ANZMAC 2017
Marketing for Impact

December 4-6
Conference Proceedings
—
Melbourne, Australia

anzmac
AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY

RMIT
UNIVERSITY

Acknowledgement of Country

RMIT University acknowledges the Wurundjeri people of the Kulin Nations as the Traditional Owners of the land on which the University stands. The University respectfully recognises Elders both past and present. RMIT also acknowledges the Traditional Custodians of lands across Australia where it conducts its business, their Elders, Ancestors, cultures and heritage.

Australian and New Zealand Marketing Academy Conference (ANZMAC) 2017

Marketing for Impact

Hosted by:

RMIT UNIVERSITY

Proceedings

4 – 6 December 2017
RMIT University, Melbourne, Australia

Table of Contents

Welcome from the conference Co-Chairs

On behalf of RMIT University and the local conference organising committee we extend you a very warm and heartfelt welcome to the 2017 ANZMAC Conference, RMIT University and the City of Melbourne. We are excited to see the level of interest in both the Doctoral Colloquium and Conference and hope that you enjoy your time with us and gain much from your engagement, participation and the researchers you will meet. We extend a further welcome to our GAMMA colleagues, to all of you who are at ANZMAC for the first time or have traveled from overseas to be here. Melbourne is an exciting city to visit and we hope take your time to explore our great city of Melbourne and enjoy all that it has to offer.

The conference is truly global with nearly 30% of participants coming from outside of Australia and New Zealand. In total ANZMAC 2017 attracted over 530 competitive paper submissions resulting in 381 paper presentations.

This year's conference theme is 'Marketing for Impact'. The theme acknowledges that more than ever marketing academics are challenged to demonstrate the impact of their research to a range of different and often competing interests, organisations that use our research, governments and bodies that fund our research and consumers who benefit or are influenced by our research. These challenges raise questions for us about how to balance research that has theoretical impact with research that has societal impact.

We challenge you to reflect on how the marketing discipline can contribute with research that is truly 'cutting edge' and leading conversations and societal change. Moreover the theme reflects the importance of how we can communicate our research in a way that cuts through and is seen by important stakeholders. We hope that you find the sessions on the theme of the conference of interest.

There are also a range of exciting and interesting special sessions looking at issues such as the importance of play, and the nature of equity and diversity in our discipline.   An exciting and not to be missed plenary on Tuesday morning will bring together a group of world class editors and researchers to discuss the future of publishing and the importance of making an impact.

This year we have made a number of innovations to the ANZMAC Conference including a new paper submission format and the introduction of the 'Connect over Coffee' sessions with journal editors. A range of top-tier marketing journals are well represented at ANZMAC 2017 and their editors and representatives are looking forward to meeting potential contributors at these less formal 'meet and greet' coffee sessions.

We hope that you find the presentations and posters stimulating and the social events an opportunity to meet new researchers and refresh and reinforce existing relationships and friendships. The welcome reception for the conference will be held in the Old Melbourne Gaol. The Gaol was constructed in 1839 and during its operation as a prison between 1842 and 1929 held some of Australia's most notorious criminals, including bushranger Ned Kelly. The Gala Awards Dinner will be held at Zinc in Federation Square with views over the stunning Yarra River. We hope you enjoy these events.

Conferences are an important part of our community and rely on the support of many people. We would like to take this opportunity to thank all our sponsors and exhibitors for their generosity and contribution. We would like to take the opportunity to thank all of the track chairs, reviewers and special session coordinators for their hard work and support. We would also like to thank all those involved in the keynote and plenary sessions for their contributions and insights. In particular we would like to thank Professor Darren Dahl, Professor Linda Price and Professor Eileen Fischer for their involvement and contribution throughout the conference and Doctoral Colloquium.

Finally, we would like to acknowledge the support of RMIT University, the School of Economics, Finance and Marketing, the School of Media and Communications, and the Graduate School of Business and Law in organising this conference. The assistance and support from the administrative and academic staff is very much appreciated. We hope that the next few days are stimulating, thought-provoking and fun.

The theme of the conference is one that challenges us to consider the value of our research and one that we will increasingly be asked to address by our various stakeholders. We also hope that attendance at ANZMAC 2017 leaves a lasting impact on you, whether that be through the academic knowledge gained and shared, the new connections forged, or great memory of your time here in Melbourne.

Professor Linda Brennan   Dr Linda Robinson   Professor Mike Reid

ANZMAC Sponsors

Gold Sponsor

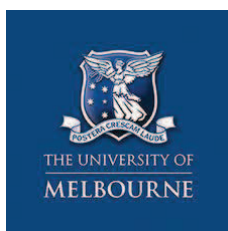## Silver Sponsor

Bronze Sponsor

Track Sponsor

Doctoral Colloquium Sponsor

Exhibitors

Special Thanks

Welcome from the ANZMAC Executive

ANZMAC conferences signal a special time of year that we look forward to for so many reasons – catching up with friends, reconnecting with familiar faces, and creating new relationships. Also important, are sharing our work with the marketing community and strengthening networks that will help each of us to more clearly identify the relevance and value of the work that we do. These interaction opportunities help us to create a positive impact in the world around us.

This 2017 ANZMAC Doctoral Colloquium chaired by Bernardo Figueiredo and Ingo Karpen, and hosted by RMIT University, is set to provide an inspiring backdrop of the most "liveable city in the world" to spark discussion and debate about the role and relevance of the marketing discipline.

On behalf of the entire ANZMAC community, I would like to extend gratitude to the hosts for making this Doctoral Colloquium possible, and to also recognise the efforts dedicated by volunteers and staff at RMIT University.

Finally, I extend a warm welcome to all delegates and wish you a productive time as you immerse yourselves in the exciting program. I look forward to seeing you all in December!

Tania Bucic
Vice President, ANZMAC

ANZMAC Executive Committee

President
Laszlo Sajtos
University of Auckland

Vice-President
Tania Bucic
University of
New South Wales

Secretary, Treasurer
Christine Eckert
University of
Technology Sydney

Committee Members

Robert Aitken
University of Otago

Lucie K. Ozanne
University of Canterbury

Yelena Tsarenko
Monash University

Kate Daellenbach
Victoria University
of Wellington

Ian Phau
Curtin University

Ian Wilkinson
The University of Sydney

Stephen Dann
Australian National
University

Michael Polonsky
Deakin University

Keynote Speakers

—
Professor Darren Dahl

Professor Darren Dahl is the Senior Associate Dean, Faculty, Director of the Robert H. Lee Graduate School and BC Innovation Council Professor, Marketing and Behavioural Science Division, at the University of British Columbia.

His current research interests are in the areas of new product design and development, creativity, consumer product adoption, the role of social influence in consumer behaviour,
and understanding the role of self-conscious emotions in consumption.
Darren has published in the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Management Science, and Journal of Consumer Psychology. He is currently the chief editor of the Journal of Consumer Research and serves on the editorial board of the Journal of Marketing Research, Journal of Marketing, and the Journal of Consumer Psychology.

Professor Eileen Fischer is a Professor of Marketing and the Max and Anne Tanenbaum Chair of Entrepreneurship and Family Enterprise at the Schulich School of Business at York University.

Her work has been published in Journal of Consumer Research; Journal of Retailing; Journal of Business Venturing; Journal of International Business; Entrepreneurship: Theory and Practice; Consumption, Markets and Culture; Research Policy and a range of other outlets.

She currently serves as one of four co-editors of the Journal of Consumer Research. She is also an editorial board member for a range of consumer and entrepreneurship research journals.

—
Professor Eileen Fischer

Professor Linda Price is the Philip H. Knight Chair and Professor of Marketing at the University of Oregon.

She has served as President of the Association for Consumer Research and currently serves as President of the American Marketing Association Academic Council. She also serves on the Board of Governors' for the Academy of Marketing Science. She has served on the Advisory Board for the Journal of Consumer Research, served on the inaugural Consumer Culture Theory Board, and currently serves on the Advisory Board for the Journal of the Association for Consumer Research

—
Professor Linda Price

Linda's theory and research is published in leading marketing and social science journals including Journal of Marketing, Journal of the Academy of Marketing Science and Journal of Consumer Research, and combines qualitative and quantitative methodologies to examine consumer identity and adaptation, social influence and network interactions, and how consumers' emotions and imaginations enrich, distinguish and give agency to their lives.

Track Chairs

Consumer Behaviour	Dr Foula Kopanidis RMIT University	Dr Josh Newton Deakin University
	Dr Gavin Northey University of Auckland	
Consumer Culture Theory	Prof Diane Martin RMIT University	Dr Emily Chung RMIT University
Digital Marketing and Social Media	Dr Torgeir Aleti RMIT University	Dr Paul Harrigan University of Western Australia
Industrial and Business Relationship Marketing	Dr Tony Garry University of Otago	Dr Sergio Biggemamm University of Otago
Innovation and Design	Prof Gerda Gemser RMIT University	Dr Janneke Blijlevens RMIT University
International Marketing	Prof Ian Phau Curtin University	Dr Issac Cheah Curtin University
Macromarketing and Marketing and Public Policy	Dr Lucie Ozanne University of Canterbury	Dr Lauren Gurrieri RMIT University
Marketing Communications	Dr Mark Brown University of Queensland	Dr Lukas Parker RMIT University
Marketing Education	Dr Vinh Lu Australian National University	Dr Tania von der Heidt Southern Cross University
Marketing Theory and Research	Dr Bodo Lang University of Auckland	Dr Stanislav Stakhovych Monash University
Retailing and Distribution	Prof Paul Ballantine University of Canterbury	Dr Charles Jebarajakirthy Griffith University
Services Marketing	Dr Sven Tuzovic Queensland University of Technology	A/Prof Jörg Finsterwalder University of Canterbury
Social Marketing	Prof Sharyn Rundle-Thiele Griffith University	A/Prof Angela Dobele RMIT University
Sports and Leisure Marketing	A/Prof Con Stavros RMIT University	Dr Girish Prayag University of Canterbury
	Dr Chris Chen University of Canterbury	
Strategic Marketing and Branding	A/Prof Jay Weerawardena University of Queensland	A/Prof Colin Jevons Monash University
	Dr Jasmina Ilicic Monash University	

Best Paper in Track

Consumer Behaviour	Innovating Traditional Products: "Authenticity and Purchase Intention" *Bora Qesja, Roberta Crouch, Pascale Quester*
Consumer Culture Theory	The Enmeshed Paths of Consumers as Collectors *Daiane Scaraboto, Marcia Christina Ferreira, Emily Chung*
Digital Marketing and Social Media	Market Orientation in SMEs: The Role of Internet-Enabled Media *Thierry Volery, Manuel Baeuml*
Industrial and Business Relationship Marketing	Changes of Organizational Usage Processes *Maximilian Huber, Michael Kleinaltenkamp*
Innovation and Design	Co-design of virtual reality adolescent 'Party' simulation *James Durl, Timo Dietrich, Jakob Trischler*
International Marketing	COO and Acculturation - Impacts on Migrant's Consumption *Trang Tran, Michael Polonsky, Huong Le*
Macromarketing and Marketing and Public Policy	Consumer Underestimation of Food Energy Use and Emissions *Adrian Camilleri, Richard Larrick, Shajuti Hossain, Dalia Patina-Echeverri*
Marketing Communications	Marketing the Contested Belief System of Science *Lynne Eagle, David Low*
Marketing Education	The (Comparatively) Quiet Voice of Marketing Education *Elizabeth Snuggs, Colin Jevons*
Marketing Theory and Research	Consumer perception of flavour, food and consumption *Usha Pappu, Neal Ashkanasy, Alastair Tombs*
Retailing and Distribution	How do shoppers react to in-store music? *Bertil Hulten*
Services Marketing	Customer Connections Count: Investigating Engagement Beyond the Dyad *Julia Fehrer, Herbert Woratschek, Claas Germelmann, Roderick Brodie*
Social Marketing	Smokefree Pregnancy Interventions and Non-Smoking Identities *Janet Hoek, Mei-Ling Blank*
Sports and Leisure Marketing (joint winners)	Winning Box Office with Right Movie Synopsis - A Text Analysis Perspective *Yuchen Hung, Ching Guan, Yue Wang, Jie Wei, Ding Ding* Functionality and Design Influence on Fitness Fashion *Derek Ong*
Strategic Marketing and Branding	Implementing Green Innovation: Strategy, Operations, and Cooperation *Jirapol Jirakraisiri, Yuosre Badir, Björn Frank*
ANZMAC-GAMMA Joint Symposium	Ethnic Media Advertising Effectiveness, Influences and Implications *Hei Tong Lau*

Outstanding Reviewer in Track

Consumer Behaviour	Dr Patrick van Esch Moravian College
Consumer Culture Theory	Dr Shelagh Ferguson University of Otago
Digital Marketing and Social Media	Dr Liudmila Tarabashkina University of Western Australia
Industrial and Business Relationship Marketing	A/Prof Lasse Torkkeli Lappeenranta University of Technology
Innovation and Design	Dr Rebecca Price Delft University of Technology
International Marketing	Dr Billy Sung Curtin University
Macromarketing and Marketing and Public Policy	Prof Janet Hoek University of Otago
Marketing Communications	Dr Ellen Bloxsome Independent Scholar
Marketing Education	A/Prof Angela Dobele RMIT University
Marketing Theory and Research	Dr Gavin Northey University of Auckland
Retailing and Distribution	Dr Ann-Marie Kennedy University of Canterbury
Services Marketing	Prof Dr Verena Batt Leuphana University
Social Marketing	Taylor Willmott Griffith University
Sports and Leisure Marketing (joint winners)	Tina Šegota University of Ljubljana
Strategic Marketing and Branding	Dr Torgeir Aleti RMIT University
ANZMAC-GAMMA Joint Symposium	Dr Park Thaichon Griffith University

List of Reviewers

A

Khalilah Abd Hafiz
Narjess Abroun
Bailey Adie
Marine Agogué
Christopher Agyapong Siaw
Kwame Agyemang
Ali Ahani
Aaron Ahuvia
Jeremy Ainsworth
Natalia Alessi
Torgeir Aleti
Torgeir Aleti
Nazli Alimen
Olayemi Aliyu
Frank Alpert
Teagan Altschwager
Upamali Amarakoon
Elizabeth Andrews
Ioanna Anninou
Samuelson Appau
Kevin Argus
Denni Arli
Emsie Arnoldi
Sourabh Arora
Mark Avis
Ann-Marie Azzurro

B

Jonathan Baker
Makam Balaji
Paul Ballantine
Tengku Balqiah
Argho Bandyopadhyay
Verena Batt
Stacey Baxter
Virginia Beal
Amanda Beatson
Yean Shan Beh
Iman Behmanesh
Steven Bellman
Michael Beverland
Neha Bhardwaj
Constanza Bianchi
Sergio Biggemann
Julie Bilby
Dawn Birch
Mei-Ling Blank

Janneke Blijlevens
Ellen Bloxsome
Svetlana Bogomolova
Liliana Bove
Jana Bowden
Jan Brace-Govan
Linda Brennan
Rod Brodie
Mark Brown
Daniel Bruns
Tania Bucic
Sandy Bulmer
Marion Burford
Paul Burke
Umar Burki
Nina Bürklin
Christoph Burmann
Mark Buschgens
Bella Butler
Francis Buttle
Nuray Buyucek

C

Giulia Calabretta
Adrian Camilleri
Flavia Cardoso
Julia Carins
Simon Chadwick
Eugene Chan
Alisara Rungnontarat Charinsarn
Jiemiao Chen
Shijiao Chen
Tom Chen
Jason Cheok
Helen Cherrier
Lily Cheung
Monica Chien
Suh-hee Choi
Rafi Chowdhury
Tanjeela Chowdhury
Emily Chung
Jodie Conduit
Denise Conroy
Tony Cooper
Annelies Costers
Robert Crawford
Francisco Crespo Casado
Marielle Creusen
Helen Cripps

Trent Curtis

D

Kate Daellenbach
Darren Dahl
Steven D'Alessandro
Biplab Datta
Janet Davey
Patricia David
Robert Davis
John Dawes
Rohan De Pallant
Rajarshi Debnath
Joris Demmers
Vladimir Demsar
Kendall Dent
Timo Dietrich
Morakot Ditta-Apichai
Diem Do
Angela Dobele
Sarah Dodds
Rebecca Dolan
Songting Dong
Heather Douglas
Jenna Drenten
Emma Dresler
Carl Driesener
James Durl
Abhishek Dwivedi

E

Toni Eagar
Lynne Eagle
Giana Eckhardt
Kerin Elsum
Sean Ennis

F

Francisca Farache
Francis Farrelly
Margaret Faulkner
Julia Fehrer
Shelagh Ferguson
Karen Fernandez
Angeline Fernando
Elizabeth Ferrier
Joerg Finsterwalder
Sandy Fitzgerald

List of Reviewers

Sharon Forbes
David Fortin
David Fouvy
Drew Franklin
Linda French
Catherine Frethey-Bentham
Pennie Frow
Marie-Louise Fry
Haruka Fujihira

G

Mark Gabbott
Ashish Galande
Samanthika Gallage
Buddhika Gamage
Caixia Gan
Chin Chuan Gan
Triparna Gandhi
Manish Gangwar
Mingjie Gao
Nitika Garg
Tony Garrett
Tony Garry
Aaron Gazley
Gerda Gemser
Hailu Getnet
Elham Ghazimatin
Leah Gillooly
Claudia Gonzalez
Rahul Govind
Alicia Grasby
Antje Graul
Malcolm Green
Luke Greenacre
Steven Greenland
Dominique Greer
Kathleen Griffiths
Lars Groeger
Richard Gruner
Siggi Gudergan
Peter Guenther
Diya Guha roy
Lauren Gurrieri

H

Paul Harrigan
Nicole Hartley
Till Haumann

Rachel Hay
Yongfu He
Paul Henry
Anurag Hingorani
Saku Hirvonen
Phu Hai Ho
Hung Hoang
Janet Hoek
Arvid Hoffmann
Sue Hogan
Judith Holdershaw
Margurite Hook
Tasnim M Taufique Hossain
Bertil Hulten
Erin Hurley
Euejung Hwang

I

Jasmina Ilicic
Tasadduq Imam
Hafizul Islam
Hafizul Islam

J

Laurel Jackson
Chalres Jebarajakirthy
Colin Jevons
Veronica Jiang
Raechel Johns
Lester Johnson
Micael-Lee Johnstone

K

Reza Kachouie
Djavlonbek Kadirov
Hassan Kalantari Daronkola
Sommer Kapitan
Adam Karg
Ingo Karpen
Uraiporn Kattiyapornpong
Pandora Kay
Joya Kemper
Amanda Kennedy
Ann-Marie Kennedy
Joona Keränen
Aila Khan
Jashim Khan
Tai Kieu

Jae-Eun Kim
Jungkeun Kim
Michael Kleinaltenkamp
Nico Klenner
Helena Knight
Kathy Knox
Elina Koivisto
Foula Kopanidis
Axel Korthaus
Jacki Krahmalov
Jayne Krisjanous
Krzysztof Kubacki
Bram Kuijken
Alicia Kulczynski
Vimala Kunchamboo
Sony Kusumasondjaja

L

Gauri Laud
Minh Le
Tri Le
Civilai Leckie
Michael SW Lee
Sean Lee
Sungkyu Lee
Thomas Lee
Cheryl Leo
Kate Letheren
Loic (Pengtao) Li
Jialing Lin
Vicki Little
Larry Lockshin
Hibai Lopez-Gonzalez
Vinh Lu
Edwina Luck
Shanshan Luo

M

Murray MacRae
Daniel Maduku
Marian Makkar
Ritu Malhotra
Victoria Mallinckrodt
Sudha Mani
Samuel Mann
Michael Marck
Roger Marshall
Christine Mathies

List of Reviewers

Judy Matthews
Cybele May
Andrew McAuley
Tracy McCaffrey
Brian McCauley
Heath McDonald
Sally McKechnie
Lachie Mclaren
Lisa McQuilken
Normalini Md Kassim
Christopher Medlin
Supawat Meeprom
Mehmet (Michael) Mehmet
Ian Michael
Rohan Miller
Jo Minkiewicz
Vincent Mitchell
Erik Mooi
Sussie Morrish
Ruth Mugge
Srabanti Mukherjee
Umer Mukhtar
Rory Mulcahy

N

Nazia Nabi
Arezoo Nakhaei
Kaushalya Nallaperuma
Marthin Nanere
Peter Naudé
Ben Neville
Joshua Newton
Henrique Ngan
Liem Ngo
Anh Thu Nguyen
Dang Nguyen
Doan Nguyen
Long Nguyen
Nguyen Nguyen
Sinh Nguyen
The Ninh Nguyen
S.R Nikhashemi
Elin Nilsson
Gavin Northey

O

Aron O'Cass
Madeleine Ogilvie
Ilkka Ojansivu
Derek Ong
Harmen Oppewal
Davide Orazi
Phil Osborne
Lucie Ozanne

P

Jason Pallant
Jessica Pallant
Bo Pang
Ravi Pappu
Usha Pappu
Jongwon Park
Lukas Parker
Joy Parkinson
Rachel Peile
Jean-Eric Pelet
Chi Pham
Cuong Pham
Hau Pham
Peilin Phua
Rico Piehler
Carolin Plewa
Francesco Polese
Michael Polonsky
Alan Pomering
Liam Pomfret
Chanthika Pornpitakpan
Shahab Pourfakhimi
Ashleigh Powell
Girish Prayag
Josephine Previte
Rebecca Price
Daniel Prior
Sharon Purchase
Yenny Purwati

Q

Nguyen Quach
Guan Quek

R

Fazlul Rabbanee
Maria Raciti
Kaleel Rahman
Sascha Raithel
Haywantee Ramkissoon
Achini Ranaweera
Chatura Ranaweera
Melanie Randle
Sally Rao Hill
Negar Rastegar
Mike Reid
Michelle Renton
Nicole Richards
Aimee Riedel
Wajid Rizvi
Thomas Robbert
Linda Robinson
Stefan Roth
Jeff Rotman
Sanjit Roy
Sharyn Rundle-Thiele
Rebekah Russell-Bennett
Kerry Russo

S

Satyam .
Yvonne Saini
László Sajtos
Natalya Saldanha
Suha Salem
Hanna Salojärvi
Sean Sands
Atefeh Saniee
Irene Santoso
Samer Sarofim
Daiane Scaraboto
Michael Schade
Daniel Schepis
David Schmidtke
Brett Scholz
Jan Schoormans
Michael Schwartz
Tina Šegota
Felix Septianto
Saadia Shabnam
Ali Shamsollahi
Amit Shankar

List of Reviewers

Wei Shao
Anwar Shimul
Vida Siahtiri
Marianne Sison
Achchuthan Sivabalan
Felicity Small
Aaron Smith
Elizabeth Snuggs
Phrya Sok
Anne Sorensen
Suppasit Sornsri
Golam Sorwar
Mark Spence
Wendy Spinks
Loren Stangl
Constantino Stavros
Marion Steel
Mark Stewart
Thuckavadee Sthienrapapayut
Ryan Storr
Billy Sung
Jiraporn Surachartkumtonkun

T

Kasia Tabeau
Heini Taiminen
Danielle Talbot
Leona Tam
Arry Tanusondjaja
Liudmila Tarabashkina
Muhammad Irfan Tariq
Park Thaichon
Nick Thompson
Simon Thornton
Clementine Thurgood
Maree Thyne
Kieran Tierney
Alastair Tombs
Lasse Torkkeli
Avinash Tripathi
Nynke Tromp
Sin Yan Tse
Nina Tura

U

Setiadi Umar
Outi Uusitalo

V

Naser Valaei
Patrick van Esch
Tom van Laer
Yves Van Vaerenbergh
Ekant Veer
Rene Versteegh
Seyed Mahdi Vesal
Pankaj Vishwakarma
Vijay Viswanathan
Thierry Volery
Sudhir Voleti
Ben Voyer
Revadee Vyravene

W

David Waller
Ann Wallin
Cheng Wang
Danny Wang
Paul Wang
Valerie Wang
Ying Wang
Yue Wang
Donia Waseem
Cynthia Webster
Emily Webster
Jie Wei
Yunbo Wei
Kate Westberg
Heiko Wieland
John Wilkinson
Janine Williams
John Williams
Taylor Willmott
Amy Wilson
Mathieu Winand
Charlotta Windahl
Hume Winzar
Zazli Wisker
Nils Wloemert
Jimmy Wong
Matthew Wood
Malcolm Wright

X

Raymond Xia
Ping Xiao

Y

Lin Yang
Jun Yao
Jo En Yap
Any Yau
Jasmine Yeap
Louise Young
Yizhou Yuan

Z

Katayoun Zafari
Nur Thara Zainal
Nadia Zainuddin
Naila Zulfa

List of Delegates

A

Michelle Aarons
Melissa Adamski
Khalid Adeel
Robert Aitken
Natalia Alessi
Torgeir Aleti
Teagan Altschwager
Huma Amir
Vicki Andonopoulos
Elizabeth Andrews
Zachary Anesbury
Thomas Anker
Samuelson Appau
Paula Arbouw
Denni Arli
Marjan Aslan
Handini Audita
Diana Ayi Wong
Ann-Marie Azzurro

B

Abi Badejo
Neha Bajaj
Abou Bakar
Paul Ballantine
Tengku Ezni Balqiah
Argho Bandyopadhyay
Stacey Baxter
Sharon Beatty
David Bednall
Park Beede
Alyth Begg
Yean Shan Beh
Steven Bellman
Xuemei Bian
Sergio Biggemann
Julie Bilby
Dawn Birch
Janneke Blijlevens
Andre Bonfrer
Kittisorn Boonnark
Liliana Bove
Angela Bowles

Henrique Fatima
Boyol Ngan
Linda Brennan
Rod Brodie
Daniel Bruns
Greg Brush
Tania Bucic
Marion Burford
Nina Bürklin
Mark Buschgens
Luke Butcher
Francis Buttle

C

Jack Cadeaux
Adrian Camilleri
Robin Canniford
Flavia Cardoso
Anthony Carr
Eugene Chan
Ricky Y. K. Chan
Isaac Cheah
Jiemiao Chen
Ning (Chris) Chen
Shijiao Chen
Yin Teng Chew
Joel Mugove Chigada
Shinyi Chin
Chang Suk Choi
Kristine Chompff
Rafi Chowdhury
Emily Chung
Mathew Chylinski
Jane Cockburn
Jodie Conduit
Tony Cooper
Annelies Costers
Heather Crawford
Robert Crawford
Helen Cripps
Stephen Croucher
Angela Cruz

D

Justyna Dabrowska
Kate Daellenbach

Darren Dahl
Steven D'Alessandro
Tracey Danaher
Stephen Dann
Biplab Datta
Janet Davey
Patricia David
John Dawes
Catherine Demangeot
Joris Demmers
Timo Dietrich
Nobukhosi Dlodlo
Diem Do
Angela Dobele
Sarah Dodds
Rebecca Dolan
Songting Dong
Jenna Drenten
Emma Dresler
Clare D'Souza
Chris Dubelaar
Steven Dunn
James Durl

E

Toni Eagar
Lynne Eagle
Robert East
Christine Eckert
Renu Emile
Sean Ennis
Uwana Evers

F

Angelo Fattore
Andre Fecher
Julia Fehrer
Ahmed Ferdous
Karen Fernandez
Angeline Fernardo
Carla Ferraro
Bernardo Figueiredo
Jörg Finsterwalder
Eileen Fischer
Sharon Forbes

List of Delegates

David Fortin
David Fouvy
Björn Frank
Pennie Frow
Marie-Louise Fry
Tim Fry
Haruka Fujihira
Inusah Fuseini

G

Ashish Galande
Donna Gallagher
Triparna Gandhi
Nitika Garg
Tony Garrett
Tony Garry
Aaron Gazley
Gerda Gemser
Hailu Getnet
Elham Ghazimatin
Paul Gibbs
Mikael Gidhagen
Obaid Gill
Mark Glynn
Hannes Göbel
Claudia Gonzalez
Rahul Govind
Alicia Grasby
David Gray
Malcolm Green
Kathleen Griffiths
Lars Groeger
Reinhard Grohs
Peter Guenther
Pascal Güntürkün
Lauren Gurrieri

H

Tariq Halami
Macro Hardiman
Anna Hartman
Hedieh Hatami
Till Haumann
Luke Hawley
Rachel Hay
Yongfu He
Anurag Hingorani
Martin Hirche

Benedikt
Hirschfelder
Saku Hirvonen
Phu Hai Ho
Hillbun (Dixon) Ho
Hung Hoang
Samuel Hodgkins
Janet Hoek
Arvid Hoffmann
Val Hooper
Yingfei Hu
Maximilian Huber
Bertil Hultén
Yu-chen Hung
Euejung Hwang

IJ

Jasmina Ilicic
Elina Jaakkola
Laurel Jackson
Charles
Jebarajakirthy
Surej John
Lester Johnson
Micael-Lee
Johnstone
Alison Joubert
Jaesuk Jung

K

Reza Kachouie
Munib Karavdic
Ingo Karpen
Gamithri Karunasena
Uraiporn Kattiyapornpong
Pandora Kay
Byron Keating
Hean Tat Keh
Joya Kemper
Tiina Kemppainen
Joona Keränen
Jashim Khan
Jeawon Kim
Jungkeun Kim
Kyung Hoon Kim
Nam Woon Kim
Woonho Kim
Michael Kleinaltenkamp

Nico Klenner
Helena Knight
Kathy Knox
Eunju Ko
Florian Kock
Elina Koivisto
Foula Kopanids
Andriy Kovalenko
Jayne Krisjanous
Krzysztof Kubacki
Vimala Kunchamboo
Junbum Kwon

L

Stephen La
Macchia
Seija Lahteenmaa
Hei Tong Lau
Gauri Laud
Tommi Laukkanen
Nicole Lavranos
Emily Lazell
Tri Le
Sean Lee
Julie Lee
Kate Letheren
Loic Pengtao Li
Matias Lievonen
Gary Lilien
Jialing Lin
Yi Lin
Peter Ling
Fang Liu
Antonio Lobo
Larry Lockshin
Vinh Lu
Shanshan Luo
Vilma Luoma-aho

M

Murray MacRae
Daniel Maduku
Isabella Maggioni
Sathyaprakash
Balaji Makam
Marian Makkar
Sudha Mani
Michael Marck

List of Delegates

Roger Marshall
Diane Martin
James Martin
Gurmeet Matharu
Pekka Mattila
Jan Mattsson
Felix Mavondo
Andrew McAuley
Rod McColl
Janet McCollKennedy
Heath McDonald
Sally McKechnie
Natalie McKenna
Supawat Meeprom
Michael Mehmet
Leonie Menzies
Aaron Michelon
Andrej Miklosik
Vincent Mitchell
Emmanuel Mogaji
Erik Mooi
Jihwan Moon
Robert Morgan
Sussie Morrish
Srabanti
Mukherjee
Umer Mukhtar
Rory Mulcahy
Paul Murphy

N

Nazia Nabi
Waqar Nadeem
Arezoo Nakhaei
Kaushalya
Nallaperuma
Peter Naude
Magda NenyczThiel
Fiona Newton
Josh Newton
Mark Ng
Liem Ngo
Cathy Nguyen
July Nguyen
Long TV Nguyen
The Ninh Nguyen
Dinh Yen Oanh
Nguyen
Yolanda Nguyen

SeyedRajab
Nikhashemi
Elin Nilsson
Rabea North
Gavin Northey O
Madeleine Ogilvie
Ilkka Ojansivu
Derek Ong
Harmen Oppewal
Davide Orazi
Lucie K. Ozanne

P

Jason Pallant
Jessica Pallant
Bo Pang
Usha Pappu
Béatrice Parguel
Min Jee Park
Lukas Parker
Joy Parkinson
Hugh Pattinson
Adrian Payne
Rachel Peile
Raja Peter
Anh Pham
Cuong Pham
Ngan Phan
Ian Phau
Peilin Phua
Rico Piehler
Carolin Plewa
Francesco Polese
Michael Polonsky
Alan Pomering
Ashleigh Powell
Girish Prayag
Josephine Previte
Linda Price
Sharon Purchase
Yenny Purwati

Q

Bora Qesja
Sara Quach
Ali Quazi
Guan Quek
Guan Quek

R

Maria Raciti
Anita Radon
Kaleel Rahman
Sascha Raithel
Achini Ranaweera
Chatura
Ranaweera
Melanie Randle
Valtteri Ranta
James Reardon
Rebecca Rees
Mike Reid
Hanna Reinikainen
Michelle Renton
Aimee Riedel
Wajid Hussain
Rizvi
John Roberts
Nichola Robertson
Linda Robinson
Carina Roemer
Pilar Rojas Gaviria
Aksel Ivar Rokkan
Jenni Romaniuk
Stefan Roth
Jeff Rotman
Gobinda Roy
Rajat Roy
Sanjit Kumar Roy
Sharyn RundleThiele
Rebekah RussellBennett
Kerry Russo

S

Kousar
Sadeghzadeh
Natalya Saldanha
Suha salem
Jari Salo
Thomas
Salzberger
Sean Sands
Irene Irawaty
Santoso Prakash
Satyavageeswaran
Michael Schade
Daniel Schepis

List of Delegates

David Schmidtke
Sima Sedighadeli
Satheesh Seenivasan
Subhojit Sengupta
Yuri Seo
Felix Septianto
Gunaro Setiawan
Ali Shamsollahi
Piyush Sharma
Sara Shawky Habashi
Anwar Sadat Shimul
Max Sim
Lucy Simmonds
Sonika Singh
Ashish Sinha
Elizabeth Snuggs
Rana Sobh
Geoff Soutar
Mark Spence
Wendy Spinks
Con Stavros
Marion Steel
Lara Stocchi
Chris Storey
Toyohiko Sugimoto
Parves Sultan
Billy Sung
Jiraporn Surachartkumtonkun
Kevin Swarts
Jill Sweeney

T
Jamie Tagharobi
Leona Tam
Liudmila Tarabashkina
Min Teah
Harri Terho
Park Thaichon
Tabitha Thomas
Li Ping Thong
Simon Thornton
Clementine Thurgood
Kieran Tierney
Trang Tran
Jakob Trischler
Le Truc

Yelena Tsarenko
Sin Yan Tse
Nursafwah Tugiman
Nina Tura
Sven Tuzovic

U
Setiadi Umar
Mark Uncles
Outi Uusitalo

V
Yannick van Hierden
Tom van Laer
Rhonwyn Vaudrey
Ekant Veer
René Versteegh
Seyed Mahdi Vesal
Andrea Vocino
Thierry Volery
Tania von der Heidt
Sergej von Janda
Benjamin Voyer
Revadee Vyravene

W
David Waller
Danny Wang
Wenjun Wang
Cheng Wang
Paul Wang
Donia Waseem
Emily Webster
Jay Weerawardena
Kate Westberg
Roel Wijland
Dean Wilkie
Ian Wilkinson
Janine Williams
John Williams
Kirsty Willis
Amy Wilson
Zazli Wisker
Nils Wlömert
Jimmy Wong

Zhan Wu

XY
Ping Xiao
Li Yan
Ye (Nicole) Yang
Sheng YE
Jasmine A. L. Yeap
Leslie S. C. Yip
Louise Young
Yizhou Yuan
Wei Yue

Z
Katayoun Zafari
Nur Thara Zainal
Cornelia Zanger
Xubing Zhang
Yong Zhang

ANZMAC 2017 CONFERENCE PROCEEDINGS

TABLE OF CONTENTS

CONSUMER BEHAVIOUR

ABSTRACTS

Psychological Characteristics, Heterogeneity, and Consumer Savings Behaviour

Patrick Gerhard, Maastricht University, p.gerhard@maastrichtuniversity.nl
Joe J. Gladstone, University College London, j.gladstone@ucl.ac.uk
Arvid O. I. Hoffmann, University of Adelaide, arvid.hoffmann@adelaide.edu.au *

Abstract:
Psychological characteristics likely affect savings behaviour heterogeneously: characteristics which motivate savings behaviour in one group of consumers, may not do so in another group. To understand these complex relationships, we employ a finite mixture model to analyse latent heterogeneity in the relationship between savings behaviour (total household savings) and a wide range of psychological characteristics (financial literacy, Big Five personality traits, self-control, optimism, attitudes towards savings, and promotion or prevention-oriented savings goals). We estimate a class membership and a behavioural model of the classes jointly. Doing so enables us to simultaneously assess how socio-demographic characteristics affect class membership probabilities and estimate class-specific regression coefficients, to test whether psychological characteristics predict savings behaviour differently across latent classes. Our results based on a representative UK sample demonstrate the importance of accounting for latent heterogeneity when studying the psychological determinants of savings behaviour and assist policymakers in deciding which psychological characteristics to target.

Keywords: Consumer Financial Decision-Making; Latent Heterogeneity; Savings Behaviour.

Track: Consumer Behaviour

How Consumers' Power States Influence Green Consumption

Li Yan*, Monash University, li.yan@monash.edu
Hean Tat Keh, Monash University, ht.keh@monash.edu

Abstract:
As environmental issues grow more acute, it is important to better understand consumers' motivations to engage in green consumption. This research examines how consumers' psychological feeling of power can influence their preference for green products, mediated by their green consumption values (i.e., tendency for resource protection). Four experiments showed that consumers in a low-power (vs. high-power) state have greater preference for green (vs. conventional) products (studies 1a and 1b). These results are mediated consumers' green consumption values but not their status motives (study 2). Furthermore, these effects are moderated by consumers' power distance belief (i.e., the degree of accepting inequalities in power), such that low-power (vs. high-power) consumers would engage in green consumption in the high-PDB condition but not in the low-PDB condition (study 3). These findings provide novel insights on green consumption from power and resource protection perspectives, and have practical implications on building a more sustainable society.

Keywords: Power, Green consumption values, Power distance belief.

Track: Consumer Behaviour

How Thoughts of God Interact with Sexual Advertising

Rajat Roy, Bond University, rroy@bond.edu.au
Mark T. Spence, Bond University, mspence@bond.edu.au*

Abstract:
Literature has explored sex in advertising, such as nudity or partial nudity. Findings are mixed. For example, some scholars have shown it heightens attention, while others have shown it can lead to negative attitudes. Scholars posit that morality and ethics are important concepts for understandings the responses to sexual advertisements. We extend this line of work by studying the impact of thoughts of God on brand interest, especially when consumers are exposed to sexual versus neutral advertisements. A 2 (neutral versus sexual ad) x 3 (types of thought: God versus positive versus neutral) between subjects' experiment was conducted with brand interest as the dependent variable. When exposed to neutral ads participants reported higher brand interest when thoughts of God were invoked; however, when exposed to a sexual advertisement thoughts of God diminished interest in the brand in comparison to positive or neutral thoughts.

Keywords: thoughts of God, sexual advertisements

Track: Consumer Behaviour

Positive Emotion Effects on Consumer Ethical Judgment

Felix Septianto, University of New South Wales, f.septianto@unsw.edu.au*
Nitika Garg, University of New South Wales, n.garg@unsw.edu.au
Nidhi Agrawal, University of Washington, nidhia@uw.edu

Abstract:
This research examines how different, discrete positive emotions such as gratitude and pride differentially influence ethical judgment and considers the moderating role of firm reputation on this relationship. Specifically, this research investigates the extent to which individuals perceive a questionable consumer behaviour to be acceptable. In a series of four experimental studies, we establish that these same-valence, discrete emotions lead to different levels of acceptance of consumer unethical behaviour, especially when a firm has a negative reputation. Specifically, gratitude leads to lower levels of acceptance of consumer unethical behaviour as compared to pride. Further, these emotion effects are mediated by perceived self-righteousness, driven by differences on the appraisal of self-responsibility across gratitude and pride. The findings also establish that an apology by the firm moderates emotion effects when the firm has a negative reputation.

Keywords: positive emotions, ethical judgment, firm reputation

Track: Consumer Behaviour

Thinking about Money Reduces Believing in God

Eugene Y. Chan*, Monash University, Eugene.chan@monash.edu
Davide C. Orazi, Monash University, Davide.orazi@monash.edu

Abstract:
While religion can exert an influence on consumers' behaviors, can consumer phenomena influence religious beliefs? In the current research, we confirm previous findings suggesting that money reminders increase autonomy and self-sufficiency, but we extend this proposition to argue that it also reduces consumers' belief in God. We test this hypothesis in four experiments: Money reminders reduce one's belief in God (Experiment 1) through feelings of autonomy and self-sufficiency (Experiments 2). We further show that money reminders impact autonomy and self-sufficiency through goal (vs. semantic) processes: The lower belief in God is stronger for consumers who lack self-sufficiency (Experiment 3) and among those who see autonomy as a goal to pursue (Experiment 4). Our findings contribute to the understanding of the consequences of money as well as the psychological antecedents of religion.

Keywords: Money Primes, Belief in God, Self-sufficiency

Track: Consumer Behaviour

How Diverging Mindsets Drive the Privacy Paradox

Joris Demmers*, University of Amsterdam, j.demmers@uva.nl
Alfred Zerres, University of Amsterdam, a.zerres@uva.nl
Willemijn van Dolen, University of Amsterdam, w.m.vandolen@uva.nl

Abstract:
Although the discrepancy between consumers' privacy concerns and disclosure behavior has been well-established in previous work, much remains to be learned about how consumers weigh benefits and costs of sharing personal information in privacy-sensitive situations. We propose an updated view on privacy calculus theory, and test the notion that disclosure decisions are driven by the interaction of psychological distance of costs and benefits of disclosure and diverging mindsets under attitudinal and behavioral conditions of preference formation. Across five studies, we demonstrate that likelihood of disclosing depends on the congruency between one's mindset in a specific stage of preference construction and the psychological distance of benefits and costs of disclosure. As marketers increasingly rely on the collection and use of personal consumer data to obtain profitable outcomes, while at the same time concerns about consumer privacy are growing, understanding what drives information sharing is of critical importance.

Keywords: Privacy paradox, Mindset, Construal Level Theory.
Track: Consumer Behaviour

Effects of Anticipated Effort on Consumers' Valuation

Joris Demmers*, University of Amsterdam, j.demmers@uva.nl
Ravi Mehta, University of Illinois at Urbana-Champaign, mehtar@illionois.edu
Willemijn van Dolen, University of Amsterdam, w.m.vandolen@uva.nl

Abstract:
Prior work has considered consumers' valuation of services or products after the completion of the co-production process, but in many real-life market situations, the assessment of the monetary value of the end product precedes the investment of behavioral resources, i.e. people pay before putting in the effort. We investigate how anticipated effort affects customers' a priori valuation of end products. We conduct an experiment in which participants bid on their own origami creation, either before or after assembling it, and find that the anticipation of assembling leads to a higher willingness to pay as compared to when the assembly has been completed or no assembly takes place at all (control condition), especially when the assembly activities are expected to be difficult but enjoyable. These findings may have important implications for marketers in designing their co-production strategies and price setting, but more work is needed to identify the underlying process.

Keywords: Co-production, Customer effort, Willingness-to-pay.
Track: Consumer Behaviour

Innovating Traditional Products: "Authenticity and Purchase Intention"

Bora Qesja, University of Adelaide, The ARC Training Centre for Innovative Wine
Production, bora.qesja@adelaide.edu.au*
Roberta Crouch, University of Adelaide, Roberta.crouch@adelaide.edu.au
Pascale Quester, University of Adelaide, Pascale.quester@adelaide.edu.au

Abstract
Satisfying consumer expectations in a society where buyers expect continuous product improvements is imperative to survival in today's competitive environment. However, 50-80% of innovated products are rejected by consumers. There is currently no empirical explanation specific to how consumers react when a traditional product is modified, whether perceptions of traditionality impact the authenticity perceptions of the innovated product and whether authenticity perceptions influence perceived gain from the innovation and purchase intention. Addressing these gaps, a conceptual framework was developed and tested quantitatively employing three different stimuli, in France, Singapore and Australia. The study provides evidence for hypothesised relationships between product traditionality, congruence of innovation, authenticity, perceived gain from the innovation and purchase intention among others and was analysed via the use of SEM (AMOS). Results indicated that traditionality perceptions influence perceptions of authenticity which in turn significantly and positively influences perceived gain from the innovation and purchase intention.

Keywords: *Authenticity perceptions, product innovation, traditionality perceptions*

Track: Consumer Behaviour

Spillover of Distrust to an Industry

Shijiao Chen*, University of Otago, shijiao.chen@postgrad.otago.ac.nz
Damien Mather, University of Otago, damien.mather@otago.ac.nz
Hongzhi Gao, Victoria University of Wellington, hongzhi.gao@vuw.ac.nz
John Knight, University of Otago, john.knight@otago.ac.nz

Abstract:
A severe brand scandal has strong negative spillover effects. This paper aims to apply associative network theory and prototype theory as a theoretical lens to investigate how a brand scandal spills over to an industry. We research how brand equity of the focal brand influences its perceived prototypicality during a product-harm crisis and causes a spillover of distrust in the industry. We further investigate this spillover effect in a single-brand crisis and a multiple-brands crisis. This paper contains an experiment with data from 304 participants. The results indicate that brand equity of the focal brand influences industry trust through the mediator of perceived prototypicality during a single-brand crisis. But the mediation doesn't exist during a multiple-brands crisis. This paper contributes to understanding the negative spillover effects on an industry and offers implications for crisis management.

Keywords: Product-harm Crisis, Consumer Trust, Spillover Effects

Track: Consumer Behaviour

Physical Cleansing on Moral Judgments and Behaviors

Jungkeun Kim*, Auckland University of Technology, jkkim@aut.ac.nz
Jongwon Park, Korea University, amadeus@korea.ac.kr

Abstract:
Physical cleansing such as handwashing has been shown to induce sometimes harsher judgments about an immoral act but less harsh judgments at other times. The present research reconciles this inconsistency by identifying decision perspective (actor vs. observer) and the extremity of immoral behaviors as moderating factors. A series of experiments demonstrate that physical cleansing (vs. control) leads people to make more severe judgments about an immoral act under an actor perspective but less severe judgments under an observer perspective. Further, the effect under the observer perspective can be reversed if the immorality of a target behavior is relatively extreme. These and other results suggest that the concept of moral purity activated by physical cleansing serves as an interpretation frame when people judge someone else's immoral behavior, but works as heightened moral self when people evaluate an immoral behavior from an actor perspective, thereby inducing them to disapprove the behavior.

Keywords: Moral judgment, Moral purity, Physical cleansing

Track: Consumer Behaviour

Menu Choice in Horizontal versus Vertical Format

Jungkeun Kim, AUT, jungkeun.kim@aut.ac.nz
Euejung Hwang*, AUT, euejung.hwang@aut.ac.nz
Jooyoung Park, Peking University, jooyoung.park337@gmail.com
Jacob C. Lee, UNIST, jacoblee@unist.ac.kr
Jongwon Park, Korea University, amadeus@korea.ac.kr

Abstract:
Restaurant owners consider number of factors in designing a menu, such as whether to use pictures of items. However, less is known regarding the influence of the way the items are displayed (i.e., horizontal vs. vertical) on the choice. This research proposes that these two display styles could differently influence the choice of preferred option. The findings from two experiments evidence that customers prefer the middle option(s) when the menu items are displayed in the horizontal (vs. vertical) format. This was found across different types of foods and different number of options in the menu. This research extends the previous literature on position effects by providing insights on whether and how display direction influences the choice of consumers. For restaurant owners, the findings provide a useful tip on how to effectively position their menu items.

Keywords: Restaurant Menu, Position Effect, Horizontal versus Vertical Display

Track: Consumer Behaviour

Envy and Social Superiority in Luxury Marketing

*Billy Sung, Curtin University, billy.sung@curtin.edu.au**
Ian Phau, Curtin University, ian.phau@cbs.curtin.edu.au

Abstract:
Luxury brands explicitly portray images of successful, sophisticated and confident individuals expressing their social superiority. However, empirical evidence supporting the effectiveness of social superiority portrayal in luxury branding is scant. This paper draws on the theoretical underpinnings of envy and pride in examining the effectiveness of social superiority portrayal in luxury branding. Across two studies, benign (malicious) envy led consumers to perceive social superiority portrayal as an expression of authentic (hubristic) pride and in turn, increased (reduced) luxury perception and positive brand attitude. These findings were replicated for both dispositional (Study 1 and 2) and state feeling of envy (Study 2), regardless of whether envy was self-reported or manipulated.

Keywords: Envy, Pride, Social Superiority

Track: Consumer Behaviour

The Price Size Comparison Effect

Jun Yao, Macquarie University, jun.yao@mq.edu.au
Harmen Oppewal*, Monash University, harmen.oppewal@monash.edu
Yongfu He, Monash University, yongfu.he@monash.edu

Abstract:
Prior research has identified that in the context of promotions a bonus pack (a pure gain) is preferred over an economically equivalent price discount (a reduction in loss) (Diamond and Sanyal 1990). The present research extends this theorizing to a non-promotional setting where consumers compare and choose competing packaged goods. It argues that the value difference between two product options is perceived as a pure change when they differ in size, whereas it is perceived as an incremental change when they differ in price. Since pure changes loom larger on the value function than incremental changes, consumers perceive a larger value difference when comparing products on size than on price. The research shows that this effect, called the price size comparison effect, is not due to differences in numerical processing of the attributes but instead depends on the presence of a second attribute is the same across product options.

Keywords: Price and Size, Pricing Tactics, Value Perception

Track: Consumer Behaviour

Customers' Motive Attributions in Coproduction Contexts

Pascal Güntürkün*, Vienna University of Economics and Business,
pascal.guentuerkuen@wu.ac.at
Till Haumann*, University of Bochum, till.haumann@rub.de
Laura Marie Schons, University of Mannheim, schons@bwl.uni-mannheim.de
Jan Wieseke, University of Bochum, jan.wieseke@rub.de

Abstract:
Marketing scholars and practitioners emphasize the importance of two benefits associated with the engagement of customers in coproduction: (1) higher profits and (2) better satisfaction of customer needs. However, previous research has neglected to investigate how attributions of these coproduction motives shape customers' attitudes and behavior towards the firm. In light of this neglect, the authors develop a conceptual framework to investigate how customers' attributions of profit- and customer need-driven coproduction motives affect important marketing outcomes over time. Results from latent growth analyses of longitudinal data comprising information from more than 12,000 customers show divergent effects of both motive attributions that follow different temporal patterns: Whereas the favorable effects of need-driven motive attributions decrease over time, the detrimental effects of profit-driven motive attributions remain highly persistent. The study further reveals how companies can shape customers' motive attributions by managing the degree of intensity and freedom of design of coproduction offerings.

Keywords: coproduction, motive attribution, longitudinal design.

