. Yet, less than half of the PSAs using fear are reported as effective. This suggests caution in using fear as a creative technique. Marketers should closely consider other creative techniques used in conjunction with fear, and consider the moderating effects of other conditions on the campaign.

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How Marketing May be Used to Increase the Recruitment of Men in Health Research

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Abstract:
Recruitment of men is a key challenge in health research, evidenced by low recruitment rates for the MensHealth Register despite substantial promotion. This study investigates how promotion for the MensHealth register can be improved. Based on social marketing's consumer-orientated approach, this study reviews the prior literature on male recruitment to determine effective (and ineffective) promotion strategies, and analyses the registers data to identify areas of potential improvement. Combining these insights with an advertising brief framework and evidence-based advertising insights, recommendations for improvement include: understanding what appeals and encourages male recruitment, incorporating consistent branding and relevant creative, focusing on higher reaching media, ensuring promotion is run consistently over time, and developing appropriate evaluation to understand the effectiveness promotional efforts and inform future efforts. This case study proposes a method for analysing recruitment strategies and suggests areas of improvement that should be implemented and evaluated in future research.

Keywords: male recruitment, men's health, promotion

Automatic Associations in Physical Activity Research: A Cross-Disciplinary Perspective

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Abstract:
Globally the rates of physical inactivity remain high, despite ongoing efforts to encourage physical activity. While public health has typically relied on socio-cognitive models that consider reflective processes, there is increasing acknowledgement that automatic processes, such as associative learning and automatic associations, may play a fundamental role in influencing decision-making and behaviour. In recent years, advertising theory and practice has evolved from being a persuasive tool of communication, to a focus on using associative learning to nudge buying propensities over time – building mental availability. This paper introduces the concept of the Associative Network Theory, mental availability and evidence-based advertising insights to existing physical activity research. Several recommendations are made for how these principles can be incorporated into physical activity promotion, as well as suggestions or future research. Ultimately, this paper uses a cross-disciplinary approach in an attempt to advance the theory and practice of physical activity promotion.

Keywords: automatic associations, health promotion, physical activity

Assessing the Effectiveness of Emotional Appeals in Social Advertisements

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Abstract:
Over a third of vehicle operators face death when driving under the influence of alcohol and drugs. The highest contributors to fatalities are young adults. To change these dangerous behaviours, authorities often turn to social advertising. There is scarcity of literature comparing the effectiveness of positive and negative emotional appeals in social advertising. The reported study extends literature by evaluating the effectiveness of positive, negative and both emotional appeals on young adults' drink driving using the Theory of Reasoned Action. A total of 352 respondents completed an online survey that included measures of attitudes, norms and intentions towards drink driving before and immediately after viewing anti-drink driving social advertisements. Participants were randomly assigned to view positive, negative or both appeals. Results indicate the use of both appeals is more effective for creating a significant change in attitudes, norms, and intentions. Positive appeals only affected attitudes. Negative appeals only affected norms.

Keywords: emotional appeals, drink driving, social advertising

Introduction and Research Aim

The Transport Accident Commission (2017) reported one in five drivers and riders who were involved in road fatal accidents had a Blood Alcohol Concentration level greater than the legal limit of 0.05. Nine out of ten drink drivers involved in fatal accidents are males; predominately young adults aged 20-29 years-old (Drink Driving Statistics Australia, 2017). Multiple efforts are directed towards creating a positive change in the drink driving behaviours including TV advertisement and Public Service Announcements with mixed results of effectiveness (Brown & Terer, 2014).

In the past 40+ years, Social Marketing techniques have been used to influence behaviour change (Kubacki, Rundle-Thiele, Lahtinen & Parkinson, 2015). One tactic Social Marketers use to drive social and behavioural change is social advertising.

A social advertisement can appeal to a person's rationality or emotions. A review of the existing literature indicates that emotional appeals are more effective than rational appeals in social advertising (Terblanche-Smit & Terblanche, 2010). Negative emotions such as fear, guilt and anxiety are used in negative emotional appeals to prevent certain behaviours, while positive appeals use positive emotions such as humour and friendship to promote positive behaviours. Lerner and Keltner (2000) stated that different emotions exert different effects on judgment and therefore affect perceptions and behaviours differently. The literature indicates a crucial need for empirical evidence on the effect different emotional appeals have on young adults' driving perceptions and behaviour (Kaye, Algie, Lewis & White, 2015). Existing literature analyses negative appeals with a focus on two main emotions: fear and guilt resulting in mixed evidence of effectiveness (Burnett & Lunsford, 1994; Witte & Allen 2000; Hastings, Stead & Webb, 2004). Although evidence suggests positive appeals are effective in changing drink driving behaviour (Lewis, Watson & White, 2008a), positive appeals are less analysed (Nabi, 2002) and less used in social advertisements than negative appeals. A review of the literature suggests a saturated investigation into negative emotional appeals and only a limited understanding into the effects of positive appeals. Furthermore, only a limited number of studies analysed the effectiveness of positive versus negative emotional appeals in social advertising (Lewis et al., 2008; Plant, Irwin & Chekaluk, 2016; Algie & Rossiter, 2010; Kaye et al., 2015), yet these studies are limited to specific emotions (fear and humour). Finally, no studies were found that evaluated the use of a combination of both positive and negative appeals, which warrants future research attention. The aim of this study is thus to evaluate different social advertising messages (positive, negative and a combination of both) and their effect on young adult's drink driving perceptions informed by Fishbein and Ajzen's Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975).