Track: Consumer Behaviour

Preference for Pattern Seeking in Food Choices

Jungkeun Kim, AUT University, jkkim@aut.ac.nz
Euejung Hwang*, AUT University, euejung.hwang@aut.ac.nz
Drew Franklin, AUT University, drew.franklin@aut.ac.nz
Truong Hoang Anh Tho, AUT University, becky.truong@aut.ac.nz
Jennifer Lian, AUT University, jennifer.lian.lian@aut.ac.nz
Sommer Kapitan, AUT University, skapitan@aut.ac.nz

Abstract:
This research investigates the motivation behind consumers ordered, sequential consumption behaviour in a repeated-food-choice context. More specifically, we examine the existence of a specific decision-making process in a multiple, repeated-choices context - a preference for pattern. Across multiple studies, we examine several well-established effects (i.e., variety seeking, primacy, recency and preference-for-improving sequences) in a repeated-choice context with fixed final choice outcomes, whilst focusing on *how* consumers choose in the repeated choice context rather than *what* they choose. Our results show that a preference for pattern is the most significant predictor of repeated choice behaviour. This research advances the literature within the multiple, repeated choice domain by demonstrating that consumers possess an inherent preference for pattern whilst, for the first time, exploring a preferred process that determines consumers' choice outcome decisions. Identifying these patterns will help marketing managers generate activities that allow customers to exercise their preference for pattern more explicitly.

Keywords: Pattern Seeking, Repeated Choice, Food Choice

Track: Consumer Behaviour

Extending knowledge of shopper basket size patterns.

James Martin* - Ehrenberg-Bass Institute for Marketing Science, University of South Australia, james.martin@marketingscience.info
Magda Nenycz-Thiel - Ehrenberg-Bass Institute for Marketing Science, University of South Australia, magda@marketingscience.info
Arry Tanusondjaja - Ehrenberg-Bass Institute for Marketing Science, University of South Australia, arry.tanusondjaja@marketingscience.info
Justin Cohen - Ehrenberg-Bass Institute for Marketing Science, University of South Australia, justin.cohen@marketingscience.info
John Dawes - Ehrenberg-Bass Institute for Marketing Science, University of South Australia, john.dawes@marketingscience.info

Abstract:
Research in consumer behaviour has documented patterns in shopper basket size to better understand how shoppers behave in-store. Descriptive analyses of shopping trips have found that the majority of shopping baskets in-store contain just a few items, and the most frequent basket size is one item. However, these patterns have only been observed in supermarkets and hypermarkets. It is unknown if shoppers behave in a similar way in other retail channels. This paper replicates and extends the descriptive research of shopper basket size patterns to ten other retail channels, including online. Over 26 million purchase occasions in the U.S. from 2012-2014 were analysed, showing that in all ten channels, a majority of shoppers purchase few items, and few shoppers purchase many items. This paper reinforces the value of small baskets for retailers and manufacturers, and the need to make it easy for shoppers to navigate and checkout in-store.

Keywords: Shopping baskets, Retail channels, Big data

Track: Consumer Behaviour

Positive Emotions' Differential Effects on Pro-social Behaviour

Nitika Garg*, University of New South Wales, n.garg@unsw.edu.au
Janet McColl-Kennedy, University of Queensland, j.mccoll-kennedy@business.uq.edu.au
Paul Patterson, University of New South Wales, p.patterson@unsw.edu.au

Abstract:
This research builds on the existing emotion literature and examines the effect of specific, discrete positive emotions (measured and manipulated) on pro-social, giving behaviour. Specifically, it finds that while happiness increases prosocial behaviour, the effects of pride are more complex. Similar to happiness, authentic pride (pride due to unstable, situational factors; e.g., "I did well because I worked hard") increases giving behaviour. However, hubristic pride (pride due to stable, internal factors; e.g., "I did well because I am intelligent") has a negative effect on pro-social behaviours. In a series of three experiments, we establish these effects and explicate the role of self-focus (collective self 'we' vs. others 'they') as a moderator of these emotion effects. In particular, we find that differences across emotion states are attenuated under the others ('they') focus. This research makes theoretical contributions and discusses key implications for not-for-profit organisations and corporations interested in promoting pro-social behaviour.

Keywords: Pride, Happiness, Pro-social Behaviour

Track: Consumer Behaviour

Status Consumption in Emerging Countries

Nazia Nabi*, Macquarie University, nazia.nabi@hdr.mq.edu.au
Aron O'Cass, Macquarie University, aron.ocass@mq.edu.au
Vida Siahtiri, Macquarie University, vida.siahtiri@mq.edu.au

Abstract
Status consumption appears to be increasing in emerging countries because of the increasing disposable income and growing numbers of middle and upper class consumers who wish to display their wealth and social status. To unlock the underlying reason for consuming status products in emerging countries, this study brings the attention to the mediating role of motivation to consume conspicuously as a missing link in the relationship of status consumption with susceptibility to interpersonal influence and need for uniqueness. Using social identity and social comparison theory and drawing on data from 269 Bangladeshi people, we found positive relationships of status consumption with susceptibility to interpersonal influence and need for uniqueness. Additionally, motivation to consume conspicuously partially mediates the relationship between susceptibility to interpersonal influence and status consumption. However, motivation to consume conspicuously does not mediate the relationship between need for uniqueness and status consumption. The findings enrich the existing literature on status consumption and provide theoretical and practical implications.

Keywords: Status consumption; Susceptibility to interpersonal influence; Need for uniqueness; Motivation to consume conspicuously.

Track: Consumer Behaviour

Managing Product Recalls

Sascha Raithel*, Freie Universität Berlin, sascha.raithel@fu-berlin.de
Stefan J. Hock, George Mason University, shock@gmu.edu

Abstract:
Two studies examine the impact of different product recall strategies on customer and investor response. Study 1 (experiment) shows that the impact of product recall strategies on purchase intention is serially mediated by customers' perceptions of justice and reputation. Study 2 (event study) quantifies the impact of different product recall strategies on firm value. Across both studies, we demonstrate that the impact on customer and investor response depends on the combination of timing (reactive vs. proactive) and remedy (partial vs. full), so that conforming (reactive/full or proactive/partial) and overconforming strategies (proactive/full) outperform underconforming strategies (reactive/partial) with regard to purchase intention, and conforming strategies outperform both under- and overconforming strategies with regard to firm value. Thereby, our study contributes to prior research reporting contradictory effects for the relationship between recall timing and firm performance.

Keywords: Product recall, Reputation, Stock return.

Track: Consumer Behaviour

The food choice process: Bread purchasing decisions

Sharon L. Forbes*, Lincoln University, sharon.forbes@lincoln.ac.nz
Suzanne Trafford, Lincoln University, suzanne.trafford@lincoln.ac.nz
Emma Boase, Missouri University, emmaboase@mail.missouri.edu

Abstract:
The aim of this study is to examine the food choice process of consumers when purchasing bread. Little prior research has examined consumer behaviour relating to this staple food product. A structured questionnaire was used to collect quantitative data from consumers who were intercepted inside stores when they had selected a bread to purchase. The findings reveal that a majority of consumers purchase non-white breads over white breads, and that a third of consumers typically purchase the same bread through either loyalty or habit. Attributes most frequently considered by consumers are healthiness/nutrition, taste/flavour, texture and softness/freshness. Bread is most often consumed at breakfast time and around half of consumers are purchasing more than one type of bread for their household. This study provides important findings for bread manufacturers or marketers; bread consumption may be increased in other situations through usage expansion strategies and in-store trials could encourage brand switching behaviour.

Keywords: food choice; bread; purchasing.

Track: Consumer Behaviour

Pet humanisation and pet food purchasing behaviour

Sharon L. Forbes*, Lincoln University, sharon.forbes@lincoln.ac.nz
Suzanne Trafford, Lincoln University, suzanne.trafford@lincoln.ac.nz
Maddy Surie, K9 Natural, msurie@k9natural.co.nz

Abstract:
This exploratory study examines whether New Zealand cat and dog owners humanise their pets and whether this has an effect on pet food purchasing behaviour. Pet humanisation has been identified as a growing trend in many nations, but no previous research has considered whether this has any influence on owners' pet food purchasing behaviour. Quantitative data were collected from pet-owning respondents using a structured questionnaire and an intercept technique inside stores. This study developed a 10-item scale to measure pet humanisation and found evidence that about two-thirds of owners do humanise their pet. However, pet humanisation was found to have no significant effect on pet food purchasing behaviour. This is an important finding given the increasing attention that pet humanisation has attracted in academic literature and mainstream media; it suggests that whilst the phenomenon exists, it has little value to pet food marketers as a characteristic to segment pet owners.

Keywords: pet humanisation; pet food; purchasing.

Track: Consumer Behaviour

Determinants and consequences of negative customer engagement

*Diem Do, RMIT University, diem.do@rmit.edu.au ***
Kaleel Rahman, RMIT University, kaleel.rahman@rmit.edu.au
Linda J. Robinson, RMIT University, lindaj.robinson@rmit.edu.au

Abstract

Customer engagement represents a new metric of firms' customer management in a modern marketing environment. It is argued that customer engagement can be positive or negative. However, studies on customer engagement have primarily focused on positive valence of customer engagement. Hence, this research aims to examine determinants of negative valence customer engagement, including disengaged and negatively engaged behaviours and their effects on customer repatronage intentions in a service consumption context. The study incorporates justice theory, expectancy disconfirmation theory and psychological perspectives to develop a conceptual framework that proposes customer perceived justice and negative disconfirmation as determinants of negative customer engagement via the mediating role of customer outrage and the moderating roles of customer resources. Disengagement and negative engagement behaviours are suggested to have negative impacts on customer repatronage intentions. Implications and directions for future research in this area are discussed.

Key words: negative customer engagement, justice perception, disconfirmation

Track: Consumer behaviour

A conceptualisation of Customer Brand Disengagement

Long Thang Van Nguyen, RMIT University Vietnam, long.nguyenvanthang@rmit.edu.vn
Tai Anh Kieu, Western Sydney University, kieuanhtai@gmail.com
Tu Thanh Nguyen*, RMIT University Vietnam, tu.nguyenthanh@rmit.edu.vn
Thang Quyet Nguyen, HUTECH University, nq.thang@hutech.edu.vn

Abstract:
While customer brand engagement has received much attention from practitioners and academics, limited research pays attention to the 'dark side' of brand engagement, in which customers can disengage from their brand relationship. This paper aims to conceptualise the nonmological framework of customer brand disengagement. Drawing on two-factor theory, this study argues that the determinants associated with customer brand disengagement may be different from those that enable customer brand engagement. In particular, this study also argues that the experience during self–brand interactions and the normative pressure from referent groups motivate brand engaged customers to terminate their relationship with the brand. The paper enriches current discussions about customer engagement/disengagement, as it offers new directions for future research.

Keywords: Customer disengagement; brand experience, social influence

Track: Consumer Behaviour

Creating Positive WOM Communication in Telecom Industry

Nikhashemi, Seyed Rajab*, Sunway University, farhadn@sunway.edu.my
Valaei, Naser, Sunway University

Abstract:
The main purpose of this study is to identify the roles of perceived value and brand trust on the formation process of consumer based brand equity in telecom industry. In addition, this study examines the importance and performance of identified variables on overall brand equity and positive word of mouth communication. Using a self-structured questionnaire, 437 usable responses are considered for data analysis by applying the SEM. The findings indicate that all hypotheses of the relationship between perceived value and brand trust on the components of brand equity as well as overall brand equity on positive word of mouth communication were supported. The results confirm that perceived value directly and indirectly via brand trust influence the components of brand equity. Moreover, the finding of PLS-IPMA suggests that both perceived value and brand trust play significant roles on brand equity formation in the context of mobile internet service providers.

Keywords: Positive word of Mouth communication. Brand Equity, Perceived Value and Trust.

Track: Consumer Behaviour

Food Package Colour, Perception, and Decision Making

Chi Pham, University of New South Wales, chi.pham@unsw.edu.au
Nitika Garg*, University of New South Wales, n.garg@unsw.edu.au

Abstract
The package design of a product can serve as an important cue in decision making, especially for low involvement products with minimal information search. The current research examines the influence of dark versus bright package colour on consumers' evaluation across perceived hedonic and healthy foods. Three experiments suggest that while both hedonic and healthy foods are perceived as tastier in darker package colour, brighter colour increases the healthiness evaluations of the food. While actual tasting weakens the influence of package colour, this shift is not stable and the colour effect reemerges after a time. We also establish congruency between the food type and package colour as the mediating variable underlying the effect such that, hedonic food in darker package and healthy food in brighter package is perceived as highly congruent, resulting in greater intention to buy. The findings of our research have important implications for consumers, marketers, and policy makers.

Keywords: package colour, congruency, food marketing

Track: Consumer Behaviour

The Role of Emotions across Categories

Songting Dong*, University of New South Wales, songting.dong@unsw.edu.au
John Roberts, University of New South Wales, johnr@agsm.edu.au
Elaine Saunders, Forethought Research, elaine.saunders@forethought.com.au

Abstract:
Recent academic research and marketing practice in industry increasingly acknowledge the important role that emotions play in modelling consumers' purchase behaviour. In this project, we are interested in finding out how this role varies across different categories; and what category features are responsible for the differences. Using 218 emotion studies, conducted by a leading market research firm, we investigate the role of emotions across a wide range of categories (22 in all). Four major category features are identified via three approaches, using consumers, industry practitioners, and academics. Results suggest that the importance of emotions relative to cognitions varies greatly across the categories. Category features have impact on consumers' emotion levels and cognition levels associated with the category, and on the importance of emotions and cognitions in consumers' decision making. Our results also demonstrate that such impact varies for different types of emotions, and that this effect could potentially be non-linear.

Keywords: role of emotion, consumer decision making, multiple category study

Track: Consumer Behaviour

Political Ideology and Intertemporal Choice

Eugene Chan, Monash University, Eugene.Chan@monash.edu
Leona Tam, University of Technology Sydney, Leona.Tam@uts.edu.au

Abstract:
Political ideology and intertemporal choice are two board areas studied by researchers in many disciplines, but the relationship between them has not yet been clear. Across four studies, this research reveals that political conservatism decreases preference in reward delay (that is, increases preference for near future reward). This effect is mediated by debt aversion. The policitcl ideology effect is moderated by power. When individuals perceive themselves to be powerful, the difference between conservative ideology and liberal ideology disappears that the present preference of conservative ideology on intertemporal choice is significantly reduced. These findings are discussed in light of their implications for research on political marketing and personal financial management.
Keywords: Intertemporal choice, political ideology, financial decision-making

Track: Consumer behaviour

Enhancing consumers' perceived autonomy in co-production platforms

Triparna Gandhi*, The University of Melbourne, triparna.gandhi@unimelb.edu.au
Liliana Bove, The University of Melbourne, lbove.unimelb.edu.au
Anish Nagpal, The University of Melbourne, anagpal@unimelb.edu.au

Abstract:
The propensity of organisations to involve customers in their production activities has increased with the proliferation of co-production platforms. Consumers want to play an active role in producing goods/services. Whilst participating, however, consumers want to feel autonomous. Autonomy is linked to well-being and is an innate need to experience oneself as the initiator and regulator of one's actions. Notwithstanding the importance of this need, there is little understanding of how organisations can support customers' experience of autonomy in co- production platforms. Drawing on self-determination theory (SDT) our empirical paper demonstrates that providing intrinsic (vs. extrinsic) rationales and high (vs. low) perspective taking brand communities positively influences perceived autonomy. Further, intrinsic motivation successfully mediates the relationships between perceived autonomy and enjoyment, repeat participation intentions and willingness to pay. We contribute to SDT and co-production literature by providing empirical evidence of how perceived autonomy can be increased in co-production platforms.

Keywords: Perceived autonomy; Co-production; Self-determination theory

Track: Consumer Behaviour

A Customer-grounded Understanding of Luxury Experiences

Sally McKechnie*, University of Nottingham, sally.mckechnie@nottingham.ac.uk
Adriana Rodriguez Valdez, University of Nottingham, arova24@hotmail.com

Abstract:
Up until recently affluent consumers belonging to the Baby Boomer generation have been the mainstay of the luxury market, however they are now beginning to be replaced by younger counterparts from the millennial generation who seek new notions of luxury delivered in new ways on their own terms. In order to gain a nuanced understanding of the role that luxury consumption experiences play in the lifeworld of these Millennials, this study adopts the emerging Customer-Dominant Logic perspective to examine value formation from the perspective of the customer rather than the provider. An interpretivist approach is taken using in-depth interviews with a sample of twenty millennial luxury consumers. Key findings reveal the importance of understanding the holistic luxury consumption experience for this generational cohort and insights are offered into the intra- and inter-subjective nature of value formation, which can help luxury brand owners establish ways of engaging better with targeted Millennials.

Keywords: Customer-Dominant Logic; Consumption Experience; Luxury

Track: Consumer Behaviour

Online Social Support and Sharing Negative Tourism Experience

M. S. Balaji*, University of Nottingham Ningbo China,
sathyaprakashbalaji.makam@nottingham.edu.cn
Alain Yee Loong Chong, University of Nottingham Ningbo China,
Alain.Chong@nottingham.edu.cn
Markus Blut, Aston Business School, m.blut@aston.ac.uk
Payal Kapoor, Fore School of Management, payal@fms.ac.in

Abstract
This study focuses on the role of online social support in sharing unsatisfactory tourism experiences on social networking sites. Based on the social support and transactional model of stress theories a conceptual model was developed to test the intervening mechanism by which online social support influences tourists' self-efficacy, self-esteem, and sharing intentions. Two studies were carried out. Experimental study findings show that online social support positively influences sharing intentions. Results of survey collected in U.S. and India show that self-efficacy and self-esteem mediate the effects of informational and emotional support on sharing intentions. Additionally, informational support has a greater impact on self-esteem for men, while emotional support had a greater impact on self-efficacy and self-esteem for women. Finally, we find cultural differences in online social support effects for U.S. and Indian tourists. The results provide important insights for managers in developing webcare strategies for managing support-seeking negative word-of-mouth messages.

Keywords: Online social support; Emotional support; Informational support

Track: Consumer Behavior

The Attraction Effect When Stimuli Are Pictorial

Jungkeun Kim*, AUT University, jungkeun.kim@aut.ac.nz
Euejung Hwang, AUT University, euejung.hwang@aut.ac.nz
Harmen Oppewal, Monash University, harmen.oppewal@monash.edu
Jongwon Park, Korea University, amadeus@korea.ac.kr

Abstract:
The attraction effect (aka decoy effect), has been studied for over 30 years but still generates debate including the extent to which it applies when stimuli are not simple verbal or numerical descriptions. This paper studies whether the effect may also occur when stimuli are pictorial. It finds that in contrast to recently published literature the attraction effect can occur when stimuli are pictorial, depending on the decoy location and various other factors. This has implications for marketing practice as it suggests the extent to which the attraction effect applies in practice is larger than was previously assumed.

Keywords: attraction effect; consumer choice; stimulus representation; replication

Track: Consumer Behaviour

Eggs to Market: Consumer Experiences of Reproductive Objectification

Anna E. Hartman*, University of Melbourne, anna.hartman@unimelb.edu.au

Abstract:
This research explores the lived experiences of commercial egg donors in the U.S. fertility market using a phenomenological approach to showcase a complex paradigm of dehumanization and self-objectification intersecting with consumer empowerment and agency. Further to this, it highlights the medical market encounter and what strategies of resistance exist through rehumanization, a concept that further enhances transaction satisfaction for the donor. Investigating this gap is of importance given the increasing marketization of medical treatments offering the use of consumers as third party reproduction providers. As a consequence, this study examines consumer behaviour in the context of women (egg donors), who with medical technology, are transformed into dehumanized producers of scarce and sought after resources sanctioned by the reproductive industry. This research offers insights towards a more equitable marketplace exchange for egg donors as producers and thus provides implications for medical service providers, policy makers and transformative service research (TSR).

Keywords: objectification, dehumanization, agency

Track: Insert the track name here

A dynamic event-related analysis of brand relationships

Daniel Bruns*, University of Wuppertal, bruns@wiwi.uni-wuppertal.de
Tobias Langner, University of Wuppertal, langner@wiwi.uni-wuppertal.de

Abstract:
Researchers and practitioners agree that strong consumer brand relationships have a significant impact on brand success. However, knowledge on the process of relationship development is scarce. So far, research has taken a static approach but given the dynamic nature of brand relationships, an event-related dynamic perspective is essential to understand the formation of consumer brand relationships and to derive marketing strategies that promote consumers' establishment of strong brand relationships. In a combined, qualitative and quantitative study, we analyze participants' experiences with brands and the development of their relationships with these brands in the course of time. To assess the trajectories of brand relationships, we apply a retrospective longitudinal sketching technique that has participants draw their brand relationship trajectories on a scale from love to hate. Our data suggest that distinct experiences with brands significantly cause development and change of brand relationships in the course of time.

Keywords: Brand Relationship Dynamics, Relationship Trajectories, Brand Experience

Track: Consumer Behaviour

How Power Influence Other-Focused Actions?

Kaushalya Nallaperuma*, Deakin University, k.nallaperuma@deakin.edu.au
Joshua D. Newton, Deakin University, j.newton@deakin.edu.au
Nichola Robertson, Deakin University, nichola.robertson@deakin.edu.au
Jimmy Wong, Singapore University of Social Sciences, jimmywong@unisim@edu.sg

Abstract:
Consumers who feel powerful are more likely to engage in self-focused actions. This tendency is problematic for organisations that depend on individuals performing other-focused actions such as exchanging gifts, donating to charity, or engaging in helping behaviours more generally. Two experiments were consequently conducted to investigate how individuals' power states combine with a reflection on past self- or other- focused actions to influence their future other-focused actions. The findings show that reflecting on past other-focused behaviours activates an agreeableness self-concept. The findings also demonstrate that when agreeableness has been activated, consumers who have been primed to feel powerful are more likely to pursue other-focused actions. Together, these findings provide a framework that could be used to motivate powerful consumers towards other-focused actions, reversing the general tendency for such consumers to pursue self-focused actions.

Keywords: Social power, self- and other- focused actions, agreeableness

Track: Consumer behaviour

Exploring Obsession Towards Brands

Emily Chung*, RMIT University, emily.chung@rmit.edu.au
Florian Kock, RMIT University, florian.kock@rmit.edu.au
Alexander Josiassen, Copenhagen Business School, aj.marktg@cbs.dk
Ingo Karpen, RMIT University, ingo.karpen@rmit.edu.au

Abstract:
This paper proposes a conceptual framework for the investigation of 'brand obsession', defined as a consumer relationship phenomenon that involves 1) non-deliberate, intrusive, and repetitive thoughts about the brand that 2) lead to compulsive behavioural intentions aiming at reducing these thoughts. The study of brand obsession extends existing understanding of consumer-brand relationships by introducing brand obsession as a conceptually novel concept. It enables researchers to discern, explain, and measure a critical facet of consumer-brand relationships that can predict important consumer behaviours, such as compulsive buying. For example, it can shed light on the cognitive and motivational states that give rise to engaging in compulsive behaviour, which has largely been neglected by existing studies on compulsive buying as it has extensively investigated the phenomenology of the compulsive act itself (as opposed to the cognitive and conative states that precede it). The study of brand obsessions therefore has important implications for researchers, brand managers, policy makers, and even consumers.

Keywords: Obsession, Consumer-Brand Relationships, Compulsive Consumption

Track: Consumer Behaviour

Exploring consumption related mental fatigue

*Jashim Khan and University of Surrey, j.a.khan@surrey.ac.uk
Ioanna Anninou, and University of Surrey, i.anninou@surrey.ac.uk*

Abstract:
The study reports the results of a quantitative study performed to explore the relationship between confusion, decision related mental fatigue and spending. The results indicate that mental fatigue moderates the relationship of overload and ambiguity confusion and spending in the context of on- and offline purchases of groceries in the Chinese market. The results are of particular importance. Theoretically this is one of the first attempts to develop an understanding of mental fatigue. Managerially, the study explains the way consumer confusion has an effect on spending.

Keywords: mental fatigue, consumer confusion, spending.

Track: Consumer Behaviour

Do sensory stimuli effect perceptions of owned money?

Jashim Khan, University of Surrey, j.a.khan@surrey.ac.uk
Russell Belk, York University, rbelk@schulich.yorku.ca
Gary Rivers, University of Surrey, G.Rivers@surrey.ac.uk

Abstract:
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 something of value is owned by the user. Aim of this research is to examine the role of sensory perceptions with owned money. Qualitative research gathers data and completion of workbooks to indicate that the sensory perceptions influence our cognition and emotions, hence sense of ownership and behaviour. This result is consistent with Krishna (2012). The study provide new insights into processes underlying 'owned' money'.

Keywords: Sensory perception, owned money, qualitative research.

Track: Consumer behaviour

CONSUMER BEHAVIOUR

FULL PAPERS

Reasons Underpinning Changing Australian Seafood Consumption Patterns

Dawn Birch, University of the Sunshine Coast, dbirch@usc.edu.au*
Kathleen Hastings, University of the Sunshine Coast, khasting@usc.edu.au
Meredith Lawley, University of the Sunshine Coast, MLawley1@usc.edu.au

Abstract:
This paper reports the results of a national survey of 2538 Australian consumers undertaken on behalf of the Australian Seafood Cooperative Research Centre which investigated average weekly levels of seafood consumption and drivers and barriers to eating seafood. This paper focuses specifically on reasons for changing consumption of seafood. The findings reveal that Australian consumers report eating more seafood, but many are still consuming below the recommended two servings per week. Reasons for increased seafood consumption include health and diet, taste, greater availability and affordability and moral obligation to eat and serve seafood. Conversely, reasons for consuming less seafood include perceptions of lack of affordability and availability, poor quality, changes in household make-up and changing dietary choices around reduced animal protein consumption. Recommendations for more effective educational and marketing interventions aimed at leveraging drivers and reducing barriers to seafood consumption are presented.

Keywords: seafood consumption; antecedents; intervention strategies

Track: Consumer Behaviour

Introduction

Seafood is widely acknowledged as an important component of a healthy and balanced diet (Trondsen, *et al.*, 2003). Health and nutritional benefits of eating seafood include reduced cardiovascular disease, reduced risk of cancer, improved bone density, improved cognitive development and mental well-being (Olsen, 2004; Pieniak, *et al.*, 2008; Sidhu, 2003; Verbeke and Vackier, 2005). Seafood consumption levels in Australia are slowly increasing but, for many consumers, remain below recommended levels of two full serves per week (Birch, Lawley and Hamblin, 2012; McManus *et al.*, 2012). Knowledge of antecedents of seafood consumption including both inhibitory and facilitating factors is critical for assisting governments, health educators and the seafood industry to develop intervention strategies designed to encourage increased seafood consumption (Scholderer and Grunert, 2001). This study aims to identify reasons for changes in seafood consumption to more fully explore drivers and barriers to seafood consumption in Australia.

Background

Health (including weight management), hedonic factors (taste, pleasure) and convenience (mainly associated with canned or frozen products) have been found to be key drivers of seafood consumption (Brunso, *et al.*, 2009; Olsen 2004), along with desire for a more balanced and varied diet (Rortveit and Olsen, 2009). Conversely, lack of availability of locally-sourced fresh fish, limited product choice, inconsistent quality and concerns about freshness, perceptions of high prices and lack of affordability, household members not liking fish, and lack of satiety after consuming fish are key barriers to fish consumption (Altintzoglou, *et al.*, 2010; Birch *et al.*, 2014; Scholderer and Grunert, 2005; Sveinsdottir *et al.*, 2009). In addition, perceived inconvenience (time and effort to prepare fish), and lack of confidence and knowledge to select and prepare fish arising from low familiarity and limited past experience with seafood also inhibit seafood consumption (Juhl and Poulsen, 2000; Olsen 2004; Sogn-Grundvag and Ostli, 2009). Perceived lack of ability to determine the quality of seafood at the point of sale, and whether it is fresh impedes seafood consumption (Verbeke and Vackier, 2005). Sensory qualities, such as dislike of the taste of fish or the smell when cooking fish, as well as dislike of the texture of fish and, in particular bones, inhibits seafood consumption (Brunso *et al.*, 2009). In Australia, recent research-based knowledge of the drivers and barriers to seafood consumption has led to a range of educational and marketing interventions designed to change beliefs and attitudes, leverage drivers and reduce barriers to seafood consumption. Changes in attitudes and beliefs about seafood should mean that antecedents of seafood consumption have also changed over time. Hence, the purpose of this paper is to explore reasons for reported changes in seafood consumption and to uncover current drivers and barriers to seafood consumption in the Australian context with a view to arriving at more targeted and effective intervention strategies for stimulating consumption.

Method

The data presented in this paper was drawn from a 2015 national online survey of 2538 Australian seafood consumers. Respondents were aged between 18 and 70 years, with 68.4% mainly responsible and 31.6% having joint responsibility for grocery shopping. Males accounted for approximately 40.5% of total respondents. Questions were based on previous published studies of seafood consumption including ASCRC omnibus studies. Open-ended responses were sought around reasons to arrive at "top of mind" responses, reflecting priorities and actual behaviour as opposed to checklists which tend to result in social desirability bias.

Results and Discussion

Results reveal that 40.2% of respondents consume on average one or less weekly meals with seafood as a major component, which is below the recommended consumption of a minimum of two meals per week, while 29.8% eat two seafood meals per week, and 28.6% eat between three and seven seafood meals per week. This was despite the majority of respondents (91.2%) identifying that a healthy diet required two or more serves of seafood per week. Indeed, 48.3% acknowledged that they do not eat enough seafood. Just less than half (41%) of respondents reported eating more seafood (than five years ago), 42% about the same, while 17% are eating less seafood, indicating that educational and marketing intervention strategies designed to stimulate seafood consumption may be having a positive impact on overall seafood consumption in Australia. In line with previous studies of seafood consumption (e.g. Pieniak *et al.*, 2008), health benefits and change of diet (34%) were cited as the most common reasons for consuming more seafood. Despite taste being commonly considered the most important attribute for food choice (Brunso *et al*. 2009), only 8% of respondents nominated liking and 9% identified acquiring a taste for seafood as the reasons for eating more seafood. Increased availability of seafood (9%) and greater affordability (7%) associated with cheaper seafood or increased income were also cited as key reasons for eating more seafood. Increased seafood consumption was also associated with changing circumstances including changed household make-up (5%) (e.g. children leaving home or a new partner), increased personal control over diet choices (3%) and change of lifestyle (3%). Conversely, lack of affordability (45%) was also the most commonly cited reason for eating less seafood. Changes in household makeup and/or living with people who do not like seafood (13%) was another obstacle, along with lack of availability of seafood (10%) and a change in diet preferences (6%).

Implications for Theory and Practice

The findings contribute to a deeper understanding of the antecedents of food consumption beyond commonly reported drivers (e.g. health, taste) and barriers (e.g. price, lack of availability) to uncover that psychosocial factors such as changing lifestyles and habits, dietary choices and changing household make-up also significantly impact seafood consumption patterns. Understanding antecedents of changing seafood consumption patterns provides insights for research-based and targeted educational and marketing intervention strategies focussed on (a) leveraging drivers (e.g. health and diet, taste, greater availability of fresh seafood and appealing product offerings and better display) and (b) addressing barriers to seafood consumption requires making seafood more affordable (e.g. smaller portion sizes, budget packs, lower-priced species, convenient, value-added products), and making quality seafood more available (improved distribution, quality and accreditation schemes, improved labelling and packaging, improved product handling, transportation and display). Making seafood more mentally accessible (perceived to be an easy and manageable meal option) and appealing through product development targeted at light and non-consumers of seafood (e.g. children) may reduce resistance. Consumers are increasingly concerned about catch and production methods, management of by-catch and discards, aquaculture (fish farming) practices, etc., and thus need assurance that fish is being caught, farmed and handled in a humane and environmentally responsible manner. This research highlights the need for the evaluation of changing consumption patterns over time, especially when developing educational and marketing intervention strategies designed to influence consumer choice and behaviour. Further research should focus on evaluating identified and targeted intervention strategies based on changing consumption patterns.

References

Altintzoglou, T. (2010). Young adults and seafood: Using the voice of consumers to develop new seafood product concepts aimed at increasing consumption (Doctoral thesis), University of Tromsø, Norway.

Birch, D., Lawley, M., & Hamblin, D. (2012). Drivers and barriers to seafood consumption in Australia. *The Journal of Consumer Marketing*, 29, 64-73.

Brunsø, K., Verbeke, W., Olsen, S. O., & Jeppesen, L. F. (2009). Motives, barriers and quality evaluation in fish consumption situations: Exploring and comparing heavy and light users in Spain and Belgium. *British Food Journal*, 111, 699-716.

Juhl, H. J., & Poulsen, C. S. (2000). Antecedents and effects of consumer involvement in fish as a product group. *Appetite*, 34, 261-267.

McManus, A., Hunt, W., Howieson, J., Cuesta-Briand, B., McManus, J., & Storey, J. (2012). Attitudes towards seafood and patterns of consumption in an Australian coastal town. *Nutrition Bulletin*, 37, 224-231.

Myrland, Ø., Trondsen, T., Johnston, R. S., & Lund, E. (2000). Determinants of seafood consumption in Norway: lifestyle, revealed preferences, and barriers to consumption. *Food Quality and Preference*, 11, 169-188.

Olsen, S. O. (2004). Antecedents of seafood consumption behavior - an overview. *Journal of Aquatic Food Product Technology*, 13, 79-91.

Pieniak, Z., Verbeke, W., Scholderer, J., Brunsø, K., & Olsen, S. O. (2008). Impact of consumers' health beliefs, health involvement and risk perception on fish consumption. *British Food Journal*, 110, 898-915.

Rortveit, A., & Olsen, S. (2009). Combining the role of convenience and consideration set size in explaining fish consumption in Norway. *Appetite*, 52, 313-317.

Scholderer, J & Grunert, KG 2005, Consumers, food and convenience: The long way from resource constraints to actual consumption patterns. *Journal of Economic Psychology*, 26, 105-128.

Sidhu, KS 2003, Health benefits and potential risks related to consumption of fish or fish oil. *Regulatory Toxicology and Pharmacology*, 38, 336-344.

Sogn-Grundvåg, G., & Østli, J. (2009). Consumer evaluation of unbranded and unlabelled food products: The case of bacalhau. *European Journal of Marketing*, 43, 213-228.

Sveinsdóttir, K., Martinsdóttir, E., Green-Petersen, D., Hyldig, G., Schelvis, R., & Delahunty C. (2009). Sensory characteristics of different cod products related to consumer preferences and attitudes. *Food Quality and Preference*, 20, 120-132.

Trondsen, T., Scholderer, J., Lund, E., & Eggen, A. E. (2003). Perceived barriers to consumption of fish among Norwegian women. *Appetite*, 41, 301-314.

Verbeke, W., & Vackier, I. (2005). Individual determinants of fish consumption: application of the theory of planned behaviour. *Appetite*, 44, 67-82.

Exploring Online Shopping Irritation: Effects on Complaining Behaviour

Nobukhosi Dlodlo*, Vaal University of Technology, nobukhosid@vut.ac.za

Abstract:
Simple introspection suffices to say that online fashion shopping is not always a pleasant activity, owing to environmental factors. Inevitably so, inauspicious encounters in the fashion etailing arena tend to advance emotions of irritability among consumers. While this is so, a paucity of research has systematically explored the causes of irritation or its direct consequence in online fashion shopping. In this paper, this knowledge cavity is addressed by exploring need for touch and difficulty in item selection as precursors towards online shopping irritation and eventual complaining behaviour. A survey methodology is applied on 341 female panellists who purchase fashion items online. The findings of this study uphold that while the opportunity costs associated with the inability to realise consumers' need for touch and subsequent item selection difficulty may be high, perceptions of shopping irritation are central to the marketing concept as they result in an indelible influence on complaining behaviour.

Keywords: Irritation, need for touch, Complaining behaviour.

Track: Consumer Behaviour

Introduction and Research Aim

The evaluation of alternatives plays a central role in the customer's decision making process. Nevertheless, the effectiveness of this process hinges upon a myriad of factors among which includes the customer's experience during a shopping encounter. Considering that fashion clothing is typified as a touch and feel product requiring high tactility prior to making quality evaluations, physical contact is ascribed as an important source of information for online shoppers. While technical descriptions and images of the actual product may exist on the ecommerce site, the inability to have contact with the actual fashion items can be very inhibitive. Furthermore, owing to the fact that a majority of South African fashion etailers are less-efficient in proffering tactile elements on their websites, a majority of the consumers may therefore, perceive the item selection process as very cumbersome. Also, the inherent difficulty in selecting items owing to store catalogue misalignment may be considered deleterious towards the achievement of shopping goals, of which shoppers may harbour feelings of irritation. Resultantly, customers could make efforts to articulate their feelings of dissatisfaction by demonstrating overt complaining behaviour such as spreading negative word of mouth (WOM) and posting reviews about their irritable experiences.

The aim of this study is:
To investigate the effects of need for touch and difficulty in item selection on shopping irritation and ultimate complaining behaviour by online fashion consumers.

The following three research questions are addressed in line with this aim:
RQ1: What is the effect of need for touch on perceived difficulty in item selection?
RQ2: What is the effect of both need for touch and difficulty in item selection on perceived online shopping irritation?
RQ3: What is the effect of irritation on complaining behaviour of online fashion consumers?

Research Gaps

Consistent with González-Benito, Martos-Partal and Martín (2015), this study acknowledges the importance of haptic perceptibility in clothing item selection since they are a touch diagnostic product category that requires assessment of the texture, elasticity and durability of fabrics during pre-purchase evaluation. Relatedly, Citrin et al. (2003) emphasise that compared to men, women demonstrate a higher need for inducing the haptic system when evaluating Internet products. Nevertheless, online fashion clothing is hardly standardised and customers do not always have adequate prior experience with clothing purchases. Moreover, alternative risk-reduction cues such as product reviews and well-known brands may not always be available to a consumer wishing to make a first time purchase on a website, culminating in annoyance and abandonment of shopping carts. As such, given the speed at which consumers can defect to competing etailers, the intended exploration of irritation as a concept in consumer behaviour is pertinent in this regard, albeit since irritation is an injurious sentiment in online shopping. In addition, while the contribution by Hasan (2015) who investigated the impact of website characteristics on online shopping irritation and the submission by Gao and Koufaris (2006) who established the role of irritation as a determinant of consumer attitude are recognised, a knowledge gap exists on African studies relating both the antecedents and consequences of customer irritation. This study will enumerate the attributes that contribute towards the irritability of online female consumers and ultimate complaining behaviour.

Theoretical Background

This work is predicated upon Bagozzi, Gopinath and Nyer's (1999) remark that emotions are ubiquitous in marketing and undertones of the cognitive–neoassociationistic theory. Reatedly, Berkowitz (1990) suggests that negative affectivity and agitation arouses thoughts and memories associated with aggression, in which case this study alludes that feelings of irritation emanate from unpleasant experiences. For instance, the absence of sensory stimuli can wane the shopper experience (Soars 2009), obfuscate the product evaluation process and thereby alter shopper behaviour, adversely.

Peck and Shu (2009) found that the inspection of material products by somatic means tends to enhance their preference, while contributing to the overall product choice. In agreement, this research submits that touch is a dominant sensory experience when making fashion product judgements. Conversely, Citrin et al. (2003) maintained that the absence of touch cues can result in inaccurate product evaluations. This is because the lingering effects of an unfulfilled tactile requirement could negatively impact on a consumer's ability to process information with objectivity, thereby compounding the item selection process and further dissuading consumers from making online purchases.

H1: There is a positive and significant relationship between need for touch and female consumers' perceptions of the difficulty in item selection.

In the traditional storefront, feelings of irritation generally emanate from unpleasant interactions with personnel and other customers (Thota 2012). Similarly, in the absence of a physical store environment, online product purchases could possibly be impeded by the absence of tactility (Hasan 2015). Since iritation as an emotion, aggravates unwelcome effects on the perceptions and emotional states of online customers (Gao & Koufaris 2006; Lim 2013), Soars (2009) emphasises that touch could possibly stimulate either positive or negative emotions for rational decision making. However, since consumers' reactions to stimuli such as smell and touch transpire out of instinct as they exist in the subconscious, the lack thereof could yield feelings of irritability. Hence it is proposed that:

H2a: There is a positive and significant relationship between need for touch and female consumers' perceptions of online shopping irritation.

While some clothing shoppers may feel confident in their ability to select the right clothing for themselves, others may constantly need guidance and re-assurance through elements such as store personnel advice as well as physical contact with the products. In respect of the latter, online shopping environments obviously prove to be less efficient than traditional stores, thereby eliminating potential opportunities for flawless item selection. As can be said, the absence of a sensory evaluation option might culminate in frustration and irritability of customers at clothing websites (Hansen & Jensen 2009). Therefore:

H2b: There is a positive and significant relationship between difficulty in item selection and female consumers' perceptions of online shopping irritation.

Despite previous research that has sought to enumerate the effects of perceived irritation on company-related factors such as competence, integrity and credibility (Gao & Wu 2010), there has been little or no research effort aimed at examining the consequence of consumers' perceptions of irritation on the behaviour of online fashion shoppers. This is surprising since it is expected for customers to articulate their pain and resentment through verbal and/or non-verbal complaints after experiencing a relative amount of frustration and annoyance during a website pre-purchase evaluation process. Usually complaints are rendered in view of making an etailer aware of the unfavourable experience the customers would have encountered during the fashion shopping exercise. In the consumer behaviour context, it is archetypal

convention that customers will complain after surpassing their tolerable level of dissatisfaction, a zone where shopper irritation begins. Therefore this study proposes that:
H3: There is a positive and significant relationship between female consumers' perceptions of online shopping irritation and complaining behaviour.

Methodology
This research applies a mono-quantitative research strategy, by way of a single-cross-sectional study. In particular, 20 multi-item scale items anchored on a 7-point Likert scale survey questionnaire are adapted from previous scales and then contextualised to this online shopping study. The questionnaire is prepared on the Qualtrics survey software whereby 341 online consumer panelists drawn from a private research firm responded. All participants indicated that they had complained about an unpleasant online fashion shopping experience in the past 6 months from survey date, either through eWOM or a third party. A real online fashion store is used as the purchase simulation experiment to assess participants' irritability perceptions. To eliminate bias, self-reported store familiarity and absence of prior experience with the store are used as the inclusion criteria. While missing values for multi-item constructs were replaced using the sample mean replacement ($\bar{x}$ =4.0), missing data was minimal. Relatedly, Podsakoff and Organ (1986) uphold that researchers should use the maximum threshold of 50 percent to ascertain that common method bias did not impact the validity of any empirical results. In this work, the single factor test was conducted to measure systematic measurement error caused by common method bias yielding only 17.34 percent of the variance explained by one factor. Moreover, collinearity problems were not identified as evidenced by inter-construct correlation coefficient values below 0.70.

Results and Discussion
The median age range of the sample was 29 to 45 years (Mean=33.05; SD=3.49). The sample comprised female shoppers who were predominantly white (47.7%; n=163) in terms of ethnicity, followed closely by black African participants (41.2%; n=140) and those of Asian descent (11.1%; n=38), respectively. In addition, the majority of respondents where holders of a university Degree (57.8%; n=197) as the highest qualification.

The structural equation modelling procedure was two-pronged, commencing with the specification of a 4-construct measurement model by running confirmatory factor analysis (CFA) using Amos 23.0 software. The Model fit of measurement model has a chi square value of 392.89 (p< 0.001) at 125 degrees of freedom. Nevertheless, owing to susceptibility of the chi-square value to large sample sizes, researchers concur that other fit measures should be considered. Therefore, it is concluded that the measurement model adequately fits the data after an observation of the following five indices: RMSEA=0.073 (below 0.08), GFI=0.948 (above 0.90), CFI=0.967 (above 0.90), TLI=0.952 (above 0.90) and IFI=0.967 (above 0.90).

Internal consistency in this work is confirmed by observing that the scale indicators exceeded the 0.70 threshold in terms of the Cronbach's alpha and composite reliability test statistics. In terms of convergent validity, average variance extracted values exceeded 0.50 (Chin 1998), whereas the CFA report indicated error variances above 0.30 and item loadings above 0.70 across all the variables except the following indicators; *I feel more comfortable purchasing a product after physically examining it* (NFT5 =0.614), *when browsing for clothing items at online stores, I wish to touch the products* (NFT6 =0.682) and *buying clothing items without touching them is annoying* (SI3=0.691). Nevertheless, the three items were retained after an expert debrief since they fell within a tolerable range (between 0.60 and 0.70) and therefore,

it is admitted that their deletion would compromise the original conceptualisation of their respective factors. Discriminant validity was established as the square roots of the variance extracted were greater than the highest inter-construct correlations. From the CFA result on model fit and validity, the structural model is tested in Figure 1, revealing the influential effects of all the paths along the stated hypotheses.
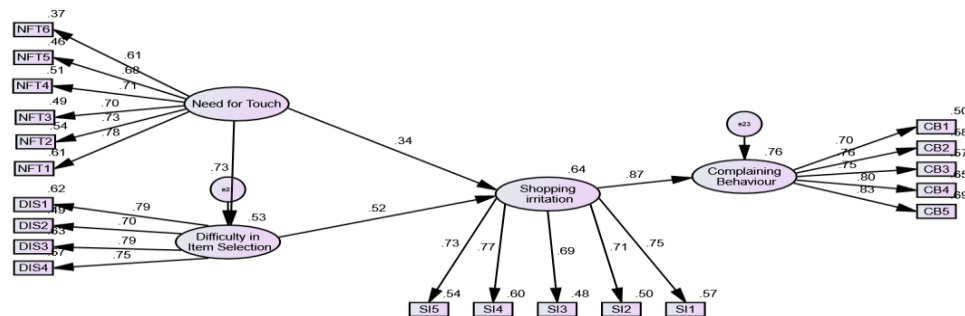

Figure 1: Structural and measurement model results

The structural model reports a chi square statistic of 364.41 (df =125, $p<0.001$). Sample size could have invariably caused the discrepancy between the observed and predicted co-variances as intimated by the Hoelter (0.05) value. Once more, five fit indices were observed inferring support for adequate fit of the structural model: RMSEA=0.051 (below 0.08), GFI=0.934 (above 0.90), CFI=0.959 (above 0.90), TLI=0.947 (above 0.90) and IFI=0.962 (above 0.90).

In terms of the hypothesis testing, Table 1 shows the causal paths were assessed in terms of statistical significance and strength using standardised path coefficient values. Chin (1998:13) suggests that only significant values associated with each path $(t>2.58; p<0.01)$ as well as standardised path coefficients $(\beta >\pm0.20)$ should be considered noteworthy of reporting.

Path	Standardised regression weight	t-value	p-value	Squared Multiple Correlation	Result
Difficulty in item selection ← need for touch	0.733	12.413	0.000	0.530	H1 Supported
Need for touch → perceived shopping irritation	0.341	5.146	0.008	0.642	H2a Supported
Difficulty in item selection → perceived shopping irritation	0.522	7.354	0.003		H2b Supported

Perceived shopping irritation → Complaining behaviour	0.873	13.621	0.000	0.760	H3 Supported

The study sought to examine the influence of a consumer-related factor (need for touch) and a shopping process-related factor (difficulty in item selection) on perceived online shopping irritation and ultimate complaining behaviour. As expected, female consumers' need for touch inclinations have a direct significant impact on item selection difficulty, of which the specified path explains 53 percent predictive power in this study. The researcher concedes that item selection difficulty in online fashion shopping could also be explained by website attributes, which were explored in the submissions of Lim (2013) and Hasan (2015) among others. Furthermore, the results show that the female consumers' perceptions of the difficulty inherent in item selection is more positively related to their perceptions of online shopping irritation than their proclivity towards need for touch when shopping for fashion. Nevertheless, both need for touch and item selection difficulty explain about 64 percent of shopping irritation as it is perceived by female customers at fashion etailers. Notably, the online sensory experience is important to female shoppers, whereas the ease with which the customers are able to select fashion items seems to bear greater influence on customers' unfavourable feelings and ultimate frustration with online shopping processes. The other 36 per cent could be explained by factors not incorporated as part of this study's objectives. Finally, the influence of shopping irritation on complaining behaviour is established in this study. Nevertheless, room exists for further research into whether the complaints are verbal and/or non-verbal and if the complaints are directed at the pure plays or third-parties.

Implications for Theory and Practice
The findings of this study pose several implications for both academics and practitioners. First, in lieu of building an extensive body of research on the denunciation elements involved in online pre-purchase evaluations, the study explored the concept of irritation within an online context. The findings are an initial movement toward a better understanding of the adverse pre-consumption experiences of online consumers. Moreover, the results are germane to a specific consumer demographic (females) and a specific product category (fashion) in an emerging market context. Secondly, the empirical model tested in this study provides a starting point in informing the development and increased investment in novel technologies as well as hiring of e-store catalogue Managers. While technology does not always provide a seamless fit for some environments or shoppers as is the case among a majority of the South African shoppers, the introduction of five-dimensional (5-D) clothing images, virtual try-on models, zooming technology that possibly incorporate visuals with movement, sound, aroma and touch could go a long way in mitigating the tactility challenges of online fashion shopping encounters. By and large, an accurate assortment of sensory stimuli can de-stress, improve moods and further contribute towards easy item selection, thereby curbing irritable disposition and/or the propensity to engage in complaining behaviours. Finally, further research could build on this work by investigating the role of other sensory stimuli such as smell and taste on shopper irritability in diverse online encounters.

References

Bagozzi, RP, Gopinath, M & Nyer, PU 1999, 'The role of emotions in marketing', *Journal of Academy of Marketing Science*, vol. 27, no. 2, pp. 184-206.

Berkowitz, L 1990, 'On the formation and regulation of anger and aggression: A cognitive neo-associationistic analysis', *American Psychologist,* vol. 45, no. 4, pp. 494-503.

Chin, WW 1998, 'Issues and opinion on structural equation modelling', *MIS Quarterly*, vol. 22, no. 1, pp. 7-16.

Citrin, AV., Stem, DE Jr, Spangenberg, E & Clark, MJ 2003, 'Consumer need for tactile input: An Internet retailing challenge', *Journal of Business Research*, vol. 56 no. 11, pp. 915-922.

Gao, Y & Koufaris, M 2006, 'Perceptual antecedents of user attitude in electronic commerce', *ACM SIGMIS Database*, vol. 37, no. 2-3, pp. 42-50.

Gao, Y & Wu, X 2010, 'A cognitive model of trust in e-commerce: Evidence from a field study in China, *Journal of Applied Business Research*, vol. 26, no. 1, pp. 37-44.

González-Benito, Ó., Martos-Partal, M & Martín, SS 2015, 'Brands as substitutes for need for touch in online shopping', *Retailing & Consumer Services Journal*, vol. 27, pp. 121-125.

Hansen, T & Jensen, JM 2009, 'Shopping orientation and online clothing purchases: The role of gender and purchase situation', *European Journal of Marketing*, vol. 43, no. 9, pp. 1154-1170.

Hasan, B 2015, 'Perceived irritation in online shopping: The impact of website characteristics', *Computers in Human Behavior*, no. 54, pp. 224-230.

Lim, WM 2013, 'The effects of web atmospherics on entertainment gratification and web irritation: Some empirical evidence from online shopping', *Modern Applied Science*, vol. 7, no. 12, pp. 15-23.

Peck, J & Shu, SB 2009, 'The effect of mere touch on perceived ownership', *Journal of Consumer Research*, vol. 36, no. 3, pp. 434-447.

Podsakoff, PM & Organ, DW 1986, 'Self-reports in organizational research: Problems and prospects', *Journal of Management*, vol. 12, pp. 69-82.

Soars, B 2009, 'Driving sales through shoppers' sense of sound, sight, smell and touch',

International Journal of Retail & Distribution Management, vol. 37, no. 3, pp. 286-298.

Thota, SC 2012, 'A resolution model of consumer irritation consequences and company strategies: Social networking and strategy implications', *Journal of Applied Business and Economics*, vol. 13, no. 4, pp. 115.

Exploring Consumer Preferences for (In)Conspicuous Luxury Goods

Karolina Dovgialo, London School of Economics, UK
Benjamin G. Voyer, ESCP Europe Business School & London School of Economics, UK*

Abstract

We investigate luxury consumption preferences for different types of luxury goods (quiet vs loud) and shopping environments (online vs offline), as a function of individual motivation (bandwagon vs snob) and self-construal (independent vs interdependent), using a quantitative approach (online survey). We found that bandwagon-motivated consumers, as well as those with higher levels of interdependent self-construals show significant preferences for conspicuously branded luxury goods. Conversely, snob-motivated consumers show significant preferences for inconspicuously branded luxury goods. Finally, consumers displaying preferences for conspicuously branded luxury goods refer to information search and evaluation of products both online and offline. This highlights the complementary nature of online and in-store shopping. We conclude by discussing the evolving and increasingly complementary nature of online and offline shopping behaviours, highlighting managerial implications for providing an improved customer service.

Keywords: bandwagon/snob consumption, brand prominence, online/offline shopping

Track: Consumer Behaviour

Introduction and Research Aim

Recent and emerging research on luxury consumption has explored the concept of brand prominence and consumer preferences for different branding styles (Han, Nunes & Dreze 2010). Following Han, et al., (2010) luxury brands vary according to the prominence of the logo on display on products, and can be categorised as quiet (low conspicuousness) vs loud (high conspicuousness) brands. Individual differences, such as independent and interdependent self-construal (Markus & Kitayama, 1991), and consumer values such as bandwagon or snob consumption motivations (Kastanakis & Balabanis, 2011), can influence preferences for different types of luxury goods.

The e-commerce and social media revolution has changed luxury consumption and signaling behaviours, offering new ways to shop and communicate about purchases. Luxury brands have initially been cautious about opening e-stores, which were seen as removing exclusivity (Dauriz, Remy & Sandri, 2014). Over the last decade, however, e-commerce for luxury products has soared. Online sales for women's luxury products are anticipated to grow by 17% by 2018 (Schmidt et al, 2015). Despite the rapid growth in luxury online sales, there is a lack of research addressing online eluxury shopping behaviour and preferences.

The aim of this study is:

To extend previous research by investigating luxury consumption preferences for different types of luxury goods (quiet vs loud), shopping preferences (online vs offline) and individual consumers differences (consumption values; self-construal).

We address two research questions in line with this aim:

RQ1: Do individuals with bandwagon/ snob motivation; independent/ interdependent self-construals differ in terms of preferences for branding style of luxury products?
RQ2: And how do online/ offline shopping preferences vary between individuals with bandwagon/ snob motivation and independent/ interdependent self-construals?

Background

Han, et al., (2010) suggest that consumers differ in the extent to which they want to dissociate or associate from/with different consumer groups, and use different types of luxury brands to signal status. Quiet luxury goods appeal to individuals who have low need for status and high wealth (patricians). Conversely, loud luxury goods appeal more to individuals who are high in need for status and high wealth (parvenus). Other types of luxury consumers include poseurs (high need for status, low wealth) - who tend to associate with parvenus consumers and purchase loud counterfeited luxury goods- and proletarians (low need for status, low wealth).

In addition, consumers with a dominant interdependent self-construal, or those with bandwagon consumption motivation, tend to purchase popular luxury goods, often loud ones, which provide them with vertical signalling opportunities (Kastanakis & Balabanis, 2011; 2014). Conversely, snob consumers, or those with a dominant independent self-construal, who have high need for uniqueness, tend to favour quiet luxury items (Corneo & Jeanne, 1997; Vigneron & Johnson, 1999).

Existing research suggests that online luxury customers are more price conscious than in store customers. In contrast, in store luxury shoppers value interaction and the ability to examine product aesthetics (Liu, Burns & Hou, 2013). The relationship between online and offline luxury shopping is however not necessarily a mutually exclusive one, and the two can be complementary (Taylor, & Hunter, 2015). Consumers can be searching for luxury products on social media, before proceeding to purchasing them in store (a process known as *webrooming,* Dauriz, et al., 2014). Conversely, some consumers prefer examining products in

store and then proceed to purchasing them online (a process known as *showrooming*, Taylor, & Hunter, 2015).

Methodology

We used an online survey (Qualtrics) to explore the relationships between branding preferences (ad-hoc 4-item scale), shopping preference (ad-hoc 9 item-scale) and a series of individual variables (snob consumption motivation: 10-item avoidance of similarity scale, Tian, Bearden & Hunter, 2001; bandwagon consumption motivation: 17-item scale, Kastanakis & Balabanis, 2014; self-construal: 10-item scale, D'Amico & Scrima, 2016). Luxury consumers were identified using filter questions (Liu, et al., 2013).

Results, Discussion and Contributions

223 participants took part to this study. 37 non-luxury consumers, and 32 subjects with incomplete or too-fast response time were excluded, resulting in a final sample of 154 (female= 90). Cronbach's alphas ranged from α=.68 / .66 for independent and interdependent self-construals - research suggests these scales have lower than average reliability (Kam et al., 2012) - to α=.94 for the avoidance of similarity scale. Two items measuring preferences for quiet luxury goods were analysed separately as they showed low reliability (α= .52).

Multiple regression analysis revealed that 'bandwagon' consumers and those with dominant interdependent self-construals show significant preferences for loud branding (β= .675, p< .001 and β= .229, respectively; p= .02; R^2= .287, $F_{(4,142)}$= 14.259, p< .01). Conversely, 'snob' consumers show preferences for quiet branding (β= .410, p= .001, R^2 = .082, $F_{(4,142)}$= 3.154, p= .016). Further analyses showed that snob consumers, and those with a dominant independent self-construal were willing to pay a premium for quiet luxury goods (β= .255, p= .045 and β = .251 p= .040, respectively; R^2 = .067, $F_{(4,142)}$= 2.53, p=.043). In terms of shopping preferences, 'bandwagon' consumers and those with dominant interdependent self-construal engage in the process of buying items in store after conducting research online (β= .294, p= .007 and β= .227, p= .015, respectively; R^2= .120, $F_{(2,144)}$= 4.997, p< .001). Finally, bandwagon consumption motivation moderated the relationship between interdependent self-construal and preference of purchasing products online after examining them in store (β= -.228, p= .004; R^2= .067, $F_{(3,143)}$= 5.109, p=.002).

Our findings show preliminary evidence of the existence of a relationship between individual variables such as bandwagon / snob consumption motivation, independent and interdependent self-construals, and preferences for loud vs quiet luxury goods. We also found that bandwagon consumers and those with dominant interdependent self-construals engage in the process of buying products in store after conducting research online. Finally, bandwagon consumption motivation was also found to moderate the relationship between interdependent self-construal and the process of purchasing products online after examining them in store. Altogether, results provide evidence that engaging in information search of products both online and offline contexts is a mutually reinforcing behavior, especially for consumers with a higher need for status and who prefer loud luxury goods. The main limitation of this study is the age of the participants - 77.9% of participants were aged 18-24. Yet this offers interesting insights into millennial consumers.

Implications for Theory and Practice

For managers, results highlight the evolving and increasingly complementary nature of information search both in the online and offline luxury shopping contexts. Managers should thus be reminded of the continuity and complementarity of online and offline shopping in the purchase funnel. In addition, the unexpected finding suggesting the absence

of association between consumers' preference for discreetly branded products and independent self-construal may reflect a change in luxury consumers' preferences.

Future research could further extend current findings by experimentally manipulating consumption values and self-construal, as well as conducting follow-up qualitative research.

References

Corneo, G., & Jeanne, O. (1997). Conspicuous Consumption, Snobbism and Conformism. Journal of Public Economics, 66, 55-71.

D'Amico, A., & Scrima, F. (2016). The Italian Validation of Singelis's Self-Construal Scale (SCS): A Short 10-Item Version Shows Improved Psychometric Properties. Current Psychology, 35, 159-168.

Dauriz, L., Remy, N., & Sandri, N. (2014). Luxury Shopping in the Digital Age: Perspectives on Retail and Consumer Goods. McKinsey & Company.

Han, Y. J., Nunes, J. C., & Dreze X. (2010). Signaling Status with Luxury Goods: The Role of Brand Prominence. Journal of Marketing, 74, 15-30.

Kam, C., Zhou, X., Zhang, X., & Ho, M. Y. (2012). Examining the Dimensionality of Self-construals and Individualistic-Collectivistic Values with Random Intercept Item Factor Analysis. Personality and Individual Differences, 53, 727–733.

Kastanakis, M. N., & Balabanis, G. (2011). Between the Mass and the Class: Antecedents of the "Bandwagon" Luxury Consumption Behavior. Journal of Business Research, 65, 1399-1407.

Kastanakis, M. N., & Balabanis, G. (2014). Explaining Variation in Conspicuous Luxury Consumption: An Individual Differences' Perspective. Journal of Business Research, 67, 2147-2154.

Liu, X., Burns, A. C., & Hou Y. (2013). Comparing Online and In-store Shopping Behavior Towards Luxury Goods. International Journal of Retail & Distribution Management, 41, 885-900.

Markus, H. R., & Kitayama, S. (1991). Culture and the Self: Implications for Cognition, Emotion, and Motivation. Psychological Review, 98(2), 224-253.

Schmidt, J., Dorner, K., Berg, A., Schumacher, T. & Bockholdt, K. (2015). The Opportunity in Online Luxury Fashion: Sales Are Rising, But What Do Consumers Expect From a Luxury Digital Experience. Apparel Fashion & Luxury Practice. McKinsey & Company, 1-10.

Taylor, S., & Hunter, G. L. (2015). Best Buy and Showrooming: A Critical Thinking Case Exercise Based upon Service Dominant Logic and Value Co-creation. Value Creation in Technology, 1(2), 256-274.

Tian, K., Bearden, W. O. & Hunter, G. L. (2001). Consumers' Need for Uniqueness: Scale Development and Validation. Journal of Consumer Research, 28(1), 50-66.

Vigneron, F., & Johnson, L. W. (1999). A Review and a Conceptual Framework of Prestige-Seeking Consumer Behavior. Academy of Marketing Science Review, 1, 1-15

Consumer Decision Making Framework at the Bottom of Pyramid

Nanda Choudhury, Indian Institute of Technology Kharagpur, nchoudhury@iitkgp.ac.in
Srabanti Mukherjee, Indian Institute of Technology Kharagpur,
srabanti@vgsom.iitkgp.ernet.in
Biplab Datta*, Indian Institute of Technology Kharagpur, bd@vgsom.iitkgp.ernet.in

Abstract
This study aims to analyze consumer decision-making process (DMP) at Bottom of the Pyramid (BOP). The study reveals that the DMP at BOP level is moderated by consumer vulnerability, bounded rationality, lock-in effect, opportunism and higher transaction cost. The study indicates that the purchase decisions at the BOP are mostly restricted and results in constrained consumption behaviour. This conceptual study sheds light on DMP at the BOP level and its intervening factors. Subsequently a framework of consumer decision making at the BOP has been proposed. The study will be helpful for business houses to serve the BOP segment by crafting appropriate marketing mix for this segment.

Keywords: Consumer Vulnerability, Transaction Cost, Constrained Purchases
Track: Consumer Behaviour

Introduction and Research Aim

The bottom layer of the socio-economic Pyramid, offers intriguing research aspects and calls for active participation from both academicians and business houses as marketing practitioners. Prahalad (2006) has demonstrated the scope and capacity of BOP as serviceable segment with number case studies conducted around the world. Though the 'definition of BOP is relative to context, culture and time' (Yurdakul, Atik, and Dholokia, 2017), the macroeconomic perspective of BOP is a subject to be studied under broader global platform. The last decade had witnessed an increasing number of studies conducted on BOP to understand its requirements, and designing solutions. The previous works on BOP had highlighted the need for investigation of consumption pattern and decision making process adopted by BOP consumers. Chakravarty (2006) has suggested that research on consumer decision making can contribute toward a better understanding of cognitive, motivational and sociocultural dimensions of poverty. More specifically, the scanty literature on consumer psychology at the BOP results in a research gap in that area and also call for practitioner's attention. The lack of empirical work in this area lays down the background of this study.

The aim of the study is:

> *To understand the decision making process at BOP level and the intervening factors affecting the process.*

The research questions are:

> **R1:** What factors affect the consumer decision making process (DMP) at BOP level?
> **R2:** What is the resultant impact of DMP on consumption behaviour at BOP?

Background and/or Conceptual Model

The generic model of decision making consists of five stages including Identification of Need (IN), Information Search (IS), Evaluation of Alternatives (EA), Purchase Decision (PD) and Post Purchase Dissonance (PPD) (Loudon and Della Bitta, 1988; Mukherjee, 2012). The literature on consumer behaviour and development economics helps identifying the main constructs for this study including Consumer Vulnerability (CV) (Ringold, 2005; Backer, Gentry, and Rittenburg 2005; Saatcioglu and Corus, 2014; Baker and Mason 2012), Bounded Rationality (BR) (Simon (1958; Chakravarty, 2006), Lock-in Effect (LE) (Milgrom and Roberts, 1992) Opportunism (OP) (Mukherjee and Pal, 2014) and Transaction Cost (TC) (Williamson, 1981). Strengthened by apposite propositions and a conceptual framework in this study, the aforesaid constructs helped in building theoretical context of consumer decision making at the BOP.

Methodology

Systematic literature review (SLR) method was employed for identifying and selecting suitable literature in this study. Denyer and Tranfield (2009) provides a comprehensive definition for SLR, 'Systematic review is a specific methodology that locates existing studies, selects and evaluates contributions, analyses and synthesizes data, and reports the evidence in such a way that allows reasonably clear conclusions to be reached about what is and is not known'. To conduct SLR following steps were undertaken in this study including a) Formulating the research question b) Setting inclusion or exclusion criteria c) Selecting and accessing the literature d) Assessing the quality of the literature included in the review and e) Analysing, synthesizing and disseminating the findings. Such steps corroborate with the previous studies (Cronin, Ryan, and Coughlan, 2007)

Discussion and Contribution

Consumer vulnerability leads to bounded rationality, lock-in effect, and opportunism at the BOP. These factors act as constraints for consumer decision-making at the BOP. These three limiting factors increase transaction cost. This increased transaction cost restricts the choice of purchase point and thereby constrains the evaluation of alternatives. For example, at these purchase points, many a time, the shopkeeper/retailer maintains a ledger book, (also known as '*khata*' in Bengali) in which all the transactions are recorded. The consumer can take goods on credit and make deferred payment. For a buyer, it provides credit facility, time and place convenience and for the seller, it reduces the monitoring cost ('opportunism' for both buyers and sellers). This type of purchase activity helps to establish a long-term interpersonal relationship between buyer and seller. At the same time, it also restricts buyer's switching options from one purchase point to other out of social and credit obligation (Mukherjee and Pal, 2014).

Constrained Selection of Purchase Point (cSPP)
The proposed framework has cSPP as a newly added stage occurring between cIS and cEA. This stage depicts the importance of purchase point. cSPP not only acts as a source of goods/services but also facilitates information collection, dissemination, and upgradation for BOP consumers. The framework proposed that the BOP consumer is likely to select that particular retail point which helps them minimize their transaction cost. The retail stores are the places from where they get the supply of needed items and can avail certain convenience such as timing, credit facility, bargain power and payment convenience etc. Based upon these findings the study proffers following propositions:
Proposition 1: Consumer vulnerability leads to bounded rationality at BOP level.
Proposition 2: Consumer vulnerability leads to lock-in effect at BOP level.
Proposition 3: Consumer vulnerability leads to opportunism at BOP level.
Proposition 4: Bounded rationality, lock-in effect and opportunism leads to higher transaction cost at BOP level.
Proposition 5: An Attempt to minimize the transaction cost leads to constrained selection of purchase point by BOP consumers.
Proposition 6: Constrained selection of purchase point leads to constrained brand selection by BOP consumers.

The restriction in choosing a purchase point, thereby, restricts the purchase options, more specifically brand selection. They evaluate and select the brands that are available at the selected purchase points. Therefore, the decision-making at the BOP becomes constrained in nature and results in constrained consumption.

Implications for Theory and Practice
As a pioneering effort the study integrates the theories of bounded rationality, opportunism, lock-in effect, transaction cost with the traditional consumer decision-making models to suggest a convincing framework for consumer decision making at the BOP given the socio-economic and environmental constraints they are subjected to. The study contributes to the literature by adding the '*Constrained selection of purchase point' and 'constrained brand selection'* in the DMP of the BOP and highlights the immense importance of the constrained purchase points at the BOP. The study indicates that an effective and comprehensive distribution network of retail points should be on a priority list for marketers for adding products to the evoked set and to offer minimum transaction cost for the consumer.
Reference

Baker, S. M., & Mason, M. (2012). Toward a process theory of consumer vulnerability and resilience. In Transformative consumer research: For personal and collective well-being. Taylor and Francis.

Baker, S. M., Gentry, J. W., & Rittenburg, T. L. (2005). Building understanding of the domain of consumer vulnerability. Journal of Macromarketing, 25(2), 128-139.

Chakravarti, D. (2006). Voices unheard: the psychology of consumption in poverty and development. Journal of Consumer Psychology, 16(4), 363-376.

Cronin, P., Ryan, F., & Coughlan, M. (2008). Undertaking a literature review: a step-by-step approach. *British journal of nursing*, *17*(1), 38.

Crow, H., Gage, H., Hampson, S., Hart, J., Kimber, A., Storey, L., & Thomas, H. (2002).

Denyer, D., & Tranfield, D. (2009). Producing a systematic review.

Loudon, D. L., & Della Bitta, A. J. (1993). Consumer behavior: Concepts and applications (p. 8). New York, NY: McGraw-Hill.

Milgrom, P. R., & Roberts, J. D. (1992). Economics, organization and management.

Mukherjee, S. (2011). Consumer Behaviour. New Delhi: Cengage Learning Pvt. Ltd.

Mukherjee, S., & Pal, D. (2014). Implications of transaction cost on the consumer choice

Prahalad, C. K. (2006). The Fortune at the Botton of the Pyramid: Eradicating Poverty Through Profits. Wharton School Publishing.

Ringold, D. J. (2005). Vulnerability in the marketplace: Concepts, caveats, and possible solutions. Journal of Macromarketing, 25(2), 202-214.

Simon, Herbert A. (1957). Models of man. New York, NY: Wiley.

Williamson, O. E. (1981). The economics of organization: The transaction cost approach. American journal of sociology, 87(3), 548-577.

Yurdakul, D., Atik, D., & Dholakia, N. (2017). Redefining the bottom of the pyramid from a marketing perspective. *Marketing Theory*, 1470593117704265.

Identifying the Differential Nature of Haptics

H.R Achini Ranaweera*, Queensland University of Technology, hr.achini@hdr.qut.edu.au

Abstract:
The sense of touch, a vital human sense is linked to the information and feelings about a product through physical and psychological interactions. Haptic information, attained through the sense of touch is important for the evaluation of products that vary in terms of four material properties corresponding to texture, hardness, temperature, and weight. Despite its great importance, the distinctive nature of haptic experience has not received sufficient attention within the marketing literature. As a result, we do not have a comprehensive knowledge of how product-based salience of haptic information affects consumer touch behaviour. This study aims to address this gap by taking the first step in developing a haptic differential scale through an extensive literature review. This research contributes to the touch literature by identifying haptic differential items that can be used to develop a haptic differential scale to measure haptic experience.

Keywords: Sensory Touch, Haptics, Consumer Behaviour

Track: Consumer Behaviour

Introduction and Research Aim

The emergence of sensory marketing marks a new epoch that incorporates five human senses into key marketing decisions. The sense of touch is linked to information and feelings about a product through physical and psychological interactions (Peck & Childers, 2003a). Hultén, Broweus, and van Dijk (2009) call touch "our three dimensional sense" as it allows us to establish a "sense of form" which tells us if a sweater is soft or a cup is firm. From a marketing perspective, touch is a means of direct experience of a product. Product differences are key determinants of what motivates a consumer to touch a product to extract and utilize information during the product evaluation process (Peck & Childers, 2003b). Haptic information, attained through the sense of touch is important for the evaluation of products that vary in terms of their four material properties : texture, hardness, temperature, and weight (Klatzky & Lederman, 1992). For example, a consumer might evaluate a sweater's texture and weight by touching the surface of the material or holding the garment, not just visually inspecting it.

The distinctive nature of haptic perception has been studied in far less detail than other sensory experience within the marketing literature despite the acknowledgement that touch greatly impact consumer behaviour. Although a few early studies, particularly in psychology and psychophysics, attempt to delineate a haptic differential scale, as yet researchers do not agree on an explicit set of perceptual dimensions (Schifferstein & Hekkert, 2008). Thus, we do not have a comprehensive knowledge of how product-based salience of haptic information affects consumer touch behaviour. As a result, designers, product developers, managers and marketers do not know how specific haptic sensations can be utilized to design and differentiate products in the marketplace, nor do they know how to motivate customers to buy their products and deliver value to customers by bringing out the haptic potential. In an attempt to fill this gap, this study aims to take the first step in identifying a reliable and validated semantic scale to measure haptic experience attained through the sense of touch that vary in terms of four material properties.

Background

The theoretical origin of haptics can be traced back to neuroscience and psychology. The word "Haptics" derives from a Greek term meaning "able to lay hold of" (Gibson, 1966). Gibson (1966, p. 97), adopted the term "Haptics" to refer to the functionally discrete system involved in the seeking and extraction of information by the hand, and defined the haptic system as "the sensibility of the individual to the world adjacent to his body by the use of his body". Klatzky, Lederman, and Metzger (1985), explain that haptic identification of objects is remarkably fast and accurate. The haptic system has its own unique pathways for encoding objects and that ease of encoding is a strong influence on the salience of object attributes (Klatzky, Lederman, & Reed, 1987). The haptic system is especially adept at encoding the object's material properties corresponding to texture, hardness, temperature and weight (Klatzky & Lederman, 1992; Klatzky & Lederman, 1993). The term 'property' can be described at different levels of specificity and potentially with many measures, such as roughness (Klatzky & Lederman, 1993; Klatzky & Peck, 2012). The term haptic perception refers to tactual perception in which both the cutaneous sense and kinesthesis convey significant information about distal objects and events(Loomis & Lederman, 1986). The term haptics in marketing often refers to the active seeking and perception by the hands (Krishna, 2010). There has been a recent growth of interest in haptics in marketing as the haptic sensation of a product can determine consumer's overall product evaluation.

Prior marketing studies that have investigated the influence of haptic information to the judgment of the product, reveal some important findings. Krishna and Morrin (2008), assert that there is a perceptual transfer of haptic information from product containers to the judgement of the product. They show that firmness of the cup in which water is served,

influences consumer judgment of the water through an evaluation of the property of hardness. Ackerman, Nocera, and Bargh (2010), reveal that incidental haptic sensations can influence social judgements and decisions. They show how the haptic dimensions of weight, texture and hardness can unconsciously impact decisions about dissimilar events, situations and objects. Peck and Childers (2003b), examine the influence of haptic information on product judgment by evaluating weight and softness.

Product designers need to understand consumers' haptic perception about the materials they touch. For instance, designers might select materials that have low thermal resistance such as glass and metal or high thermal resistance, such as wood or plastics to enhance the haptic appeal of the product. Mobile phones designed using metal instead of plastic casings, and heavy- solid packaging instead of light- plastic packaging could increase the value consumers perceive in the product itself (Williams & Ackerman, 2011). Spence and Gallace (2011), discuss the important role that tactile sensation plays in multisensory product design. For example, plastic containers used in beauty products have started to integrate "soft touch" resins that offer a soft and pleasurable feeling when held in the hand.

Further, marketers and managers also need to understand consumer responses to haptic properties to deliver successful marketing strategies. For example, offering a warm cup of coffee might convey a sense of trust and sincerity which could go a long way towards easing consumers into transactions. Similarly, it is observed that consumers lift products while shopping to assess their weight as an indication of the quality or durability: heavy objects symbolize quality, while light and plastic products are perceived as low quality and cheap (Hultén, et al., 2009).

Even though the importance of haptics in marketing is well known, the distinctive haptic properties have not been specified. However, literature from psychology and psychophysics provides some good evidence on haptic perceptions. Katz and Krueger (1989), identify roughness and hardness as two dimensions of surface properties. Holliins, Faldowski, Rao, and Young (1993), investigate the material property of texture on three dimensions: the first two dimensions, rough-smooth and soft-hard were found to be the most significant. The third dimension of elasticity (springiness) was later defined as sticky-slippery along with bumpy-flat as the fourth dimension in their follow-up study (Hollins, Bensmaïa, Karlof, & Young, 2000). Picard, Dacremont, Valentin, and Giboreau (2003), examine the perpetual dimensions of tactile textures and identify four haptic dimensions: soft-harsh, thin-thick, relief and hardness. Yoshida (1968) classifies heaviness and coldness, wetness, smoothness and hardness as the most vital tactual impressions. Another study indicates five different types of haptic scales: tall-short, heavy-light, sharp-dull, warm-cold, thick-thin (Krantz, 1972). The only study in the marketing literature identifies four generic haptic factors: size, hardness, contour and texture (Littel & Orth, 2013). Nevertheless, certain findings of their study, contradict the established theoretical assumptions of haptics in the psychophysics literature. In particular, their classification of temperature as a hardness factor is not consistent with the original theoretical notions of haptics.

The inexplicit knowledge about haptics is clearly evident across these examples. This study seeks to bring greater clarity to our understanding of the fundamental haptic properties.

Methodology

To achieve this overarching research objective, this study conducted an extensive review of the literature. Churchill (1979) suggested that the development of a better measurement entails specifying the domains of the construct. This was achieved through a careful analysis of the literature from three research fields: marketing and consumer behaviour, psychology/perception and psychophysics and design. The parameters of the literature review were: referred journals published in the last 50 years in English language from North American and Europe. Furthermore, trade publications such as trade magazines, and trend

forecasting websites have been reviewed to expand this initial list by gathering adjectives that are frequently used to describe tactility of consumer goods, such as hardness, softness or clingy and rigid. Following Saunders, Lewis, and Thornhill (2009), the literature search strategy included the focused subject area (E.g.: psychophysics), key words and search terms (E.g.: haptics perception, tactual perception, material properties), information search techniques (E.g.:Boolean, truncation phrase and proximity searching) databases and search engines (E.g.: PsycINFO, ABI/INFORM complete) and journals (E.g.: Perception and Psychophysics, Acta Psychologica).

Results and Discussion

The rational identification of the haptic differential items is accomplished by compiling an initial master list of all references to touch found in the available literature. This initial master list consisted of over 200 references to haptic dimensions drawn from 56 papers. According to the scale development literature, it is not unusual to begin with a master list that is few times larger than the final list. The academic team eliminated some items based on a priori criteria: lack of clarity, ambiguity, undesirable similarity to other items and questionable relevance.The final list of 45 items, pertaining to four material properties is derived from this initial master list with all redundant items eliminated (See figure 1).

Figure 1: Haptic Differential Items

1	Warm --- --- --- --- --- Cool	24	Substantial--- --- --- --- ---Empty
2	Hard --- --- --- --- --- Soft	25	Elastic--- --- --- --- ---Inelastic
3	Firm--- --- --- --- --- Flimsy	26	Sticky--- --- --- --- ---Slippery
4	Strong--- --- --- --- --- Weak	27	Coated--- --- --- --- ---Uncover
5	Stability--- --- --- --- --- Instability	28	Waxed--- --- --- --- ---Un-waxed
6	Rigid--- --- --- --- --- Malleable	29	Grainy/gritty--- --- --- --- ---Fine
7	Stiff--- --- --- --- --- Not stiff	30	Ribbed--- --- --- --- ---Not ribbed
8	Sharp--- --- --- --- --- Dull	31	Rugged--- --- --- --- ---Smooth
9	Rough--- --- --- --- --- Smooth	32	Steady--- --- --- --- ---Loose
10	Rough --- --- --- --- --- Sleek	33	Fluffy--- --- --- --- ---Rough
11	Wet--- --- --- --- --- Dry	34	Spongy--- --- --- --- ---Solid
12	Oily--- --- --- --- --- Dry	35	Itchy--- --- --- --- ---Not itchy
13	Heavy--- --- --- --- --- Light	36	Feathery--- --- --- --- ---Not feathery
14	Compressible--- --- --- --- ---Non- compressible	37	Embossed--- --- --- --- ---Not embossed
15	Thick--- --- --- --- ---Thin	38	Multi-layered--- --- --- --- ---Single-layered
16	Even--- --- --- --- ---Uneven	39	Chalky--- --- --- --- ---Smooth
17	Solid--- --- --- --- ---Powdery	40	Silky--- --- --- --- ---Not silky
18	Bulky --- --- --- --- ---Light	41	Fuzzy/hairy/furry--- --- --- --- ---Not fuzzy
19	Flexible--- --- --- --- ---Inflexible	42	Jagged--- --- --- --- ---Smooth
20	Flat--- --- --- --- --- Bumpy	43	Viscous--- --- --- --- ---Watery
21	Structured--- --- --- --- ---Unstructured	44	Brittle--- --- --- --- ---Unbreakable
22	Rounded--- --- --- --- ---Pointed	45	Coarseness--- --- --- --- ---Delicacy
23	Relief--- --- --- --- --- No relief		

The final haptic differential list consisted of both bipolar and unipolar adjectives. Bipolar adjectives express the presence of opposite attributes, such as warm and cold. Unipolar adjective pairs indicate the presence and absence of a single attribute, such as stiff and not stiff. The individual lines represent points along the continuum defined by the adjectives. Thus, a respondent could place a mark on one of the lines to indicate the point along the

continuum that characterizes his or her evaluation of the stimulus. For example, if someone regarded a product's texture as extremely soft he or she might select the line closest to that adjective.

This initial research will continue with two follow-up studies. First, a qualitative study to obtain expert opinion on the 45 items, comprising industry professionals. These will be drawn from fashion and product design industries and include product designers, technicians, marketers, and buyers. This will ensure face validity for a comprehensive and representative final list of items, which will be formed from their responses. Second, we will undertake a survey to gain everyday consumer ratings on the final haptic list. This step will classify the different haptic items that vary in terms of four material properties and notably ensure the construct validity.

Implications for Theory and Practice

In summary, this study contributes to the literature of sensory touch and haptics. It formally extends our understanding about the product based salience of haptic information by taking the first step in developing a haptic differential scale. Future researchers could utilize this haptic scale which could be generalizable for different consumer goods when studying consumers' product touch behaviour. This research provides insights into the novel phenomenon of inter-haptic associations (E.g.: texture and hardness). Further it will assist future studies on cross-modal interactions between senses (E.g.: taste and touch). From a practical perspective, the haptic scale could be used as a guide by product designers to design and develop products by enhancing their sensual appeal through haptics to help differentiate products or services in the market. Further, this study provides some implementation tools for marketers, brand managers, advertisers and other stakeholders to achieve their strategic objectives by enhancing consumer perception of haptics.

References

Ackerman, J. M., Nocera, C. C., & Bargh, J. A. (2010). Incidental haptic sensations influence social judgments and decisions. *Science, 328*(5986), 1712-1715. doi: 10.1126/science.1189993

Churchill, G. A. (1979). A Paradigm for Developing Better Measures of Marketing Constructs. *Journal of Marketing Research, 16*(1), 64-73. doi: 10.2307/3150876

Gibson, J. J. (1966). *The senses considered as perceptual systems*. Oxford, England: Houghton Mifflin.

Holliins, M., Faldowski, R., Rao, S., & Young, F. (1993). Perceptual dimensions of tactile surface texture: A multidimensional scaling analysis. [journal article]. *Perception & Psychophysics, 54*(6), 697-705. doi: 10.3758/bf03211795

Hollins, M., Bensmaïa, S., Karlof, K., & Young, F. (2000). Individual differences in perceptual space for tactile textures: Evidence from multidimensional scaling. [journal article]. *Perception & Psychophysics, 62*(8), 1534-1544. doi: 10.3758/bf03212154

Hultén, B., Broweus, N., & van Dijk, M. (2009). What is Sensory Marketing? In *Sensory Marketing* (pp. 1-23). London: Palgrave Macmillan UK.

Katz, D., & Krueger, L. E. (1989). *The World of Touch*: L. Erlbaum.

Klatzky, R. L., Lederman, S., & Reed, C. (1987). There's More to Touch Than Meets the Eye: The Salience of Object Attributes for Haptics With and Without Vision. *Journal of Experimental Psychology: General, 116*(4), 356-369. doi: 10.1037/0096-3445.116.4.356

Klatzky, R. L., & Lederman, S. J. (1992). Stages of manual exploration in haptic object identification. [journal article]. *Perception & Psychophysics, 52*(6), 661-670. doi: 10.3758/bf03211702

Klatzky, R. L., & Lederman, S. J. (1993). Toward a Computational Model of Constraint-Driven Exploration and Haptic Object Identification. *Perception, 22*(5), 597-621. doi: doi:10.1068/p220597

Klatzky, R. L., Lederman, S. J., & Metzger, V. A. (1985). Identifying objects by touch: An "expert system". [journal article]. *Perception & Psychophysics, 37*(4), 299-302. doi: 10.3758/bf03211351

Klatzky, R. L., & Peck, J. (2012). Please Touch: Object Properties that Invite Touch. *IEEE Trans Haptics, 5*(2), 139-147. doi: 10.1109/TOH.2011.54

Krantz, M. (1972). Haptic recognition of objects in children. *J Genet Psychol, 120*(1st Half), 121-133. doi: 10.1080/00221325.1972.10532224

Krishna, A. (2010). *Sensory marketing: research on the sensuality of products*. New York: Routledge.

Krishna, A., & Morrin, M. (2008). Does Touch Affect Taste? The Perceptual Transfer of Product Container Haptic Cues. *Journal of Consumer Research, 34*(6), 807-818. doi: 10.1086/523286

Littel, S., & Orth, U. R. (2013). Effects of package visuals and haptics on brand evaluations. *European Journal of Marketing, 47*(1/2), 198-217. doi: 10.1108/03090561311285510

Loomis, J. M., & Lederman, S. J. (1986). Tactual perception. *Handbook of perception and human performances, 2*, 2. Retrieved from

Peck, J., & Childers, T. L. (2003a). Individual differences in haptic information processing: The "Need for Touch" scale. *Journal of Consumer Research, 30*(3), 430-442. doi: Doi 10.1086/378619

Peck, J., & Childers, T. L. (2003b). To Have and To Hold: The Influence of Haptic Information on Product Judgments. *Journal of Marketing, 67*(2), 35-48. doi: 10.1509/jmkg.67.2.35.18612

Picard, D., Dacremont, C., Valentin, D., & Giboreau, A. (2003). Perceptual dimensions of tactile textures. *Acta Psychologica, 114*(2), 165-184. doi: http://dx.doi.org/10.1016/j.actpsy.2003.08.001

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students* (5th ed.): Pearson Education Limited.

Schifferstein, H., & Hekkert, P. (2008). *Product experience* (Vol. 1st). Oxford: Elsevier Science.

Spence, C., & Gallace, A. (2011). Multisensory design: Reaching out to touch the consumer. *Psychology and Marketing, 28*(3), 267-308. doi: 10.1002/mar.20392

Williams, L., & Ackerman, J. (2011). Please Touch the Merchandise. Retrieved 05-06-2016, 2016, from Harvard Business Review, https://hbr.org/2011/12/please-touch-the-merchandise

Yoshida, M. (1968). Dimensions of Tactual Impressions (1). *Japanese Psychological Research, 10*(3), 123-137. doi: 10.4992/psycholres1954.10.123

Gender-representations in toy-based webisodes

R. Emile, Jindal Global Business School, India remile@jgu.edu.in

Abstract

Gender portrayals in toys play a significant role in developing socialization models for children. Surprisingly, gender-portrayals in toys have received little attention in the Internet-context. The Internet offers incomparable scope in terms of access, communication, learning and socialization for consumers and presents both opportunities and challenges to marketers. Internet take-up by children including those as young as three is on the rise and You-Tube has emerged to be a favorite site. Given the dramatic take-up by children; the focus on the Internet-context as a form and agent of children's gender-socialization is reasonable. The current study examines the Webisode as a site for children's gender-socialization and undertakes a content analysis of gender-representations in three webisode-serials. The findings show undesirable modelling and stereotypical gender-representations, highlighting the need for marketing strategy in utilizing the medium's unique potential to communicate and build relationships, lead positive-change, and leverage brand-equity with target-consumers.

Keywords: Internet; socialization; children

Introduction and Research Aim

Gender portrayals in toys play a significant role in developing socialization models for children (Hellendoorn and Harinck, 1997; Owen and Centers, 2005). One of the earliest studies (Rheingold and Cook, 1975) in this area indicated gender-related ideas about appropriateness of toys and associated learning and socialization messages for both boys and girls. Several studies (Fisher-Thompson, 1993; Klugman, 1999) indicate that girls request and receive more clothing and jewellery, dolls, and domestic and musical items, whereas boys request and receive more sports equipment, vehicles, military toys and guns, and spatial and temporal items. Studies on commercials for boys and girls observe a similar gendered pattern, for instance, only girls love shopping and only boys engage in anti-social or aggressive behaviours (Larson, 2001; Smith, 1994). Although several studies examine gender-representations in toys in various contexts, surprisingly, the same has not received sufficient attention in the Internet-context. The Internet offers incomparable scope in terms of access, communication, learning and socialization for consumers, and presents both opportunities and challenges to marketers. Studies in the Internet context for children examine a range of topics, for example, how children learn to be consumers (Lee, Conroy, and Hii, 2003), engagement with online shopping (Lueg, Ponder, Beatty, and Capella, 2006), online marketing of food (Moore and Rideout 2007); relationships with food brands (Davis and Confos, 2016), and in-game advertising, entertainment and immersion (Terlutter and Capella, 2013; Verhellen, Oates, De Pelsmacker, and Dens, 2014). Yet, while all these studies engage, in different ways, with aspects relating to socialization, specific attention to gender-representation is lacking in the literature.

The aim of this study is: *To examine gender-related content in toy-based webisodes, and how the same might influence gender-socialization, with implications for marketers*

The study specifically examines the following questions:

(a) *What is the nature of gender-related content in toy-based webisodes? How might gender-related content in toy-based webisodes influence gender-socialization?*

(b) *How do marketers use the unique characteristics of the Internet-medium to leverage toy-brands via webisodes?*

Conceptual Model

The study uses consumer socialization as a theoretical framework. Socialization is "the process by which we learn the ways of a given society or social group so that we can function within it" (Elkin and Handel, 1989, p. 2). Traditional socialization models have tended to explore influences of family, siblings and peers (Bettany, Kerrane, and Hogg, 2014) and of the media, most usually magazines and television (Englis, Solomon, and Olofsson, 1993). Recent studies (Anderson and McCabe, 2012; Terlutter and Capella, 2013) extend prior literature on traditional socialization models to include the Internet as a socialization mode. Consumers who spend more time in the world of media including the Internet "are more likely to see the 'real world' in terms of the images, values, portrayals, and ideologies that emerge" through such lenses (Gerbner, Gross, Morgan, Signorelli and Shanahan 2002, p. 47). Children, in particular, are reported to be spending an increasing amount of time on the Internet. Internet take-up by children including those as young as three is on the rise and You-Tube has emerged to be a favourite site (Childwise, 2012; O'Neale, 2013). Given the dramatic take-up by children; it is reasonable to focus on the Internet-context as a form and agent of children's gender-socialization.

Methodology

The current study selects content-analysis (Cheyne, Dorfman, and Bukofzer, 2013; Kassarjian, 1977; Kolbe and Burnett, 1991) as a method to examine gender-related content in selected webisodes. The text for this study comprises a sequence of forty-three episodes released from late-2013 to early-2015 for the *Friends* and *Life in the Dreamhouse* series; the average duration of each webisode varying between three to four minutes. MaxSteel episodes being lengthier at an average of 23 minutes, four representative episodes were selected from 2014 and 2015. A total of forty-seven webisodes were examined. Categories were developed based on content identified in webisode commercials as well as in the previous literature on toy advertising for children (Ford, Voli, Honeycutt and Casey, 1998; Johnson and Young, 2002; Kahlenberg and Hein, 2010). The content-analysis categories included (a) key characters and appearance; (b) location and setting (associated with male and female characters); (c) lifestyle and activities (associated with male and female characters); (d) verbs (associated with male and female characters); and (e) sounds (associated with male and female characters). Content-categories provided the basis for examining each webisode. Two experienced coders carried out the coding independently. Approximately 30% of the total sample was randomly selected to assess inter-coder reliability. Some differences of a minor nature were reconciled. The coders repeated the process till there was complete agreement.

Findings

Key characters and appearance: The key characters in the *Friends* webisode series are Stephanie, Olivia, Mia, Emma and Andrea. The key characters in *Life in the Dreamhouse* are Barbie Roberts (the lead), her friends (Teresa, Nikki and Summer; original and childhood best friend Midge, and new friend Grace), siblings (sisters Skipper, Stacie and Chelsea Roberts), her boyfriend Ken, and Raquelle (Barbie's rival for Ken's affections). *MaxSteel* key characters include Max Steel - a Takion-human hybrid, Steel, an Ultralink, Kirby, a friend, and Sydney, a girl he has a crush on. The girls in *Life in the Dreamhouse* and *Friends* sport similar dress-styles, opt for soft colours, and turn out in perfectly fitting western-style dresses, party clothing, beach-wear, fashion-items and accessories. Even though characters in the *Friends* and *Life in the Dreamhouse* webisodes look different from each other in hair, skin-colour and features, it is hard to ascribe specific ethnicity to anyone. A common feature is that they all relate to and live in a Western cultural context. *MaxSteel* characters are usually in some sort of uniform - steel or metal, and they also often carry weapons and combat material.

Location and setting: The *Friends* lifestyle is located against the *Heartlake City* where everything is in perfect order and harmony; and where all plans come to desired fruition. The *Heartlake City* appears to exist on its own isolated from the rest of the world. All imagery in both *Friends* and *Life in the Dreamhouse,* whether of houses, stores, and products is in pastel colours. Streets and parks are sparkling clean and tidy. The general ambience and tone in all webisodes is soft, lush and pleasant to the senses. On the other hand, *MaxSteel* webisodes feature locations such as the Rocky valley, school for occupational work, N-Tek lab, and Makino's battle craft. The imagery in *MaxSteel* tends to be dark and solid, with bold colours such as black, blue, purple, brown, white and green dominating. The *Friends* and *Heartlake City* girls live in tidy, peaceful havens and dream-houses, *MaxSteel* boys live in hard, battle

zones that are rugged, combative and difficult. In other words, both girls and boys are prepared to expect and live in two different kinds of worlds.

Life-style and activities: Both the *Friends* and *Life in the Dreamhouse* webisodes depict a relatively carefree and unproblematic life and center on a key activity, for example, rescuing a foal in *The trapped foal*; spending a day on the beach in *Bored beach blues*; attending a birthday party in the *Little bad dress*; enjoying leisure time in *Going to dogs;* flying a plane, sipping on a drink, shopping in the *Mayor of Malibu;* dining out, riding by the beach and training dolphins in *Girls Day Out;* racing cars, climbing up a rocky mountain, and sliding down a snowy hill in *The Amaze chase.* The girls do not pursue activity perceived to be stressful or challenging (e.g., science), and if at all, they engage in a non-committed and non-serious manner. In *MaxSteel*, on the other hand, characters pursue activities such as fighting, school-time and jet-flying in *Dredd Ascendant*; shooting and riding a bike in *Animal Attraction*; and flying mid-air combat planes in *Final Countdown Parts 1 and 2.* Activity in the *MaxSteel* webisode series is relatively heavy and dark and usually involves combat of some sort. Each webisode features toy-company products such as *Emma's house, Heartlake hair Salon, little Foal, Heartlake juice bar, Ultimate Closet, Glam dining room furniture and Fridge set,*; and *Max Steel Laser Blaster, Turbo Blaster, Max Steel Mask Hound, Dredd products, Max Steel Walkie-Talkie, Dual Force Venn Gun,* and the *Max Steel extendable sword.* Toy-products are gender-stereotyped: dolls and accessories, pets, doll-houses, leisure-related items, beauty-kits and housekeeping toys are meant for girls in *Friends* and *Life in the Dreamhouse*; machinery, technology and weaponry-related items for boys in *MaxSteel*. Activity-choices reinforce gender-stereotypes. The *Friends* and *Life in the Dreamhouse* girls celebrate soft, domestically-oriented pursuits and trivialize alternate choices such as science, even deploying mimicry in conversation contexts. On the other hand, boys in *MaxSteel* go for real-life action, control, combat and mission. *Friends* and *Life in the Dreamhouse* girls are happy to perform peripheral and domestic roles; the men in *MaxSteel*, however, focus on action and their mission in the world with everything else being secondary.

Verbs: In both *Friends* and *Life in the Dreamhouse* webisodes, verbs tend to be soft, emotional and evocative. Feeling, connection and nurturance-related verbs appear frequently in both the webisodes targeting girls. The girls do things together: they play, rescue and care for pet birds and animals together, for instance. Words such as *driving, walking, cycling, throwing, clapping, tapping feet, laughing, talking, eating, bursts, take, go, know, get, helping, watch, cuddling, rubbing, sitting, finding, waiting, talking* appear across all episodes. On the other hand, words such as *blowing, moving, riding, drives, hit, running, stops, waving, falling, reaching, getting, slams, going, expelled, moving, working, cut, skipping, hang, fight, come from behind, testing, leave, race, fly, throw, ram, transform, control, defeat, crush, electrocuted, shoot, crack, fighting, hits, focus, swimming, tries,* characterize MaxSteel webisodes. The text in *Friends* and *Life in the DreamHouse* exhibits very limited, if not negligible usage of action, competition and control words such as *fly, race* and *throw, crush, break, smash, control, defeat, rule, transform;* such words belong to the competitive and masculine world of boys.

Sounds: Sounds, like words, tend to be soft or low-key in the *Friends* and *Life in the Dreamhouse* webisodes. These include: *bling, squeak, tink, drop, bicycle bell, brakes application, tapping feet, picture clicking, perfume spraying, walking in the bush, taking a bite, chirping birds, moving feet, utensils falling, beep, picture clicking, waving objects, paper crushing, water splashing when diving, and eating (slurp).* Sounds in the *MaxSteel* episodes are big and loud and include: *banging, car applying brakes, using a cane, crack, fire-alarm, throwing, electric-shock hiss and noise, crowd applauding, thud, gun-shots, fight,*

vibrations, beeps, roaring, screeching, plane flying, metal banging, glass breaking, evil laughter, steel, flying planes, sparks, stone breaking, barking dogs, screaming, bolts, tractor noises, horn, burp, police car alarm, crashing, bike racing, growls, and *bombs going off.* Sounds, like images and words, characterize and delineate two different worlds - one for females and the other for males with little overlaps between the two, if at all.

Discussion and Implications

In response to the first question, webisodes construct and reinforce gender through character-appearance, narrative, activity-choice and related imagery, and propagate stereotypical ideas of gender-representation and gender-socialization. Such stereotypes normalize and perpetuate certain ways of being and becoming that are not only distant from real-life and unforeseen situations and circumstances but are also limiting in developing potential and capabilities for personal learning and growth. To the extent webisodes prepare children for adult roles, girls in *Friends* and *Life in the Dreamhouse* are depicted as nurturers and caregivers. While female characters in both serials spend considerable time modeling such roles with pets, amongst themselves, at home or outdoors, or in other social contexts, boys in *MaxSteel* are shown in a range of action-oriented roles that simulate power and control. Play, again, involves stereotypical representations, for example, girls play with toys that encourage domesticity and passivity, not power, scientific-exploration or problem-solving. On the other hand, boys' play reinforces traits of being powerful and robust, hard-hearted, independent, tough and combative, efficient and enterprising. Girls are encouraged to be mindful of their appearance at all times; boys to be steel-like in appearance, armor and character.

In response to the second question the study raises, even though webisodes facilitate some degree of viewer-involvement via sensory engagement, yet the same excludes self-initiated action and participation as in online-shopping or in online-play. The findings show that marketers do not utilize the full potential of the Internet-medium and the unique opportunity provided by webisodes to build and develop brand-relationships, and leverage brand-knowledge and brand-equity. Marketers could do so, for example, by encouraging viewers to participate in story-making and story-telling, and by way of engaging with webisode characters. They could award incentives and prizes for such participation. Consumer-brand interactions could generate valuable data that could help marketers develop personalized experiences, consumer-brand relationships and brand-communities, ultimately leveraging brand-equity. Marketers could lead positive transformation in children's gender-socialization in the Internet context by broadening the scope of both male and female characters in terms of independence of thought and spirit; nature and range of activity, and modelling of positive behaviors and values that inspire initiative, overall-development, and individual and community well-being. Such scope could, for example, include a focus on literacy-skills and education, community-consciousness, and participation in tasks recognizing diverse talent, capabilities, and accomplishment beyond gender-stereotypes. Marketers could also facilitate easy and distinctive brand recall by embedding brand logos more prominently in webisode serials, for example, by displaying characters wearing them, and inscribing toy-products with the same. Such webisode-based strategy could help marketers leverage and differentiate their brand and build brand-value in the Internet context.

This paper undertook a content-analysis of gender-representations in three toy-based webisode-series to examine children's gender-socialisation on the Internet. The findings show undesirable modelling and stereotypical gender-representations, highlighting the need for marketing strategy in utilizing the medium's unique potential to communicate, build

relationships, lead positive-change and leverage brand-equity with target-consumers. The findings of the study are limited to examined webisodes and do not evaluate the actual effect of webisode-content on children. This area remains open for future research.