Method and Analysis

TRA was used to evaluate the effectiveness of the two social advertising messages. The survey included measures of attitudes, intentions, and social norms from the TRA, as well as general drinking and drink driving behaviour measures and demographic questions. Data collection was conducted via an online survey distributed to young adults in Australia through broadcast email in a major Australian university, social media channels and on-campus recruitment. Respondents were asked to complete the questionnaire before and immediately after watching the social advertisements. Each respondent was randomly allocated to one of three groups (positive emotional appeal, negative emotional appeal, and both appeals). Descriptive statistics and t-tests were used to analyse the data in SPSS (V 25). A paired samples t-test was used to assess changes in attitudes, intentions and norms.

Results

The sample (n=352) was 70% female with an average age of 20.5 years (SD=3.4, target demographic: 20-29 year old). The sample contained respondents with different Australian drivers license types; Ls 19%, Red Ps 20%, Green Ps 22%, and Open License 31%, only 8% did not have a driver's license. Eighty percent reported to have consumed alcohol before of which almost fifteen percent admitted to have drink driven at least once before. Respondents exposed to the positive emotional appeal showed

significantly less favourable attitudes towards drink driving from pre (M=-2.5, SD=0.9) to post (M=-2.7, SD=0.6) t(75) = 2.191, p < 0.05. There were no significant effects found for norms and intentions towards drink driving. The negative emotional appeal on the other hand showed a significant reduction in norms from pre (M=1.7, SD=1.4) to post (M=1.5, SD=1.5) t(97)=2.112, p < 0.05 while reduction in attitudes and intentions were insignificant.

The group that watched both emotional appeals showed a significant change across all three variables. Audience's attitudes became less favourable towards drink driving from pre (M=-2.5, SD=1.0) to post (M=-2.6, SD=0.9), t(106)=3.350, p < 0.05. Norms reduced significantly from pre (M=1.8, SD=1.1) to post (M=1.6, SD=1.0) t(105)=4.348, p < 0.05 and intentions towards drink driving showed a significant decrease from pre (M=1.6, SD=1.1) to post (M=1.3, SD=0.9) t(105)=2.542, p < 0.05.

Implications for Theory and Practice

In contrast to previous studies (Lewis et al., 2008) it was found that positive emotional appeals can lead to less favourable drink driving attitudes while negative emotional appeals significantly changed the audience's social norms for the better. This study also found that positive appeals like negative appeals did not have an effect on intentions. This is interesting given previous research has found that negative appeals produce higher changes in intentions than positive appeals (Plant et al., 2016).When both appeals are presented together, a significant desired shift occurs across all three TRA variables. Previous studies have only analysed the negative and positive appeals separate to each other without assessing their effectiveness when watched together. This creates a novel contribution to the understanding of emotional appeals and demonstrates that a double dose of messaging leads to more effectiveness in social advertising. This paper's findings can be utilised in designing anti drink driving social advertisements to potentially create greater change in young adults' drink driving attitudes, norms and intentions to drink drive. Social advertisers should consider the combination of two emotional appeals when targeting young adults.

Study limitations.

Limitations of this study include the lack of follow-up measures after a period of time post exposure to stimuli, as the use of only immediate post-exposure measures may result in undocumented shift in perceptions that happen after a delayed period of time (Lewis et al., 2008). Although the study had insignificant gender differences between the three groups (p=0.17), the study had a higher response from females (70%), which may have an effect on the results of the study. The sample achieved more responses from a younger segment of the targeted demographic (20-29) necessitating future research with older segments. Furthermore, it could be argued that the use of both appeals resulted in significant shift in all three TRA constructs due to the double exposure. Future research is required to confirm these findings by unifying the exposure time for the three groups and controlling for the appeal factor. Another limitation is drawn from the issue this study examines, as drink driving is perceived as socially and legally inacceptable, respondents will have under-reported the extent of their drink driving behaviours, attitudes, social norms and intentions. Future research should examine the effectiveness of using a combination of both emotional appeals in one social advertisement message rather than contrasting two separate messages.

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