References

Anderson, L., & McCabe, D. B. (2012). A coconstructed world: Adolescent self-socialization on the Internet. *Journal of Public Policy and Marketing,* 31(2), 240-253.

Bettany, S. M., Kerrane, B., and Hogg, M. K. (2014). The material-semiotics of fatherhood: The co-emergence of technology and contemporary fatherhood. *Journal of Business Research*, 67(7), 1544-1551.

Cheyne, A. D., Dorfman, L., & Bukofzer, E. (2013). Marketing sugary cereals to children in the digital age: A content analysis of 17 child-targeted websites. *Journal of Health Communication*, 0: pp. 1-20.

Childwise (2012). *The Monitor pre-school report 2012: Key behavior patterns among 0 to 4 year olds.* Norwich.

Confos, N., & Davis, T. (2016). Young consumer-brand relationship building potential using digital marketing. European Journal of Marketing, 50(11), 1993-2017.

Elkin, F., & Handel, G. (1989). *The child and society: The process of socialization* (5th ed.). New York: McGraw Hill.

Englis, B. G., Solomon, M. R., & Olofsson, A. (1993). Consumption imagery in music television: A bi-cultural perspective. *Journal of Advertising,* 22(4), 21-33.

Fisher-Thompson, Donna (1993). Adult toy purchases for children: Factors affecting sex-typed toy selection. *Journal of Applied Developmental Psychology*, 14 (3), 385-406.

Ford, J. B., Voli, P. K., Honeycutt, E. D., & Casey, S. L. (1998). Gender role portrayals in Japanese Advertising : A magazine content analysis. *Journal of Advertising*, 27 (1), 113-124.

Gerbner, G., Gross L., Morgan, M., Signorelli N., & Shanahan, J. (2002). Growing up with television: Cultivation processes, in Bryant, J. and Zillman, D. (Eds.), *Media effects: Advances in theory and research* Erlbaum, Mahwah, NJ, 43-68.

Hellendoorn, J., & Harinck, F. J. (1997). War toy play and aggression in Dutch kindergarten children. *Social Development*, 6(3), 340-354.

Johnson, F. L., & Young, K. (2002). Gendered voices in children's television ad-vertising. *Critical studies media communication,* 19(4), 461-480.

Kahlenberg, S. G., & Hein, M. M. (2010). Progression on Nickelodeon? Gender-role stereotypes in toy commercials. *Sex Roles,* 62(11-12), 830-847.

Kassarjian, H. K. (1977). Content analysis in consumer research. *Journal of Consumer Research,* 4(1), 8-18.

Klugman, Karen (1999). A Bad Hair Day for G. I. Joe. In Clark, B. L. and Higonnet, M. R. (Eds.). *Girls, Boys, Books, Toys: Gender Children's Literature and Culture,* John Hopkins University Press, Baltimore.

Kolbe, R. H., & Burnett, M. S. (1991). Content analysis Research: An examination of application with directives for improving research Reliability and Objectivity. *Journal of Consumer Research*, 18(2), 243-250.

Larson, M. S. (2001). Interactions, activities and gender in children's television commercials: A content analysis. *Journal of Broadcasting and Electronic Media*, 45(1), 41-56.

Lee, C., Conroy, D. M., & Hii, C. (2003). The Internet: A Consumer socialization agent for teenagers. Paper presented at the 2003 ANZMAC Conference, University of South Adelaide, New Zealand (Dec. 1-3).

Moore, E.S., & Rideout, V.J. (2007). The Online Marketing of Food to Children: Is it just fun and games? *Journal of Public Policy & Marketing,* 26(2), 202-220.

Verhellen, Y., Oates, C.J., De Pelsmacker, P., & Dens, N. (2014). Children's responses to traditional versus hybrid advertising formats: The moderating role of persuasion knowledge. *Journal of Consumer Policy*, 37(2), 235-255.

The effectiveness of 8-ending prices

Henrique Fátima Boyol Ngan*, Institute for Tourism Studies Macao, henrique@ift.edu.mo

Abstract:
Instead of 9-ending prices, in the Chinese context there is a prevalence of 8-ending prices. Although the overrepresentation of 8-ending prices is a well documented practice in the Chinese marketplace, it nevertheless refers to the organizational perspective. There is limited understanding on the consumers perspective, such as how they perceive or behave when presented with 8-ending prices. Thus, the aim of this study is to examine consumers perception of 8-ending prices and its influence on purchase decision with two experiments. In the first experiment participants evaluate a list of prices with 0, 8, 9 or a combination of price endings. Whereas the second experiment, asked participants to choose from a list of prices that ends on 0, 8, 9 and mix that yields the highest value and highest quality. The results suggest that 8-ending prices do not influence consumers perception of value or quality or even purchase decision.

Keywords: Price ending strategy, 8-ending prices, price perception.

Track: Consumer Behaviour

Introduction and Research Aim

Many companies opt to use a pricing strategy that falls just below a round number, where the price's rightmost digit is a 9 (Schindler & Kirby, 1997). This convention in pricing has been commonly referred to "odd pricing" (Schindler & Wiman, 1989), "charm price" (Allen & Dare, 2004) or just-below pricing (Schindler, 1991) and it has been widely adopted by retail (Macé, 2012) and F&B industries (Naipaul & Parsa, 2001). It's popularity in the marketplace is often founded in the assumption that price-ending can greatly influence consumers' purchase decision, increasing sales by a considerable profit margin (Anderson & Simester, 2003; Schindler & Kibarian, 1996). Because prices with the rightmost digit of 9 is either perceived as cheaper than it's actual price (level effect), or it is often associated with the image of great value or discount (image effect). However, these results are limited to the western marketplace, and may not apply to other cultures (i.e. Chinese) seeing that price ending strategies varies greatly from culture to culture (Schindler, 2009). In the Chinese context, instead of price endings with digit 9, the digit 8 is more commonly used as the rightmost digit of an advertised price (Jeong & Crompton, 2017). While extant literature suggests that the rationale of the 8-ending prices are similar to that of 9-ending prices, (invoking a lower price image and greater value image), there is generally a lack of empirical evidence that tests these assumptions. Many of the assumptions are made based on results obtained from secondary data such as advertised prices online (Jeong & Crompton, 2017) or on newspaper (Schindler, 2009; Simmons & Schindler, 2003), which confirms an overrepresentation of 8-ending prices in the Chinese marketplace. It only reflects organization-wide practices and/or managerial beliefs regarding the 8-ending prices, but not necessarily consumers perception of these prices. How consumers' perceive 8-ending prices in Chinese cultures, whether it invokes a lower price image (greater value) and quality image, remains largely unclear, as well as its impact on consumers purchase decision.

Thus, the aim of the present study is:
To investigate the consumers perception and effectiveness of 8 ending prices

Research Question
RQ1: How consumers evaluate 8 ending prices?
RQ1: Does 8 ending prices influence consumers purchase decision?

Background

It is unquestionable that there is widespread use of the number 9 as the rightmost digit in a price, especially in the US, most notably in the retail (Macé, 2012) and food & beverage (Schindler, Parsa, & Naipaul, 2011) industries. Early anecdotal evidence suggests that this convention in pricing helped to combat employee theft, as it forced employees at the cashier to issue change upon any transaction, and thus recording a sale (Kreul, 1982). However, recent empirical evidence from store panel data (Macé, 2012; Stiving & Winer, 1997), and experimental research (Anderson & Simester, 2003; Schindler & Kibarian, 1993) has both shown that 9-ending prices are rather used to increase sales. While extensive research have consistently shown that 9-ending prices are effective in influencing consumers purchase decision, there has been increased interest in understanding the underlying psychological mechanism associated to this convention in pricing. Most research has identified two major streams of explanations to the effectiveness of 9-ending prices: the drop-off mechanism (level effect) and the meaning mechanism (image effect).

In light of the drop-off mechanism, consumers often round down or underestimate a price that has the rightmost digit as the number 9 (Coulter, 2001). Specifically, a price of $7.9 is more likely to be perceived as seven dollars than eight, thus consumers underestimate the actual value of the price. Some studies suggest that this is related to the numerals processing of consumers that is usually from left to right, giving insufficient attention to the numbers on the right (Thomas & Morwitz, 2005). Alternatively, other authors suggest that instead, consumers have limited memory capacity, remembering only the first digits of a price (Schindler & Kirby, 1997). Apart from the drop-off mechanism, studies have examined the symbolic meanings implied by price endings. The two most commonly identified meaning associated with 9-ending prices refers to the price image and quality image (Schindler, 1991). Through learned associations, consumers typically perceive 9-ending prices as being on discount or conveying good value (Schindler & Kibarian, 2001). By asking consumers their price perception of various products with different price endings, Quigley and Notarantonio (1992) found that products priced with 9-ending were perceived being on sale compared to other price endings. Despite the positive price image that 9-ending prices may communicate to consumer, the quality image that is conveyed is generally negative. As reported in subsequent studies, consumers perceive lower product quality when the price ending is 9 instead of 0 (Naipaul & Parsa, 2001; Schindler & Kibarian, 2001).

Despite considerable amount of evidence exists in regards to the drop-off and meaning mechanism as an explanation to the effectiveness of 9-ending prices, this is often limited to the US marketplace only. In comparing price ending practices between US and Europe, there are considerable differences, namely in the last digit of a price (Suri, Anderson, & Kotlov, 2004). Similarly, in Asian cultures (e.g. China and Japan), there is a general preference and overrepresentation of 8-ending prices instead of 9-ending prices (Schindler, 2009; Simmons & Schindler, 2003). Taken together, it is reasonable to assert that the reasons behind price ending practices also varies between different cultures. For instance, the extant literature suggests that the digit 8 is more frequently used that the digit 9 because it is considered to be an auspicious number. In fact, Hoon Ang (1997) found that when participants were asked to rate the perceived luckiness of each number from 0 to 9, the digit 8 was rated as the luckiest number. Additionally, prior research has indicated that the 8-ending prices appears to be more frequently used in lower priced items, and products that are on discount (Simmons & Schindler, 2003), thus suggesting that the rationale of 8-ending prices to be similar to that of 9-ending price (conveying good value – low price image, and low quality). Though, recent evidence suggests the opposite in which 8-ending prices are overrepresented in higher priced services (Jeong & Crompton, 2017). In addition to the contradictory results presented in the literature, it is worth noting that most of the existing literature regarding Chinese price endings has predominantly focused on econometric data, which only indicates the organizational perspective on price endings. How this type of price ending influences consumers perception and behaviour, remains largely unknown.

Methodology
The present study comprised of two experiments to address the stated research objectives. The first experiment aimed to examine the image communicated by 8-ending prices, by having participants evaluating a list of prices in terms of its associated image of quality and value. To examine the perceive price image and quality image, participants responded to three price-image questions and three quality-image questions on a 5 point scale adapted from Schindler and Kibarian (2001) that were both shown to be reliable. The list of prices were created based on advertised prices, and were identical except that the last digit could be either 0, 8, 9 or mixed, and the price level varied between high, average, low or mixed. In

total, there were 16 different combinations of price lists and participants were randomly assigned to one of those lists. Whereas the second experiment investigated the influence of 8 ending prices on consumers decision. Following similar procedure as outlined in the study of Naipaul and Parsa (2001), participants were asked to choose from the same list of prices as in the first experiment, the option that would yield the highest quality and another one that would yield the highest value. Data was collected from a sample of undergraduate students from the Institute for Tourism Studies in Macao (N=736).

Results

Prior to the main analysis, reliability and validity of the price-image and quality-image scales employed in the present study were assessed. Convergent and discriminant validity were assessed using exploratory factor analysis (EFA). All items subjected to principal component analysis with varimax rotation loaded into the respective dimensions (price-image and quality-image) as the original study (Schindler & Kibarian, 2001), confirming the convergent and discriminant validity of the scales. Both scales showed a high internal consistency as indicated by the values of Cronbach's alpha (price-image α=.78 and quality-image α=.83).

Study 1

Two-way ANOVA was conducted to examine the effects of price ending (8, 9, 0, and mixed ending) and price level (high, average, low and mixed price) on perceived price-image and perceive quality-image respectively. The assumptions of ANOVA were met, as there were no outliers detected (based on boxplot inspection); the data was normally distributed as assessed by Shapiro-Wilk's normality test for each cell of the design ($p > .05$); and there was homogeneity of variances as indicated by Levene's test for equality of variances ($p = .61$ – price image and $p = .22$ quality image). The main effect of price ending on perceived price image was not significant, $F(3, 720) = 2.211$, $p = .086$, neither was the main effect of price level on perceived price image, $F(3, 720) = .143$, p = .934. Lastly, the interaction effect between price ending and price level on perceived price image was not statistically significant, $F(9, 720) = 1.155$, $p = .321$, partial $\eta^2 = .014$. Thus, neither perceived price-image varied significantly on different price endings, nor with different price levels (Table *1*) nor the interaction of price ending and price level. In the second two-way ANOVA analysis, the main effect of price ending on perceived quality image was not significant, $F(3, 720) = 1.369$, $p = .251$. However, the main effect of price level on perceived quality image was statistically significant $F(3, 720) = 11.996$, $p < .001$. That is, higher price level resulted in higher perceived quality (M_{high}= 4.138, $M_{average}$= 4.068, M_{low}= 3.755). Yet, there was no interaction effect between price ending and price level on perceived quality image as the results were not statistically significant, $F(9, 720) = .773$, $p = .641$, partial $\eta^2 = .010$. It appears that participants evaluated the quality-image based on the price level.

Study 2

To assert that consumers' decision would differ based on price endings, One-Sample Chi-Square Test was conducted to compare the frequency of choices between different lists of prices with varying price endings. If price endings do not influence consumers' decision, each list of price (with differing price endings) should be chosen by roughly the same number of participants. That is, the expected frequencies would be 184 cases for each list (736 subjects / 4 price endings), and the greater the difference between the observed and expected frequencies, the more likely it is that price endings influence consumers' decision. Indeed, as indicated by the results of the One-Sample Chi-Square Test, there were uneven distribution of participants choice based on price endings, in both the quality $\chi^2 (3) = 140.48$; $p < .001$ and value $\chi^2 (3) = 975.35$; $p < .001$ scenarios. Specifically, by examining the allocation of

choices, price with 0 endings seem to be chosen most frequently as conveying both quality and image (Table *2*).

Table 1: Means of value and quality image by price ending and price level (experiment 1)

Price ending	Price level	*n*	Value Image		Quality image	
			M	SD	M	SD
8-ending	Low	48	3.85	0.77	3.76	0.76
	Average	48	3.88	0.63	4.00	0.64
	High	49	3.68	0.62	4.07	0.61
	Mix	49	3.95	0.58	3.97	0.76
9-ending	Low	49	4.01	0.59	3.88	0.50
	Average	48	3.96	0.57	4.17	0.67
	High	46	3.89	0.68	4.10	0.80
	Mix	46	4.01	0.64	4.07	0.67
0-ending	Low	46	3.89	0.64	3.72	0.54
	Average	46	3.93	0.63	3.99	0.67
	High	46	4.00	0.61	4.14	0.86
	Mix	44	3.95	0.67	3.87	0.52
Mix-ending	Low	44	3.84	0.73	3.66	0.63
	Average	44	3.84	0.70	4.12	0.56
	High	41	3.90	0.62	4.24	0.59
	Mix	42	3.74	0.61	3.82	0.67

Note: M = mean, *SD* = Standard deviation. Higher values of mean indicate higher quality image and higher value image

Table 2: Frequency of choice based on price endings (experiment 2)

Price ending	Quality-image		Value-image	
	n	Percentage	*n*	Percentage
8-ending	106	7%	49	4%
9-ending	284	10%	76	10%
0-ending	242	75%	550	80%
Mix-ending	104	8%	60	6%

Implications for Theory and Practice

Despite of the widespread believe and usage of 8 ending prices in the Chinese marketplace, relatively few studies examined the direct effects of this pricing convention on consumer. Most importantly, much of the evidence provided in the past is limited to secondary data analysis, where findings are mainly descriptive of price ending strategies employed in the marketplace.

Given that, results presented here reflects the consumers perspective on price ending strategies, that is how they perceive and respond to different price endings. To that end, the findings indicated that consumers do not perceive 8-ending prices as conveying higher value nor lower quality than other price endings. That is, 8-ending prices neither communicates favourable, nor unfavourable images as normally reported in the literature that suggests 8-ending prices to assume similar role of 9-ending prices in the Chinese marketplace (Jeong & Crompton, 2017; Schindler, 2009; Simmons & Schindler, 2003). One possibility may be that Chinese consumers are more price-sensitive than other consumers (Lindgreen, Hingley, & Chen, 2009) and are thus less likely to be subjected to the effects of 8-ending prices. As

highlighted in the results, price level of a product seems to be more closely related to the perceived quality of the service / product being offered, where higher price signals greater quality (Grewal, Nordfält, Roggeveen, Olbrich, & Christian Jansen, 2014). It appears then, the current explanations of the overrepresentation of 8-ending prices in the Chinese marketplace are not necessarily due to the proposed image effect of the 9-ending prices as in the US (e.g. higher value, lower quality or discount). Recent evidence suggests that other connotations, such as the superstitious image should be considered in examining 8-ending prices, which has been assumed to be present, yet never empirically tested (Westjohn, Roschk, & Magnusson, 2017).

These results have important implications to pricing managers operating in the Chinese market as it comes to the question of the practice of pricing with 8 ending. This is generally believed to influence consumers, yet, our results suggest that even in the Chinese marketplace, it seems that 0 ending prices, are more effective in influencing consumers perception and purchase decision. In sum, the present study extends the body of literature in price ending in Chinese cultures, and contributes to the body of knowledge by examining the consumers perspective of 8 ending prices

References

Allen, M. T., & Dare, W. H. (2004). The Effects of Charm Listing Prices on House Transaction Prices. *Real Estate Economics*, *32*(4), 695–713. https://doi.org/10.1111/j.1080-8620.2004.00108.x

Anderson, E. T., & Simester, D. I. (2003). Effects of $9 Price Endings on Retail Sales: Evidence from Field Experiments. *Quantitative Marketing and Economics*, *1*(1), 93–110. https://doi.org/10.1023/a:1023581927405

Grewal, D., Nordfält, J., Roggeveen, A., Olbrich, R., & Christian Jansen, H. (2014). Price-quality relationship in pricing strategies for private labels. *Journal of Product & Brand Management*, *23*(6), 429–438. https://doi.org/10.1108/JPBM-06-2014-0627

Hoon Ang, S. (1997). Chinese consumers' perception of alpha-numeric brand names. *Journal of Consumer Marketing*, *14*(3), 220–233. https://doi.org/10.1108/07363769710166800

Jeong, J. Y., & Crompton, J. L. (2017). The use of odd-ending numbers in the pricing of five tourism services in three different cultures. *Tourism Management*, *62*, 135–146. https://doi.org/10.1016/j.tourman.2017.04.002

Kreul, L. M. (1982). Magic Numbers: Psychological Aspects of Menu Pricing. *Cornell Hotel and Restaurant Administration Quarterly*, *23*(2), 70–75. https://doi.org/10.1177/001088048202300223

Lindgreen, A., Hingley, M., & Chen, L. (2009). Development of the grocery retail market in China. *British Food Journal*, *111*(1), 44–55. https://doi.org/10.1108/00070700910924227

Macé, S. (2012). The Impact and Determinants of Nine-Ending Pricing in Grocery Retailing. *Journal of Retailing*, *88*(1), 115–130. https://doi.org/10.1016/j.jretai.2011.07.002

Naipaul, S., & Parsa, H. G. (2001). Menu price endings that communicate value and quality. *The Cornell Hotel and Restaurant Administration Quarterly*, *42*(1), 26–37. https://doi.org/10.1016/S0010-8804(01)90008-4

Quigley, C. J., & Notarantonio, E. M. (1992). An Exploratory Investigation of Perceptions of Odd and Even Pricing. In V. L. Crittenden (Ed.), *Developments in Marketing Science.* Chestnut Hill, MA: Academy of Marketing Science.

Schindler, R. M. (1991). Symbolic Meanings of a Price Ending. *Advances in Consumer Research*, *18*(1), 794–801.

Schindler, R. M. (2009). Patterns of price endings used in US and Japanese price advertising. *International Marketing Review*, *26*(1), 17–29. https://doi.org/10.1108/02651330910933186

Schindler, R. M., & Kibarian, T. M. (1993). Testing for Perceptual Underestimation of 9-Ending Prices. *Advances in Consumer Research*, *20*(1), 580–585.

Schindler, R. M., & Kibarian, T. M. (1996). Increased consumer sales response though use of 99-ending prices. *Journal of Retailing*, *72*(2), 187–199. https://doi.org/10.1016/S0022-4359(96)90013-5

Schindler, R. M., & Kibarian, T. M. (2001). Image Communicated by the Use of 99 Endings in Advertised Prices. *Journal of Advertising*, *30*(4), 95–99. https://doi.org/10.1080/00913367.2001.10673654

Schindler, R. M., & Kirby, P. N. (1997). Patterns of Rightmost Digits Used in Advertised Prices: Implications for Nine-Ending Effects. *Journal of Consumer Research*, *24*(2), 192–201. https://doi.org/10.1086/209504

Schindler, R. M., Parsa, H. G., & Naipaul, S. (2011). Hospitality Managers' Price-Ending Beliefs: A Survey and Applications. *Cornell Hospitality Quarterly*, *52*(4), 421–428. https://doi.org/10.1177/1938965511421168

Schindler, R. M., & Wiman, A. R. (1989). Effects of odd pricing on price recall. *Journal of Business Research*, *19*(3), 165–177. https://doi.org/10.1016/0148-2963(89)90017-9

Simmons, L. C., & Schindler, R. M. (2003). Cultural Superstitions and the Price Endings Used in Chinese Advertising. *Journal of International Marketing*, *11*(2), 101–111. https://doi.org/10.1509/jimk.11.2.101.20161

Stiving, M., & Winer, R. S. (1997). An Empirical Analysis of Price Endings with Scanner Data. *Journal of Consumer Research*, *24*(1), 57–67. https://doi.org/10.1086/209493

Suri, R., Anderson, R. E., & Kotlov, V. (2004). The use of 9-ending prices: Contrasting the USA with Poland. *European Journal of Marketing*, *38*(1/2), 56–72. https://doi.org/10.1108/03090560410511122

Thomas, M., & Morwitz, V. (2005). Penny Wise and Pound Foolish: The Left-Digit Effect in Price Cognition. *Journal of Consumer Research*, *32*(1), 54–64. https://doi.org/10.1086/429600

Westjohn, S. A., Roschk, H., & Magnusson, P. (2017). Eastern Versus Western Culture Pricing Strategy: Superstition, Lucky Numbers, and Localization. *Journal of International Marketing*, *25*(1), 72–90. https://doi.org/10.1509/jim.16.0022

You're Exactly What I'm Looking For

Nick Thompson, Victoria University of Wellington, nickthompson444@gmail.com
Janine Williams*, Victoria University of Wellington, janine.williams@vuw.ac.nz

Abstract:
While it is known that consumers form an emotional connection with brands as they do with people, the role of brand personality in development of brand relationships from a consumer perspective is not fully understood. This is addressed through a study of New Zealand adult consumers, examining the role of ideal brand personality in relationship marketing. Results show that the closer a brand's personality is to the consumer's ideal for a category, the higher the perceived quality of their brand relationship. It is also revealed that when a consumer has a positive orientation towards a relationship with brands in a category in general, the stronger the effect of the alignment between brand personality and the consumer's ideal (Brand Personality Connection) on relationship quality. This has implications in terms of how practitioners foster relationships through branding, as well as contributing to relationship marketing theory.

Keywords: Relationship Marketing, Ideal Brand Personality, Consumer Behaviour

Track: Consumer Behaviour

Introduction and Research Aim

Consumers see brands as possessing human-like characteristics and perceive a connection with brands in a similar way to relationships with other people (Aaker, Fournier, & Brasel, 2004; Aggarwal & McGill, 2007; Schmitt, 2012). As such companies invest in positioning their brands as relationship partners (Fournier, 1998), motivated by benefits such as consumer loyalty and improved financial performance (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010).

However, the development of brand relationships from a consumer perspective is not fully understood. While consumer participation is regarded as critical to the development of brand relationships (Gruen, Summers, & Acito, 2000; Veloutsou, Saren, & Tzokas, 2002), research in this area has focussed on organisations, including what organisations get from relationships with consumers (Day & Montgomery, 1999) and the manner in which marketers can strive to foster such relationships (Coviello, Brodie, Danaher, & Johnston, 2002; Morgan & Hunt, 1994). Because consumers vary regarding their involvement in brand relationships and form connections with a limited number of brands (Day, 2000; Garbarino & Johnson, 1999; Thomson, MacInnis, & Park, 2005), the antecedents to positive brand relationships are a significant consideration of strategic importance.

The aim of this study is:
> *To examine the role of brand personality and relational orientation in brand relationships, from a consumer perspective.*

Three research questions are addressed in line with this aim:
RQ1: How does Brand Personality Connection influence Relationship Quality for consumers?
RQ2: How does a consumer's Relational Orientation impact the influence of Brand Personality Connection on Relationship Quality?
RQ3: What impact does consumer perceived Relationship Quality have on Brand Loyalty?

Background and/or Conceptual Model

Based on relationship marketing theory, the conceptual model *(Figure 1)* describes important antecedents and consequences for consumers in forming relationships with brands. Central to this model is the construct of consumer perceived Relationship Quality. For a brand relationship to exist a consumer must develop an emotional connection with a brand at some level (Fournier, 1998), evaluated according to the quality of the relationship (Crosby, Evans, & Cowles, 1990; Dorsch, Swanson, & Kelley, 1998).

Adopting a consumer perspective, Relationship Quality is determined by an individual consumer in reference to their perceived connection with a brand. It is proposed that consumer perceived Relationship Quality is positively influenced by a consumer's Brand Personality Connection; for which ideal brand personality is a key component. While congruence between a consumer's self-image and perceived brand personality helps form brand attachment (Dolich, 1969; Malar, Krohmer, Hoyer, & Nyffenegger, 2011; Sirgy et al., 1997), it is acknowledged that consumers may be unable to articulate their self-image for a specific product or service category (Aaker, 1999). Social psychology literature identifies that people look to attract what they perceive as ideal relationship partners (Fletcher, Simpson, & Thomas, 2000; Rusbult & Agnew, 2010). Bringing together brand relationship and social psychology theory, Brand Personality Connection is determined by measuring the extent to

which a consumer perceives that a brand's personality aligns with their ideal brand personality for a product or service category.

Furthermore, consumers vary in the extent to which they favour being involved in brand relationships in a product or service category, conceptualised as a consumer's Relational Orientation (Day, 2000; Garbarino & Johnson, 1999). The present study explores this concept, testing the moderating influence of Relational Orientation on the linkage between Brand Personality Connection and Relationship Quality. Finally, the research tests the influence of consumer perceived Relationship Quality on Customer Brand Loyalty.

Fig 1. Conceptual Model

```
                         ┌─────────────────────────────────┐
                         │   Brand Personality Connection  │
                         └─────────────────────────────────┘
                                          │
┌──────────────────────────┐             ▼
│  Relational Orientation   │──▶ ┌──────────────────────┐    ┌──────────────────┐
└──────────────────────────┘    │ Relationship Quality │──▶ │   Brand Loyalty  │
                                 └──────────────────────┘    └──────────────────┘
```
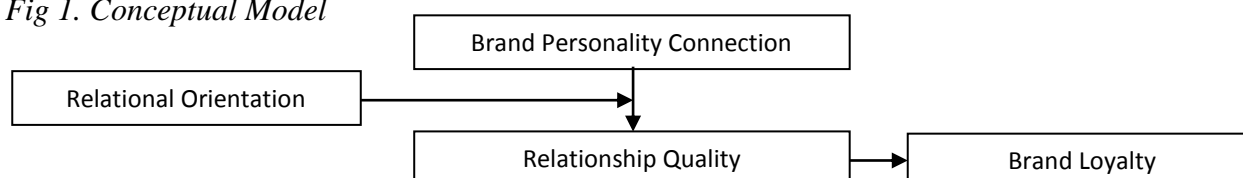
Methodology

Data collection was conducted via a paper-based survey of New Zealand consumers aged 18 years and older, using the New Zealand electoral roll as a sampling frame. A random sample of potential survey respondents resulted in a total usable sample of 391 responses. An assessment of the research instrument was completed, comprising analysis of scale validity and reliability. For the new scale of Brand Personality Connection validity was assessed using exploratory factor analysis. As the remaining constructs were measured using scales based on existing literature, confirmatory factor analysis was performed using partial least square structural equation modelling (PLS SEM) analysis to assess validity. Further analysis to test the research hypotheses was completed by performing PLS SEM analysis.

Results and/or Discussion and Contributions

The results contribute towards understanding of what is important to consumers in developing relationships with brands. Findings show that alignment with a consumer's ideal brand personality is part of the process by which brand relationships are formed, highlighting that being seen as ideal strengthens brand relationships for consumers. They also reveal that a favourable orientation towards brand relationships for a product or service category positively moderates the impact of Brand Personality Connection on Relationship Quality, and that consumer determined Relationship Quality impacts Brand Loyalty.

Table 1. Summary of Results (Path Coefficients T-Statistics Matrix)

	Path Coefficients	Standard Error (STERR)	T Statistics (O/STERR)	Sig. Level 2- tailed
Brand Personality Connection > Relationship Quality	0.23	0.13	1.80	p<0.10
Brand Personality Connection x Relational Orientation > Relationship Quality	0.34	0.17	1.99	p<0.05

Relationship Quality > Customer Brand Loyalty	0.70	0.05	13.12	p<0.001

Implications for Theory and Practice

This study provides key considerations for marketers in fostering relationships between consumers and their brands, as well as avenues for future research. Through better understanding of the process by which brand relationships are perceived from a consumer perspective, marketing theory and practice have a more complete view of relationship marketing.

Findings help identify what consumers are looking for in brand relationship partners. As with human relationship partners, people seek brands that are perceived as closest to their ideal. This suggests that through understanding their consumers' ideal brand personality, marketers can position brands in a way that is likely to foster relationships. Researchers also have an opportunity to further examine Brand Personality Connection and the role of ideal brand personality as important factors for consumers in developing brand relationships.

References

Aaker, J. (1999). The Malleable Self: The Role of Self-Expression in Persuasion. *Journal of Marketing Research, 36*(1), 45-58.

Aaker, J., Fournier, S., & Brasel, S. (2004). When Good Brands Do Bad. *Journal of Consumer Research, 31*, 1-17.

Aggarwal, P., & McGill, A., L. (2007). Is That Car Smiling at Me? Schema Congruity as a Basis for Evaluating Anthropomorphized Products. *Journal of Consumer Research, 34*, 468-479.

Coviello, N., Brodie, R., Danaher, P., & Johnston, W. (2002). How Firms Relate to Their Markets: An Empirical Examination of Contemporary Practices. *Journal of Marketing, 66*(3), 33-47.

Crosby, L., Evans, K., & Cowles, D. (1990). Relationship Quality in Services Selling: An Interpersonal Influence Perspective. *Journal of Marketing, 54*(3), 68-82.

Day, G. (2000). Managing Market Relationships. *Academy of Marketing Science Journal, 28*(1), 24-33.

Day, G., & Montgomery, D. (1999). Charting New Directions for Marketing. *Journal of Marketing, 63*(Special Issue), 3-13.

Dolich, I. (1969). Congruence Relationships between Self Images and Product Brands. *Journal of Marketing Research, 6*(1), 80-85.

Dorsch, M., Swanson, S., & Kelley, S. (1998). The Role of Relationship Quality in the Stratification of Vendors as Perceived by Customers. *Academy of Marketing Science Journal, 26*(2), 128-143.

Fletcher, G. J. O., Simpson, J. A., & Thomas, G. (2000). Ideals, Perceptions, and Evaluations in Early Relationship Development. *Journal of Personality and Social Psychology, 79*(6), 933-940.

Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research, 24*(4), 343-374.

Garbarino, E., & Johnson, M. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing, 63*(2), 70-88.

Gruen, T., Summers, J., & Acito, F. (2000). Relationship Marketing Activities, Commitment, and Membership Behaviours in Professional Associations. *Journal of Marketing, 64*(3), 34-50.

Malar, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. *Journal of Marketing, 75*(4), 35-52.

Morgan, R., & Hunt, S. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing, 58*(3), 20-39.

Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. *Journal of Marketing, 74*(6), 1-17.

Rusbult, C. E., & Agnew, C. R. (2010). *Prosocial Motivation and Behavior in Close Relationships*. Washington, DC: American Psychological Association.

Schmitt, B. (2012). The Consumer Psychology of Brands. *Journal of Consumer Psychology, 22*, 7-17.

Sirgy, M., Grewal, D., Mangleburg, T., Park, J., Chon, K., Claiborne, C., . . . Berkman, H. (1997). Assessing the Predictive Validity of Two Methods of Measuring Self-Image Congruence. *Academy of Marketing Science Journal, 25*(3), 229-241.

Thomson, M., MacInnis, D., & Park, C. W. (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology, 19*(1), 77-91.

Veloutsou, C., Saren, M., & Tzokas, N. (2002). Relationship Marketing: What If ...? *European Journal of Marketing, 36*(4), 433-449.

Source Credibility, Word of Mouth, and Product Needs

Chanthika Pornpitakpan, University of Macau, ynvynv@gmail.com
Wei Yue*, University of Macau, lucyyuewei@163.com

Short Abstract:
In response to the increasing prevalence of social media and word of mouth, this research aims to investigate the effect of word-of-mouth valence, source credibility, and consumers' dispositional needs to have a product on attitudes and purchase intentions. Two hypotheses are proposed as follows:

> **H1**: Positive word of mouth generally induces more-favorable attitudes and higher purchase intentions than does negative word of mouth.
>
> **H2**: Individuals' dispositional needs to have a product moderate the effects of word-of-mouth valence and source credibility on attitudes and purchase intentions.

This research contributes to the marketing communications literature, particularly the elaboration likelihood model and the source credibility research. It helps marketing managers decide which message sources to use in spreading word of mouth about their products.

Keywords: Elaboration likelihood model, source credibility, persuasion.

Track: Consumer Behaviour

Introduction and Research Aim

A growing number of studies have provided empirical evidence for the higher persuasiveness and effectiveness of word of mouth in influencing purchase decisions as opposed to more formal sources such as paid advertising (Bansal & Voyer, 2000). However, word-of-mouth valence can generate different consequences, and conflicting results abound as to whether positive or negative word-of-mouth information has a greater impact on receivers (e.g. Chevalier & Mayzlin, 2006; Duan, Gu, & Whinston, 2008). Coupled with the increasing prevalence of social media and word of mouth, this research aims to investigate the effect of word-of-mouth valence, source credibility, and consumers' dispositional needs to have a product on attitudes and purchase intentions.

Word-of-mouth Valence

With opposite valence, the social influence of word of mouth on purchase intentions varies across diverse situations. Generally, positive word of mouth can generate affirmative emotions such as confidence, enthusiasm, and optimism on the receiver, resulting in favorable behaviors (e.g. Mahajan, Muller, & Kerin, 1984; Mazzarol, Sweeney, & Soutar, 2007; J. C. Sweeney, Soutar, & Mazzarol, 2008). On the contrary, negative word of mouth exhibits a detrimental effect on consumers' perception and purchase intentions (Arndt, 1967; Charlett, Garland, & Marr, 1995; Swan & Oliver, 1989). It is thus hypothesized as follows:

> **H1**: *Positive word of mouth generally induces more-favorable attitudes and higher purchase intentions than does negative word of mouth.*

Elaboration Likelihood Model

The elaboration likelihood model posits that attitudes are general evaluations people hold about themselves, other objects and issues. These general evaluations are based on a variety of behavioral, affective, and cognitive experiences and can influence or guide these processes (Petty & Cacioppo, 1986). In persuasion contexts, attitude changes are a function of the likelihood that receivers will engage in elaboration of or thinking about information relevant to the persuasive issue. If people have high degrees of elaboration, they will adopt systematic thinking or a central route. Attitude changes in this case are viewed as resulting from individuals' diligent consideration of information that they feel is central to the true merits of a particular attitudinal position. In contrast, when their motivation and ability to process the message are relatively low, they will take a peripheral route, making a simple inference about the merits of the advocated position based on various simple cues (Chaiken & Maheswaran, 1994; Petty, Cacioppo, & Schumann, 1983).

Source Credibility, Word-of-mouth Valence, and Dispositional Needs to Have a Product

Different circumstances or variables may enhance or weaken the influence of positive and negative word of mouth (J. Sweeney, Soutar, & Mazzarol, 2014). For instance, Pornpitakpan (2004) concludes that source credibility affects the weight the audience gives to positive and negative information in the message. Message recipients attach more importance to messages made by a high credible source but discount those made by a low credible one. In addition, according to the elaboration likelihood model, individuals' levels of cognitive elaboration of information influences the persuasion effects. When consumers' dispositional needs to have a product are based on intrinsic or extrinsic reasons, they might adopt either a central or a peripheral route to the persuasive word-of-mouth messages they receive.

Consumers with dispositional needs to have a product for intrinsic concerns tend to have high word-of-mouth information elaboration. This is because they care about the product itself, and word of mouth indicates the appeal of the product, which will be enhanced by positive word of mouth. Besides, positive word of mouth boosts affirmative emotions such as confidence, enthusiasm, and optimism on the recipients when they have intrinsic needs. Likewise, the hedonic side of the product strengthened by positive word of mouth is in agreement with the affective dimension of attitudes. As a result, consumers with intrinsic dispositional needs to have a product are likely to be persuaded. Conversely, negative word of mouth does harm to the perceived pleasure of the product when consumers have intrinsic dispositional needs. It is thus hypothesized as follows:

> **H2**: *Individuals' dispositional needs to have a product moderate the effects of word-of-mouth valence and source credibility on persuasion. Specifically,*
> **H2a**: *When the dispositional needs to have a product are intrinsic and the word of mouth is positive, a high credible source induces more-favorable attitudes and higher purchase intentions than does a low credible one. In contrast, when the dispositional needs to have a product are intrinsic and the word of mouth is negative, a high credible source elicits less-favorable attitudes and lower purchase intentions than does a low credible one.*

Extrinsically motivated consumers attach more importance to utility value or usefulness, which refers to "how a task fits into an individual's future plans" (Wigfield, 1994). As Wilson and Peterson (1989) stated, "Once an individual assumes an evaluative position toward a product, he/she will begin to filter information about that product. To the extent the information 'fits' the evaluative position, it will be accepted" (p. 27). It follows that consumers tend to accept the information that is consistent with their predispositions, beliefs, and expectations. Therefore, the effect of word of mouth will be contingent on its congruence with the recipient's existing attitudes. From the perspective of the elaboration likelihood model, it is reasonable that consumers with extrinsic dispositional needs to have a product tend to have low involvement and effort in word-of-mouth message processing because they care more about the external rewards or outcomes that a specific product or service can bring to them. Therefore, it is hypothesized as follows:

> **H2b**: *When the dispositional needs to have a product are extrinsic and the word of mouth is positive, a high credible source induces more-favorable attitudes and higher purchase intentions than does a low credible one. However, when the dispositional needs to have a product are extrinsic and the word of mouth is negative, a high credible source and a low credible one do not differ in their effect on attitudes and purchase intentions.*

Although source credibility is usually considered as a peripheral cue, it signals whether a message should be integrated into memory as is or whether more effortful processing is necessary (Sparks & Rapp, 2011). In addition, source credibility can influence people's confidence in their thoughts about a persuasive message because it affects the perceived validity of information in a message. Therefore, people are more confident of the thought generated in response to information from high credible sources than those generated in response to information from low credible sources. Accordingly, such different thought confidence has implications for attitude change, with more confidence in favorable thoughts leading to more persuasion (Tormala, Briñol, & Petty, 2006). Consequently, it is presumed that if some messages induce people's favorable/unfavorable attitudes and they perceive the source as credible, they will be more confident about their

positive/negative attitudes. In contrast, if the source is perceived to be not credible, individuals will be less confident about their positive/negative attitudes. Therefore, it is hypothesized as follows:

> **H2c**: *When the dispositional needs to have a product are intrinsic and the source is high credible, positive word of mouth induces more-favorable attitudes and higher purchase intentions than does negative word of mouth. In contrast, when the dispositional needs to have a product are intrinsic and the source is low credible, positive word of mouth elicits less-favorable attitudes and lower purchase intentions than does negative word of mouth.*

Individuals with extrinsic dispositional needs to have a product pay more attention to external rewards and do not care about the appeal of the product itself; nevertheless, such utilitarian individuals may view the positive word of mouth coming from high credible sources as a bonus in addition to other external incentives. Therefore, they tend to have more-favorable attitudes and spontaneously become more receptive to the product. Conversely, as long as they perceive external rewards that the product could bring to them, it is unnecessary for them to involve in further information processing. As a result, negative word of mouth would not affect their attitudes and purchase intentions, regardless of source credibility. Thus, it is hypothesized as follows:

> **H2d**: *When the dispositional needs to have a product are extrinsic and the source is high credible, positive word of mouth induces more-favorable attitudes and higher purchase intentions than does negative word of mouth. However, when the dispositional needs to have a product are extrinsic and the source is low credible, positive word of mouth and negative word of mouth do not differ in their effect on attitudes and purchase intentions.*

Methods

To test the hypotheses, two experimental studies will be conducted. Study 1 will employ a 2 (word-of-mouth valence: positive, negative) × 2 (source credibility: high, low) × 2 (dispositional needs to have a product: intrinsic, extrinsic) between-subjects factorial design. Three hundred undergraduate students in a Chinese university will participate in the study. A questionnaire about a language-training service will be distributed to each participant randomly assigned to the eight experimental groups.

The language-training program is described to have good quality and provide a popular diploma after completion of the program. Positive and negative word-of-mouth messages, source credibility, and dispositional needs will be manipulated.

Study 2 will also use the same research design as that in Study 1, but the target product is a fictional mountain bicycle brand. Manipulated to have either intrinsic or extrinsic dispositional needs to have a mountain bicycle, participants will be instructed to imagine that they want to buy a famous-brand mountain bicycle.

Contributions of the Research

This research contributes to the marketing communications literature, particularly the elaboration likelihood model and the source credibility research. It helps marketing managers decide which message sources to use in spreading word of mouth about their products.

References

Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research, 4*(3), 291-295.

Bansal, H. S., & Voyer, P. A. (2000). Word-of-mouth processes within a services purchase decision context. *Journal of Service Research, 3*(2), 166-177.

Chaiken, S., & Maheswaran, D. (1994). Heuristic processing can bias systematic processing: Effects of source credibility, argument ambiguity, and task importance on attitude judgment. *Journal of Personality and Social Psychology, 66*, 460-473.

Charlett, D., Garland, R., & Marr, N. (1995). How damaging is negative word of mouth. *Marketing Bulletin, 6*(1), 42-50.

Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research, 43*(3), 345-354.

Duan, W., Gu, B., & Whinston, A. B. (2008). The dynamics of online word-of-mouth and product sales—An empirical investigation of the movie industry. *Journal of Retailing, 84*(2), 233-242.

Mahajan, V., Muller, E., & Kerin, R. A. (1984). Introduction strategy for new products with positive and negative word-of-mouth. *Management Science, 30*(12), 1389-1404.

Mazzarol, T., Sweeney, J. C., & Soutar, G. N. (2007). Conceptualizing word-of-mouth activity, triggers and conditions: An exploratory study. *European Journal of Marketing, 41*(11/12), 1475-1494.

Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In B. L. (Ed.), *Advances in Experimental Social Psychology* (Vol. 19, pp. 123-205). San Diego, CA: Academic.

Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research, 10*(2), 135-146.

Pornpitakpan, C. (2004). The persuasiveness of source credibility: A critical review of five decades' evidence. *Journal of Applied Social Psychology, 34*(2), 243-281.

Sparks, J. R., & Rapp, D. N. (2011). Readers' reliance on source credibility in the service of comprehension. *Journal of Experimental Psychology: Learning, Memory, and Cognition, 37*(1), 230-247.

Swan, J. E., & Oliver, R. L. (1989). Postpurchase communications by consumers. *Journal of Retailing, 65*(4), 516-534.

Sweeney, J., Soutar, G., & Mazzarol, T. (2014). Factors enhancing word-of-mouth influence: Positive and negative service-related messages. *European Journal of Marketing, 48*(1/2), 336-359.

Sweeney, J. C., Soutar, G. N., & Mazzarol, T. (2008). Factors influencing word of mouth effectiveness: Receiver perspectives. *European Journal of Marketing, 42*(3/4), 344-364.

Tormala, Z. L., Briñol, P., & Petty, R. E. (2006). When credibility attacks: The reverse impact of source credibility on persuasion. *Journal of Experimental Social Psychology, 42*(5), 684-691.

Wigfield, A. (1994). Expectancy-value theory of achievement motivation: A developmental perspective. *Educational Psychology Review, 6*(1), 49-78.

Wilson, W. R., & Peterson, R. A. (1989). Some limits on the potency of word-of-mouth information. *Advances in Consumer Research, 16*(1), 23-29.

Effect of Customisation and Gender on Consumer Willingness to Pay

Hassan D Kalantari*, Swinburne University of Technology,
hkalantaridaronkola@swin.edu.au
Lester W Johnson, Swinburne University of Technology, lwjohnson@swin.edu.au

Abstract
Although there has been quite a bit of research on the role of gender in commerce published in the last decades, research on gender differences in preferences for mass customised products are rare. This research investigates whether customisation and gender have a significant effect on consumer willingness-to-pay in the textile industry. We examine this by using conjoint analysis in the jeans market. Three attributes – degree of customisation, price and delivery time- were used. Primary data obtained from 420 jeans customers are used to explore willingness-to-pay for customised jeans. We found that, not only customisation increases the amount that consumers are willing to pay, they are willing to wait longer. Moreover, the result show that women are willing to pay more than men and wait longer to receive their customised jeans. We also found that consumers, regardless of their gender, are willing to trade-off the attributes to receive their customised product.

Keywords: Mass customisation, conjoint analysis, gender

Track: Consumer Behaviour

Introduction

These days, markets are divided more and more, and hence it is getting very important for companies to identify their target groups (Piller 2006). According to Walcher et al. (2016, studies on gender difference in marketing have been growing in the last few decades creating new fields of specialisation, such as gender marketing (Fischer 2015), gender commerce (Canning 2012) or gender-specific design (Moss 2009). Gender marketing includes research that adapts marketing policies depending on the targeted gender (Walcher et al. 2016). For example, Arsel et al. (2015, examined gender and consumer research and developed a gendering theory. They believe that there are many factors that trigger different behaviours in males and females, such as biological differences, cultural factors and sociological factors. Mass customisation has received attention for over a decade. Customers seem to be not as happy with mass produced products. In order to satisfy customers' needs and desires, companies are shifting from mass production to mass customisation production (Kuo 2013). It is hardly a surprise to see that many large companies are manufacturing mass customised products. Companies are seeking new opportunities to grow their revenue and mass customisation can be a highly profitable method.

Mass customised products, due to their individual design and complicated production process, may cost more than a standard product. Although some researchers believe that mass customised products can be produced at the same price as mass production products, manufacturers who have implemented mass customisation indicate that this way of manufacturing is the main reason for increasing cost (Boucher & Barnett 2008; Krueger & Hergeth 2006). Customers need to pay a premium to buy customised products (Franke & Piller 2004; Kannan & Healey 2011; Levin et al. 2002). Manufacturers should consider this extra cost and see whether or not their customers are willing to pay extra. The second issue that manufacturers should consider before moving to mass customisation is the delivery time. Mass customised products cannot be delivered at the same time of purchase (McKenna 1999). Overall, by increasing the level of customisation, the final price and the delivery time will be increased (Millard 2006). Although mass customisation and gender marketing have been hot topics in recent times, combining both fields are rare. This research aims to (1) investigate whether gender difference effects the willingness to pay for a mass customised textile product and (2) investigate whether customers are willing to trade off price and delivery time. Does gender make any difference? Analysing the customer (male and female) willingness to pay for customised products can possibly provide a useful indication for improving customisation systems in practice. Bardakci and Whitelock (2003, developed a framework to examine the customer readiness for mass customised products by considering three particular inconveniences of mass customisation: higher price; longer delivery time; and the time that the customer needs to spend to design the product. In our research, we used a quantitative method called Conjoint Analysis. Conjoint analysis was first proposed by Green and Rao (1971, . The concept of conjoint analysis is that consumers will not always get exactly what they want. Buyers always will have to make a trade-off between the best attributes in the products or services when they are deciding to purchase the item.

Methodology

In order to investigate the willingness to pay for mass customised product, rating based conjoint analysis was used. Conjoint analysis is about measuring systematic utility to better understand which kind of products customers prefer and what it is about those products that makes people prefer them. Selecting attributes and their levels is the first step in conducting conjoint analysis. Price, delivery time and degree of customisation were used as attributes in this study. The price levels for jeans were $85, $115, $145, $175, the levels for degree of

customisation were, standard, customisation, full customisation and the levels for delivery time were 4 days, 8 days, 12 days and 16 days. The three attributes and their levels would create 48 possible profiles (3×4×4) in a full factorial design to be rated by participants. These 48 profiles are too large a number of profiles to be rated by respondents. By using an orthogonal design, we were able to create a much smaller fraction of all possible profiles (16 profiles). In addition, 3 more profiles were added to the profiles as holdouts. Holdouts help to determine the predictive power of the model and also to validate the conjoint analysis results. The conjoint questionnaire for this research were distributed to a sample of Australian participants who were 18 years old or more through an online panel website. We collected 430 completed surveys. The typical method for assessing validity and reliability of the responses is evaluating the goodness-of-fit of the estimated model (Malhotra 2008). Moreover, the holdouts and association measures were also used for validity of the conjoint model. Based on this, 53 responses were removed from our data base.

Results and Discussion
We first calculated the part-worth utilities for all participants. The participants in the survey appeared to be most concerned about the price (48% relative importance) as an influential factor for selecting jeans. Degree of customisation of the jeans (33%) is the second most important attributes and delivery time (19%) contributed the least influence in selecting jeans. As expected, increased price level and increased delivery time, contributed negatively to overall utility. The full customised jeans have the highest part-worth utility in the attribute degree of customisation, which means participants are more willing to purchase full customised jeans than the two other degrees of customisation. We can conclude that participants are more willing to purchase full customised jeans, than customised jeans and standard jeans. However, the price is very important to the consumers and not all the participants are willing to pay a premium price for customised jeans. We then used cluster analysis (using the relative importances of attributes) to determine the number of clusters. By using cluster analysis, we are able to group participants in such a way that participants with the same relative importance and part-worth utilities group together. Three segments were found. Segments 1 to 3 had 154, 145 and 68 participants, respectively. The result show that participants in segment 1 placed the greatest importance on jeans' degree of customisation (39%) followed by price (36%) and delivery time (25%). In contrast to segment 1, participants in segment 2 considered price (49%) more important than degree of customisation (35%) and delivery time (16%). Similar to segment 2, participants in segment 3 placed the most importance on price (70%), followed by degree of customisation (17%) and delivery time (13%). We then used discriminant analysis to show that gender discriminates between the clusters. Women are more likely to buy the full customised products and they are willing to pay extra to receive customised jeans. In segment 1, almost 60% of the participants are female. We also ran two simulations. The first simulation was run with two suggested profiles, one with full customised degree of customisation and low price and long delivery time and the other one with a standard product. The second simulation was run with the same standard product and a full customised profile where the price was increased and delivery time was decrease by one level. 42% of participants were willing to purchase the full customised jeans. After increasing the price and decreasing the delivery time this percentage decreased slightly to 36%. This shows that more than 36% of participants are willing to trade-off price and delivery time and the other 5.7% are not happy with this change. They were happier to pay less rather than wait less time. This research found that the customer willingness to pay for a textile customised product is influenced by gender and also that they are willing to trade off price and delivery time. This research helps might textile industries to improve targeting of their customers.

References

Arsel, Z., Eräranta, K. & Moisander, J. 2015, 'Introduction: Theorising gender and gendering theory in marketing and consumer research', *Journal of Marketing Management*, vol. 31, no. 15, pp. 1553-8.

Bardakci, A. & Whitelock, J. 2003, 'Mass-customisation in marketing: the consumer perspective', *Journal of Consumer Marketing*, vol. 20, no. 5, pp. 463-79.

Boucher, M. & Barnett, R. 2008, 'Mass customization: Challenges and solutions. Tailoring products to customer preferences: Configuring profits to order', in Book Mass customization: Challenges and solutions. Tailoring products to customer preferences.

Canning, C. 2012, 'Gender, design and marketing: How gender drives our perception of design and marketing', *Journal of Marketing Management*, vol. 28, no. 13, pp. 1642-4.

Fischer, E. 2015, 'Towards more marketing research on gender inequality', *Journal of Marketing Management*, vol. 31 , no. 15, pp. 1718-22.

Franke, N. & Piller, F. 2004, 'Value creation by toolkits for user innovation and design: The case of the watch market', *Journal of Product Innovation Management*, vol. 21 , no. 6, pp. 401-15.

Green, P. E. & Rao, V. R. 1971, 'Conjoint Measurement for Quantifying Judgmental Data', *Journal of Marketing Research*, vol. 8, no. 3, pp. 355-63.

Kannan, P. & Healey, J. 2011, *Service customization research: A review and future directions*, Boston, MA: Springer US.

Krueger, A. & Hergeth, H. 2006, 'Target costing and mass customization', *Journal of Textile and Apparel, Technology and Management*, vol. 5, no. 1, pp. 1-9.

Kuo, T. C. 2013, 'Mass customization and personalization software development: A case study eco-design product service system', *Journal of Intelligent Manufacturing*, vol. 24 , no. 5, pp. 1019-31.

Levin, I. P., Schreiber, J., Lauriola, M. & Gaeth, G. J. 2002, 'A tale of two pizzas: Building up from a basic product versus scaling down from a fully-loaded product', *Marketing Letters*, vol. 13, no. 4, pp. 335-44.

Malhotra, N. K. 2008, *Marketing research: An applied orientation*, 5th edn.: Pearson Education India.

McKenna, R. 1999, *Real-time marketing*: Harvard Business School Press.

Millard, N. 2006, 'Learning from the 'wow' factor — how to engage customers through the design of effective affective customer experiences', *BT Technology Journal*, vol. 24, no. 1, pp. 11-6.

Moss, G. 2009, *Gender, design and marketing: How gender drives our perception of design and marketing*, Farnham, England: Gower Publishing, Ltd.

Piller, F. 2006, *Mass Customization*, Germany: Springer.

Walcher, D., Leube, M. & Blazek, P. 2016, 'Gender Differences in Online Mass Customization: An Empirical Consumer Study Which Considers Gift-Giving', *International Journal of Industrial Engineering and Management*, vol. 7, no. 4, pp. 153-8.

Can materialistic consumers have high well-being?

Richard Gruner, University of Western Australia, richard.gruner@uwa.edu.au
Hanako Frawley, University of Western Australia, hanako.frawley@research.uwa.edu.au
Uwana Evers*, University of Western Australia, uwana.evers@uwa.edu.au

Abstract:
Materialism has emerged as an important topic within consumer research. Most studies report a negative relationship between materialism—the importance a consumer assigns to buying and owning products—and consumer well-being. However, relatively little is known about the nature of this relationship. Could materialism and well-being have a non-linear association? To further explore this relationship, we conducted a large scale cross-country empirical study involving 2,430 consumers. While results confirm that overall materialism has a negative effect on consumers' well-being, our data suggest an S-shaped, cubic relationship meaning that both low and high levels of materialism were related to increased consumer well-being, and average materialism was related to decreased consumer well-being. The results help untangle what has been described as a complex and enigmatic relationship between materialism and consumer well-being.

Keywords: Materialism, Consumer Well-being, PLS

Track: Consumer Behaviour

Introduction

Materialism refers to the importance of owning and acquiring material goods to achieve desired states (Richins & Dawson 1992). Materialism has typically been shown to have a negative effect on consumer well-being (e.g., Belk 1984; Kasser & Ryan 1993; Richins & Dawson 1992; Solberg, Diener & Robinson 2004). Most consumers are not satisfied with what they own, and thus aspire to have newer, better and, in many cases, evermore goods (e.g., Solberg, Diener & Robinson 2004). Similarly, theoretical perspectives such as self-determination theory support the notion that materialism has an inverse relationship with consumer well-being (Kasser & Ryan 1996). Nevertheless, it is too simplistic to conclude that any form of materialism, at any level, invariably leads to decreased consumer well-being. After all, research also shows that a primary source of consumer happiness stems from owning and acquiring material goods (Lyubomirsky, Sheldon & Schkade 2005; Precht 2011). Consequently, the true nature of the relationship between materialism and consumer well-being remains enigmatic (Burroughs & Rindfleisch 2002). At what point, if ever, does materialism positively affect consumer well-being?

The aim of this study is:
> *To investigate the relationship curve between materialism and consumer well-being.*

More specifically, we address one research question in line with this aim:
> **RQ1:** What is the nature of the relationship between materialism and consumer well-being?

Background

The negative association between materialism and consumer well-being has emerged as a recurring finding across many different studies (see Dittmar et al. 2014). However, most are cross-sectional, correlational studies that only examine the linear effects of materialism on well-being measures (Burroughs & Rindfleisch 2002; Kashdan & Breen 2007). Rather than a linear negative relationship between materialism and well-being, we propose a more complex, curvilinear relationship. We posit that—although negative overall—there is a positive initial effect on consumer well-being for low levels of materialism. After all, some degree of materialism is natural and healthy such as the acquisition of shelter and food. This thinking is in line with Maslow's hierarchy of human needs which consists of five needs (Maslow 1943). Once a consumer has satisfied basic needs, we propose materialism will result in a negative effect on well-being. We suggest that the eventual negative effect is the result of consumers' prioritisation of extrinsic goals associated with attaining money and possessions relative to more intrinsic goals one might pursue (Kasser & Ryan 1996). For example, adaptation theory explains that, once consumers have reached a desired state (of consumption), they quickly adapt and seek more or newer material goods (e.g., Richins 1987). After a consumer becomes highly materialistic, we propose materialism will again result in a positive effect on well-being. Materialistic consumers may be able to satisfy material and non-material goals, by pursuing intrinsic goals and Maslow's higher needs which are associated with higher well-being (e.g., Ahuvia & Friedman 1998; Diener, Horwitz & Emmons 1985; Kasser & Ryan 1996; Richins & Dawson 1992). Thus, we propose that low and high levels of materialism will increase consumer well-being and average materialism will decrease consumer well-being.

Method

We collected our data using Qualtrics with an online panel provider in 2015. The total usable sample for the study is 2,430 respondents across six countries (Australia, China, Italy, Poland,

Netherlands and Malaysia). Materialism was measured with the 9-item Material Values Scale (MVS) (Richins 2004) (5-point Likert scale). Well-being was measured through two scales: the 5-item Satisfaction with Life (SWL) Scale (Diener et al. 1985) and the 8-item Flourishing (F) Scale (Diener et al. 2010) (7-point Likert scale). The reverse-coded 'simple' item in the MVS was removed for scale validity.

Results

Partial Least Squares (PLS) regression analyses were conducted to estimate the model in WarpPLS (Warp3 algorithm inner model and a Stable3 resampling method; Kock 2014). The model's overall global fit was assessed and the GOF value was medium, suggesting the model fits the data well. For the original model of materialism and consumer well-being, the results gave a standardised beta of -.17 ($p < .01, f^2 = .03$) producing a small effect size (see Table 1). In full support of our hypothesis, materialism and consumer well-being was found to exhibit a cubic, S-shaped curve (low and high materialism increased well-being, with middle levels decreasing well-being) (see Figure 1).

Table 1 Means (M), standard deviations (SD), composite reliability (CR), Cronbach's Alpha (CA), average variance extracted (AVE), variance inflation factors (VIFs), and correlations.

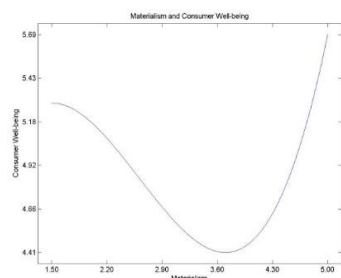| Variable	M	SD	CR	CA	AVE	VIFs	Materialism
Materialism	3.36	1.10	0.89	0.85	0.50	1.00	
Well-being	4.63	1.51	0.94	0.93	0.54	1.00	-0.17**

** Significant at the 0.01 level.

Figure 1 The relationship between materialism and consumer well-being.

Discussion and Conclusion

Our research examines how changes in materialism were associated with different levels of consumer well-being. Previous research found a negative relationship between materialism and consumer well-being (e.g., Belk 1984; Kasser & Ryan 1993; Richins & Dawson 1992; Solberg, Diener & Robinson 2004) without exploring the exact nature of the relationship. In this study, we found empirical support for a cubic relationship between materialism and consumer well-being, where low and high materialistic consumers had increased well-being and average materialistic consumers had decreased well-being. This finding challenges and extends previous research. First, we challenge the simplistic notion that materialism negatively affects consumer well-being. Second, we extend previous research by questioning the assumed linear relationship, as consumer well-being did not continue to decline as materialistic tendencies increased but instead increased for highly materialistic consumers. The increase may be attributed to having the resources necessary to satisfy materialistic and non-materialistic goals simultaneously, without needing to compromise and prioritise goals.

Much work remains to be done if we are to fully understand the drivers and outcomes of materialism. Future research should explore the relationship curve between X and X further including an exploration of threshold points and boundary conditions.

References

Ahuvia, AC & Friedman, DC 1998, 'Income, consumption, and subjective well-being: Toward a composite macromarketing model', *Journal of macromarketing*, vol. 18, no. 2, pp. 153-168.

Belk, RW 1984, 'Three scales to measure constructs related to materialism: Reliability, validity, and relationships to measures of happiness', *NA-Advances in Consumer Research*, vol. 11, no. 1, pp. 291-297.

Burroughs, JE & Rindfleisch, A 2002, 'Materialism and well-being: A conflicting values perspective', *Journal of Consumer research*, vol. 29, no. 3, pp. 348-370.

Diener, E, Emmons, RA, Larsen, RJ & Griffin, S 1985, 'The satisfaction with life scale', *Journal of personality assessment*, vol. 49, no. 1, pp. 71-75.

Diener, E, Horwitz, J & Emmons, RA 1985, 'Happiness of the very wealthy', *Social Indicators Research*, vol. 16, no. 3, pp. 263-274.

Diener, E, Wirtz, D, Tov, W, Kim-Prieto, C, Choi, D-w, Oishi, S & Biswas-Diener, R 2010, 'New well-being measures: Short scales to assess flourishing and positive and negative feelings', *Social Indicators Research*, vol. 97, no. 2, pp. 143-156.

Dittmar, H, Bond, R, Hurst, M & Kasser, T 2014, 'The relationship between materialism and personal well-being: A meta-analysis', *Journal of Personality and Social Psychology*, vol. 107, no. 5, pp. 879-924.

Kashdan, TB & Breen, WE 2007, 'Materialism and diminished well–being: experiential avoidance as a mediating mechanism', *Journal of Social and Clinical Psychology*, vol. 26, no. 5, pp. 521-539.

Kasser, T & Ryan, RM 1993, 'A dark side of the American dream: correlates of financial success as a central life aspiration', *Journal of personality and social psychology*, vol. 65, no. 2, pp. 410-422.

Kasser, T & Ryan, RM 1996, 'Further examining the American dream: Differential correlates of intrinsic and extrinsic goals', *Personality and social psychology bulletin*, vol. 22, no. 3, pp. 280-287.

Kock, N 2014, 'Using data labels to discover moderating effects in PLS-based structural equation modeling', *International Journal of e-Collaboration*, vol. 10, no. 4, pp. 1-14.

Lyubomirsky, S, Sheldon, KM & Schkade, D 2005, 'Pursuing happiness: The architecture of sustainable change', *Review of general psychology*, vol. 9, no. 2, pp. 111-131.

Maslow, AH 1943, 'A theory of human motivation', *Psychological review*, vol. 50, no. 4, pp. 370-396.

Precht, RD 2011, *Who Am I?- And If So, How Many?: A Philosophical Journey*, Random House Publishing Group, London, UK.

Richins, ML 1987, 'Media, materialism, and human happiness', *NA-Advances in Consumer Research*, vol. 14, no. 1, pp. 352-356.

Richins, ML 2004, 'The material values scale: Measurement properties and development of a short form', *Journal of consumer research*, vol. 31, no. 1, pp. 209-219.

Richins, ML & Dawson, S 1992, 'A consumer values orientation for materialism and its measurement: Scale development and validation', *Journal of consumer research*, vol. 19, no. 3, pp. 303-316.

Solberg, EG, Diener, E & Robinson, MD 2004, 'Why are materialists less satisfied?', in *Psychology and consumer culture: The struggle for a good life in a materialistic world*, eds T Kasser & A Kanner, American Psychological Association, USA, pp. 29-48.

How consumer behaviour models apply to fresh produce

Danielle Talbot, Ehrenberg-Bass Institute, University of South Australia,
Danielle.Talbot@marketingscience.info
Zachary Anesbury*, Ehrenberg-Bass Institute, University of South Australia,
Zachary.Anesbury@marketingscience.info
Svetlana Bogomolova, Ehrenberg-Bass Institute, University of South Australia,
Svetlana@marketingscience.info
Chanel Day, Nielsen, Chanel.Day@nielsen.com

Abstract
Fruits and vegetables are essential components of a healthy diet. The numerous health and economic benefits of increasing fruit and vegetable consumption call for using the best cross-disciplinary research approaches. This paper explores whether empirically proven buying behaviour models from packaged foods studies could also be of use in analysing consumer purchasing of fresh apples and tomatoes. The study examined over 400,000 purchases across three years in Australia. The findings show that fruit and vegetable varieties follow the same predictable repeat-purchasing patterns as packaged foods; specifically, there are many more buyers who purchase a particular variety or type only occasionally, with many who do not purchase at all during a period. The implication is that marketing campaigns for particular varieties or types that focus on increasing customer penetration, rather than loyalty, will achieve stronger brand and category growth for fresh produce, enabling healthier diets.

Keywords: Fresh fruit and vegetables, Double Jeopardy, NBD Distribution

Track: Social Marketing

Introduction

Health professionals have emphasised the health benefits of fresh fruits and vegetables for decades. These benefits range from cancer prevention to lowering the incidence of obesity (Slavin and Lloyd, 2012), and are often considered as the main selling points for fresh produce. The Australian Dietary Guidelines (National Health and Medical Research Council, 2013) recommend that, on average, Australians should consume two serves of fruit and five serves of vegetables each day. However, current research suggests that Australians only consume one-third to a half of these recommended amounts (Hendrie, 2017). The fresh fruit and vegetable industry is currently worth over AUD$4 billion, with revenue forecasted to grow 2.2% annually over the next five years (IBIS World, 2017). Therefore, increasing fresh fruit and vegetable consumption is critical for both health and economic benefits.

Over fifty years of research into consumer behaviour has provided marketing practitioners with insights into how consumers buy brands within competitive markets (Sharp, 2010). While there is substantial empirical evidence showing the efficacy of such law-like patterns across many packaged foods categories (Goodhardt, Ehrenberg and Chatfield, 1984; Yang, Bi and Zhou, 2005; Greenacre *et al.*, 2015), limited **marketing** research exists in the area of **fresh produce**. As a result, fresh fruit and vegetable growers, and associated retailers have limited guidance regarding how to grow consumer demand for their varieties, emerging proprietary brands, and the entire industry. Using Nielsen panel data, this study seeks to determine if consumers purchase fresh fruits and vegetables in the same manner as they buy packaged goods. The authors analyse the Double Jeopardy and the Negative Binomial Distribution (NBD) patterns for fresh Australian apples and tomatoes.

Data, Results & Discussion

The analysis used Nielsen household panel data (>400,000 fruit and vegetable purchasing transactions) collected in Australia over six months for apples, and three years for tomatoes (Nielsen, 2017). Consistent with previous studies in the area (Mansfield and Romaniuk, 2003; Pare, Dawes and Driesener, 2006; Pare and Dawes, 2007), we analysed only the largest brands. For this analysis, the different varieties or types of apples and tomatoes are brands, due to how consumers view them during purchasing occasions.

The law of Double Jeopardy states that brands with smaller market shares suffer twice; fewer buyers typically buy them (i.e. penetration) who are also slightly less loyal (i.e. average purchase frequency) (McPhee, 1963; Dawes, 2009). In Table 1 we see that the brand with largest market share, Pink Lady, has a much higher penetration but only a slightly higher purchase frequency than the other brands. In contrast, Red Delicious is the smallest market share brand and has the lowest penetration, but just a slightly lower purchase frequency. It is evident that the apple category displays a clear Double Jeopardy pattern (i.e. as brands decrease in size, they have smaller penetration and average purchase frequency) (Ehrenberg, Goodhardt and Barwise, 1990). The same analysis for the tomato category shows similar findings.

*Table 3: Double Jeopardy pattern for apple brands*

	Market Share (%)	Penetration (%)	Average Purchase Frequency
Pink Lady	41	66	4.1
Royal Gala	19	44	2.8
Unclassified	15	41	2.4
Granny Smith	14	35	2.7
Red Delicious	8	24	2.3
Average	19	42	2.9

Source: Nielsen Homescan (6 months: 9/7/2016 – 26/11/16) n = 5844

We then plotted the proportion of each brand's buyers (for the biggest and smallest market share brands) who purchase the brand for various frequencies (see Figure 1 and 2). We see that the largest brand, Pink Lady, has 66% of buyers purchasing at least once during the six-month period, and the smallest brand, Red Delicious, has just 24%. The NBD presents the purchase frequencies of brands within a particular period, highlighting that there are many non-and light buyers (Ehrenberg, 1959; Schmittlein, Bemmaor and Morrison, 1985; Mizerski *et al.*, 2013; Dawes, 2014). The Figures show the gamma distributions typically seen for consumer packaged goods (Ehrenberg, 2000). Evidently, larger market share brands have many more consumers, who purchase only marginally more often and are therefore only slightly more loyal. There are many more non-buyers of both varieties across categories; however, larger brands have a slightly less skewed distribution, as they have more consumers who purchase on more occasions. The empirical evidence reiterates the fact that for a smaller brand, or variety, to grow in market share, it must focus on increasing the number of people who purchase the brand and avoid attempts to make the existing (few) buyers buy more often (Sharp, 2010).

Figure 1: NBD for Pink Lady and Red Delicious apple varieties during six-month period

Figure 2: NBD for Loose Field and Kumato tomato varieties during one year period
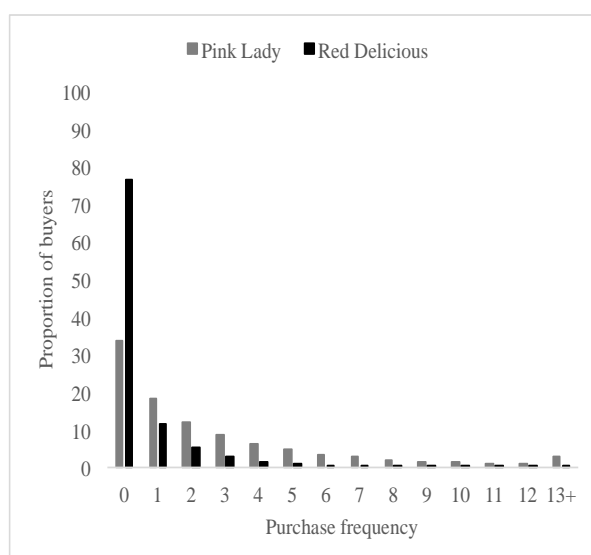
Source: Nielsen Homescan 2016 (6 months: 9/7/16 – 26/11/16) n = 5844
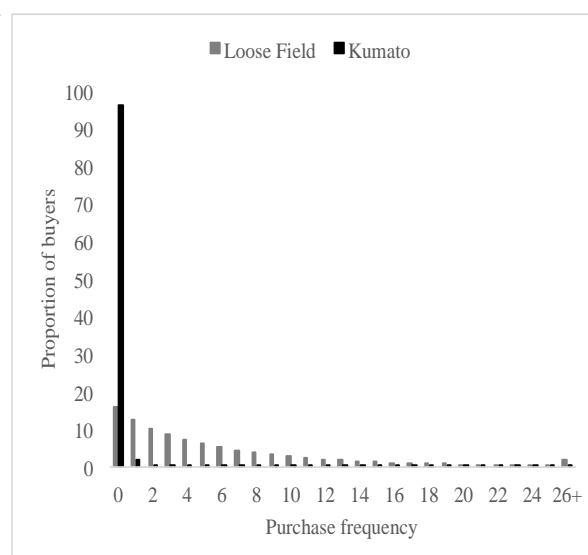
Source: Nielsen Homescan 2016 (1 year) n = 6790

Conclusion and Managerial Implications

The observed patterns in the data indicate that consumers purchase fruit and vegetable varieties just as they buy brands of packaged goods. We have shown that the fundamental laws of consumer behaviour (i.e. the Double Jeopardy and the Negative Binomial Distribution) apply to fruit and vegetable purchasing. Customers purchase different varieties within each category, and therefore investments in expanding the customer base for each variety or type is necessary for growth, rather than increasing purchase frequency of pre-existing buyers. Managers and fresh fruit growers should focus on increasing penetration and growing the number of people who buy fresh fruit and vegetable varieties and brands. Therefore, marketing strategies should be aiming to reach non-buyers of each variety or type, which can consequently also increase category growth. Investment into these marketing strategies should involve highlighting the importance of consuming more fruit and vegetables as part of a healthy diet.

References

Dawes, J., (2009). Brand loyalty in the uk sportswear market. *International Journal of Market Research,* 51 (4), 449-463.

Dawes, J. G., (2014). Patterns in competitive structure among retail financial services brands. *European Journal of Marketing,* 48 (5-6), 7.

Ehrenberg, A., (1959). The pattern of consumer purchases. *Applied Statistics,* 8 (1), 26-41.

Ehrenberg, A., (2000). Repeat-buying: Facts, theory and applications. *Journal of Empirical Generalisations in Marketing Science,* 5 (2), 392-770.

Ehrenberg, A., Goodhardt, G., Barwise, T. P., (1990). Double jeopardy revisited. *Journal of marketing,* 54 (3), 82-91.

Goodhardt, G. J., Ehrenberg, A., Chatfield, C., (1984). The dirichlet: A comprehensive model of buying behaviour. *Journal of the Royal Statistical Society,* 147 (5), 621-655.

Greenacre, L., Tanusondjaja, A., Dunn, S., Page, B., (2015). Using choice experiments to find double jeopardy patterns. *International Journal of Market Research,* 57 (5), 743-758.

Hendrie, G., Noakes, M. , (2017). Fruit, vegetables and diet score CSIRO and Horticulture Innovation Australia, Australia.

IBIS World, (2017). Fruit and vegetable retailing in australia IBIS World, Australia.

Mansfield, A., Romaniuk, J., (2003). How do tourism destinations compete? An application of the duplication of purchase law. Presented at EMAC, Glasgow.

McPhee, W. N. (1963). *Formal theories of mass behaviour*. New York: The Free Press of Glencoe.

Mizerski, R., Mizerski, K., Lam, D., Lee, A., (2013). Gamblers' habit. *Journal of Business Research,* 66 (9), 1605-1611.

National Health and Medical Research Council, (2013). Australian dietary guidelines. National Health and Medical Research Council,, Canberra ACT.

Nielsen, (2017). Consumer panels. Available from: <http://www.nielsen.com/au/en/solutions/measurement/consumer-panels.html>.

Pare, V., Dawes, J., (2007 of Conference). Deviations from double jeopardy: How many private label and high-share brands exhibit excess loyalty? ANZMAC, Dunedin, New Zealand.

Pare, V., Dawes, J., Driesener, C., (2006 of Conference). Double jeopardy deviations from small and medium share brands - how frequent and how persistent? ANZMAC, Brisbane, Australia.

Schmittlein, D. C., Bemmaor, A. C., Morrison, D. G., (1985). Why does the nbd model work? Robustness in representing product purchases, brand purchases and imperfectly recorded purchases. *Marketing science,* 4 (No. 3, Summer), 255-266.

Sharp, B. (2010). How brands grow. In: Sharp, B. (Ed.), *How brands grow* (pp. 16-27). Melbourne, Australia: Oxford University Press.

Slavin, J. L., Lloyd, B., (2012). Health benefits of fruits and vegetables. *Advances in Nutrition: An International Review Journal,* 3 (4), 506-516.

Yang, Z., Bi, Z., Zhou, N., (2005). The double jeopardy phenomenon and the mediating effect of brand penetration between advertising and brand loyalty. *Journal of Advertising Research,* 45 (2), 211-221.

Exploring the Importance of Autobiographical Memories

Arezoo Nakhaei*, Massey University, a.nakhaei@massey.ac.nz
Lara Stocchi*, Flinders University, lara.stocchi@flinders.edu.au
Malcolm Wright, Massey University, m.j.wright@massey.ac.nz
Mark Avis, Massey University, m.avis@massey.ac.nz

Abstract:
This paper examines autobiographical memories (memories of past personal experiences) for different product categories, presenting the results of two exploratory research projects: i) ten in-depth interviews asking consumers to describe the autobiographical memories that they can recollect for financial services and for packaged food; and ii) an online experiment adapting a protocol commonly used in psychology to trigger biographical recollection for a range of services (cinemas, car insurance, fast food and gyms). The results show that the consumer ability to recall autobiographical memories and the vividness of the memories elicited vary in line with the level of involvement with the product category. This outcome complements recent research showing that autobiographical memories facilitate the consumer ability to retrieve brands from memory, and suggests that biographical recollection could be very relevant to the design of effective advertising strategies for products and services with high levels of consumer involvement.

Keywords: Autobiographical memory, recollection, consumer involvement.

Track: Consumer Behaviour

Introduction, Research Aim and Conceptual Background

Autobiographical memory relates to past personal experiences (Rubin et al., 2003) and, in the marketing context, it concerns memories involving products and product usage experiences of a subjective nature (Baumgartner et al., 1992; Chocarro et al., 2009). According to psychology, autobiographical memory is important because it underpins how individuals retain and access information (Schacter & Tulving, 1994; Tulving, 2002); it controls the activation of goals and the expression of the self (Baumgartner et al., 1992; Conway & Pleydel-Pearce, 2000); and offers self-references, i.e., veridical records guiding behaviour and decision-making (Klein, 2004). Recent research by Stocchi et al., (2016) and Stocchi and Wright (2016) has started to explore the role of autobiographical memory in consumer decision-making, and suggested that it may underpin consumers' ability to recollect brands. However, in order to further advance this strand of research it is essential to determine whether certain product categories elicit more autobiographical memories than others, and the reasons why this may occur.

Psychology suggests that the recollection of autobiographical memories is more likely in instances of high personal involvement (Klein, 2001; 2004). Given specific intrinsic features, some product categories show higher levels of consumer involvement, i.e., "an unobservable state of motivation, arousal or interest" (Aldlaigan & Buttle, 2001; p. 232). For example, because of characteristics such as intangibility, inseparability, heterogeneity, and perishability, services like banking and insurance imply *high* levels of consumer involvement (Zeihaml et al., 1985). In contrast, everyday purchases such as packaged food typically imply *low* involvement and habitual buying (Sharp et al., 2002). Accordingly, this paper explores the validity of two overarching research propositions, as follows:

> **P1:** The consumer ability to form and recall autobiographical memories depends on their involvement with the product category.
> **P2:** Consumers form and recall autobiographical memories more easily for services (high-involvement) than for food products (low-involvement).

The importance of testing these two propositions is twofold. First, it contributes to the identification of concrete recommendations in relation to advertising. Baumgartner et al., (1992), _ENREF_62Sujan et al., (1993), Braun-LaTour et al., (2004), and Hartmann et al., (2016) showed that autobiographical memory can trigger emotional response to advertising. This research goes beyond this and aims to identify more specific guidelines for effective advertising across different product categories. Second, assessing the validity of these two research propositions can lead to the identification of strategies to support positive behaviors, such as discouraging consumption of products that may be harmful to consumers (e.g., alcoholic beverages and confectionary, which we consider here). Hence, the implications of this research for consumers' education and protection and policy development are potentially substantial, and this paper is set-up to offer a glimpse of the impact that advancing this strand of marketing research could have.

Methodology

We present the outcomes of two complementary exploratory analyses aimed at exploring the validity of P1 and P2 using a mixed method approach, as follows:

- Ten **face-to-face semi-structured interviews** conducted in New Zealand (40% male; 60% females; purposive sample); the interviews asked participants to recall and describe a memory regarding their personal experiences in relation to financial services (banking *or* insurance) and some food products (organic meat and vegetables, confectionery *or*

alcoholic drinks). We analyzed the narratives in the data focusing on three aspects: i) whether participants could recall and describe their memories; and ii) the vividness of their memories (i.e., the amount of visual and contextual details given, captured in line with Rubin et al., 2003); and iii) whether the memories were markedly subjective vs. more generic episodes of consumption.

- An **online experiment** (*N* = 356) conducted in Australia (40% males; 60% females), set up as follows: half of the respondents (*experimental group*) were presented with Rubin et al.'s (2003) battery of questions to elicit autobiographical memories adapted for a range of services varying in the inherent level of involvement (from high to low: cinema, car insurance, fast food and gyms; pre-tested); the other half was presented with the same battery of questions applied to the topic 'going to school' (*control group*), based on the assumption that education is by definition a biographical aspect of many people's lives, treated as benchmark for testing P1 and P2. We carried out *between groups* comparisons (controlling for product category knowledge, measured as per Schneider and Rodgers, 1996) focusing on the same three key aspects as the face-to-face interviews. In more detail, we compared the percentage of respondents who could recall and describe memories about 'going to school' (control group) vs. memories about the various services considered (experimental group); the vividness of the memories elicited in each instance; and whether the memories were markedly subjective (autobiographical) vs. generic.

Results, Discussion and Contribution
The results of the interview-data analysis indicate that for banking and insurance (higher involvement) consumers could elicit more autobiographical memories. In contrast, for all food products (lower involvement) participants elicited relatively fewer memories, which were mostly related to generic episodes of repeated consumption, and generally less vivid (i.e., lacked in visual and contextual details). The results of the online experiment corroborate these findings in two ways. First, the percentage of participants who recalled autobiographical memories decreased in line with the level of involvement (it ranged between 70% for cinemas and 22% for gyms). Second, although the perceived vividness of the memories varied across categories irrespectively of involvement, differences *between groups* increased as involvement decreased, and the episodes elicited became more generic. These outcomes offer a first concrete indication of the validity of RP1 and RP2, identifying a simple framework for further theoretical advancements and feeding into a broader research agenda that will update the way organizations advertise, especially in contexts whereby it might be necessary to educate and empower consumers – see the instance of alcoholic beverages and confectionary.

Implications for Theory and Practice
This exploratory research illustrates that consumers' ability to recall autobiographical memories varies across product categories in line with consumer involvement. This is a new finding (although aligned with prior psychological evidence, see Klein, 2004), which adds to efforts to examine autobiographical memory as a driver of consumption (e.g., Stocchi et al., 2016). Furthermore, this outcome extends previous findings considering autobiographical memories in the context of advertising (e.g., Sujan et al., 1993; Hartmann et al., 2016). Practically, it suggests that for categories with higher levels of consumer involvement, evoking autobiographical memories related to the product category could be effective, especially when the communication's aims include social purposes, such as steering consumers towards products that are beneficial to them (e.g., healthy food) and away from those that aren't (e.g., confectionary).
References

Aldlaigan, A.H., Buttle, F. a., 2001. Consumer involvement in financial services: an empirical test of two measures. *International Journal of Bank Marketing*. 19, 232–245.

Baumgartner, H., Sujan, M., Bettman, J.R., 1992. Autobiographical Memories, Affect, and Consumer Information Processing. *Journal of Consumer Psychology*. 1, 53–82.

Braun-LaTour, K. A., LaTour, M. S., Pickrell, J. E., Loftus, E. F. & Distinguished, S. U., 2004. How and when advertising can influence memory for consumer experience. *Journal of Advertising*. 33, 7-25.

Chocarro, R., Cortiñas, M., Elorz, M., 2009. The impact of product category knowledge on consumer use of extrinsic cues - A study involving agrifood products. *Food Quality Preference*. 20, 176–186.

Conway, M. A., Pleydell-Pearce, C. W., 2000. The construction of autobiographical memories in the self-memory system. *Psychological Review*. 107, 261-288.

Klein S. B., 2001. A self to remember: a cognitive neuropsychological perspective on how self creates memory and memory creates self. In *Individual Self, Relational Self, and Collective Self*, Sedikides C., Brewer M. B. (eds), Philadelphia, Psychology Press; pp. 25–46.

-----, 2004. The cognitive neuroscience of knowing one's self. In *The Cognitive Neurosciences,* III ed, Gazzaniga M. A. (ed), Cambridge, MIT Press, pp. 1007–1089.

Hartmann, P., Apaolaza, V., Eisend, M., 2016. Nature Imagery in Non-Green Advertising: The Effects of Emotion, Autobiographical Memory, and Consumer's Green Traits. *Journal of Advertising*. 45, 427–440.

Rubin, D.C., Schrauf, R.W., Greenberg, D.L., 2003. Belief and recollection of autobiographical memories. *Memory and Cognition*. 31, 887–901.

Schacter, D. L., and Tulving, E., 1994. *Memory systems 1994*. Mit Press.

Schneider, K.C., Rodgers, W.C., 1996. An "Importance" Subscale for the Consumer Involvement Profile. *Advances in Consumer Research*. 23, 249–255.

Sharp, B., Wright, M. and Goodhardt, G., 2002. Purchase loyalty is polarised into either repertoire or subscription patterns. *Australasian Marketing Journal (AMJ)*. *10*, 7-20.

Stocchi, L., Wright, M., Driesener, C., 2016. Why familiar brands are sometimes harder to remember. *European Journal of Marketing*. 50, 621–638.

Stocchi, L., Wright, M., 2016. The effect of episodic recollection on brand retrieval and purchase intention. Australia and New Zealand Marketing Academy Conference, Christchurch.

Sujan, M., Bettman, J.R., Baumgartner, H., 1993. Influencing Consumer Judgments Using Autobiographical Memories: A Self-Referencing Perspective. *Journal of Marketing Research*. 30, 422.

Tulving, E., 2002. Episodic Memory: From Mind to Brain. *Annual Review of Psychology*. 53, 1–25.

Zeihaml, V.A., Parasuraman, A., Berry, L.L., 1985. Problems and strategies in service marketing. *The Journal of Marketing*. 33-46.

Factors Influencing Buying Behaviour of Organic Food Products

Gurmeet Matharu*, Southern Cross University, g.matharu.10@student.scu.edu.au
Tania von der Heidt, Southern Cross University, tania.vonderheidt@scu.edu.au
Golam Sorwar, Southern Cross University, golam.sorwar@scu.edu.au

Abstract:
Organic food products are gaining popularity, due to their health benefits and low environmental impact. However acceptance of organic food products is low, especially for young consumers in India. 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. The aim of the study reported here is to develop and empirically test an extended model based on the theory of planned behaviour, which captures the key factors influencing young Indian buyers' attitudes and how these attitudes influence their actual purchase behaviour, along with the moderating effect of cultural values. Quantitative data collected from an online structured questionnaire survey of students will be analysed by structural equation modelling. The study will provide valuable information for green marketers and policy makers to assist them in understanding the challenges and issues in framing effective marketing programs.

Keywords: Organic Food Products, Green Purchase Intention, Green Purchase Behaviour

Track: Consumer Behaviour

Introduction and Research Aim

The demand for organic food products has increased globally, due to its health benefits (Paul & Rana, 2012) and less adverse environmental impact (APEDA, 2015). But the acceptance rate for organic food products is higher in developed than developing countries (Al-Swidi, Huque, Hafeez & Shariff, 2014). There is lack of wide acceptance by people in Asian countries, especially India, where most people do not purchase green products (Kumar & Ali, 2011; Misra & Singh, 2016), because of high price, lack of availability and deficient reliable marking and certification methods. In some sections of Indian society the demand for organic food products is gradually growing, especially in relation to women (Misra & Singh, 2016) and urban Indian (Sondhi, 2014).

In order to increase the share of organic food products, it is necessary to understand green purchase intention (GPI) and how it relates to green purchase behaviour (GPB) in this particular context. The antecedents of organic food consumption by young Indian people have received limited scholarly attention in the literature. Some studies have found that young Indian consumers want food products to be of good quality, while caring about the attributes of health, safety and environment, and are in favour of organic food products (Kumar & Ali, 2011; Sondhi, 2014). Further, existing studies into young Indian consumers' eco-friendly (food) choices have considered either GPI or GPB, but not the relationship between the two constructs. Some previous studies have explored the factors influencing GPI (Juan-Nable, 2016; Velnampy & Achchuthan, 2016), but not in relation to young people in developing countries, and not with respect to a range of antecedents like attitude, subjective norm, price consciousness, media influence, quality of products in one model. Moreover, local culture plays a significant role in food consumption (Venkatesh 1995). While the relationship between culture and consumer behaviour has been studied in the recent literature (Mathras, Cohenb, Mandelb, & Mickc, 2016; Shavitt & Cho, 2016), none of these studies have investigated the issue of cultural effects on GPI and GPB in the context of food products. So, the research problem investigated in the study reported in this paper is: *How do young consumers' perceptions and attitudes towards organic food products influence GPI and GPB in the Indian context?*

Theoretical Framework

The research draws on the theory of planned behaviour (TPB) (Ajzen, 1991), which states that intentions to perform behaviours of various kinds can be forecast with great reliability from attitudes towards the behaviour, subjective norm and perceived behavioural control, and these intentions, combined with perceptions of behavioural control, result in significant difference in actual behaviour. The study at hand incorporates the seven salient antecedents of GPI identified by Velnampy and Achchuthan (2016) in the context of organic food purchases by young Sri Lankan consumers: Environmental concern, Environmental attitude, Subjective norm, Perceived behavioural control, Media influence, Health consciousness and Perceived government initiatives. Two further antecedents of GPI are posited: Quality of product and Price consciousness. Further, culture is posited to moderate the effect of these nine antecedents on GPI. Culture is important to the food context in India, but is relatively neglected in the green food literature.

Table 1 below summarises the nine antecedents plus Cultural values and the extant scales to be used in measuring these constructs in the study at hand. It also highlights key empirical literature identifying a positive relationship between each of the antecedents plus moderator and GPI, as well as the associated hypotheses. In addition, socio-demographic variables, such as gender, monthly income of family, place of residence (urban/rural), city or state of residence and social status, which are relevant and important in Indian context, will be added as control variables in the proposed model.

Table 1. Summary of hypothesised antecedents of PI and GPI

Antecedent of GPI		Extant empirical studies finding positive relationship between antecedent and PI/GPI	Hypo-thesis
Name of variable	Extant scale		
Environmental Attitude	Kumar (2012), 4 items	Kumar (2012); Velnampy and Achchuthan (2016); Chen and Tung (2014)	1
Environmental Concern	Lee (2008), 4 items	Velnampy and Achchuthan (2016); Lee (2008); Albayrak et al. (2013)	2
Perceived Behavioural Control	Kumar (2012), 4 items	Kim and Choi (2005); Chen and Tung (2014); Albayrak et al. (2013)	3
Media Influence	Velnampy and Achchuthan (2016), 3 items	Bulsara and Trivedi (2016)	4
Subjective Norm	Kumar (2012), 4 items	Kumar (2012); Chen and Tung (2014); Albayrak et al. (2013)	5
Health Consciousness	Sondhi (2014), 9 items	Wee et al. (2014); Fotopoulos and Krystallis (2002)	6
Price Consciousness	Mishra (2010), 4 items	Iqbal (2015)	7
Perceived Govt. Effec	Chen and Chai (2010), 3 items	Velnampy and Achchuthan (2016)	8
Quality of Product	Iqbal (2015), 8 items	Iqbal (2015); Flanagin et al. (2014); Fotopoulos and Krystallis (2002)	9
Moderator: Cultural Values	Chan (2001), 3 items	Kim and Choi (2005)	10

GPI and GPB have been conceptualised by Velnampy and Achchuthan (2016) and Kumar (2012) respectively. A positive relationship between these two constructs has been established in several empirical, India-based studies of non-food environmental products (e.g. Kumar, Manrai & Manrai, 2017; Kumar, 2012). In the case of Chinese consumers, Chan (2001) proved that GPI is the strongest predictor of GPB. To date there is only one study in India that has investigated the GPI-GPB relationship about organic food (Misra & Singh, 2016). Hence, an additional hypothesis (H11) is posited in the proposed model to test the relationship between GPI and GPB in the context of young Indian consumers.

Methodology

Ethics approval for this study has been obtained to collect data through an online survey from students of two universities in the Punjab state of India. The questionnaire has 36 questions covering 12 constructs and demographic-related questions - all drawn from previously validated scales and modified for the Indian context. The target sample size is 360

respondents - about 10 times the number of items in the study. SEM will be used for data analysis. Confirmatory factor analysis will assess the effects and correlations in the structural model.

Implications for Theory and Practice

The study extends current consumer behaviour literature by examining the key factors influencing young consumers' green purchasing behaviour in an Indian context. It will provide a more comprehensive understanding of young green consumers' profiles and insights into the antecedents of GPI and their influence on consumers' organic food products purchase intention and behaviour. This will help government organisations to fine tune their environmental programs regarding the production, processing, and consumption of food products, as called for by Correia and Rola-Rubzen (2012). With the findings of this study organic food-producing organisations can also frame more effective marketing programs and tactics to stimulate purchases by young Indian consumers.

References

Ajzen. (1991). The theory of Planned Behaviour. *Organizational behavior and human decision processes,* 50, 179-211.

Albayrak, T., Aksoy, Ş., & Caber, M. (2013). The effect of environmental concern and scepticism on green purchase behaviour. *Marketing Intelligence & Planning*, *31*(1), 27-39.

Al-Swidi, A., Mohammed Rafiul Huque, S., Haroon Hafeez, M., & Noor Mohd Shariff, M. (2014). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, *116*(10), 1561-1580.

APEDA. (2015). National Programme for organic production. Viewed on 07, April 2017 http://apeda.gov.in/apedawebsite/index.html

Bulsara, H. P., & Trivedi, K. G. (2016). An Exploratory study of factors related to Consumer Behaviour towards purchase of Fruits and Vegetables from different Retail Formats. *Journal of Research in Marketing*, 6(1), 397-406.

Chan, R. Y. (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology & Marketing*, 18(4), 389-413.

Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: consumers' perspective. *Management science and engineering*, 4(2), 27.

Chen, M. F., & Tung, P. J. (2014). Developing an extended theory of planned behavior model to predict consumers' intention to visit green hotels. *International journal of hospitality management*, *36*, 221-230.

Correia, V. D. P., & Rola-Rubzen, M. F. (2012). What Attributes Do Consumers Seek When Buying Vegetables: The Case of East Timorese Consumers? *World Journal of Social Sciences,* 2(5), 79-89.

Flanagin, A. J., Metzger, M. J., Pure, R., Markov, A., & Hartsell, E. (2014). Mitigating risk in ecommerce transactions: perceptions of information credibility and the role of user-generated ratings in product quality and purchase intention. *Electronic Commerce Research*, *14*(1), 1-23.

Fotopoulos, C., & Krystallis, A. (2002). Purchasing motives and profile of the Greek organic consumer: a countrywide survey. British Food Journal, 104(9), 730-765.

Iqbal, M. (2015). Consumer Behaviour of Organic Food: A Developing Country Perspective. *International Journal of Marketing & Business Communication*, 4(4).

Juan-Nable, K. S. (2016). Intentions and Behaviors of Adolescents in Purchasing Green Products. *Journal of Asia Entrepreneurship and Sustainability,* 12(1).

Kim, Y., & Choi, S. M. (2005). Antecedents of green purchase behavior: An examination of collectivism, environmental concern, and PCE. *Association for Consumer Research,* 32, 592599.

Kumar, B. (2012). Theory of planned behaviour approach to understand the purchasing behaviour for environmentally sustainable products, December 2012, *Indian Institute of Management*, Ahmedabad-380 015 India.

Kumar, B., Manrai, A.K., & Manrai, L.A. (2017). Purchasing behaviour for environmentally sustainable products: A conceptual framework and empirical study. *Journal of Retailing and Consumer Services*, 34, 1-9.

Kumar, S., & Ali, J. (2011). Analyzing the Factors Affecting Consumer Awareness on Organic Foods in India. Paper presented at the 21st Annual IFAMA World Forum and Symposium on the Road to 2050: Sustainability as a Business Opportunity, Frankfurt, Germany.

Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing intelligence & planning*, 26(6), 573-586.

Mathras, D., Cohenb, A. B., Mandelb, N., & Mickc, D. G. (2016). The Effects of Religion on Consumer Behavior: A Conceptual Framework and Research Agenda. *Journal of Consumer Psychology, Running head: religion and consumer behavior*, 1-48.

Misra, R., & Singh, D. (2016). An analysis of factors affecting growth of organic food. *British Food Journal,* 118(9), 2308-2325.

Mishra, A. A. (2010). Consumer decision-making styles and young-adult consumers: An Indian exploration. *Đşletme Araştırmaları Dergisi*, 2(3), 45-62.

Paul, J., & Rana, J. (2012). Consumer behavior and purchase intention for organic food. *Journal of consumer marketing,* 29(6), 412-422.

Shavitt, S., & Cho, H. (2016). Culture and Consumer Behavior: The Role of Horizontal and Vertical Cultural Factors. *Current Opinion in Psychology,* 8, 149-154.

Sondhi, N. (2014). Assessing the organic potential of urban Indian consumers. *British Food Journal*, 116(12), 1864-1878.

Velnampy, T., & Achchuthan, S. (2016). Green consumerism in Sri Lankan Perspective: An Application and Extension of Theory of Planned Behavior. *Advances in Management & Applied Economics,* 6(5), 39-66.

Venkatesh, A 1995, 'Ethnoconsumerism: A new paradigm to study cultural and cross-cultural consumer behavior', in JA Costa & G. Bamossy (eds.)*, Marketing in the multicultural World,* Sage Publications, pp. 1-35.

Wee, C. S., Ariff, M. S. B. M., Zakuan, N., Tajudin, M. N. M., Ismail, K., & Ishak, N. (2014). Consumers perception, purchase intention and actual purchase behavior of organic food products. *Review of Integrative Business and Economics Research*, *3*(2), 378.

Self-expansion Model in Consumer-Brand Relationships

Shanshan Luo   University of Otago, shanshan.luo@postgrad.otago.ac.nz

Abstract:
Consumers seek resources, perspectives and life meanings in 'loving' consumer-brand relationships to fulfil their high order needs and to live better lives. The implementation of the self-expansion model in brand relationships is to define a close brand relationship as one in which brands become part of consumers' self-ownership. In this paper, a self-expansion model that relate to close relationships in the brand context, predicts that consumers have the motivation to expand themselves by gaining brands (resources, perspectives and properties) to accomplish their goals. This study focuses on self-expansion of consumers in consumer-brand relationships, to demonstrate that consumers understand their roles in brand relationships, based on self-expansion models. Qualitative research methods to investigate students' relevant life experiences, culture differences, and other phenomena that influence their brand relationships. This study tends to build an understanding of what experiences consumers (university students) are seeking in their brand relationships to help them attain self-expansion.

Keywords: self-expansion, brand-relationships

Track: Consumer Behaviour

Introduction and Research Aim

Belk (1988, p.147) "relationships with objects are never two-way (person-thing), but always three-way (person-thing-person)." Consumers purchase brands to construct their self-concepts, to communicate the self to others, and to present themselves through brands (Goffman, 1959; Belk, 1988; Dittmar, 1992; Reed, 2002). When consumers compose themselves or to communicate their self-concept to others through brands, their relationship with brands is formed. Belk (1988) suggested that consumers are the sum of their possessions, and an object is part of consumers' self through knowing the objects, creation of objects, and appropriation of objects. Consumers use objects either as forms of physical or as forms of symbol or sign, or their consumption and live experiences and memories, which embedded in life as a way to achieve their goals. Consumers take objects as part of themselves when they feel objects can help them to expand in one aspect or in many aspects and when they feel they can control objects (McClelland, 1951; Elliott & Wattanasuwan, 1998; Woodside, Sood & Miller, 2008). This study illustrates how consumers understand their roles in brand relationships, based on the self-expansion model.

The aim of this study is:
Understanding the development and maintenance of consumer-brand relationships based on the self-expansion model.

Research questions in line with this aim:
RQ: What is/are experiences consumer seeks for in the consumer-brand relationship that can help them to expand

Background

To answer the research questions, the definition of self-expansion motivation is the theoretical foundation of this paper. People desired to expand themselves by means of their fundamental motivation to expand their sense of self and embrace features of their partners into their own sense of self (Aron and Aron, 1997). There are two key features in self-expansion model: for the first, self-expansion motivation is that people strive for their physical impact, psychological involvement, and people's awareness of their position in the universe (meaning of life). For the other, inclusion of others in self is the outcome of self-expansion, after people experienced and behaviour, the perception of closeness as an overlap of selves with others (Aron and Aron, 1996). The principle of self-expansion model is that people are in quest of expanding the self, and by doing so, they are attempting to include others in the self, and they seek situations and experiences that bracket with experiences of expansion of the self. This study focused on the role of self-expansion motivation in consumer- brand relationship.

Based on the definition of self-expansion motivation, consumers obtain resources, perspectives and identities from their brand relationships to obtain self-expansion to satisfy their physical, psychological and spiritual needs. Meanwhile, consumers' emotional responses to their satisfying experiences with brands are the brands that can help them self-expansion (Howard and Sheth, 1969; Oliver, 1981; Chait et al., 1990). This study identifies consumer expansion motives in their brand relationships, in order to understand the development and maintenance of brand relationship, based on self-expansion motivation.

Method

This research will conduct qualitative research attempts to develop as much information as possible about students' relevant life experiences, culture differences, and other phenomena

that influence their brand relationships. This study will build an understanding of what experiences consumers are seeking in their relationships with brands to help them achieve self-expansion. This research involves interviews with 120 students, and the age range of participants will be 18-25 years, including both undergraduate students and postgraduate students.

This study discovers how consumers expand themselves through their brand relationships to fulfil their physical, psychological, and spiritual needs. This study applies key ideas of self-expansion motivation, which focus on development and maintenance of close relationship between human beings, into the relationship between consumers and brands.

This study will testify two hypotheses: one is rapid self-expansion happens in the beginning stage of consumer-brand relationship, when the relationship can fulfil consumers' needs, the other is: self-expansion will not disappear as long as consumer brand relationship exists.

Results, Discussion and Contributions
There are a number of potential practical and academic implications of this research.

Self-expansion motivation aspect of the self-expansion model bring forwards one of the human motives in close relationship, and the desire is the motive to expand people's ability to satisfy themselves. The self-expansion motivation in brand relationship emphasised the consumers' motives of the desire to expand them by gaining resources, perspectives, identities that strength their satisfactions in physical, psychological, and spiritual needs. The self-expansion motivation is defined as the positive effect, which motivates consumers to purchase brands and engage in long-term consumer-brand relationships, to fulfil their needs (low level needs to high-level needs). Once consumers realise the state of expansion in their brand relationship fulfilling their experiences from different aspects, they would like to keep and maintain the state of their brand relationships and everything to do with them.

Consumers can experience expansion through their brand relationship as long as they are satisfied. However, the rate of consumers' self-expanding might change because of different level of satisfaction. The rapid development rate of expansion might happen when consumers at the beginning stage of self-expansion, with new brand relationships. This study also illustrates that repeat consumption in brand relationships might slow down the expansion rate, and the self-expansion rate is influenced by higher and lower level of satisfaction (Gutman, 1982). The level of expansion is in terms of whether brands can fulfil consumers physical needs, psychological needs (life goals), and then the end-states needs (meaning of life). Consumer's expansion rate might increase or decrease depends on the different level of fulfilment, but as long as the brand relationship exists, it represents that consumers are satisfying, and expansion will not stop if the satisfaction still exists.

Implications for Theory and Practice
This study apply self-expansion model into consumer -brand relationship is tends to find out the motivation of consumer to purchase brands is not only to satisfy their physical needs but also their psychological needs and spiritual needs. In another words, consumers expand themselves not for their physical needs, but also for their psychological needs and spiritual needs.

This study involves young consumers, and the age range is 18-25 years, including both undergraduate students and postgraduate students. And more importantly, this study compares 120 students sample in two different cultures (China and New Zealand).

This study explores the self-expansion model and brand love in consumer-brand relationships. This study define that young consumers' personal relationships (family relationship, friendship, and other close relationship), spiritual relationship are two main relationships that influence brand love relationship. Meanwhile, there are differences between the influential factors of Chinese young consumers-brand relationships and the influential factors of New Zealand young consumers-brand relationships.

Reference

Aron, A., & Aron, E. N. (1986). *Love and the expansion of self: Understanding attraction and satisfaction*. Hemisphere Publishing Corp/Harper & Row Publishers.

Aron, A., Paris, M., & Aron, E. N. (1995). Falling in love: Prospective studies of self-concept change. *Journal of Personality and Social Psychology*, *69*(6), 1102.

Aron, A., & Aron, E. N. (1996). Self and self-expansion in relationships. *Knowledge structures in close relationships: A social psychological approach*, 325-344.

Aron, A., & Aron, E. N. (1997). Self-expansion motivation and including other in the self.

Aron, A., Aron, E. N., Tudor, M., & Nelson, G. (1991). Close relationships as including other in the self. *Journal of personality and social psychology*, *60*(2), 241.

Aron, A., Lewandowski Jr, G. W., Mashek, D., & Aron, E. N. (2013). The self-expansion model of motivation and cognition in close relationships. *The Oxford handbook of close relationships*, 90-115.

Belk, R. W. (1988). Possessions and the extended self. *Journal of consumer research*, *15*(2), 139-168.

Blackston, M. (2000). Observations: Building brand equity by managing the brand's relationships. *Journal of Advertising Research*, *40*(6), 101-105.

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters*, *17*(2), 79-89.

Chait, Y., Miklavcic, M., MacCluer, C. R., & Radcliffe, C. J. (1990). A natural modal expansion for the flexible robot arm problem via a self-adjoint formulation. *IEEE Transactions on Robotics and Automation*, *6*(5), 601-603.

Chang, P. L., & Chieng, M. H. (2006). Building consumer–brand relationship: A cross-cultural experiential view. *Psychology & Marketing*, *23*(11), 927-959.

Dittmar, H., Beattie, J., & Friese, S. (1996). Objects, decision considerations and self-image in men's and women's impulse purchases. *Acta psychologica*, *93*(1), 187-206.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of consumer research*, *24*(4), 343-373.

Goffman, E. (1959). The moral career of the mental patient. *Psychiatry*, *22*(2), 123-142.

Gutman, J. (1982). A means-end chain model based on consumer categorization processes. *The Journal of Marketing*, 60-72.

Howard, J. A., & Sheth, J. N. (1969). *The theory of buyer behavior* (Vol. 14). New York: Wiley.

Reed, A. (2002). Social identity as a useful perspective for self-concept–based consumer research. *Psychology & Marketing*, *19*(3), 235-266.

Conscious and Nonconscious Influences on Consumer Decisions

Irene Santoso*, Massey University, I.Santoso@massey.ac.nz
Roman Konopka, Massey University, R.Konopka@massey.ac.nz
Daniela Rosenstreich, Massey University, D.Rosenstreich@massey.ac.nz
Malcolm J. Wright, Massey University, M.J.Wright@massey.ac.nz
Mark Avis, Massey University, M.Avis@massey.ac.nz

Abstract:
Consumer decisions in respect to a brand or product choice have been shown as a combination of conscious and nonconscious causes. The theoretical core corresponds to the Dual Process theories of information processing, which can also be described as *System 1* and *System 2* processing. Despite evidence of their relevance in marketing, the use of Dual Process theories to explain consumer decision making remains limited. The study proposes and tests a model of information processing in which the two types of processing (System 1 and System 2) may work in distinct ways when interacting with marketing stimuli and can affect consumer decisions. Results of two experiments present evidence of the conscious and nonconscious influences on consumer decisions. Theoretical and practical implications in marketing are discussed.

Keywords: Dual process theories, System 1 & System 2 processing, consumer decisions

Track: Consumer Behaviour

Introduction and Research Aim

Consumer decisions in respect to a brand or product choice have been shown to involve a combination of conscious and nonconscious causes (Baumeister, Clark, Kim, & Lau, 2017; Fitzsimons et al., 2002). The theoretical core amounts to the "Dual process theories" (Evans, 2010; Kahneman, 2003), engendering a dichotomous view of two types of processing: *System 1,* which is fast, intuitive, and nonconscious, and *System 2*, which is slow, deliberate, and conscious . These conceptions have been applied in attitude formation and persuasion domains, for example the Elaboration Likelihood Model (Petty & Briñol, 2012) and the Heuristic-Systematic Model (Chaiken, 1980). The models explain how the processing of different aspects of marketing stimuli influences the effectiveness of their persuasive appeals. Consequently, the processing of different marketing stimuli, such as advertising or product package, can have variable consequences on consumers' purchase decisions depending on which type of processing (System 1 or System 2) is at work. However, with only a few exceptions (e.g.Stocchi, Wright, & Driesener, 2016), the use of dual process theories in marketing to explain consumer decision making is still limited. While most models of Dual Process theories propose the existence of two distinct processes, they do not make any assumptions of how these two processes interact with different aspects of marketing stimuli to affect consumers' decisions.

The aim of this study is to investigate whether Dual Process theories can be used to make predictions about consumers' purchase decisions.

We address two research questions in line with this aim:
RQ1: What effects do System 1 and System 2 processing have on consumers' decisions?
RQ2: What factors moderate the effects?

The study proposes and tests a model of consumer decision making in which the two types of processing (System 1 and System 2) can work in distinct ways when interacting with different elements of marketing stimuli, which, in turn, may influence consumer decisions. As such, the model can be used to make predictions about consumers' purchase decisions, which clearly are of great importance for marketers. In this paper, we present the results from two experimental studies which serve as foundations for the development of a conceptual model.

Background and Conceptual Model

It is well understood that processing of marketing stimuli subsequently affects consumer decisions. Consumers' sensory systems are constantly scanning the environment; however, only a small subset of marketing stimuli available in the environment can be processed due to the brain's limited processing capacity (Davenport & Beck, 2013). Thus, when exposed to marketing stimuli, such as a product package, consumers can only process one stimulus at a time. For example, they may process only the colour of the package, the brand label, or the brand name. The decision about what stimulus to process at a given time depends on which type of processing (System 1 or System 2) is at work.

Although consumers like to think that they are rational decision makers who make the best use of the information they have to choose between alternatives (Tellis & Ambler, 2007), research suggests that consumer decisions are largely influenced by nonconscious factors, including stimuli that are unconsciously perceived (Bargh, 2002) and processes that occur outside of their awareness (Coates, Butler, & Berry, 2006; Fitzsimons et al., 2002). The results of our study provide important support for dual process theories and thus enhance

understanding of consumer decision making. In this paper, we report the preliminary results from two experiments.

Methodology
We tested an assumption of consumer decision making in which the two systems of human thinking (System 1 and System 2) work in distinct ways across different exposure conditions (forced versus incidental exposures), marketing stimuli (familiar versus fictitious labels), and products (coffee, cars, and athletic shoes). Two experimental studies involving 114 participants were undertaken.

Study 1 involving 65 participants examined evidence for nonconscious influences on consumer choice. We specifically tested System 1 processing in incidental exposure conditions. We hypothesized that incidental exposure would restrict the processing of stimuli, therefore it would affect System 2, but not System 1.

Study 2 involving 49 participants tested whether familiarity with marketing stimuli would affect System 1 and System 2 differently. Specifically, we tested for influences from familiar versus fictitious labels on a product package. Ethical labels were used as stimuli. We hypothesized that a fictitious label would activate System 2 processing as they demand more attentional resources to be devoted to processing, which leads people to make a rational decision, that is, choosing the familiar label.

Results and Discussion
Results of study 1 showed that System 1 processing worked efficiently and produced positive effects on consumer brand choice. Results were consistent across different incidental exposure conditions (divided and accidental attention) and product category (shoes and cars) Mean scores were compared using t-tests across three groups: incidental attention, divided attention, and control. Results from experimental groups ($M_{incidental}$ = 2.64, $M_{divided}$ = 2.93) were significantly different from that in the control group ($M_{control}$=2.14), respectively $t[20.76]=1.746$, $p=0.001$, and $t[17.10]=2.054$, $p=0.002$. Despite participants' lack of awareness, exposure to marketing stimuli increased the likelihood of target brands to be chosen, thus demonstrating the nonconscious influences of System 1 processing on consumers' decisions.

Results of study 2 showed that consumers had higher preferences for the product packages endorsed by a familiar label compared to a fictitious label. Ranking-based conjoint analysis was used for data analysis. Conjoint models were estimated and part worth utilities of labels were calculated. This enabled comparison of utilities of familiar and unfamiliar labels. The aggregate results showed that the familiar label had a stronger effect on consumer preferences than that of an unfamiliar label. The part worth utilities of the familiar and unfamiliar labels were 1.32 and 0.15 respectively.   The results imply that a fictitious label activated System 2 processing. The difference between familiar and unfamiliar labels was not obvious and unable to detect unless consumers deliberatively processed the stimuli. The more deliberative processing of System 2 resulted in a rational decision to choose the label which was familiar, thus demonstrating the conscious influences of System 2 processing.

Implications for Theory and Practice
Preliminary results present evidence of the interplay of two systems of human thinking (System 1 and System 2) which reveal both the conscious and nonconscious influences on consumer decision making, thus supporting a Dual Process framework. Future work will test a model of consumer decision making based on the "Dual Process" paradigm, which can

contribute to development of marketing theory and address the issues of advertising clutter and avoidance.

References

Bargh, J. A. (2002). Losing consciousness: Automatic influences on consumer judgment, behavior, and motivation. *Journal of consumer Research, 29*(2), 280-285. doi:10.1086/341577

Baumeister, R. F., Clark, C. J., Kim, J., & Lau, S. (2017). Consumers (and Consumer researchers) need conscious thinking in addition to unconscious processes: A call for integrative models, A commentary on Williams and Poehlman. *Journal of consumer Research, 0*(1), 1-6.

Chaiken, S. (1980). Heuristic versus systematic information processing and the use of source versus message cues in persuasion. *Journal of Personality and Social Psychology, 39*(5), 752-766.

Coates, S. L., Butler, L. T., & Berry, D. C. (2006). Implicit memory and consumer choice: The mediating role of brand familiarity. *Applied cognitive psychology, 20*(8), 1101-1116.

Davenport, T. H., & Beck, J. C. (2013). *The attention economy: Understanding the new currency of business*. Boston, MA: Harvard Business Press.

Evans, J. S. B. T. (2010). Intuition and Reasoning: A Dual-Process Perspective. *Psychological Inquiry, 21*(4), 313-326. doi:10.1080/1047840X.2010.521057

Fitzsimons, G. J., Hutchinson, J. W., Williams, P., Alba, J. W., Chartrand, T. L., Huber, J., . . . Russo, J. E. (2002). Non-conscious influences on consumer choice. *Marketing Letters, 13*(3), 269-279.

Kahneman, D. (2003). A perspective on judgment and choice: Mapping bounded rationality. *American psychologist, 58*(9), 697-720. doi:10.1037/0003-066X.58.9.697

Petty, R. E., & Briñol, P. (2012). The Elaboration Likelihood Model, *Handbook of theories of social psychology* (Vol. 1, pp. 224-245). London, UK: SAGE Publications Ltd.

Stocchi, L., Wright, M. J., & Driesener, C. (2016). Why familiar brands are sometimes harder to remember. *European Journal of Marketing, 50*(3/4), 621-638.

Tellis, G. J., & Ambler, T. (2007). Handbook of Advertising. In G. J. Tellis & T. Ambler (Eds.), *The SAGE Hanbook of Advertising* (1st ed., pp. 3-16). London,UK: SAGE Publications.

Preliminary results of cross-category purchasing of extensions

Alicia Grasby*, Ehrenberg-Bass Institute, University of South Australia,
alicia.grasby@marketingscience.info
Byron Sharp, Ehrenberg-Bass Institute, University of South Australia,
byron.sharp@marketingscience.info
John Dawes, Ehrenberg-Bass Institute, University of South Australia,
john.dawes@marketingscience.info
Carl Driesener, Ehrenberg-Bass Institute, University of South Australia,
carl.driesener@marketingscience.info
Armando Corsi, Ehrenberg-Bass Institute, University of South Australia,
armando.corsi@marketingscience.info

Abstract:
Brand extensions are a popular way to increase the breadth of the product portfolio. Little research, however, has looked at whether purchasing a brand in one category affects a consumer's propensity to purchase the same brand in another category. This preliminary study uses Duplication of Purchase (DoP) analysis and panel data to measure the level of customer sharing between brands in multiple categories. Our findings show that, across a 52-week period, purchasing a brand in one category increases the propensity to purchase the same brand in a second category by 63% more than the propensity to purchase a different brand in the second category. These findings provide support to a previous study by Mundt (2011) which found between categories, a brand shared customers 60% higher with its extension than with another brand in the second category. This research is significant as it verifies the validity of these findings.

Keywords: brand extensions, cross-category purchasing, consumer behaviour

Track: Consumer Behaviour

Introduction and research aim

When a company releases a new product in a category they have not previously entered, the company has the option of creating a new brand name or using an existing brand name and extending it to the new category. Brand extensions are a popular choice among companies with many choosing to release a brand extension instead of a new brand name (Lury 2016). Many theorists claim releasing brand extensions should be chosen over a new brand due to reduced marketing costs (Aaker 1990), a lower risk of failure (Lury 2016), and their ability to leverage existing brand equity (Tauber 1988).

Many studies into brand extensions have used attitudinal data to assess hypothetical brand extensions (such as Aaker and Keller 1990; Romeo 1991; Zimmer and Bhat 2004). Attitudes however are poor predictors of future behaviour (Sharp 2010). Thus, behavioural data (such as purchasing data) can be more useful to marketing practitioners as they explain what is occurring in market. The aim of this preliminary study is to investigate whether purchasing a brand in one category increases the likelihood to purchase the same brand in another category. This will be explored through the following research question:

> **RQ1:** When a brand is present in two or more categories, does the brand share more customers with each other than with the other brands in the category?

Background

Several studies have used behavioural data to analyse cross-category purchasing of brand extensions. Lomax et al. (1996) used panel data to analyse the cannibalisation of line extensions and found more buyers of an extension came from the original brand than other brands in the category. Romaniuk and Nenycz-Thiel (2015) used survey data to analyse private labels and found the purchase of a private label in one category positively impacted choice in another category, where the two categories were similar. Dawes (2017) looked at sub-brands and found customer duplication between an original brand and its sub-brand was 76% higher than two different brands in the category. These studies display products under the same brand name share customers at a higher rate than they do with other brands in the category.

To the best of the authors' knowledge, the largest and most comprehensive study that has looked at the cross-category purchasing of brand extensions was a study by Mundt (2011). This research applied DoP analysis to UK panel data across 41 brand extensions to measure the sharing between a brand and its extension compared to the rest of the category. This research found if a brand was purchased in Category A, it was 60% more likely to be purchased in Category B than any other brand in the category. This research aims to replicate and extend the work of Mundt (2011). Replication is an important element of scientific knowledge as it provides further evidence an observed pattern exists (Hubbard and Armstrong 1994). Further, extension is necessary to understand the generalisability of patterns. Extensions are able to extend the scope of a pattern, as well as defining boundary conditions (Lindsay and Ehrenberg 1993). This study reports preliminary results of analysis of one category pairing with the aim of verifying the results of Mundt (2011).

Method

The DoP Law explains the level of customer sharing between brands is largely determined by size (Ehrenberg et al. 2004). That is the number of buyers of *Brand A* who also bought *Brand B* is influenced by the size of *Brand B* (Uncles et al. 1995). This is a robust law that has been observed across a range of categories, such as soft drink (Bass 1974), wine (Cohen et al. 2012) and personal care (Faulkner et al. 2014). This study has applied the DoP Law to data

provided by Nielsen academic datasets provided through the Kilts Centre at University of Chicago. The DoP Law has been used in other cross-category studies such as Mundt (2011) and Lomax et al. (1996) as it displays the expected level of customer sharing between two brands, thus allowing researchers to see if there is over- or under-sharing between brands. It is therefore appropriate for this study.

Results and discussion
Table 1 displays results for the category pairing of frozen vegetables and canned vegetables across a 52-week period. Preliminary results show, on average, a brand in Category A shares 63% more customers with its extension in Category B than with other brands in the category.

Table 1: Frozen vegetables and canned vegetables sharing (52-week period)

| Buyers of… | % who also bought… | | | % who also bought… | | |
| | Frozen vegetables | | | Canned vegetables | | |
	Green Giant	Hanover	Fresh	Green Giant	Hanover	Fresh
Frozen veg.						
Green Giant		8	5	39	5	4
Hanover	25		3	36	18	6
Fresh	23	5		38	4	2
Canned veg.						
Green Giant	22	6	4		6	4
Hanover	18	22	3	40		2
Fresh	20	8	2	35	2	
Ave. cat. dup (%)	19	7	4	35	5.5	5
Pen. (%)	15	5	3	28	3.9	3
Dev. from ave. (%)	14	215	-46	13	238	-52
Ave. dev. (%)						63

Results from Mundt (2011) showed between categories, a brand shared customers 60% higher with its extension than with another brand in the second category. The preliminary results of this study provide support for these findings, thus verifying the validity of Mundt's (2011) results. The results reported here from guide further analysis of other category pairings across a range of food, non-food and durable categories.

Implications
This research has important implications for marketing practitioners. Nielsen (2015) report that of the 20,000 new CPG products that have been launched in the United States between

2008 and 2015, only 24% were still in the market after a year. While Dimitriu and Ryals (2011) estimate the cost of releasing a new supermarket product can be up to USD$50 million, making new product launches an expensive and risky venture. Understanding the level of cross-category purchasing of brand extensions can decrease the risks associated with the launch of new products.

Understanding consumer cross-category purchasing behaviour will provide a benchmark for the level of customer sharing that can be expected between brands in multiple categories. Based on this benchmark, companies will have a preliminary understanding of the level of sharing between categories when releasing an extension. As this research employs the use of behavioural data, it gives marketing practitioners an understanding of what is occurring in the market and allows them to make marketing decisions based on real world occurrences.

References

Aaker, D. (1990). Brand extensions: The good, the bad, and the ugly. *Sloan Management Review*, 31 (4), 47-56.

Aaker, D. and Keller, K. L. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 54 (1), 27-41.

Bass, F. M. (1974). The theory of stochastic preference and brand switching. *Journal of Marketing Research*, 11 (1), 1-20.

Cohen, J., Lockshin, L. and Sharp, B. (2012). A better understanding of the structure of a wine market using the attribute of variety. *International Journal of Business and Globalisation*, 8 (1), 66-80.

Dawes, J. (2017). Sub-brands: How much substitution occurs between them, and is combined brand penetration lowered as a result? Ehrenberg Bass Institute for Marketing Science. Adelaide, Australia:

Dimitriu, R. and Ryals, L. (2011). Launching a brand. *WARC Best Practice*, (October), 1-5.

Ehrenberg, A., Uncles, M. D. and Goodhardt, G. G. (2004). Understanding brand performance measures: Using dirichlet benchmarks. *Journal of Business Research*, 57 (12), 1307-1325.

Faulkner, M., Truong, O. and Romaniuk, J. (2014). Uncovering generalized patterns of brand competition in china. *Journal of Product & Brand Management*, 23 (7), 554-571.

Hubbard, R. and Armstrong, J. S. (1994). Replications and extensions in marketing: Rarely published but quite contrary. *International Journal of Research in Marketing*, 11 (3), 233-248.

Lindsay, R. M. and Ehrenberg, A. (1993). The design of replicated studies. *The American Statistician*, 47 (3), 217-228.

Lomax, W., Hammond, K., East, R. and Clemente, M. (1996). The measurement of cannibalization. *Marketing Intelligence & Planning*, 14 (No. 7), 20-28.

Lury, G. (2016). How to extend a brand. *WARC Best Practice*, (June 2016), 1-7.

Mundt, K. (2011). To what extent does cross category brand loyalty exist for brand extensions. PhD, University of South Australia.

Nielsen. (2015). Looking to achieve new product success. The Nielsen Company. United States:

Romaniuk, J. and Nenycz-Thiel, M. (2015). Buying of private labels across categories: How far is too far? In *Advances in national brand and private label marketing: Second international conference*. Switzerland: Springer.

Romeo, J. B. (1991). The effect of negative information on the evaluations of brand extensions and the family brand. *Advances in Consumer Research*, 18399-406.

Sharp, B. 2010, 'Our buyers are different', in B. Sharp (ed), How brands grow, Oxford University Press, Melbourne, Australia, pp. 56-73.

Tauber, E. M. (1988). Brand leverage: Strategy for growth in a cost-control world. *Journal of Advertising Research*, 28 (4), 26-30.

Uncles, M. D., Ehrenberg, A. and Hammond, K. (1995). Patterns of buyer behavior: Regularities, models, and extensions. *Marketing Science*, 14 (3), G71-G78.

Zimmer, M. R. and Bhat, S. (2004). The reciprocal effects of extension quality and fit on parent brand attitude. *Journal of Product & Brand Management*, 13 (1), 37-46.

Message Framing and Engagement with Environmental Charities

Nursafwah Tugiman*, University of New South Wales, n.tugiman@student.unsw.edu.au
Gary Gregory, University of New South Wales, g.gregory@unsw.edu.au

Abstract:
Recent attention on climate change in the media has led many environmental charities to increase efforts to promote awareness and engagement with environmental causes. Past research, however, indicates that although consumer awareness of such issues is often very high, this does not always lead to engagement with charities. The objective of this paper is to develop an approach that would allow charities to measure the persuasiveness of environmental messaging based on framing effects. We would expect the findings of our approach will benefit environmental charity bodies in framing persuasive and effective messages to attract and retain donors. This approach is unique in that it uses environmental message framing tones based on reasons theory and positioning theory of donor's perceived expertise as a way to assess the impact of environmental message framing on persuasiveness.

Keywords: Message Framing, Reasons Theory, Environmental Behavior

Track: Consumer Behavior

Introduction and Research Aim

In Australia, there are many charities that promote conservation and environment. These charities campaign with environmental slogans or messages to educate the public about the importance in protecting the environment. Although important, such campaigns may not be persuasive enough to lead to pro-environmental behavior such as donating, volunteering or becoming a highly engaged environmental activist. Past research suggests that while the public are aware of environmental issues they don't necessarily act upon them by engaging in pro-environmental behavior (Leiserowitz, 2006; Nickerson, 2003).

Kazdin (2009) suggests researchers better understand the motives of what makes people comply with environmental messages and determine how message framing affects compliance among the public. According to Kronrod et al. (2012), the majority of environmental charity bodies still use negatively framed messages to educate the public (see also Cheng et al., 2011 for review). This finding may be corresponding to Shiv et al. (1997, 2004) that explains most consumers are persuaded with negatively framed message because of lower elaborative cognitive processing. However, there are past studies that positively framed messaging can be more effective in gaining compliance (Maheswaran & Meyers-Levy, 1990; Kronrod et al., 2012; Botner et al., 2015). The conflicting results on what is the most effective framing tones, positive or negative, in persuading consumer to comply with pro-environmental behavior has motivated this study.

Thus, the aim of this study is:

To propose a method to determine how environmental message framing impacts on compliance intention.

We put forth two research questions in line with this aim:

RQ1: Which environmental message framing tones, positive or negative, is more effective in gaining consumer's compliance intention?

RQ2: How consumer's positioning on perceiving constructive criticism of environmental message framing will consequently shape their compliance intention?

Background and/or Conceptual Model

It is particularly challenging to get compliance among consumers in regards to pro-environmentally behavior. This is because most consumers have low involvement with environmental issues due to not seeing themselves as the direct beneficiary of the issue (Osterhus, 1997; Pieters et al., 1998). Recent research found that messages that are framed as positive compared to negative are found to be more effective in promoting good behavior (Botner et al., 2015). This finding corresponds with reasons theory by Westaby and Fishbein (1996) that explains in order to promote good behavior, the message should emphasize the positive reasons why people should comply, not the negative reasons. While empirical findings suggest that positively framed messages are more effective in getting compliance among the public, negatively framed messages are still common practice by environmental charity bodies (Cheng et al., 2011; Kronrod et al., 2012).

We contend that both framing effects, positive and negative, work differently based on how the consumer positioned their mind as either problem recognizer or problem solver. Positioning theory explains the reasoning on what makes people decide to act morally in a society, suggesting that consumers position themselves in certain ways so that they act accordingly (Harrè et al., 2009). We argue that new or potential donors would be persuaded with low assertive negatively framing messages because they position themselves as a problem recognizer. Whereas, current donors who perceived themselves as having more expertise and knowledge would be persuaded with highly assertive positive frame because they positioned themselves as a problem solver.

In order to answer the research questions, a conceptual framework is proposed based on message framing effects. Specifically, we incorporate environmental message framing (Kronrod et al., 2012; Botner et al., 2015; Finkelstein & Fishbach, 2011) and reasons theory (Westaby & Fishbein, 1996; Westaby, 2005) to create message framing tones toward different levels of assertiveness and perceived expertise. The manipulation of framing effects would influence consumer's perceived constructive criticism and self-positioning that may explain the underlying process of environmental message persuasiveness. This research hopes to examine and explain the effects of each type of message framing on consumer compliance toward pro-environmental behavior.

Methodology
This paper proposes that experiments be used to determine the causal effects of message framing mechanisms on compliance. We identify message framing (combative versus supportive) as an independent variable, perceived expertise and perceived assertiveness as moderators, perceived constructive criticism and self-positioning as problem recognizer and problem solver as mediators and compliance intention as our dependent variable. The research design would be 2 x 2 x 2 between-subjects' designs. Participants would be randomly assigned in each conditioned cell. The stimuli development will be based on the development of realistic environmental charity advertising campaigns. We will collect the data from students for pre-test and developing stimuli. The validity and reliability of the constructs will be established before collecting the data from two sources for comparison: Australian consumer panel data, and existing donor database from a well-known environmental charity. The research will provide comparative results of potential and current donors and will inform donor engagement strategy for environmental charity bodies.

Implications for Theory and Practice
This research is one of the first to use reasons theory on environmental message framing to examine the effects on consumer compliance. Additionally, this research would provide better explanation on message framing effects based on positioning theory. It is important to understand the motives or reasons why people engage in pro-environmental behavior (Chatzidakis et al., 2016). Hence, this research addresses the call for research to more closely examine pro-environmental response, specifically by looking at message framing tactics (Kazdin, 2009). We would expect that the findings from this study would contribute to the environmental charity bodies in helping them framing messages more effectively, leading to greater attraction and retention of donors. The findings of the study will inform charities on this important issue, allowing them to customize their messages to their supporters and manage their spending effectively on campaigning for fundraising and maintaining their current donor base.

References

Botner, K. A., Mishra, A., & Mishra, H. (2015). What's in a message? The longitudinal influence of a supportive versus combative orientation on the performance of nonprofits. *Journal of Marketing Research*, *52*(1), 39-55.

Chatzidakis, A., Hibbert, S., & Winklhofer, H. (2016). Are consumers' reasons for and against behavior distinct? *European Journal of Marketing,50*(1/2), 124-144.

Cheng, T., Woon, D. K., & Lynes, J. K. (2011). The use of message framing in the promotion of environmentally sustainable behaviors. *Social Marketing Quarterly,17*(2), 48-62.

Finkelstein, S. R., & Fishbach, A. (2011). Tell me what I did wrong: Experts seek and respond to negative feedback. *Journal of Consumer Research*, *39*(1), 22-38.

Harré, R., Moghaddam, F. M., Cairnie, T. P., Rothbart, D., & Sabat, S. R. (2009). Recent advances in positioning theory. *Theory & Psychology*, *19*(1), 5-31.

Kazdin, A. E. (2009). Psychological science's contributions to a sustainable environment: Extending our reach to a grand challenge of society. *American Psychologist*, *64*(5), 339-356.

Kronrod, A., Grinstein, A., & Wathieu, L. (2012). Go green! Should environmental messages be so assertive? *Journal of Marketing*, *76*(1), 95-102.

Leiserowitz, A. (2006, in press). Climate change risk perceptions and behaviour in the United States. In S. Schneider, A. Rosencranz, & M. Mastrandrea (Eds.), *Climate change science and policy*. Washington, DC: Island Press.

Maheswaran, D., & Meyers-Levy, J. (1990). The influence of message framing and issue involvement. *Journal of Marketing research*, 361-367.

Nickerson, R. S. (2003). *Psychology and environmental change*. Mahwah, NJ: Erlbaum.

Osterhus, T. (1997). Pro-social consumer influence strategies: when and how do they work? *Journal of Marketing*, *61*, 16-29.

Pieters, R., Bijmolt, T., Van Raaij, F., & de Kruijk, M. (1998). Consumers' attributions of proenvironmental behavior, motivation, and ability to self and others. *Journal of Public Policy & Marketing*, *17*, 215-225.

Shiv, B., Britton, J. A., & Payne, J. W. (2004). Does elaboration increase or decrease the effectiveness of negatively versus positively framed messages? *Journal of Consumer Research*, *31*(1), 199-208.

Shiv, B., Edell, J. A., & Payne, J. W. (1997). Factors affecting the impact of negatively and positively framed ad messages. *Journal of Consumer Research*, *24*(3), 285-294.

Westaby, J. D. (2005). Behavioral reasoning theory: Identifying new linkages underlying intentions and behavior. *Organizational Behavior and Human Decision Processes*, *98*(2), 97-120.

Westaby, J. D., & Fishbein, M. (1996). Factors underlying behavioral choice: testing a new reasons theory approach. *Journal of Applied Social Psychology*, *26*(15), 1307-1323.

Moral Wrong-doing in Digital Media Consumption

Jeremy Ainsworth, Ara Institute of Canterbury, jeremy.ainsworth@ara.ac.nz
Paula Arbouw, Ara Institute of Canterbury, paula.arbouw@ara.ac.nz

Abstract
One of the greatest challenges facing producers of mass-popularized intellectual property (e.g. TV, movies, and music) is the unauthorized distribution and consumption of these creations through digital channels. Despite information that such consumption is illegal at most and immoral at least, unauthorized consumption of digital media remains prominent. Using moral perspective as a central influencer of consumer decision making, this study explores factors that influence consumers' perceptions of wrong-doing in a digital media consumption context. Results from 10 semi-structured interviews with digital media consumers identify eight key categories within which factors suppressing or enhancing the perception of wrong-doing fall. While some factors align closely with existing moral engagement theory, a number of factors appear specific to digital media consumption. Given the prominence of digital media consumption, findings from this study provide initial insight into areas that may be used to develop initiatives to curb unauthorized digital media consumption.

Keywords: Digital media consumption, moral wrong-doing

Track: Consumer Behaviour

Introduction & Research Aim
One of the greatest challenges facing producers of mass-popularized intellectual property (e.g. TV, movies, and music) is the unauthorized distribution and consumption of these creations through digital channels. Despite routine information that such consumption is illegal at the most (depending on jurisdictional governance) and dishonest at the least, and the introduction of legitimate media streaming services (e.g. Netflix, Hulu etc), consumers still often consume unauthorized digital media through illegitimate channels. In fact, in a recent industry report that surveyed U.S. consumers, 32% reported watching pirated content (Irdeto, 2017). Not surprisingly, the production and consumption of unauthorized digital content has received consistent attention in the extant literature, albeit largely focused on piracy – ''the act of making available, transmitting, or copying someone else's work over the Internet without permission'' (IFPI 2005). Nevertheless, within this, the role of moral pressure (or lack thereof) as an important influencer of consumers' decision to (mis)behave is a common finding (e.g. Logsdon, Thompson & Reid, 1994; Kini, Ramakrishna & Vijayaraman, 2004, Ingram and Hinduja, 2008; Phau et al, 2014). Despite these general findings for the role of morals, little is known about the factors that enhance or suppress consumers' perception that consuming digital media through unauthorized channels is a moral wrong-doing, and ultimately, how the strength of one's perception of moral wrong-doing may influence their choice of channel for consuming digital media. By uncovering the factors that affect perceptions of moral wrong-doing, strategies for curbing illegitimate consumption may be developed and examined.

As such, the aim of this study is:
> *To explore consumers' perception of moral wrong-doing as a consideration in digital media consumption.*

This aim is guided by a single research question:
> RQ1: What are the suppressors and enhancers of the perception of moral wrong-doing in a digital media consumption context?

Background
As moral agents, individuals (particularly adults) face internal pressure to conform to a set of normative and individual rules that govern their behavior. These rules are set-out around that which is considered generally right and that which is considered generally wrong. These are commonly referred to as morals. When an individual's moral standards are breached, the individual will likely face self-judgment such as guilt, remorse, and may result in and self-censure (Bandura et al., 1996). Consequently, for the most part "acceptable" behavior is driven by a sense of responsibility to conform to moral standards.

On occasion, however, individuals can act in ways that negatively violate social norms (deviance) or personal norms (idiosyncrasy). Such occasions within consumption settings can be described as contingently honest consumption, based on Nettler's (1989) work on contingently honest consumers. Specifically, Nettler (1989) suggested that consumers are morally upstanding consumers until a single or set of factors are present in the consumption context. At this point the consumer may deviate from their usual moral behavior. In-line with other forms of moral disengagement theories, such as Neutralisation (see Sykes and Matza, 1957; Morris and Higgins, 2009), contingently honest consumption views moral deviance as a pre-behavioural evaluative phenomenon, whereby moral opposition is suppressed *prior* to the act. As a result, within a contingently honest consumption framework, unauthorized consumption of digital media will result when the perception that such consumption is a

moral wrong-doing can be suppressed. Consequently, building a robust understanding of the factors that influence moral-wrong-doing for digital media may help identify road-blocks that prevent contingently honest consumers from deviating into illegitimate consumption.

Methodology
Due to the exploratory nature of this research, semi-structured, in-depth interviews with a range of digital media consumers were used. Participants were selected using judgement sampling, to ensure a minimum level of digital media consumption, and quota sampling, based on age, gender, education level and income. For this study 10 interviews were undertaken. Each interview contained semi-structured questions, as well as choice ordering projective techniques where participants were asked to place several consumption scenarios on a moral scale from right to wrong and provide moral reasoning for this (Donoghue, 2000). The scenarios included digital media consumption scenarios as well as deviant consumption scenarios to confirm consistency in moral reasoning. To explore suppressors and enhancers of moral wrongdoing in digital media consumption, verbatim transcripts produced from audio recordings for each interview were analyzed using content-analytic summary tables and partially ordered meta matrices using a case level display (Miles, Huberman & Saldana, 2014).

Results, Discussion and Implications
Preliminary findings from the interviews revealed that factors affecting people's perceptions of wrongdoing of digital media consumption can be categorized under eight categories - perceived equity, perceived harm, the social environment, proximity to self, personal situation, media characteristics, responsibility of act and control.

Given the relatively universal impact of morals on behavior, the identification of *perceived harm*, *proximity to the self*, *responsibility of the self* and *social environment* align well with existing moral disengagement theories such as neutralization (see Sykes and Matza, 1957). However, *the perception of equity*, *personal situation (including income and knowledge)*, *media characteristics* and *control* appear more specific to the digital media context. Within these, it is interesting to note that throughout the interviews the most common theme centered around the intangibility of the digital media and its relevance to both universal and specific moral factors. It appears that the intangibility inherent of digital media may, by virtue, devalue the content of the media. For example, by the perceived reduced cost associated with intangible objects. This is particularly insightful given the growth of the technologically-infused service economy (for instance self-service), which largely subsumes intangibility and consumer honesty.

With the ongoing growth of the digital medium for entertainment resources, and the ease with which content can be digitalized and shared on the internet, this study provides useful insight into the multiple factors that can suppress the moral influences on consumers' decision making when engaging with digital media, and although future research is needed to extend this initial study, the findings do identify areas where stepping stones towards helping producers and rights holders curb unauthorized consumption in the future can be explored. Specifically, while it may be more straight-forward to address changing perceptions of the context-specific moral factors – *the perception of equity*, *personal situation*, *media characteristics* and *control* and *social environment*, it might be more effective to educate customers to reinforce the negative impact their behavior has in relation to the more universal moral factors – *proximity to the self*, *responsibility of the self* and *social environment*, which are in effect in more aspects of life.

References

Donoghue, S. (2000). Projective techniques in consumer research. *Journal of Family Ecology and Consumer Sciences= Tydskrif vir Gesinsekologie en Verbruikerswetenskappe*, *28(1), 47-53.*

Ingram, J. R., & Hinduja, S. (2008). Neutralizing music piracy: An empirical examination. *Deviant Behavior*, *29(4), 334-366.*

Iredeto (2017). Many US Consumers Don't Care About Revenue Damage Piracy Causes Media Industry. Retrieved from: https://irdeto.com/news/many-us-customers-don-t-care-about-revenue-damage-piracy-causes-media-industry.htm

Kini, R. B., Ramakrishna, H. V., & Vijayaraman, B. S. (2004). Shaping of moral intensity regarding software piracy: A comparison between Thailand and US students. *Journal of Business Ethics*, *49(1), 91-104.*

Logsdon, J. M., Thompson, J. K., & Reid, R. A. (1994). Software piracy: Is it related to level of moral judgment?. *Journal of Business Ethics, 13(11), 849-857.*

Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis: a methods sourcebook (3rd ed)*. Thousand Oaks, CA: Sage Publications.

Morris, R. G., & Higgins, G. E. (2009). Neutralizing potential and self-reported digital piracy: A multitheoretical exploration among college undergraduates. *Criminal Justice Review*, *34(2), 173-195.*

Nettler (1989). *Criminology Lessons*. Cincinnati, OH: Anderson Publishing.

Phau, I., Lim, A., Liang, J., & Lwin, M. (2014). Engaging in digital piracy of movies: a theory of planned behaviour approach. *Internet Research, 24(2), 246-266.*

Sykes, G. M., & Matza, D. (1957). Techniques of neutralization: A theory of delinquency. *American Sociological Review, 22(6), 664-670.*

Brand performance-attachment relationship: social image mediation effect

Huma Amir*, Institute of Business Administration, Karachi, hamir@iba.edu.pk
Wajid H. Rizvi, Institute of Business Administration, Karachi, wrizvi@iba.edu.pk

Abstract

Mediation effect of social image on relationship between brand performance and brand attachment is examined in context of Pakistani consumers. Data was collected from shopping malls of Karachi (n=210). Results were compiled using structural equation modelling. Evidence extracted confirms the brand performance-attachment relationship: brand performance influenced brand attachment (β =.91 p <.05) with explained variance R^2 =.51. Further, social image showed full mediation. When social image was used as mediating variable the direct influence of brand performance on brand attachment reduced from β =.91 (p <.05) to β =.01 (p >.05) and became insignificant, whereas indirect effect was β =.83 (p < .05). With mediation, variance explained by the model increased from R^2 =.51 to R^2 =.71. Bootstrapping of sample size to 5000 continued to show full mediation. A brand that portrays the kind of social image that resonates with its target market would facilitate consumers through their performance-attachment journey.

Keywords: brand performance, brand attachment, social image

Track: Consumer Behaviour

Introduction and Research Aim

Pakistani consumer market shows an increasing demand for cosmetic products. Although locally produced cosmetics such as lipsticks, nail polishes, eyeliners etc. are available, it is observed that imported cosmetics brands are preferred over local brands. This may be associated with perceived brand performance and brand attachment: the relationship between the two is obvious and there is evidence to suggest that the higher the perception of brand performance the higher will be the attachment with the brand. However, it is argued in this paper that social image plays an important role in the relationship between perceived brand performance and brand attachment, specifically in context of Pakistani consumers. It is postulated that social image would mediate the relationship between perceived brand performance and brand attachment. The cosmetic brand used in this study was a well-known global brand and a model was investigated to study the impact of perceived brand performance on brand attachment with the mediating role of social image.

The aim of the research then is:

To investigate whether social image plays a mediating role on the relationship between brand performance and brand attachment for Pakistani consumers in the context of imported cosmetic brands

More specifically, the research aims to:
- Test the relationship between brand performance and brand attachment in the research context
- Examine whether social image has a mediating effect on the relationship between the two constructs
- Study the extent of this mediation, if any

Model

Perceived brand performance is the evaluation of a brand relative to the expectation a consumer has from the product and to alternatives available in the market (Roth, 1995). Perceived brand performance indicates the image a consumer has of a brand on the way it lives up to its utilitarian promise. Influence of perceived brand performance on brand satisfaction, loyalty and attachment is well documented in academic literature (He et al., 2012). There is a well-established positive direct relationship between perceived brand performance and brand attachment (Keller, 1993; Kotler, 2001; Malär et al., 2011).

Perceived brand performance is determined when customers compare post-purchase functionality of the product against set standards or criteria based on either past experience or acquired knowledge of the product (Selness, 1993). Consumers develop strong feelings for a brand that meets their expectations and develop an emotional attachment (Fedorikhin, Park, and Thomson 2008). Brand attachment is an emotional affection towards the brand. Psychologists such as Bowlby describe attachment as a bond - between a person and an object - that is marked by emotions (Bowlby 1979; 1980). In marketing context, consumers can be said to form and maintain similar emotional relationships with their preferred brands (Belk 1988; Fournier 1998). Therefore, we postulate a direct positive relationship between brand performance and brand attachment: the higher the perception of performance, greater will be attachment to the brand (Malär et al., 2011).

Social image has been studied as an important component in understanding why consumers become attached to, and purchase, different brands especially in the study of self-grooming and beauty enhancement products. Social image is the portrayal of self in society (Sondoh Jr.,

et al., 2007). As opposed to self-image, which is the perception of one's own self, social image is an individual's perception of how others evaluate him/her. Hendon and Williams (1985) have characterized social image as the link between consumer's social perception about the product and the purchase behavior, while Park et al. (2010) defined social attachment as a type of bond which connects the individual self with the social. According to them this bond includes emotions, feelings, and other affected states. Dobni and Zinkhan (1990) described social image to be affected by the characteristics and features of the perceiver. So, the current research took the social image as the mediating force between the social's performance perception and social attachment.

Research Methodology
Research design consisted of an exploratory study – conducted through two focus groups of undergraduate and postgraduate students at a business school in Karachi – and a detailed survey. Insights from focus groups revealed that locally produced cosmetics were considered to be of inferior quality compared to imported famous brands. Cosmetics were bought on the basis of experience with social, and individuals' unique needs. Initial trials were mostly through word-of-mouth and referrals. Cosmetic brands were considered to have social persona as separate and distinct from each other. Imported cosmetics were also associated with distinctive social image, and other benefits driven from cosmetics were a boost in self-confidence, the feel-good factor, as part of daily routine, and the feeling of "being dressed and ready". In the conclusive phase, to assess if social image mediated the relationship between perceived brand performance and brand attachment, a survey was conducted across malls of Karachi with return of 210 useful questionnaires. Scales were borrowed and adapted to fit the research questions.

Results
The results were compiled using structural equation modelling. The evidence extracted suggests that social performance influences social attachment (β = .71 p <.05) and variance explained was $R2$ =.51. Further it was investigated whether this relationship is mediated by social image. The results of the mediation analysis suggest full mediation. When social image was used as mediating variable the direct influence of social performance on social attachment reduced from β = .71 (p <.05) to β = .01 (p >.05) and it became insignificant, whereas indirect effect was β = .83 (p < .05). After the mediation, variance explained by the model also increased from $R2$ =.51 to $R2$ =.71. The model fit indices also shows model fit. The sample size was bootstrapped to 5000 to assess whether or not the mediation effect still exists. The results of bootstrap also show full mediation.

The findings hold implications for managers and offer venues for further research. A better understanding of the conditions under which brand performance influences brand attachment has clear managerial implications and requires managers to understand what kind of social image a brand portrays and who then is its target market. This study could be conducted in different contexts to examine impact of social image on perceived brand performance-attachment journey.

References

Akram, A., Merunka, D., & Shakaib A. M., 2011. Perceived Social Globalness in Emerging Markets and the Moderating Role of Consumer Ethnocentrism. *International Journal of Emerging Markets*, *6*(4), p. 291-303.

Belk, R. W., 1988. Possessions and the Extended Self. *Journal of Consumer Research*, 15 (September), p. 139–68.

Bowlby, J. (1979). The Making and Breaking of Affectional Bonds. London: Tavistock.

Bowlby, J. (1980). Attachment and Loss: Vol. 3. *Loss*. New York: Basic Books.

Buss, A.H., 1980. *Self-consciousness and social anxiety*. Freeman.

Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. *Advances in Consumer Research, 17*, 110-119.

Fedorikhin, A., Park, C. W. & Thomson, M. (2008). Beyond Fit and Attitude: The Effect of Emotional Attachment on Consumer Responses to Social Extensions. *Journal of Consumer Psychology*, 18(4), p. 281–291.

Fournier, S. (1998). Consumers and their Socials: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24, p. 343–373.

There are no sources in the current document.

Understanding the risk reduction behavior of travelers

Varuna Luximon, Monash University, vlux1@student.monash.edu
Chew Yin Teng (Elaine)*, Monash University, chew.yin.teng@monash.edu
Yunus Ali, Monash University, yunus.ali@monash.edu

Abstract:
Although scholars have incessantly highlighted the importance of risk reducing strategies (RRS) in understanding how tourists manage and mitigate risk perceptions, there is a lack of theoretical underpinning. This study aims to empirically examine the psychological process of travelers' risk reducing behavior using the Protection Motivation Theory (PMT). A total sample of 424 participants and PLS-SEM were used to analyse the data. Five out of eight hypotheses were supported with small and large effect sizes. As hypothesized, perceived risk, response efficacy, and self-efficacy were significant predictors of protection motivation, while response cost was an insignificant predictor. Response efficacy was a predictor of response cost whereas self-efficacy was not. Contrary to existing studies, travel motivation was found to have positive relationship with perceived risk. This study provided some empirical evidence that the health-based PMT model can be a theoretical framework to understanding the cognitive process of travellers 'risk reducing behaviour.

Keywords: Perceived risk. Risk reducing behavior, protection motivation theory

Track: Consumer Behaviour

Introduction and Research Aim

The alarming increase of risks (physical risk, financial risk) and tragedies (terrorism, natural disasters and diseases) in recent decade appear to be a continuous threat to the competitiveness of holiday destinations that predominantly depend on tourism income. Unpredictable disasters such as earthquakes, tsunami, terror attack, and epidemic outbreak are perceived to pose risk in holiday vacation. Thailand saw a decline of US$2.5 million in the tourism industry after suffering from a tsunami in 2004.

Leisure travel is a common way to enjoy life and escape from the regular routine of work. Despite knowing travel risks prevail, tourists would still be motivated to travel. Past literature notes that tourists generally mitigate travel risks and uncertainties through information search & other strategies as Risk Reduction Strategies (RRS). Since the perception of risk is a critical determinant in tourists' decisions to visit or cancel a destination (Sönmez & Graefe 1998), tourists are likely to protect themselves by either not engaging in a tour or minimizing risks through strategies (Fuchs & Reichel 2011). Given the increasing use of RRS in travel, understanding how tourists reduce risk may help improve the business sustainability of tourism sector (Rittichainuwat 2006).

Although it has been ascertained that RRS helps travellers to manage and minimize their perceived travel risk, the psychological process of tourists to decide for a travel and adopt some forms of protective behaviours to a holiday destination perceived as risky is unknown. The scant literature lacks the depth and theoretical underpinning to understand the cognitive aspect of travellers' protective intention and risk-reducing behaviours. This study draws upon the protection motivation theory (PMT) that is often used in health studies to understand tourists. The PMT framework provides a theoretical underpinning to understand protection intention and risk-reducing behaviours.

The aim of this study is to understand the tourists' psychological process of risk reduction behaviour by adopting the PMT framework. Adapting the PMT framework to the tourism context, this study aims to explore the cognitive process of tourists from travel motivation and risk perception to protection intention to deploy RRS.

We address one research question in line with this aim: **RQ1**: Examine the psychological process of tourists' through which travel motivation and risk perception affects the travellers' intention to protect and to use RRS.

Conceptual model

To address the theoretical gap in the three-decade old literature on travel risk, this study draws upon the Protection Motivation Theory (PMT) (Rogers 1975). PMT was originally developed to explain the effects of fear appeals on health attitudes and behaviours (Rogers, 1975). It was developed to understand health protective behaviours. The basic concept of the PMT framework was extended to the field of risk communication and information technology.

PMT posits that individuals are motivated to protect themselves from emergent risks or harm. The motivation to protect self stems from the:

(i)   appraisal of the threat (rewards of continuing the risky behaviour, perceived severity and perceived vulnerability of the risks) and,

(ii)   the coping appraisal (the response efficacy of the strategies, self-efficacy of adopting the strategies and the response cost of adopting the strategies) of the protective behaviour.

Thus far, meta analyses (e.g., Milne et al., 2000; Floyd, Prentice-Dunn & Rogers, 2000) reveal that all PMT variables are significantly correlated with the intention for protection

motivation. Since correlations are not meant to infer influence of one factor on another, these studies fall short of revealing how the PMT framework itself that originally set out to encapsulate the psychological process of patients/tourists. This itself demonstrates a significant research gap.

In other studies, the coping-appraisal components have a stronger relation with intention of protection motivation than threat-appraisal. Self-efficacy, response efficacy and response cost of RRS relate to intention of protection motivation. Among the three, self-efficacy is found to be the strongest variable to influence intention of protection motivation.

In the travel literature, Sönmez and Graefe (1998) claimed that when travellers are faced with travel risks, they are likely to engage into risk reducing behaviour by avoiding risky destinations. Although a handful of tourism studies have employed PMT to draw upon the theory to understand the deployment of risk reduction strategies, no tourism studies, to the best of our knowledge, have fully tested the PMT framework. Past studies that adopted the theory tend to examine the direct effects of various components in the PMT framework. Moreover, most of them set out to understand factors leading to intention of protection motivation. The RRS component was neglected.

In examining the PMT framework in the tourism context, this study attempted to operationalize health-based constructs by employing tourism-related constructs that captures similar constructs or concepts in the framework. The intrinsic and extrinsic rewards in the PMT model are represented by the travel motivations (i.e. pull and push factors) in the travel context. The perceived threat (threat vulnerability & threat severity) is represented by the perceived travel risks. The recommended coping strategies to address the perceived threat is represented by the travel risk reducing strategies. The response efficacy represents the effectiveness of the travel risk reducing strategies, and the self-efficacy is one's ability to perform those strategies. Response cost is represented by the costs/barriers of engaging into the travel risk reducing strategies.

Hypothesis 1: Travel motivation will negatively influence perceived travel risks
Hypothesis 2: Perceived travel risks will positively influence intention of protection motivation
Hypothesis 3: Intention of protection motivation will positively influence RRS
Hypothesis 4: Response efficacy will positively influence intention of protection motivation
Hypothesis 5: Self efficacy will positively influence intention of protection motivation
Hypothesis 6: Response cost will negatively influence intention of protection motivation
Hypothesis 7: Response efficacy will positively influence RRS
Hypothesis 8: Response cost will negatively influence RRS
Hypothesis 9: Self-efficacy will positively influence RRS
Hypothesis 10: Response efficacy will negatively influence response cost
Hypothesis 11: Self-efficacy will negatively influence response cost

Method and analysis
Data was collected mainly from the (potential) outbound tourists in Malaysia. Pencil and paper methods and Qualtrics (online surveys) were used to collect data to enhance response rate and to reduce data collection bias of using online method – a method that some tourists may not be inclined to respond. After treating the missing values and handling of the outliers, a total usable sample of 624 respondents was achieved. The sample was split for an

exploratory factor analysis (sample =200) and for the regression analysis (sample=424). PLS-SEM was used to assess the measurement model and the structural model.

Reliability and validity of the indicators and constructs were achieved with no multicollinearity issues. The hypotheses were tested using bootstrapping procedures and benchmarked against the t-values and the p-values. The coefficient of determination (R^2), the predictive relevance of the model (Q^2), and the strength of the supported hypothesized relationships were also evaluated.

Results, discussion and contributions
Out of the eleven hypotheses, seven were supported as hypothesised. Findings show that perceived risk, response efficacy and self-efficacy significantly predicts tourists' intention to protect themselves prior to travelling and during leisure travel while response cost did not predict intention to protect.

The R^2 value was 0.308, suggesting that 30.8 per cent of the variance in extent of intention to protect can be explained by perceived risk, response efficacy and self-efficacy. These results suggest that these variables are important predictors of intention to protect. However, response cost was not a significant predictor of intention to protect. These findings are consistent with existing PMT (e.g., Floyd, Prentice-Dunn & Rogers, 2000; McMath & Prentice-Dunn, 2005) studies across disciplines that perceived risk, response efficacy and self-efficacy are important predictors of intention to protect. Thus, H2 – perceived risk as a predictor of intention to protect- (ß=0.121, p<0.05, f^2= 0.016), H4 -response efficacy as a predictor of intention to protect- (ß=0.31, p<0.1, f^2= 0.091) and H5 -self-efficacy as a predictor of intention to protect- (ß=0.272, p<0.1, f^2=0.079) were supported with small effect sizes. However contrary to past health studies (Milne, Sheeran & Orbell., 2000; Floyd et al., 2000), H6 – response cost as a predictor of intention to protect- (ß=0.012, p>0.05) was not supported.

Perceived risk was found to have a positive significant relationship with intention to protect as found in existing health studies (Milne et al., 2000; Floyd et al., 2000). The results imply that as individuals perceive higher risk of physical harm (e.g., terrorism, natural disasters and diseases) and financial risk, the higher their intention to protect themselves prior and during travelling with risk reducing strategies. The direction of the relationship between response efficacy and intention to protect, and self-efficacy and intention to protect is consistent with prediction and findings across discipline. This indicates that travellers' intention to protect themselves is enhanced when they believe that the risk reducing strategies is highly effective in managing their perceived risk. The role of response efficacy in predicting intention to protect was supported in several studies across disciplines (e.g., Floyd et al., 2000; Ifinedo, 2012)

Similarly, travellers are more likely to adopt a protective behaviour if they believe that they have relevance competence and capability in taking precautions and to implement the preventive measures. For example, travellers who know how to take the appropriate measures such as look for information or take financial precautions, have higher intention to engage into a protective behaviour before and during travelling. This is because high self-efficacious individuals tend to perform more challenging tasks than those with low self-efficacy (Schwarzer & Fuchs, 1995).

There is no supporting evidence that response cost may have a negative effect on intention to protect. This finding contributes the mixed findings in past research. It is consistent with the findings in studies in the information systems context (Ifinedo, 2012). It also contradicts with existing studies in health studies (e.g., Floyd et al., 2000; Orbell & Sheeran, 1998) that found

that as individuals perceives lower cost associated with the protective behaviour, the higher their intention to adopt the protective behaviour. Workman, Bommer and Straub (2008) provided a plausible reason for this result (response cost has no effect on intention to protect) arguing that people's perception on cost tend to vary. It may be possible that while some individuals have a positive view of the cost (i.e., deriving enjoyment from information search and using mobile applications), others may have different perspectives. This contradictory perception on cost may have caused response cost to be an insignificant predictor of intention to protect.

This study also examined the relationships between the threat components and the relationships between the coping components. A positive relationship, albeit negligible due to a low R^2, was found between travel motivations and perceived. That is, travel motivation was positively related to perceived risk (ß=0.121, p<0.05), indicating that the higher the travel motivation of travellers, there is a likelihood that travellers would perceived more risk. This finding contradicts Reisinger and Mavondo (2005) who found a negative relationship between these two. However, the proportion of variance explained by travel motivation in perceived risk is less than 0.1 (R^2 =0.015). This suggests that travel motivation alone is unable to explain much of the response variability in perceived risk. Given the weak statistical results, the relationship between travel motivation and perceived risk can be regarded as negligible. Perhaps future research should consider familiarity as a moderating factor on the relationship of travel motivation and perceived travel risk. It could be possible that one that is highly motivated to travel to a selected holiday destination perceive more travel risk than those with lower travel motivation given the high degree of unfamiliarity with the holiday destination.

Yet it is important to note that in consumer behaviour discipline, R^2 of 0.20 is considered high given the unpredictability of human behaviour (Hair, Hult, Ringle & Sarstedt, 2014). Therefore, although travel motivation explains only 1.5 per cent variation in perceived risk, its existence indicates that travel motivation that past research found to influence travel behaviour can expose travellers to travel risks. For instance, the act of taking a flight to the holiday destination, confined to the space in the aeroplane during the flight has inherent risk. The risk could be the unpredictable bad weather (claimed to be due to global warming) or terrorist attacks that seem to become a frequent news nowadays. It can be inferred that the more an individual is enthused to visit a destination (i.e., to try new food, do a variety of new activities), the more they perceived themselves to be exposed to more risk (e.g., physical harm, socio-psychological risk). That is, people may believe that if they are at the destination due to their travel motivations, they are more likely to experience risks such as terrorism and natural disasters.

The above remains highly speculative given the lack of studies linking travel motivation and perceived travel risks. To fully understand their relationship, additional variables such as demographics, past travelling experience, personality, risk-takers vs risk-averse and destination image can be considered. Some of these variables were considered as antecedents of perceived risk in Schroeder and Pennington-Gray's conceptualisation of the PMT model. Perhaps the adoption of the affective perspective (i.e., relaxed-anxious, fearless-fearful, assured-worried) to risk perceptions could shed some light on the contradicting nature of this result.

The relationship between the coping appraisal components were partly supported. The endogenous variable response cost has an R^2 value of 0.078. That is, 7.8 per cent of the variance in extent of response cost can be explained by only response efficacy while self-

efficacy was not a significant predictor of response cost. Although the R^2 is less than 0.1, it is nonetheless marginally close to 0.1. That is, information explaining their relationship can still be valuable. Thus, H10- RE as a predictor of RC- was supported (ß= -0.257, p<0.1. f^2= 0.053) with a negative relationship, while H11 – SE as a predictor of RC- was not supported with p-value>0.5. That is, regardless of the level of self-efficacious, it does not affect the level of cost people associate with the risk reducing strategies.

H7 was supported with a positive relationship, indicating that the more effective individuals find the strategies, the more likely they are to employ them. Regarding H8, the more effective individuals believes the risk reducing strategies to be, the cost of using them decreases. That is, people are more likely to look for information or use other coping strategies if they believe that the benefits of the strategies exceed the cost (e.g., time and effort). Moreover, it is likely that the ease of retrieving online information (e.g., mobile applications) and the low cost of online search may lead to an increase in searching for information that inform the use of other coping strategies such as bring medicines and extra cash. H9 was however not supported, indicating that regardless of the level of self-efficacious, it does not affect the use of RRS.

The above results show that not all PMT components can predict tourists' intention to protect themselves when they travel. Nevertheless, PMT framework is still a relevant framework for understanding the psychological process of tourists' use of RRS.

Implications for theory and practice

It is crucial to understand this cognitive process because such perceptions may significantly affect tourists' purchase for tours and the utilization of RRS. By understanding the psychological process of tourists through the testing of the PMT framework, the three-decade old literature on perceived travel risk that occasionally is peppered with writings of risk reduction strategies may advance beyond mere comments and assumptions to unveil the black box. This is the first study that adopted the PMT framework to examine the psychological process of tourists in their intention to protect and intention to adopt RRS. Its validation of the PMT framework shows the framework is credible in the context of tourism.

The study also provides practical ideas for destination managers to promote tours. Destination managers may leverage on travel motivation to downplay perceived travel risks. They can also devise tours that incorporate RRS, easing the need at tourists' level to protect and adopt RRS on their own account. By doing so, destination managers may promote tour packages by highlighting the safety features and ease tourists in arriving a tour purchase decision.

Destination managers and marketers should introduce potential tourists to effective RRS such as purchasing travel insurance, contemporary online sources (e.g., online travel-related websites, government websites), and in case of emergencies strategies (e.g., avoiding an affected area, rely on embassy and government warnings, news reporting, travellers' comments) by developing easy guidelines on how to reduce risk whereby people do not require much skills, knowledge or time/effort to apply them.

Since this study is the first to test the PMT model in a tourism context in Malaysia, further studies to examine the PMT framework would be beneficial to enrich literature on the credibility of the framework. While this study has selected travel motivation as a form of reward for engaging in leisure travel, future study may also explore other forms of reward.

References

Floyd, D. L., Prentice-Dunn, S., & Rogers, R. W. (2000). A Meta-Analysis of Research on Protection Motivation Theory. *Journal of Applied Social Psychology*, *30* (2), 407–429.

Fuchs, G & Reichel, A 2006, 'Tourist destination risk perception: the case of Israel', Journal *of Hospitality & Leisure Marketing*, vol. 14, no. 2, pp. 83-108.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks: Sage.

Ifinedo, P. (2012). Understanding information systems security policy compliance: An integration of the theory of planned behavior and the protection motivation theory. *Computers & Security*, *31*(1), 83-95.

McMath, B. F., & Prentice-Dunn, S. (2005). Protection motivation theory and skin cancer risk: The role of individual differences in responses to persuasive appeals. *Journal of Applied Social Psychology*, *35*(3), 621-643.

Milne, S., Sheeran, P., & Orbell, S. (2000). Prediction and Intervention in Health-Related Behavior: A MetaAnalytic Review of Protection Motivation Theory. *Journal of Applied Social Psychology*, *30*(1), 106-143.

Reisinger, Y., & Mavondo, F. (2005). Travel anxiety and intentions to travel internationally: Implications of travel risk perception. *Journal of Travel Research*, *43*(3), 212–225.

Rittichainuwat, BN 2006, 'Tsunami Recovery: A Case Study of Thailand's Tourism', *Cornell Hotel and Restaurant Administration Quarterly*, vol. 47, no. 4, pp.390–404.

Rogers, RW 1975, 'A protection motivation theory of fear appeals and attitude change1', *The Journal of Psychology*, vol. 9, no. 1, pp. 93–114.

Schroeder, A., Pennington-Gray, L., Donohoe, H., & Kiousis, S. (2013). Using social media in times of crisis. *Journal of Travel & Tourism Marketing*, *30*(1-2), 126-143

Schwarzer, R., & Fuchs, R. (1995). Changing risk behaviors and adopting health behaviors: The role of self-efficacy beliefs. *Self-efficacy in changing societies*, 259-288.

Sönmez, S & Graefe, AR 1998, 'Influence of terrorism risk on foreign tourism decisions', *Annals of Tourism Research*, vol. 25, no. 1, pp. 112–144.

Workman, M., Bommer, W. H., & Straub, D. (2008). Security lapses and the omission of information security measures: A threat control model and empirical test. *Computers in human behavior*, *24*(6), 2799-2816.

Influence of Online Reviews on Purchase Intent in South Africa

Molise Moloi, University of the Witwatersrand, molise.moloi@gmail.com
Yvonne K Saini*, University of the Witwatersrand, Yvonne.Saini@wits.ac.za

Abstract

Using the theory of planned behaviour, the study examines the effect of online consumer reviews on purchase intent in an emerging market. Self-administered online questionnaire was used and 238 participants qualified. Results indicate that online consumer reviews have significant influence on purchase intent through the mediating factors of trust and brand image and not significant through product knowledge, social influence and source credibility Managerial implications highlight that managers cannot afford to ignore the influence of online consumer reviews on intent to purchase. Though online reviews are not under the direct influence of organisations, marketers can indirectly influence these by ensuring quality products that meet both the brand and product promises.

Keywords: Online consumer reviews, brand image, product knowledge, purchase intent, emerging market

Track: Consumer Behaviour

Introduction Research Aim

Online consumer behaviour is described as a "complicated socio-technical phenomenon which involves too many factors" (Moshrefjavadi, Dolatabadi, Nourbakhsh, Poursaeedi, & Asadollahi, 2012). The PowerReviews and E-tailing Group's findings confirm that 22% of respondents "always" read consumer reviews before making a purchase, 43% of respondents check consumer ratings and reviews "most of the time", and approximately 68% read at least four reviews prior to committing to a purchase (Kee, 2008). Lee and Youn (2009) found that the impact of eWOM to be particularly salient. Online consumer reviews have come to fulfil a very important role as the source of information and they are used considerably by consumers (Filieri & Mcleay, 2014). Consumers can now communicate freely and remotely with acquaintances and like-minded strangers in the same online community and with similar interests (Zhu & Chang, 2014). Consumers are increasingly using consumer reviews as vehicles for pre-purchase information gathering (Adjei, Noble & Noble, 2010). The question remains on how this information informs and shapes consumer purchasing intent.

The growth in online consumer reviews (OCRs) is largely motivated by interest from consumers (Schindler & Bickart, 2012). OCRs increasingly supplement expert opinion and views, as well as social networks when it comes to informing consumers about product attributes and quality; however there is limited empirical evidence linking digital word-of-mouth to purchasing decisions (Anderson & Magruder, 2012). OCRs could, in principle, improve the ability of consumers to evaluate products and services. As a consequence, online retailers are keen to understand those dimensions of OCRs that are the most important and influential in consumer decision making (Jin, Hu & He, 2014). Information contained in online consumer reviews is generally considered to be highly credible with a lot of influence because it does not originate with the company. As OCRs increase in popularity, trying to understand the believability of them has drawn increased attention from both academics, and marketing practitioners (Cheung, Sia & Kuan, 2012).

The aim of this study is:
To investigate the influence of online reviews on purchase intent.

We addressed two research questions:
RQ1: What influence does online consumer reviews have on product knowledge, trust, social influence, source credibility and brand image?
RQ 2: What influence does online consumer reviews through product knowledge, trust, social influence, source credibility and brand image have on purchase intent?

Conceptual Model

To answer the research questions, the theory of planned behaviour (TPB) was applied and modified with the use of mediating factors. TPB is a model developed by social psychologists and has been widely applied to the understanding of a variety of behaviours (Ajzen, 1991), Armitage & Conner, 2001). TPB can essentially be classified as the extension of the Theory of Reasoned Action (TRA) that looks at measures that control belief, and perceived behavioural control. TPB outlines the factors which determine an individual's decision to adopt and follow a particular behaviour, it proposes that the proximal determinants of behaviour are intention to engage in a certain behaviour with perceptions of control in said behaviour (Armitage & Conner, 2001).For this study, it was conceptualised that online consumer reviews influences product knowledge, trust, social influence, source credibility and brand image and these in turn influence purchase intention.

Methodology
To test the hypothesis, 238 people participated in the survey in Johannesburg, South Africa. The participants had to be over age of 25 and have had to have read online reviews before purchasing a product. All the respondents met the criteria of the study, which entailed respondents that read online consumer reviews from YouTube, Facebook, Amazon, Takealot, Hello Peter, Business Intelligence and other networks. Multiple regression and structural equation modelling analysis were used.

Results, **Discussion and Contributions**

Online Reviews
The preliminary results indicate that OCR have significant influence on product knowledge (0.59) and trust (0.52) and minimal on source credibility (0.46). ORC has minimal influence on social influence (0.34), brand image (0.29), see Table 1. Korfiatis, García-Bariocanal & Sánchez-Alonso (2012) state the fact that consumer or visitors to an online information resource tend to read reviews and/or appraisals of products first, and that higher ranked reviews, i.e. those with five stars, also increase attention from a usability point of view. Kostrya, Reiner, Natter & Klapper (2016) found in an online retailing context that customers base purchase decisions on information from online consumer reviews because of first-hand product experience perceptions of other customers, which they perceive as trustworthy.

Table 1

Path Coefficient	Estimate
Online Consumer Reviews → Product Knowledge	0.59
Online Consumer Reviews → Trust	0.52
Online Consumer Reviews → Social Influence	0.34
Online Consumer Reviews → Source Credibility	0.46
Online consumer reviews → Brand Image	0.29
Product Knowledge →Purchase Intent	0.40
Trust→ Purchase Intent	0.50
Social Influence→ Purchase Intent	0.17
Source Credibility → Purchase intent	0.38
Brand Image→ Purchase intent	0.57

On the other hand, brand image (0.57) and trust (0.50) had significant influence on purchase intent. Product knowledge (0.40) did not show a strong influence on purchase intent. The results are not conclusive on the influence of OCR through the mediating factor of brand image which seems to have a greater influence on purchase intent. What is interesting is that trust comes out as an important factor and this is in line with other studies which indicate that people frequently shop at highly reputable stores that they trust, even though prices may be higher than those of competing products and suppliers (Hong & Cha, 2013).

Brand image has a positive effect on purchase intent with the path coefficient estimate of 0.60 and this advocates a significant relationship. This is consistent with a study by Aghekyan-Simonian, Forsythe, Kwon, & Chattaraman (2012) who found that brand image has a positive influence on consumers' online purchase intentions in the context of fashion apparel products, both directly and indirectly, as they reduce various risk perceptions, and these findings reinforce previous findings that preference over a product brand image has a positive impact on consumers' purchase intention, both online and in physical stores. Brand image is a critical prompt in informing the intention to purchase, suggesting that brand name serves as a surrogate for various product attributes such as colour, texture, and fit in the apparel context.

Implications for Theory and Practice

In summary, this research provides insights in understanding the influence of OCR on purchase intent. The paper examined the impact of OCR on purchase intent through the mediating factors of product knowledge, trust, social influence, source credibility and brand image. Implications indicate that OCR influence on brand image suggests being critical in influencing purchase intent. Further research needs to focus in understanding why brand and trust seems to have greater influence on purchase intent and why product knowledge does not seem to be significant and this is not congruent with other research results.

References

Adjei, M.T., Noble, S.M. & Noble, C.H. (2010). The influence of C2C communications in online brand communities on customer purchase behavior. *Journal of the academy of marketing science*, 38 (5), 634–653.

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes,* 50(2), 179-211.

Aghekyan-Simonian, M., Forsythe, S., Kwon, W. S. & Chattaraman, V. (2012). The role of product brand image and online store image on perceived risks and online purchase intentions for apparel. *Journal of Retailing and Consumer Services*, *19*(3), 325-331.

Anderson, M. & Magruder, J. (2012). Learning from the crowd: Regression discontinuity estimates of the effects of an online review database*. *The Economic Journal*, 122(563), 957-989.

Armitage, C. J. & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British journal of social psychology*, 40(4), 471-499.

Cheung, M. Y., Sia, C. L. & Kuan, K. K. (2012). Is this review believable? A study of factors affecting the credibility of online consumer reviews from an ELM perspective. *Journal of the Association for Information Systems*, 13(8), 618-635.

Filieri, R. &McLeay, F. (2014). E-WOM and accommodation: an analysis of the factors that influence travellers' adoption of information from online reviews. *Journal of Travel Research.* 53 (1), 44–57.

Hong, I. B. & Cha, H. S. (2013). The mediating role of consumer trust in an online merchant in predicting purchase intention. *International Journal of Information Management*, *33*(6), 927-939.

Jin, L., Hu, B. & He, Y. (2014). The recent versus the out-dated: An experimental examination of the time-variant effects of online consumer reviews. *Journal of Retailing*, 90(4), 552-566.

Kee, T. (2008). Majority of online shoppers check at least four reviews before buying. Online Media Daily (February)http://www.mediapost.com/publications/?fa=Articles.showArticleandart aid=76727Kim [cited July, 2016, 23]

Korfiatis, N., García-Bariocanal, E. & Sánchez-Alonso, S. (2012). Evaluating content quality and helpfulness of online product reviews: The interplay of review helpfulness vs. review content. *Electronic Commerce Research and Applications*, *11*(3), 205-217.

Kostyra, D. S., Reiner, J., Natter, M. & Klapper, D. (2016). Decomposing the effects of online customer reviews on brand, price, and product attributes. *International Journal of Research in Marketing*, *33*(1), 11-26.

Lee, M. & Youn, S. (2009). Electronic word of mouth (eWOM): how eWOM platformsinfluence consumer product judgment. *Int. J. Advert.* 28 (3), 473–499.

Moshrefjavadi, M. H., Dolatabadi, H. R., Nourbakhsh, M., Poursaeedi, A. & Asadollahi, A. (2012). An analysis of factors affecting on online shopping behavior of consumers. *International Journal of Marketing Studies*, 4(5), 81.

Schindler, R. M. & Bickart, B. (2012). Perceived helpfulness of online consumer reviews: the role of message content and style. *Journal of Consumer Behaviour*, 11(3), 234-243.

Zhu, D. H., Chang, Y. P. & Luo, J. J. (2016). Understanding the influence of C2C communication on purchase decision in online communities from a perspective of information adoption model. *Telematics and Informatics*, 33(1), 8-16.

Role of Social Identity in Purchase Behaviour

Suha Fouad Salem*, Sunway University, suhas @sunway.edu.my
Sharif Omer Salem, University of Palestine, ssalemg@gmail.com

Abstract:

This study aims to predict consumers' intention to purchase luxury fashion goods based on Theory of Planned Behaviour (TPB) and social identity theory. A total of 395 respondents collected in Malaysia as data input. The empirical results of structural equation modeling (SEM) indicate that attitude and subjective norm have a positive influence on Malaysian consumer purchase intention of luxury fashion goods, but perceived behaviour control and social identity have no relation. In addition, social identity, perceived behaviour control, and purchase intention was found to impact consumers' luxury fashion purchase behaviour. Social identity is a meaningful addition to the theory of planned behaviour model. The results obtained from this empirical study verify that the extended TPB model has a good explanatory power.

Keywords: Theory of planned behaviour; Luxury brands; Social Identity

Track: Consumer behaviour

Introduction and Research Aim

In the past few years, several research focusing on consumer behaviours concerning luxury goods have been published (e.g., Amatulli & Guido, 2011). Among numerous theoretical frameworks, it has been proven that theory of planned behaviour (TPB) (Ajzen ,1991) is a an adequate model for clarifying individual behaviour (Schade et al. 2016). The main feature in the TPB is the person's intention to complete a specified behaviour. The TPB relates behavioural intentions with attitudes, perceived behavioural control and subjective norms.

According to social identity theory, people generally belong to social groups that may result from culture, country, gender, race, social networks, consumer groups or organizations. A person may identify with several social groups simultaneously. Therefore, social identity is a well-founded notion for describing the association individuals have with their social environment (Tajfel, 1972). Furthermore, consumer's notion of their social identity may affect the selection of products to purchase (Goldsmith et al. 2015). There is no current or previous identified study integrating social identity into the TPB in the context of luxury goods. The impact of social identity on a person's decision making process involving luxury fashion goods purchases will also be better understood with the results of this study.

The aim of this study is:

> To predict consumers' actual luxury fashion goods purchases and to study the validity of an extended TPB with the added factor of social identity.

We address the following research questions to resolve the study aim:

RO1: How the theory of planned behaviour can be applied on consumer's purchase behaviour in Malaysian luxury fashion market?

RO2: What is the impact of social identity in consumer's purchase behaviour in Malaysian luxury fashion market?

Theoretical Background and Conceptual Framework

The theory of planned behaviour is considered as an important theory in explaining individual and social values (Al-Debei et al., 2013). The theory of planned behaviour implies that individual's behavioural intentions is shaped by attitudes, norms, and perceived control (Ajzen, 1991). The key factor in this model is behavioural intent which is considered as the motivational factor that influences a particular behaviour.

Tajfel (1972) defined social identity as "the individual's knowledge that he [or she] belongs to certain social groups together with some emotional and value significance to him [or her] of this group membership ". Therefore, social identity is "that part of an individual's self-concept which derives from his/of his [or her] membership of a social group (or groups) together with the value and emotional significance attached to that membership [or her] knowledge" (Ellemers et al., 2002). Recent researches broadly analyzed the influence of social identity on buyer attitudes and beliefs (for instance, in regards of shared customs and qualities, comparable spiritual beliefs (Laverie et al. 2002). Additionally, social identity governs in what way consumers respond to advertising (Forehand & Deshpandé 2001), social media usage pattern (Bhattacharya et al. 1995), and brand loyalty (Deshpande et al., 1986). Figure 1, shows the study model and associated hypothesis.

Methodology

This research adopts quantitative method where data that can be quantified and structured in order. Questionnaires were distributed to 450 respondents. The information was gathered

from nearby luxury label clients residing in Klang Valley in Malaysia. Thus, the total of 395 valid forms was received. The scales were adapted from various studies conducted in the area related to luxury consumer behaviour. Five-point Likert scale was used in the survey.
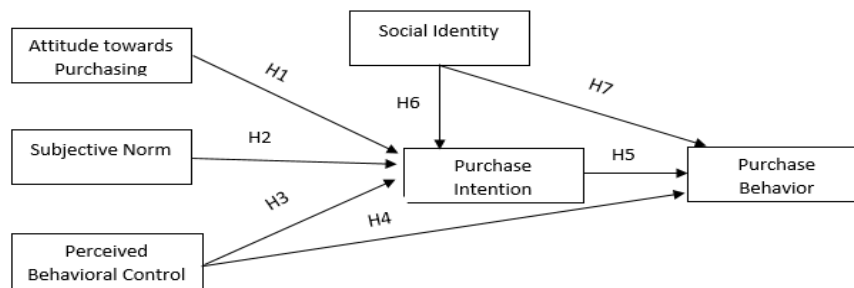

Figure 1.   Conceptual model

Results, Discussion and Contributions
The path coeffient results of the model relations are shown in Table 1.

Table 1. Path Coefficient Results

Hypothesis	Path	Path coefficient(β)	T Statistics	Decision
H1	AP → PI	0.279	1.784**	Supported
H2	SN → PI	0.230	2.063**	Supported
H3	PBC →PI	0.044	0.344	Not Supported
H4	PBC → PB	0.232	2.117**	Supported
H5	PI → PB	0.293	2.503**	Supported
H6	SI → PI	0.209	1.420	Not Supported
H7	SI → PB	0.251	2.166**	Supported

*t-values: 1.65 (10%); **t-values: 1.96 (5%); ***t-values: 2.58 (1%)
Note: AP (Attitude Towards Purchasing), PB (Purchase Behaviour), PBC (Perceived Behaviour Control), PI (Purchase Intention), SI (Social Identity), SN (Subjective Norm).

The hypothesized relationships in the original TPB model were all supported except for the relation between PBC & PI, and SI & PI. Although, most of the previous studies have found positive and significant relationships between PBC and purchase intention (Son et al. 2013), this research results are not in line with the original theory. The results of this study show that, if individuals have the resources (time and money), they may directly decide to make actual purchases of luxury goods rather than only have the intention to purchase. Furthermore, this study finds that Social Identity influenced purchase behaviour, which is in line with previous research on the effect of social identity on consumer purchase behaviour (Wooten 1995). Based on the results for hypothesis 7, the social identification feature of products offers buyers with a feeling of being a part of a group and comfort.

Implications
Overall, the research results indicated that important features resulting from social identity were meaningful additions to the rational TPB model in order to explain consumer behaviour regarding luxury fashion goods purchases in Malaysian context.

The present research could help marketers to obtain a clear-cut understanding of what motivates Malaysian consumers to buy luxury fashion goods. The result indicates that marketers should understand Malaysian consumer's social identity and develop the strategies, especially for the people who have resources who may indulge in direct buying.

References

Ajzen, I., 1991. The theory of planned behaviour. Organ. Behav. Hum. Decis. Process. 50, 179–211.

Al-Debei, M.M., Al-Lozi, E., Papazafeiropoulou, A., 2013. Why people keep coming back to Facebook: Explaining and predicting continuance participation from an extended theory of planned behaviour perspective. Decis. Support Syst. 55, 43–54.

Amatulli, C., Guido, G., 2011. Determinants of purchasing intention for fashion luxury goods in the Italian market: A laddering approach. J. Fash. Mark. Manag. An Int. J. 15, 123–136.

Bhattacharya, C.B., Rao, H., Glynn, M.A., 1995. Understanding the bond of identification: An investigation of its correlates among art museum members. J. Mark. 46–57.

Deshpande, R., Hoyer, W.D., Donthu, N., 1986. The intensity of ethnic affiliation: A study of the sociology of Hispanic consumption. J. Consum. Res. 13, 214–220.

Ellemers, N., Spears, R., Doosje, B., 2002. Self and social identity. Annu. Rev. Psychol. 53, 161–186.

Forehand, M.R., Deshpandé, R., 2001. What we see makes us who we are: Priming ethnic self-awareness and advertising response. J. Mark. Res. 38, 336–348.

Goldsmith, R.E., Stith, M.T., White, J.D., 2015. An empirical study of the relationship between personal values and innovative purchasing behaviour, in: Proceedings of the 1989 Academy of Marketing Science (AMS) Annual Conference. Springer, pp. 84–88.

Kim, H.Y., Chung, J., 2011. Consumer purchase intention for organic personal care products. J. Consum. Mark. 28, 40–47.

Laverie, D.A., Kleine, R.E., Kleine, S.S., 2002. Reexamination and extension of Kleine, Kleine, and Kernan's social identity model of mundane consumption: The mediating role of the appraisal process. J. Consum. Res. 28, 659–669.

Schade, M., Hegner, S., Horstmann, F., Brinkmann, N., 2016. The impact of attitude functions on luxury brand consumption: An age-based group comparison. J. Bus. Res. 69, 314–322.

Schwarz, K., 1999. The Decline of Mobility in the Twentieth Century. Mobil. Mod. Migr. Ger. 1820-1989 217.

Son, J., Jin, B., George, B., 2013. Consumers' purchase intention toward foreign brand goods. Manag. Decis. 51, 434–450.

Tajfel, H., 1972. Experiments in a vacuum., The context of social psychology: A critical assessment. Oxford, England: Academic Press.

Wilcox, K., Kim, H.M., Sen, S., 2009. Why do consumers buy counterfeit luxury brands? J. Mark. Res. 46, 247–259.

Wooten, D.B., 1995. One-of-a-kind in a full house: Some consequences of ethnic and gender distinctiveness. J. Consum. Psychol. 4, 205–224.

CONSUMER CULTURE THEORY

ABSTRACTS

LGBTQ Advertising: The Sexualization of Women

Patrick van Esch*, Moravian College, vaneschp@moravian.edu
Allison Geisler, Moravian College, stang18@moravian.edu
Lizabeth Kleintop, Moravian College, kleintopl@moravian.edu
Gavin Northey, University of Auckland, g.northey@auckland.ac.nz
Jonas Heller, UNSW, j.heller@unsw.edu.au
Catherine Frethey-Bentham, University of Auckland, c.bentham@auckland.ac.nz
Vicki Andonopoulos, UNSW, v.andonopoulos@unsw.edu.au

Abstract:
Women are objectified and sexualized in LGBTQ advertising. These advertisements target males using humor, yet for women, the most dominant appeal is sexual. Moreover, if the main character in the advertisement is female, she is more likely to be portrayed as a protagonist. Marketers and organizations alike, balance a fine line between appealing to both LGBTQ and mainstream clients and with the proliferation of sexually explicit imagery within both contemporary and LGBTQ advertising, this indicates that sexualization is neither a homogenous or singular process. Lesbian, bisexual, and queer women are often easily recognizable 'figures', yet sexualization doesn't necessarily maneuver outside of class or gender due to the fact that it remains overwhelmingly ageist and heteronormative. Heterosexuals desire lesbian imagery over gay male imagery, therefore, marketers use such imagery because it reduces the chance of heterosexuals identifying the advertisement as having LGBTQ connotations.

Keywords: Advertising, LGBTQ, Sexualization

Track: Consumer Culture Theory

Regional Identities and Latin America

Natalia Alessi, RMIT University, natalia.alessi@rmit.edu.au
Linda Brennan, RMIT University, linda.brennan@rmit.edu.au
Robert Crawford, RMIT University, robert.crawford@rmit.edu.au

Abstract:
The use of geographical regions to frame market research is widely adopted within the marketing literature. The classification of world areas by regional divisions such as 'Europe', 'South East Asia' or 'Latin America' are accepted conventions widely used within the consumer research literature. However, beyond these specific boundaries of conventional use, what do we mean when considering these classifications? This paper incorporates the notion of critical regionalities, understood as a provisional way of describing the variety of forms in which an area of the world is imagined or represented, to examine regional perceptions. For these purposes, a qualitative approach is proposed to explore attributes out-groups associate with specific world areas, taking Latin America as an empirical case of study. Findings indicate that out-groups transfer attributes associated with specific countries to the entire regionality, and suggest stereotypes are a significant factor of regional perception within the selected geography.

Key words: Regionalities, Place Branding, Latin America.

Track: Consumer Culture Theory

Unpacking Cultural Meanings behind Collaborative Consumption Marketplaces

Marian Makkar*, Auckland University of Technology, marian.makkar@aut.ac.nz
Sheau Fen Yap, Auckland University of Technology, crystal.yap@aut.ac.nz
Russell W. Belk, York University, rbelk@schulich.yorku.ca
Mark Glynn, Auckland University of Technology, mark.glynn@aut.ac.nz

Abstract:
The sharing economy has recently disrupted the way markets exchange goods and the way people consume. Digitally-enabled, this economy makes it easier for consumers to rent, share, barter and lend private resources to complete strangers. The goal of the present study is to develop an understanding of consumer culture around collaborative consumption to explain how different actants (human and non-human) with agency create value to sustain such marketplaces. This study focuses on Airbnb and uses a multi-sited ethnography of members (Airbnb guests and hosts) which includes netnography, observation, interviews and introspection. While research on collaborative consumption mostly examines how physical possessions are redistributed and 'shared', we look at how sharing nonphysical possessions such as experiences as well as physical ones such as home and family creates value to multi-sided platforms. By unravelling cultural meanings and ownership associations of sharing personal possessions, we demonstrate how value is created and sustained in collaborative consumption marketplaces.

Keywords: Cultural meanings, sharing, value

Track: Consumer Culture Theory

Babywear, Fashion and Consumers: A Non-Sustainable Mix?

Jayne Krisjanous, Victoria University of Wellington, Jayne.Krisjanous@vuw.ac.nz

Abstract:
The infant wear market has grown substantively over the past few decades due to the availability of goods at affordable prices in-store and online, making this market both lucrative and competitive for retailers. With increasing calls for the apparel industry to consider sustainability, particularly in the area of fast fashion, the infant wear industry should too be examined. Applying the lens of Social Practice Theory and through author Subjective Personal Introspection this study presents practices that point to issues of potential excess and difficulty effectively "managing" a baby's wardrobe acquired through both self-purchasing behaviour and large gifting rituals that occur around the time of birth. Reflections drawn support the position that much of the baby wear market is a fashion product, particularly as large global brands move into the market, with potential for a fast-fashion orientation.

Keywords: sustainability, babywear fast fashion, subjective personal introspection

Track: Consumer Culture Theory

Consumer Labour and Hashtaggable Pornography

Jenna Drenten, Loyola University Chicago, jdrenten@luc.edu
*Lauren Gurrieri, RMIT University, lauren.gurrieri@rmit.edu.au

Abstract:
Social media is blurring the line between consumers and producers through the emergence of user generated content. This study examines how this digital prosumption is shaped by the increasing sexualisation of culture. Through a lens of aesthetic and digital labour, we examine 25 Instagram "shoutout pages" featuring sexually-charged female content. By tracing images back to their producers, we map the digital labour process by which consumers produce sexually-charged social media content that is solicited and shared to wider audiences. Findings suggest women act as freelancers in the mass-mediated production of 'hashtaggable' online pornography. From a visual analysis of 250 women's profiles, we identify three identity narratives for engaging in shoutout pornography: shoutout porn as playful pursuit, pathway pursuit, and professional pursuit. In contrast to previous research on digital labour and pornography, our findings suggest mainstream social media has brought structural changes to how pornography is developed in a prosumer economy.

Keywords: Consumer Labour; Social Media; Sexualisation

Track: Consumer Culture Theory

Negotiating outsourcing throughout enduring consumption experiences

Flavia Cardoso* (Universidad Adolfo Ibañez)
Pilar Rojas (Pontificia Universidad Católica de Chile)
Daiane Scaraboto (Pontificia Universidad Católica de Chile)

Abstract:
An upcoming stream of consumer research has explored the tensions consumers and families face when outsourcing. However, we lack knowledge on how families' long-term goals and challenges interplay with the distribution of agency among market actors to shape outsourcing decisions. To address this gap, we examine consumer outsourcing in enduring consumption experiences, which extend through time and have individual, familial, and societal impact. Through a qualitative study of private schooling in Chile, we identify cultural and social sources of tension generated by outsourcing in contexts where families have limited agency. Our findings trace the emergence of a parallel market in which tensions between schools and families can be negotiated and eventually resolved. Our study suggests that approaches to policy-making centred on the decentralization and de-regulation of markets may reduce consumer agency and require consumers to develop sophisticated negotiation strategies as they outsource throughout enduring consumption experiences.

Keywords: outsourcing, consumer agency, enduring consumption experiences

Track: Consumer Culture Theory

The Role of Space in Consumption Community Mobility

Toni Eagar*, Australian National University, Toni.Eagar@anu.edu.au
Patrick L'Espoir Decosta, Australian National University,
Patrick.Lespoirdecosta@anu.edu.au

Abstract:
Using the case of a consumption community that moved online spaces multiple times we explore the phenomenon of nomadism and its affordances in ethereal landscapes. This study addresses two research questions: (1) what is the role of space in online consumption communities, and (2) how do different spaces transform community structures and vice versa? We use the metaphor of nomadism to uncover the nature and characteristics of the relationships among consumption community, the collective movement of people, and current and potential future spaces. We take a process data analysis approach to an extended netnography to reveal space as a recursive object that can both change and be changed by the community. We conclude that spatial capabilities, dysfunctions and reconfigurations are essential to the development of a community's narratives, power relationships and the definition of the community's shared desired destiny.

Keywords: Community, space, process data analysis

Track: Consumer Culture Theory

Understanding the commingled-experience of transnational diaspora

Mark Buschgens*, RMIT University, mark.buschgens@rmit.edu.au
Bernardo Figueiredo, RMIT University, bernardo.figueiredo@rmit.edu.au
Kaleel Rahman, RMIT University, kaleel.rahman@rmit.edu.au

Abstract:
The purpose of this paper is to examine the commingled-experience of transnational diaspora and how it manifests. In the wake of globalization, diaspora migration has risen rapidly, giving way to a notable and affluent consumer market worldwide. Despite this, scant attention has been placed on the experiential aspects of diaspora consumers and how they manifest transnationally given maintained connection with a shared cultural heritage. Drawing upon 16 semi-structured in-depth interviews with Middle Eastern diaspora living in Australia, we analyse individual experiences across a diverse sample to draw implications for brand strategy. The findings discuss three themes found in literature (historical, spatial and cultural) to provide brand managers with better understanding of different ways to enhance brand meaning for diaspora consumers. Findings further reveal manifestations of a commingled-experience (*images, mentalities and procedures*), which can work together and influence transnational diaspora in different ways.

Keywords: Transnational diaspora, brand meaning, commingled-experience

Track: Consumer Culture Theory

The Enmeshed Paths of Consumers as Collectors

Daiane Scaraboto, Pontificia Universidad Católica de Chile, dscaraboto@gmail.com
Márcia Christina Ferreira, Brunel Business School, Brunel University London
Marcia.Christina.Ferreira@brunel.ac.uk
Emily Chung*, RMIT University, emily.chung@rmit.edu.au

Abstract:
This study focuses on the dynamics that unfold when consumers are on their way towards becoming (or ceasing to be) fully devoted collectors of branded items. We conceptualize branded shoes as epistemic consumption objects to examine how consumer-object relations shape the trajectories of consumers as collectors. Using longitudinal data on consumers, fans, and collectors of a serial brand of plastic shoes, we consider how the design, materials, and marketing efforts objectified in the branded shoes interweave consumers and objects through different levels of sociality (interaction, involvement, engagement, and commitment), leading consumers to develop enmeshed individual and collective paths as collectors. This objectual-agentic approach to collecting highlights how serial brands could better relate to consumers as collectors. Additionally, as we examine the enmeshing of paths threaded by consumers who share an interest on branded products, we provide insights on how influencer networks develop on social media platforms.

Keywords: Consumer-object relations, collectors, meshworks

Track: Consumer Culture Theory

Evolving Concept of Authenticity in Luxury Fashion

Handini Audita*, RMIT University, handini.audita@rmit.edu.au
Bernardo Figueiredo, RMIT University, bernardo.figueiredo@rmit.edu.au
Michael Beverland, RMIT University, michael.beverland@rmit.edu.au

Abstract:
Authenticity is important for building luxury fashion brands equity. This paper aims to conduct a literature review that will further discuss the luxury fashion dynamics in four different periods of time along with the conceptualisation of authenticity in luxury fashion in each period. First, the early civilisation of fashion era (before the 17th century) that reflects the era when the concept of fashion was introduced, and luxury is limited to the ruling emperor in that period. Second, the rising era of the luxury fashion (17th – 20th century) that reflects the era when luxury fashion started to be commercialised. Third, the era of 'fashion explosions' (during the 20th century) that reflects the era when many designers, artisan, and craftsman create luxury brands that are professionally commercialised. Lastly, the era of 'fashion millennial' (21st century – present) that reflects today's luxury fashion market with its changing reality.

Keywords: Luxury branding, Authenticity, Historical Review

Track: Consumer Culture Theory

Navigating intra-class cultural boundaries through space consumption

Flavia Cardoso, Universidad Adolfo Ibáñez, flavia.cardoso@uai.cl
Olivier Badot, ESCP Europe, obadot@escpeurope.eu

Abstract:
An understanding of consumption experiences is critical for companies in markets with blurred social stratification boundaries, as the new middle classes in these markets are becoming the most prized targets of multinational corporations seeking growth opportunities beyond mature saturated markets. Previous research has empirically substantiated that symbolic class boundaries are influenced by market actors and marketplace conditions of possibility. We focus of the consumption of space as a form of enacting, constructing and reconstructing class boundaries in markets where social stratification is in flux. We argue that the consumption of spaces mediates symbolic intra-class disputes and intervenes in class boundary (re)constructions. This study extends our understanding of symbolic consumption beyond the acquisition and use of symbolic products and services to the experiences of spaces. We also shed light on how exclusivity and massification can actually co-exist in a successful business model.

Keywords: symbolic class boundaries, space consumption, boundary work

Track: Consumer Culture Theory

Disassembling consumer misbehaviours: the case of trolling

Maja Golf-Papez, University of Canterbury, maja.golfpapez@canterbury.ac.nz
*Ekant Veer, University of Canterbury, ekant.veer@canterbury.ac.nz

Abstract:
This research draws on actor-network theory to explore the assemblages of human and non-human entities participating in online trolling. Trolling is a form of consumer misbehaviour that includes deliberate, deceptive, and mischievous attempts to provoke reactions from other online users. Despite its pervasiveness, trolling is poorly understood, with research and managing strategies focusing on deterring trolls rather than deterring trolling. Drawing on data from five case studies, we show that trolling is performed through relations, associations, and connections between various (categories of) actors, some of them (trolls, targets, and a medium) playing roles in initiating, and others (the audience, other trolls, regulators) in sustaining trolling. Such findings highlight the roles of other actors (besides misbehaving consumers) in the performance of misbehaving, and suggest that effective management of consumer misbehaviours such as trolling will include managing the socio-technical networks that allow and fuel them.

Keywords: Trolling, Consumer Misbehaviours, Actor-Network Theory

Track: Consumer Culture Theory

The Material Negotiation of Home Sharing

Ye (Nicole) Yang*, The University of Melbourne, ye.yang@unimelb.edu.au
Julie Ozanne, The University of Melbourne, julie.ozanne@unimelb.edu.au
Angela Paladino, The University of Melbourne, a.paladino@unimelb.edu.au

Abstract:
Compared to traditional business models, consumer sharing facilitates a sense of inclusion among strangers in the marketplace. However, the processes through which inclusion and exclusion are facilitated in consumer sharing remain under-studied. Past literature suggests that group inclusion can be facilitated, but consumers may also fail to develop feelings of solidarity. This study explores how group inclusion is facilitated among consumers who temporarily share their homes. Using in-depth interviews, photos and written 'rules', we examine the processes that facilitate group solidarity. We found a swapping community where members share an in-group identity and swapping conventions. However, subtle exclusion may arise within micro-social practices during the preparation of swapped homes. Through rearranging domestic materiality and setting up rules, consumers negotiate the boundary between inclusion and exclusion in individual homes. This study contributes insights to the process of sharing personal possessions and how group inclusion and/or exclusion is negotiated with material possessions.

Keywords: sharing, mutuality, exclusion

Track: Consumer Culture Theory

DIGITAL MARKETING AND SOCIAL MEDIA

ABSTRACTS

Does the Opinion of the Crowd Predict Success?

Ping Xiao*, UTS, Ping.Xiao@uts.edu.au.
Anirban Mukherjee, Singapore Management University, anirbanm@smu.edu.sg
Li Wang, SHUFE, wang.li@mail.shufe.edu.cn.
Noshir Contractor, Northwestern University, nosh@northwestern.edu.

Abstract:
To select between submissions, crowdsourcing portals ask the community (the "crowd") to voice their opinion. However, what is the extent to which voice of the crowd predicts commercial success of a submitted idea? The issue is complex because (a) people may be inconsistent in how they vote and what they buy; (b) people may vote strategically within the community, and; (c) community preferences may vary over time. We collect and examine a large-scale dataset, tracking over 150,000 designs, submitted by over 45,000 designers, voted on almost 150 million times, by over 600,000 different users, from 2004 to 2011 from Threadless.com. Our results indicate the extent of positive voice is a consistent predictor of sales, but the extent of both ambivalent and negative voice are inconsistent predictors of sales. Surprisingly, we find that *greater negative* voice is associated with *higher* sales from users who cast votes.

Keywords: crowdsourcing, crowdvoting, new product development, creative designs.

Track: Digital Marketing and Social Media

Online Customer Engagement throughout the Customer Journey

Joris Demmers*, University of Amsterdam, j.demmers@uva.nl
Jesse Weltevreden, Amsterdam University of Applied Sciences, j.w.j.weltevreden@hva.nl
Willemijn van Dolen, University of Amsterdam, w.m.vandolen@uva.nl

Abstract:
Brands use social media to engage customers throughout the customer journey. Prior work does not take into account different needs and gratifications consumers seek during consecutive stages of the customer experience. We propose that what drives engagement with brand posts on social media may depend on the stage of the customer experience. We analyze over 24,000 brand posts by event organizers in both B2B and B2C contexts. Adopting a multilevel approach, we find that informative posts generate more engagement in the pre-consumption stage whereas entertaining posts generate more engagement in the post-consumption stage. More activating elements are associated with higher engagement in the pre- and post-consumption stage. Finally, brand posts with a medium level of vividness are associated with higher engagement during all stages of the customer experience. These findings have important implications for social media programming and contribute to the current understanding of customer engagement with branded content.

Keywords: Customer Engagement, Social Media, Customer Journey.

Track: Digital Marketing and Social Media

Motives of counterfeit sellers via networking sites

Sara Quach, Griffith University, s.quach@griffith.edu.au
Park Thaichon*, Griffith University, p.thaichon@griffith.edu.au

Abstract:
This study aims to discover the motives of online sellers of counterfeit products in social networking sites. The study uses a sample of 22 in-depth interviews with counterfeit sellers. Based on the findings, we have developed a framework called "Dark motives-counterfeit selling". The framework includes ten motives for selling online counterfeit products organized into three main themes: Morality consisting of (1) nothing wrong as long as customers know the truth, and (2) helping low-income consumers, (3) low morality, (4) social acceptance. Operational aspects including (1) sense of adventure, (2) high return on investment, (3) low operational costs, and (4) invisibility from regulators. Finally, relationship management involves (1) high level of manipulation (projecting image) and (2) interpersonal relationship with buyers. This study investigates different rationalization strategies and motives behind selling counterfeit products with a special focus on online platforms.

Keywords: Counterfeits, Seller, Luxury

Track: Digital Marketing and Social Media

Celebrity chefs appeal to consumers on Twitter

Torgeir Aleti*, RMIT University, torgeir.aleti@rmit.edu.au
Annamaria Tuan, Università di Pisa, annamaria.tuan@unipi.it
Irene Vila Trepat, EAE Business School, irene.vila@uam.es
Jason I Pallant, Swinburne University of Technology, jipallant@swin.edu.au

Abstract:
This study empirically illustrates that there is a range of variables around message formulation and use of language that influence audiences through social media. In particular, this study investigated celebrity chefs, and how the structure and content of their tweets related to re-tweeting behaviour. Our research demonstrates how to examine marketing concepts through big data, which is a key field for future studies. Our findings underline that consumers value confidence and expertise in the content they consumed and endorsed by re-tweeting. At the same time, the information that stands out is what upsets and provoke rather than comforting messages. This has a number of practical implications for those wishing to increase customer engagement with their content through Twitter.

Keywords: Social media, customer engagement, celebrity chefs

Track: Digital Marketing and Social Media

Gamification as a tool to add value to the digital customer experience

Elin Nilsson, Umeå School of Business and Economics Umeå University,
elin.nilsson@umu.se

Abstract:
The growing digital channels are creating new opportunities for interaction between customers and retailers and it challenges traditional concepts of what constitutes customer experience and value for the customers. Retailers have begun to use gamification to increase the digital customer experience and customer value. However, there is a lack of research regarding the potential that gamification has in boosting customers' engagement and how that effect customer value. Interviews with the founders of one company, meeting with their ambassadors, and a questionnaire were conducted to investigate how gamification influence the value of customer experience in a digital environment. This research extends our understanding of the potential gamification has to encourage the involvement of customers and hence create value co-creation. Still, it is important that the gamification efforts are made in line with the core of the business and that the customers actually want and need the added features.

Keywords: Gamification, value co-creation, customer experience

Track: Digital Marketing and Social Media

Computerized Analysis of Narrativity in Online Reviews

Tom van Laer*, Cass Business School, University of London, tvanlaer@city.ac.uk
Jennifer Edson Escalas, Owen Graduate School of Management, Vanderbilt University,
jennifer.escalas@owen.vanderbilt.edu
Stephan Ludwig, Faculty of Arts and Social Sciences, University of Surrey,
s.ludwig@surrey.ac.uk
Ellis A. van den Hende, Faculty of Industrial Design Engineering, Delft University of
Technology, e.a.vandenhende@tudelft.nl

Abstract:
Whether they are on material or experiential purchases, online consumer reviews are the most influential form of word of mouth after recommendations from family and friends. Despite their relevance, extant contributions largely ignore reviews of experiential purchases. Taking a narratological perspective, this article distinguishes between elements of narrative content and narrative expression, the "what" and "how" of storytelling, in experience reviews. The authors integrate narrative content elements derived from previous literature, conceptualize genre as a narrative expression element whose changing emotions create five story shapes, and conceive drama as a narrative expression element with early or late emotional climaxes. The authors test the persuasive effects of the narrative elements with both a computerized text analysis of 190,461 reviews of 989 experiences on TripAdvisor and two experiments. Beyond the narrative content elements, the narrative expression elements contribute to additional variance in narrative transportation—mental engrossment in the narrative world—and subsequent persuasion.

Keywords: computational linguistics, experience, narrativity

Track: Digital Marketing and Social Media

The benefits of allowing consumers to choose their online advertisements

Jimmy Wong*, Singapore University of Social Sciences, jimmywongsy@suss.edu.sg
Joshua Newton, Deakin University, j.newton@deakin.edu.au
Yelena Tsarenko, Monash University, yelena.tsarenko@monah.edu
Fiona Newton, Monash University, fiona.newton@monash.edu

Abstract:
Consumers are often forced to watch online advertisements (i.e., pre-roll ads) before the presentation of online videos. Does the lack of choice negatively affect the brands featured in these ads and does it result in increased likelihood of online ad-skipping behaviour? If this is so, does allowing consumers to choose their own pre-roll ads help enhance their brand attitude and reduce ad-skipping? Our results reveal that offering participants a choice of ad to watch (as opposed to not offering a choice) not only enhances brand attitudes, but also reduces the incidences of ad-skipping. Mediation analysis suggests these effects are driven by the sense of mastery evoked by having a choice of ad to watch. The results have implications for marketers seeking to enhance online advertising effectiveness.

Keywords: Brand Attitudes, Advertising Choice, Sense of Mastery

Track: Digital Marketing and Social Media

Expectations and Sponsored Content on YouTube

Andra Aldea-Löppönen, andra.aldea-lopponen@jyu.fi
Hanna Reinikainen*, hanna.m.reinikainen@stdent.jyu.fi
Matias Lievonen*, matias.lievonen@jyu.fi
Vilma Luoma-aho*, vilma.luoma-aho@jyu.fi
Jyväskylä University School of Business and Economics
Jana Bowden, jana.bowden-everson@mq.edu.au, Macquarie University,

Abstract:
Recent research in digital marketing has confirmed the rising role of influencer marketing such as vlogger endorsement. Industry reports continue to hype the phenomenon, yet little academic research has examined how sponsored content appearing on the vlogger's channel is perceived by consumers. There also remains a paucity of research examining the salience of consumers' expectations towards sponsored content, despite the central role of expectations in the success of marketing initiatives. In this study, we ask what kind of expectations are related to sponsored content in video blogs and how sponsored content awareness shapes brand engagement. By examining audiences' expectations towards sponsored and non-sponsored content, our results help explain the logic and value of content marketing providing both academic and practical insights on this new phenomenon.

Keywords: content marketing, sponsored content, expectations

Track: Digital Marketing and Social Media

Impact of Content Features on Social Media Engagement

Qingwei Du, Xi'an Jiaotong-Liverpool University, Qingwei.Du13@student.xjtlu.edu.cn
Cheng Wang*, Xi'an Jiaotong-Liverpool University, Cheng.Wang@xjtlu.edu.cn

Abstract:
With rapid growth of social media users all over the world, firms are increasingly using firm-generated content (FGC) to engage consumers online. While prior research has examined the impact of various content features on consumers' social media engagement, the context has been limited to Western platforms and users. Moreover, most studies only focus on whether presence/absence of a content feature influences either behavioural or emotional engagement. Therefore, this research examines the impact of five key content features on both engagement types on a Chinese social media platform. We also look into whether the number of a feature used matters in addition to simply the presence/absence effect. Results show that the use of "mention@" and "hashtag#" increases both behavioural and emotional engagement, whereas the use of "hyperlink" disengages the audience. Moreover, using more "photos" significantly improves people's interaction with the content. These insights offer implications for content marketing on social media.

Keywords: Content Feature, Social Media, Engagement

Track: Digital Marketing and Social Media

Content Marketing Response: Background and Influencing Factors

Benedikt Hirschfelder*, University Of Cape Town, benedikt.hirschfelder@uct.ac.za
Joel Chigada, University Of Cape Town, joel.chigada@uct.ac.za

Abstract:
This study provides insights to extent of the 'commercial value added chain of Content Marketing' and how to improve the application of Content Marketing in the contemporary business environment. The paper also investigates the impact of consumer perception on content marketing response. There is little empirical research focusing on Content Marketing, therefore, this study generates theory and knowledge to the upcoming marketing strategy. Highly influenced by the user-friendly interface of Web 2.0 and the accomplished 24/7 information, entertainment and service access, consumer progressively decide what advertisement they are exposed to. Thus the provision of entertaining, informative or helpful content by companies, without even with the product/ brand in the foreground, has become a popular promotion strategy. Beside the exploration of the connection between consumer perception and Content Marketing response, a possible mediation effect of perceived usefulness of the commercially communicated content will also be examined.

Keywords*: Content Marketing Response, Consumer Perception, Perceived Usefulness*

Track: Digital Marketing and Social Media

Review consensus effects on e-WOM & e-purchase satisfaction

Angelo Fattore*, Moravian College, stanf16@moravian.edu
Patrick van Esch, Moravian College, vaneschp@moravian.edu,

Abstract:
Cognition is an essential antecedent of attitude in terms of a luxury brand consumers' evaluation of either a luxury product or online review. When reading online reviews, consumers are looking for consensus amongst those reviews. A luxurious culture is intricately allied to a specific and typically higher socio-economic system and when luxury brand consumers purchase via the Internet, this includes electronic word-of-mouth (e-WOM), product evaluations and reports from others. If the reviews are not similar, then both their attitude towards e-WOM and expected e-purchase satisfaction is low. By contrast, when attitude towards e-WOM is high, expected e-purchase satisfaction is high. Moreover, it is peer consensus of reviews that moderates the consumers' e-WOM and luxury brand e-purchase satisfaction.

Keywords: luxury brands, purchase satisfaction, review consensus.

Track: Digital Marketing and Social Media

To Tilt or Not-to-Tilt Interactive Mobile-Advertisements

Aimee S. Riedel*, Queensland University of Technology, as.riedel@qut.edu,au
Dr Rory Mulcahy*, University of the Sunshine Coast, rmulcahy@usc.edu.au

Abstract:
Marketers are increasingly developing advertisements with growing interactivity such as advertisements that respond to the tilting and swiping of a phone. However, academic research has yet to thoroughly investigate the value of these highly interactive advertisements for the consumer and business when compared to the more traditional low interactive video advertisements. Therefore, this study addresses this gap by examining the differences that occur across high and low interactive advertisement groups. The interactive tilting technology used in this study was developed by Tiltsta, an Australian based technology start up company. Nuanced differences were identified in the tested model between participants exposed to the high and low interactive mobile advertisements.

Keywords: Interactivity, Value, M-Shopping

Track: Digital Marketing and Social Media track

How Paywalls affect Human Brand Success

Nils Wloemert*, Vienna University of Economics and Business, nils.wloemert@wu.ac.at
Christian Hotz-Behofsits, Vienna University of Economics and Business, christian.hotz-behofsits@wu.ac.at
Nadia Abou Nabout, Vienna University of Economics and Business, nadia.abounabout@wu.ac.at

Abstract:
The increasing usage of social media platforms enables influential users to market themselves as human brands. On online video platforms (e.g., YouTube), human brands face the challenge of finding the right mix of income streams, consisting of advertising income and/or subscription fees. While providing content free of charge might increase brand value by attracting a large audience, charging for content will increase the per-view income from consumers that are willing to pay for the content. To disentangle these two potential effects, we exploit a natural experiment that recently occurred when the largest video streaming platform worldwide introduced a paywall for exclusive content (i.e., YouTube Red). Specifically, we investigate the paywall effect on brand usage (e.g., views), brand engagement (e.g., shares, likes), and several moderators. The results suggest that while brand usage decreases after the paywall introduction, the effectiveness of social media channels (e.g., Facebook) to drive brand usage is increased.

Keywords: Digital Marketing, Social Media, Human Brands

Track: Digital Marketing and Social Media

Social media context's enhancement of brand image

Sebastian Zwicker, Fachhochschule Kiel (University of Applied Sciences),
sebastian.zwicker@fh-kiel.de
Michael Proksch, trommsdorff+drüner, m.proksch@reply.de
Marco Hardiman, Fachhochschule Kiel (University of Applied Sciences),
marco.hardiman@fh-kiel.de
*Liudmila Tarabashkina, University of Western Australia,
liudmila.tarabashkina@uwa.edu.au

Abstract:
Social media advertising is frequently used to promote brands. Although Facebook yields the best return on investment, the effects of Facebook user profiles on the formation of brand images is not well understood. This study investigates potential assimilation and contrast effects by examining how brand personality perceptions (sincere and exciting) change as a result of an exposure to different Facebook user profiles (sincere and exciting). Two experimental studies were carried out using 2 weakly (Study I) and 2 strongly positioned brands (Study II). Study I has shown that next to an exciting/sincere) Facebook user profile, a weakly positioned brand was viewed as more exciting/sincere. Study II has demonstrated that Facebook user profile can exert contrast effects on brand evaluations for strongly positioned brands. Although, brand managers can exert restricted influence over the context in which their advertisements are placed on Facebook, recommendations for managers are discussed.

Keywords: Assimilation Effects, Contrast Effects, Social Media, Brand Personality

Track: Digital Marketing and Social Media

Self-Enhancement and Word-of-Mouth Transmission

Ashleigh E. Powell* RMIT University, ashleigh.druce@rmit.edu.au
Adrian R. Camilleri RMIT University, adrian.camilleri@rmit.edu.au
Angela R. Dobele RMIT University, angela.dobele@rmit.edu.au
Constantino Stavros RMIT University, con.stavros@rmit.edu.au

Abstract:
Word-of-mouth (WoM) transmission involves sharing brand-relevant content by consumers to others in their social network. While this behaviour is central to the success of viral and digital marketing, the interaction between the psychological and context-related factors that drive the likelihood to transmit WoM is not well understood. The current research integrated findings regarding emotional arousal, self-enhancement, and communication context by examining how these factors interacted to influence the likelihood to transmit WoM. Three experimental studies demonstrated a positive relationship between emotional arousal and the likelihood to transmit WoM, and that this relationship was moderated by the need to selfenhance. A greater need to self-enhance decreased the likelihood to transmit WoM to large audiences and weak social ties. From a practical perspective, the role of the need to selfenhance, as well as emotional arousal, should be considered when creating content designed for transmission via these contexts.

Keywords: viral marketing, social transmission, word-of-mouth

Track: Digital Marketing and Social Media

Smart Technology: Insights into Smoking and "Vaping"

Mei-Ling Blank, University of Otago, New Zealand, meiling.blank@otago.ac.nz
Janet Hoek*, University of Otago, New Zealand, janet.hoek@otago.ac.nz
Mark George, University of Otago, New Zealand, mark.george@otago.ac.nz
Phillip Gendall, University of Otago, New Zealand, phillip.gendall@otago.ac.nz
Tamlin Conner, University of Otago, New Zealand, tconner@psy.otago.ac.nz
Johannes Thrul, Johns Hopkins University, USA
Pamela Ling, University of California San Francisco, USA, pamela.ling@ucsf.edu
Tobias Langlotz, University of Otago, New Zealand, tobias.langlotz@otago.ac.nz

Abstract:
Quitting smoking requires radical behavioural and physiological changes, and more than 90% of quit attempts fail. Electronic nicotine delivery systems (ENDS) could dramatically increase cessation rates, or they may undermine quitting by encouraging 'dual use' with smoking. Currently, we know little about the smoking and 'vaping' trajectories of smokers who use ENDS during quit attempts. However, advances in smartphone and sensor technology have revolutionised our ability to passively and actively record behaviours in real-time. We present findings from a feasibility study that used a Bluetooth-enabled "smart vape" to record 14 participants' real-time ENDS use. We identified three main smoking and "vaping" trajectories: experimentation, dual use, and full transition; and three main outcomes: smoking reduction, complete cessation, and reversion to baseline smoking levels. Simply making ENDS available to smokers may not be sufficient to catalyse successful quitting, unless greater attention is also paid to the psycho-social factors that influence smoking practices.

Keywords: e-cigarettes, smartphones, "vaping"

Track: Digital marketing and social media

A resource conservation perspective of online negative expressions

Yean Shan Beh*, Department of Marketing, University of Auckland Business School,
b.shan@auckland.ac.nz
Laszlo Sajtos, Department of Marketing, University of Auckland Business School,
l.sajtos@auckland.ac.nz
Gavin Northey Department of Marketing, University of Auckland Business School,
g.northey@auckland.ac.nz

Abstract:
Consumers possess resources that are actively used in their interactions with brands. Negative incidents threaten these resources or, at worst, make consumers lose these valuable resources. As a coping strategy customers tend to mobilise their resources and complain about these negative experiences in writing by using various platforms and features. By using the conservation of resources (COR) theory, this study aims to conceptualise the dynamic resource loss, activation and recovery process. Specifically, this conceptualisation incorporates various resource losses, resource mobilisation to complain, resource investment through customers' choice of feature and platform. The uniqueness of this conceptualisation is - in contrast to the literature on coping, it considers the affordances of the communication feature (e.g. status updates, comments, feedback forms, comments or chats) and platform where customers choose to complain, in addition to their actual coping strategy. The results of an online survey will be discussed at the presentation.

Keywords: Online communication features, negative expression, resource loss

Track: Digital Marketing and Social Media

The Social CRM Strategy Adoption Model for SMEs

Ali Ahani, University Technology Malaysia, Griffith University
Nor Zairah Ab Rahim, University Technology Malaysia
Mehrbakhsh Nilashi, University Technology Malaysia
Kathy Knox, Griffith University

Abstract:
The Social Customer Relationship Management (CRM) strategy can improve the performance of organizations through marketing and financial results. The Social CRM is significant in the Small and Medium-sized Enterprises (SMEs) context as SMEs play important roles in any nations' economy. However, there is a lack of empirical evidence regarding the Critical Success Factors (CSFs) for the adoption of social CRM. Thus, this research aims to identify and rank the CSF of social CRM adoption for SMEs. The Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS) method was applied to calculate the weights of critical factors in the social CRM adoption. The results reveal that compatibility and the information capture are the most critical factors for SMEs to adopt social CRM. In conclusion, this study ranks critical success factors affecting social CRM strategy adoption to help managers of SMEs assign their resources when they adopt social CRM.

Keywords: Social CRM, SMEs, TOPSIS

Track: Digital Marketing and Social Media

Deriving Competitive Brand Salience from Online Discussions

Angeline Gautami Fernando [*], VITBS-Chennai, VIT University, angeline.gautami@vit.ac.in

Abstract:
Extensive user generated content on the Internet provides an opportunity to gather consumer related marketing intelligence. While extant research widely uses post-purchase consumer reviews to gather brand related intelligence, it has neglected pre-purchase discussions. This study uses online pre-purchase consumer questions to derive competitive brand salience. Hence, the aim of this research is to illustrate a novel method to derive competitive brand salience from online pre-purchase consumer queries. Natural language processing, text mining techniques and decision trees (C.45) were used to generate competitive brand salience from consumer questions. The results showed how the decision tree model can be used as a tool for identifying competitive brand salience for a specific product category. The approach can be used by brand and product managers as an inexpensive tool to measure the effectiveness of product positioning strategies.

Keywords: Competitive brand salience, Text Mining, Decision Trees

Track: Digital Marketing and Social Media

Enduring and situational involvement in WOM processing

Tri D. Le*, RMIT University, tri.le@rmit.edu.au
and International University, VNU-HCM, Vietnam
Angela R. Dobele, RMIT University, angela.dobele@rmit.edu.au
Linda J. Robinson, RMIT University, lindaj.robinson@rmit.edu.au

Abstract:
As a driver of the information processing and the decision-making process involvement has been extensively discussed in marketing research. However, the literature is yet to clearly identify different states of involvement, such as enduring or situational involvement. Moreover, the role of actively-seeking word-of-mouth (WOM), a behaviour of the situational state of involvement, has had little attention in WOM research. Thus, this investigation examines the roles of enduring and situational involvement on WOM processing and WOM effectiveness. The mediating effects of message quality and source closeness are also assessed. Data collected from 509 prospective students during their decision-making process of selecting a university indicate the direct and indirect effects of involvement and active WOM seeking on WOM effectiveness. The mediation of message quality on the impact of active seeking on WOM is also confirmed.

Keywords: involvement, active WOM seeking behaviour, WOM processing

Track: Digital Marketing and Social Media

CSR and social media in the resources sector

Daniel Schepis*, The University of Western Australia, daniel.schepis@uwa.edu.au
Paul Harrigan*, The University of Western Australia, paul.harrigan@uwa.edu.au

Abstract:
There has been limited research around the role of social media in managing corporate social responsibility (CSR). This is despite many firms, particularly in the resources sector, using social media to disclose CSR information and manage stakeholder relationships. As a communication medium, much of the functionality of social media is appropriate to pursue CSR objectives. However, social media also presents risks to firms. This research seeks to analyse corporate CSR communications on social media to construct a 'social license to operate' (SLO) and identify the extent to which it engages with key stakeholders. A netnography will be undertaken to analyse resource sector organisations' social media accounts, collecting both qualitative and quantitative data. There will be theoretical implications around customer versus stakeholder engagement, and the relationship between offline, online and social media CSR practices. For resources sector managers, the strategy behind social media will be clarified.

Keywords: Social Media, CSR, Stakeholder Engagement, Resources.

Track: Digital Marketing and Social Media

DIGITAL MARKETING AND SOCIAL MEDIA

FULL PAPERS

Role of eWOM on Online Purchase Behaviour

Gobinda Roy*, VGSOM, IIT Kharagpur, gobinda.roy@gmail.com
Dr. Biplab Datta, VGSOM, IIT Kharagpur, bd@vgsom.iitkgp.ernet.in

Abstract:
Online shoppers are increasingly using electronic word of mouth for evaluating online product/service before making purchase decision. Online retailers have also realized the importance of word of mouth affecting customers' online behaviour. Firms are encouraging customers to share detailed positive review valence for brand building. However, there is limited research about how mixed neutral review valence and rich review content affect customers' online behaviour. Similarly, hardly any research has been conducted to analyze how insight from review valence and content can help a firm in formulating digital strategies. The aim of this study is to analyze the roles of review valence and content on online behaviour, and on devising digital strategies. This study indicates that mixed neutral valence and review content improve review credibility, and thereby augment PI. This study also finds that monitoring of valence and content helps firms adopt digital strategies for effective customer engagement.

Keywords: eWOM valence, eWOM content, online PI

Track: Digital Marketing and Social Media

Introduction and Research Aim

Globally, 61% online shoppers give importance to electronic word of mouth (eWOM) before making purchase decision (Floyd et al. 2014). Electronic word of mouth, popularly called, online review becomes an aiding tool for online users to evaluate and purchase a product online (You et al. 2015). Extant research mainly focussed on how certain eWOM characteristics like positive eWOM valence (PWOM), negative eWOM valence (NWOM), and eWOM textual review affected online behaviour. However, online customers are increasingly relying on mixed eWOM valence and rich eWOM content to evaluate the pros and cons of a product/service (Tang et al. 2014). Hence, it becomes imperative to study their roles on online behaviour.

Previous studies on eWOM valence primarily focused on positive and negative WOM effect on consumer behaviour, and less focus was given to study mixed neutral nature of eWOM valence (MNWOM) (Chevalier & Mayzlin 2006; Tang et al. 2014). However, firms are encouraging online customers to share mixed neutral review with pros and cons details, as this improved the credibility of review and platform. Moreover, the literature analyzing the role of neutral eWOM is scanty and fragmented. Hence, there is a need for understanding how mixed neutral eWOM affects overall trust on eWOM and online purchase intention (PI). Lately, the improvement in the web technologies allowed online visitors to share rich review content (video and image based review). However, limited research has been conducted to study the role of rich media eWOM contents on PI and customer engagement. Finally, research indicated that insight about the customers' need, based on in-depth analysis of both valence and review content, can help marketers develop interactive online review content (Hsieh et al. 2012) for engaging online users. However, extant research studies are yet to examine how to use this insight in formulating their digital strategy.

The aim of this study is:
 To analyze the effects of eWOM valence and rich eWOM content on online behaviour and firms' digital strategies.

This study addresses three research questions to fulfil the above objective:
RQ1: How does eWOM valence (positive or negative or mixed neutral) affect eWOM credibility and PI?
RQ2: How do different types of rich eWOM content affect eWOM credibility and PI?
RQ3: How do eWOM valence and content support the formulation of digital strategies?

Conceptual Model

In this study, content analysis method has been used to develop the conceptual model for answering the above research questions. Content analysis generated categories consisting of eWOM valence (PWOM, NWOM, MNWOM), eWOM content (detailed text content and rich review content), and online PI. Axial coding and selective coding were used to identify the relationship among the categories (Corbin & Strauss 1990). The main objective of this study was to find the effect of the antecedents (eWOM valence and eWOM content) on PI (Cheung & Thadani 2012). "Online PI" was considered as the core category. IT was analyzed how other categories (valence, content, and digital marketing) have an effect on it. Here, the category "online marketing strategy" played a moderating role between antecedents (eWOM content and valence) and outcome (PI).

Method and Analysis
In this study, qualitative analysis method has been used to examine the roles of online content and mixed neutral valence on PI (Bryman & Bell 2013). In order to generate the related content about eWOM valence and volume, in-depth expert interviews were conducted by researchers in a natural setting (in an uncontrolled environment). Many social researchers advised small sample size for conducting in-depth expert interviews (Galvin 2015). Hence, this study used purposive sampling and selected 14 experts with good overall knowledge and experience in online shopping. In the first phase, data was collected for both product and services by using various methods and sources (expert interview, observation, and archival data from e-commerce platforms) in order to triangulate it. In the second phase, inductive content analysis was conducted in three steps. The first step defined the guidelines for selecting the unit of analysis. The second step followed guidelines of Strauss and Corbin (1990) for developing open and axial codes from interview content (Elo & Kyngäs 2008), and for generating related categories (variables) and themes. Subsequently, selective coding was used to find the relatingship among variables. This helped us validate the conceptual model (Goulding 2005). In the third step, inductive optimal table was generated using content and Pareto analysis. In order to ensure the reliability and validity of content analysis, we used various measures like inter-coder reliability testing, member checking mechanism, and validation of categories and themes from extant literature and archival data (Dey 2003; Elo & Kyngäs 2008; Turner & Coen 2008). Pareto analysis indicated top 10 key factors from all categories (variables). This helped us to develop insights about digital strategies.

Results and Discussion
This analysis identified 66 open codes that could be grouped into 13 categories until the codes obtained theoretical saturation. The optimal table indicated that in the Indian context, the mixed neutral WOM is gaining increasing importance along with NWOM and PWOM. Four major themes emerged from the in-depth content analysis process including eWOM valence, eWOM content, online PI, and online marketing strategy. This result indicates that customers found online reviews useful and engaging when those are presented with both pros and cons details. The findings from this study revealed that the customers often checked "relevant and short video review" before making purchase decision. Inductive analysis showed that "detailed review stating favourable terms and condition" positively affects online PI for both products and services. Researchers have conducted a causal analysis during selective coding and found that digital strategies like content marketing, incentive for review, and eWOM campaign positively affected the purchase intention.

Implications for Theory and Practice
Our study suggests that a company should encourage repeat customers to write detailed online review through incentive programs for brand building. The results suggested that marketers can take various digital marketing strategies like online review content marketing, eWOM campaign to request customers to write review, and presenting review content in persuasive and convincing manner, etc. This study, for the first time, indicated that mixed neutral review can enhance online PI (Roy et al. 2017). This study extended the research scope of the nature of online review content from text based review to image and multimedia based review. The findings can provide basic foundation to researchers in developing suitable scales for operationalizing MNWOM and rich eWOM content. This study extended the scope of eWOM content analysis from service innovation to digital strategy formulation (Andreassen & Streukens 2009). However, this study indicated the importance of mixed eWOM valence and content on PI without considering the moderating roles of the nature of

the product (search vs. experience, high tech vs. low tech), product lines and review platform. This calls for future research for validating the conceptual model.

References
Andreassen, T. W., & Streukens, S 2009, 'Service innovation and electronic word-of-mouth: is it worth listening to?' Managing Service Quality: An International Journal, vol.1, no.3, pp. 249-265.

Bryman, A. & Bell, E 2013, Business research methods, Oxford University Press, USA.

Chevalier, J. A., & Mayzlin, D 2006, 'The effect of word of mouth on sales: Online book reviews', Journal of marketing research, vol. 43, no.3, pp. 345-354.

Cheung, C. M., & Thadani, D. R 2012, 'The impact of electronic word-of-mouth communication: A literature analysis and integrative model', Decision support systems, vol.54, no.1, pp. 461-470.

Corbin, J. M., & Strauss, A 1990, 'Grounded theory research: Procedures, canons, and evaluative criteria', Qualitative sociology, vol.13, no.1, pp. 3-21.

Dey, I 2003, Qualitative data analysis: A user friendly guide for social scientists. Routledge. London and New York.

Elo, S. & Kyngäs, H. 2008, 'The qualitative content analysis process', Journal of advanced nursing, vol. 62, no.1, pp.107-115.

Floyd, K., Freling, R., Alhoqail, S., Cho, H. Y., & Freling, T 2014, 'How online product reviews affect retail sales: A meta-analysis', Journal of Retailing, vol.90, no.2, pp. 217-232.

Galvin, R. 2015, 'How many interviews are enough? Do qualitative interviews in building energy consumption research produce reliable knowledge?' Journal of Building Engineering, vol.1, pp. 2-12.

Goulding, C. 2005, 'Grounded theory, ethnography and phenomenology: A comparative analysis of three qualitative strategies for marketing research', European journal of Marketing, vol. 39 no.3/4, pp. 294-308.

Hsieh, J. K., Hsieh, Y. C., & Tang, Y. C. 2012, 'Exploring the disseminating behaviors of eWOM marketing: persuasion in online video', Electronic Commerce Research, vol.12, no.2, pp.201-224.

Roy, G., Datta, B., & Basu, R. 2017, 'Effect of eWOM Valence on Online Retail Sales', Global Business Review, vol.18, no.1, pp.198-209.

Tang, T., Fang, E., & Wang, F 2014, 'Is neutral really neutral? The effects of neutral user-generated content on product sales', Journal of Marketing, vol.78, no.4, pp.41-58.

Turner, S. & Coen, S. E. 2008, 'Member checking in human geography: interpreting divergent understandings of performativity in a student space. Area', The Royal Geographical Society, vol. 40, no.2, pp.184-193.

You, Y., Vadakkepatt, G. G., & Joshi, A. M 2015, 'A meta-analysis of electronic word-of-mouth elasticity', Journal of Marketing, vol. 79, no 2, pp. 19-39.

Identifying Triggers of Positive eWOM using Web-Analytics

Sultan Amed, Indian Statistical Institute Calcutta, India. Email: sultan.amed9@gmail.com
Srabanti Mukherjee*, IIT Kharagpur, India. Email: srabanti@vgsom.iitkgp.ernet.in
Prasun Das, Indian Statistical Institute Calcutta, India. Email: dasprasun10@gmail.com
Biplab Datta, IIT Kharagpur, India. Email: bd@vgsom.iitkgp.ernet.in

Abstract:
The paper traces the triggers of electronic word of mouth (eWOM) across six different product categories and classifies them based on their relative importance using web analytics. Real-time big data has been analyzed through support vector machine to predict the valence of the eWOM accurately. Thereafter, using Natural Language Processing algorithms for classification the triggers of positive eWOM, the study pioneered to identify that customers' 'product experience', 'product characteristics' and 'product type' act as primary triggers for positive eWOM irrespective of the product categories. This study also contributes to the literature by identifying some relatively new triggers that act as second level antecedents of positive eWOM including, for whom the product is purchased, the price of the products, source of the product, packaging, and eagerness in patronizing a brand. This study will help companies in leveraging on the aforesaid factors and trigger the dissemination of positive eWOM.

Keywords: eWOM, Web-analytics, Triggers

Track: Digital Marketing and Social Media

Introduction and Research Aim

As described by Hennig-Thurau et al., (2004), eWOM is "any positive or negative statement made by potential, actual or former customers about a product or company, which is made available to a multitude of people and institutions via the internet". Several researchers have discretely identified various triggers of electronic word of mouth (eWOM) (Hennig-Thurau et al. 2004, Sundaram, Mitra and Webster 1998, Teng et al. 2014). However, the extant literature on the importance of the triggers of eWOM are fragmented, mostly conceptual or conducted on the basis of consumer's opinion survey. We assume that some gap may exist between what customers think as triggers of eWOM and what acted as the real-time trigger. To address this gap, we have analyzed real-time big data from direct sources has been analyzed through support vector machine to predict the valence of the eWOM accurately. Thereafter, using Natural Language Toolkit (NLTK), this study attempted to identify the most important triggers for generating positive eWOM.

To summarize, the aims of this study are as follows:
Accurate classification of eWOM as Positive or Negative by Sentiment Analysis and creating highly interpretable textual attributes to form constructs using Bag of Words Method.
Finding out the important triggers for generating positive eWOM using NLTK

We address two research questions in line with these aims:
RQ1: How to classify the Positive or Negative eWOM most accurately?
RQ2: Which are the most, more and moderately important triggers of eWOM across different product categories?

Background

In this study, we have focused only on the triggers of positive eWOM that help marketers build positive image about their brand (Ha, 2004). Studies in this realm (e.g., Dholakia et al., 2004; DeBruyn and Lilien, 2008; Wang and Fesenmaier, 2003, Wang et al, 2017) examine both the socio-psychological as well as consumption related characteristics that motivate consumers to express their opinions online. The triggers identified in the literature are listed in Table 1.

Table 1: Triggers found in Extant Literature

Some Key Triggers	Extant Literature
Product, Self, Message and Other-Involvement	Dichter (1966)
Explained Involvement, Self-Enhancement, Concern For Others and, Message Intrigue and Dissonance Reduction	Engel et al. (1993)
Altruism, Product Involvement, Self-Enhancement and Helping the Company	Sundaram et al. (1998)
Extraversion/Positive Self-Enhancement, Helping the Company and Advice Seeking; Social Benefits And Economic Incentives	Hennig-Thurau et al. (2004)
Opinion Leadership, Opinion Seeking and Pass Along Behaviour, Tie Strength, Homophily, Trust, Normative Influence and Informational Influence	Chu And Kim (2011)
Social Capital, Bonding Social Capital and Tie Strength	Jalees et al. (2015)
Electronic Communication Technology Adoption, Satisfaction or Dissatisfaction and Subjective Norms	Liang et al. (2013)
Website Quality and Recommendation Adoption	Filieri and McLeay (2014)
Argument Quality, Source Credibility, Source Attractiveness, Source Perception and Source Style	Teng et al. (2014) and Teng et al. (2016)
Self-reliance, SNS involvement, and SNS risk taking	Alhidari et al. (2015)

| System quality (integration, reliability), and social quality (social presence, social interaction) | Wang et al. (2017) |

From the review of extant literature, it could be stated that the studies on triggers of eWOM are fragmented and discrete (Hennig-Thurau et al. 2004, Sundaram, Mitra and Webster 1998, Teng et al. 2014) and it is difficult to draw meaningful inferences from the same (Cheung and Lee, 2012). Therefore, this study attempts to identify the triggers of positive eWOM using Web Analytics based on real-time big data from direct sources of eWOM and find their relative importance.

Methodology
A data set of 41.13 million reviews related to the product categories including a) Clothing, Shoes and Jewellery b) Baby Product c) Beauty Product d) Cell Phones and Accessories, and e) Grocery and Gourmet Food were obtained from Amazon.com and IMDb.com movie reviews. We have resorted to supervised classification techniques with Classification and Regression Tree (CART), Random Forest, KNN, Naïve Bayes Algorithm and Support Vector Machine to identify the valence of the reviews. After performing valence detection by SVM method, attempt was made to identify the constructs (triggers of positive eWOM) using bag-of-words as items. We have resorted to NLTK which is a leading platform for building Python programs to work with human language data for identifying the constructs on six different product categories.

Results and/or Discussion and Contributions
First, we have observed that the SVM technique has performed best as a classifier of positive and negative eWOM. Second, using the NLTK algorithms we have found that some triggers generating positive eWOM are common across all product categories. These triggers include product experience, product type, and product characteristics. These triggers are observed in highest frequency in almost all category of products and hence for the purpose of simplicity, we can group these triggers as the level-one triggers for generating positive eWOM across all product categories. However, there are certain triggers which are common across two or three categories, but not for all categories. These are, for whom the product is purchased, price of the products, source of the product (name of the brand/company), packaging and eagerness in patronizing a brand. For the purpose of simplicity, we can group these triggers as the level-two triggers for generating positive eWOM across different product categories. Apart from these, there are certain product specific themes which people want to share online. For example, for grocery and gourmet products, the ingredients of the food were found to be an important trigger or baby type is an important trigger for baby products. We have clubbed them as level-three triggers.

Implications for Theory and Practice
At the first place, our study contributes to the literature by identifying the triggers of positive electronic word of mouth by using real-time big data extracted from online purchase platforms. Secondly, although the extant literature have discretely identified many antecedents of eWOM, however, their levels of importance across several product categories have never been analysed. Our study pioneers in identifying the levels of triggers that are most, more and moderately important to the customers for writing positive reviews online. Thirdly, our study also contributes to the literature by identifying the two new constructs including product characteristics and product type as two most important triggers for positive eWOM across all product categories. Fourthly, our study identified some not so discussed triggers that act as second level antecedents of positive eWOM like for whom the product is purchased, price of the products, source of the product (name of the brand/company), packaging and eagerness in patronizing a brand. Although eagerness in patronizing a brand has been recognized as an

indicator for generating positive eWOM (Chu and Choi, 2011) in some earlier studies, the rest are quite novel.

Our study will help marketers reflect on different facets of online reviews when launching new products and formulating e-marketing strategies. For example, they can use satisfied customers as the opinion leaders for their brands and writing testimonials for the brand at the digital marketspace.

References

Alhidari, A., Iyer, P., & Paswan, A. (2015). Personal level antecedents of eWOM and purchase intention, on social networking sites. *Journal of Customer Behaviour*, *14*(2), 107-125.

Cheung, C. M., & Lee, M. K. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision support systems*, *53*(1), 218-225.

Chu, S. C., & Choi, S. M. (2011). Electronic word-of-mouth in social networking sites: A cross-cultural study of the United States and China. *Journal of Global Marketing*, *24*(3), 263-281.

Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, *30*(1), 47-75.

De Bruyn, A., & Lilien, G. L. (2008). A multi-stage model of word-of-mouth influence through viral marketing. *International Journal of Research in Marketing*, *25*(3), 151-163.

De Matos, C. A., & Rossi, C. A. V. (2008). Word-of-mouth communications in marketing: a meta-analytic review of the antecedents and moderators. *Journal of the Academy of Marketing Science*, *36*(4), 578-596.

Dholakia U-M, Bagozzi R P, Pearo. L K, "A social influence model of consumer participation in network-and small-group-based virtual communities" *International journal of research in marketing* 21, No. 3 (*2004)*: 241-263

Dichter, E. (1966). How word-of-mouth advertising works. *Harvard business review*, *44*(6), 147-160.

Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1993). Alternative evaluation. *Consumer Behaviour. Dryden Press, Fort Worth, Texas*, 533-556.

Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of Travel Research*, *53*(1), 44-57.

Ha, H.-Y. (2004). Factors influencing consumer perceptions of brand trust online. *The Journal of Product and Brand Management*, 13(5), 329–342

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *Journal of interactive marketing*, *18*(1), 38-52.

Jalees, T., Tariq, H., Zaman, S. I., & Kazmi, S. H. A. (2015). Social Media in Virtual Marketing: Antecedents to Electronic Word of Mouth Communication. *Market Forces*, *10*(1). 15-32

Liang, S. W. J., Ekinci, Y., Occhiocupo, N., & Whyatt, G. (2013). Antecedents of travellers' electronic word-of-mouth communication. *Journal of Marketing Management*, *29*(5-6), 584-606.

Sundaram, D. S., Mitra, K., & Webster, C. (1998). Word-of-mouth communications: A motivational analysis. *NA-Advances in Consumer Research, 25*.

Teng, S., Khong, K. W., Chong, A. Y. L., & Lin, B. (2017). Examining the Impacts of Electronic Word-of-Mouth Message on Consumers' Attitude. *Journal of Computer Information Systems*, *57*(3), 238-251.

Teng, S., Wei Khong, K., Wei Goh, W., & Yee-Loong Chong, A. (2014). Examining the antecedents of persuasive eWOM messages in social media. *Online Information Review*, *38*(6), 746-768.

Wang, P., Zhang, X., Suomi, R., & Sun, C. (2017). Determinants of Customers' eWOM Behaviour—A System Success Perspective. In *Information and Communication Technologies in Tourism 2017* (pp. 401-415). Springer, Cham.

Wang, Y., & Fesenmaier, D. R. (2003). Assessing motivation of contribution in online communities: An empirical investigation of an online travel community. *Electronic Markets*, *13*(1), 33-45.

Brand Response to Consumer Backlash in Social Media: A Typology

Tony Cooper* RMIT University, tony.cooper@rmit.edu.au
Constantino Stavros, RMIT University, con.stavros@rmit.edu.au
Angela R Dobele, RMIT University, angela.dobele@rmit.edu.au

Abstract:
The use of social media by consumers to admonish firms for their conduct has become increasingly common. Such backlash can take many forms and often occurs rapidly, spreads widely and is highly visible. The potential damage to brands can be severe if these situations are not dealt with effectively. To date, the issue has been examined relatively superficially in a range of disciplines without specific regard to the management of consumer-brand relationships in online environments. Our research examines the nature of company reactions to social media backlash and conceptualises a typology that categorises reputational damage and effective response. We present four typical reactionary scenarios and conclude that insufficient research exists in this domain proportionate to the level of consumer-brand social media discourse to the peril of practitioners operating via these channels.

Keywords: social media, consumer backlash, brand governance

Track: Digital marketing and social media

Introduction

A defining characteristic of post-recessionary consumers is a decline in deference to business and a growing intolerance for corporate malfeasance (Flatters & Willmott, 2009). Extant literature across multiple disciplines report an increased prevalence of brand backlash exacerbated by circumstances such as globalisation, anti-capitalism and the hegemony of multinational corporations (Arruda Fontenelle, 2010; Klein, 2001). A growing public consciousness now holds firms to account for corporate impropriety and ethical transgression that extend on a spectrum from personal transactional discontent to the establishment of anti-brand communities who share a common brand detestation (Krishnamurthy & Kucuk, 2009). Increasingly, these empowered consumers turn to social media (SM) to call out brands that fall short of expectations; buoyed by the instantaneous and collaborative nature of such admonishment, even when it might not be justified. Both networked coalition and individually enacted backlash are facilitated by the speed, convenience, anonymity and social support offered by SM (Funches, Markley, & Davis, 2009; Hollenbeck & Zinkhan, 2006) where justice is swift and frequently harsh.

Some firms are more vulnerable than others. Those with strong SM networks are better positioned to withstand attack by controlling the message with their closest customers. Fullerton and Punj (2004) use the theory of social distance to posit that consumers are more willing to victimise a large company rather than a small business. Furthermore, consumers are more scathing of transgressions by brands established as warm and caring than those classified as exciting (Aaker, Fournier, & Brasel, 2004) and with which they have close relationships (Beverland, Kates, Lindgreen, & Chung, 2010). How firms react can either escalate or diffuse potentially incendiary situations. The aim of this research is to examine company responses to SM backlash as it relates to online consumer-brand relationships, conceptualising its character to guide future research and theory building.

Social Media Risk

Risk is a multi-dimensional cross-disciplinary construct defined in the context of corporate branding as "the possibility or danger of loss of one's reputation" (Aula, 2010 p.44) in so far as it affects competitiveness, trust and loyalty of stakeholders. In SM, risk may take many different forms and can emanate internally through employee misbehaviour or externally via consumers or other publics holding brands to varying levels of accountability. In this context, what firms say via SM platforms is important, but so too is what others say about the firm and more critically, how the firm reacts, if at all. SM risk, therefore, is a concept not limited to companies subscribing to SM but has the potential to impact all organisations. This pervasiveness is important to understand as the mismanagement of SM backlash can result in a reputational loss for the firm, a diminished asset value for brands or a loss of shareholder equity. The famous *United Breaks Guitars* incident reportedly cost the airline $180m in share value at the height of the case (The TheEconomist, 2009).

The Impact of Social Media Empowerment on Consumer-brand Relationships

Where consumer centrism is an implied construct in relationship management theory, SM heralds a new relational paradigm where consumer empowerment is explicit (Quinton, 2013) and visible, affording customers a voice in the co-creation of the brand narrative (Cova & Dalli, 2009). It's a voice, however, that brands struggle to control due in part to SM's inherently complex user networks which extend well beyond those who voluntarily choose to *follow* the brand. The word of mouth literature documents the strength of peer delivered messages versus commercial sources and the eagerness of consumers to engage with viral messages (including forwarding and adapting) in support of self-identity goals (Beverland, Dobele, & Farrelly, 2015). What makes these networks appealing to firms is that online

communities facilitate consumer-brand identification to positively affect satisfaction, loyalty and advocacy (Stokburger-Sauer, 2010) effectively achieving *buy-in* from consumers (Sawhney, Verona, & Prandelli, 2005) to strengthen consumer-brand relationships.

Brand Responses to Social Media Backlash

A desktop narrative analysis of prominent case studies determines that corporate reactions to consumer backlash via SM may be conceptualised using the preliminary typology depicted in Table 1. In this context, *Deniers* are classed as brands whose responses range from actively choosing to ignore consumer discontent through to denial of any wrong. Such dismissive reactions hazard both brand reputation and customer alienation. The second classification includes brands that are slow to read the play; categorised as *Ditherers*. These brands react sluggishly and equivocally and their eventual efforts in placating discontent may be ineffective as a result. *Breeze Sniffers* are brands that will do or say almost anything to mollify consumers. In doing so, however, these brands risk being tainted for their lack of sincerity and perceived as disingenuousness. Finally, *Confessors* are brands that are quick to acknowledge consumer discontent and respond authentically to backlash in a manner empathetic to public sentiment. In appeasing community concerns expressed as SM backlash, response effectiveness is time sensitive and reliant on authenticity where quick and truthful actions are more productive. For marketers, careful consideration of stakeholder relationship management practice is implicit in our typology. This includes identification of actions that are congruent with the brand ethos that will be perceived as authentic by consumers.

Table 1. Typology of Brand Responses

	Deniers	Breeze Sniffers
	Ditherers	Confessors

High

Risk to Brand Reputation

Low → High

Effectiveness in Consumer Appeasement

Directions for Future Research

This exploratory study shines a light on a range of issues that have yet to be addressed in maintaining online consumer-brand relationships. As SM gains prominence in marketing communication, these issues take on increased significance for practitioners. Strategies for the management of negative SM sentiment that are poorly conceived and executed risk doing more harm than good. We conclude by calling for future research to understand the character of SM risk in the context of brand management; specifically to identify options for its mitigation and the potential impact of contextual factors. Accordingly, we pose the following questions to the ANZMAC community: have we gone too far in allowing consumers access to our brands? How should firms manage issues of brand governance through their SM strategies? How damaging are the effects of SM backlash and can firms weather the storm?

References

Aaker, J., Fournier, S., & Brasel, S. A. (2004). When good brands do bad. *Journal of Consumer Research, 31*(1), 1-16.

Arruda Fontenelle, I. (2010). Global responsibility through consumption? Resistance and assimilation in the anti-brand movement. *Critical perspectives on international business, 6*(4), 256-272.

Aula, P. (2010). Social media, reputation risk and ambient publicity management. *Strategy & Leadership, 38*(6), 43-49.

Beverland, M., Dobele, A. R., & Farrelly, F. J. (2015). The viral marketing metaphor explored through Vegemite. *Marketing Intelligence & Planning, 33*(5), 656-674.

Beverland, M., Kates, S. M., Lindgreen, A., & Chung, E. (2010). Exploring consumer conflict management in service encounters. *Journal of the Academy of Marketing Science, 38*(5), 617-633.

Cova, B., & Dalli, D. (2009). Working consumers: the next step in marketing theory? *Marketing theory, 9*(3), 315-339.

Flatters, P., & Willmott, M. (2009). Understanding the post-recession consumer. *Harvard Business Review, 87*(7/8), 106-112.

Fullerton, R. A., & Punj, G. (2004). Repercussions of promoting an ideology of consumption: consumer misbehavior. *Journal of Business Research, 57*(11), 1239-1249.

Funches, V., Markley, M., & Davis, L. (2009). Reprisal, retribution and requital: Investigating customer retaliation. *Journal of Business Research, 62*(2), 231-238.

Hollenbeck, C. R., & Zinkhan, G. M. (2006). Consumer activism on the internet: The role of anti-brand communities. *NA-Advances in Consumer Research Volume 33*, 479-485.

Klein, N. (2001). *No Logo*. London: Flamingo.

Krishnamurthy, S., & Kucuk, S. U. (2009). Anti-branding on the internet. *Journal of Business Research, 62*(11), 1119-1126.

Quinton, S. (2013). The community brand paradigm: A response to brand management's dilemma in the digital era. *Journal of Marketing Management, 29*(7/8), 912-932. doi:10.1080/0267257X.2012.729072

Sawhney, M., Verona, G., & Prandelli, E. (2005). Collaborating to create: The Internet as a platform for customer engagement in product innovation. *Journal of Interactive Marketing, 19*(4), 4-17. doi:10.1002/dir.20046

Stokburger-Sauer, N. (2010). Brand community: Drivers and outcomes. *Psychology and Marketing, 27*(4), 347-368. doi:10.1002/mar.20335

TheEconomist. (2009). Did Dave Carroll lose United Airlines $180m? *The Economist.* Retrieved from http://www.economist.com/blogs/gulliver/2009/07/did_dave_carroll_cost_united_1

Social Network Sites and Human Brand Attachment

Yuanandita Ingardya, Victoria University of Wellington, yuanindita.ingardya@gmail.com
Kate Daellenbach, Victoria University of Wellington, kate.daellenbach@vuw.ac.nz
Urs Daellenbach, Victoria University of Wellington, urs.daellenbach@vuw.ac.nz
Aaron Gazley*, Victoria University of Wellington, aaron.gazley@vuw.ac.nz

Abstract:
In today's era of social media, human brands use social network sites (SNS) to engage with their fans. This research investigates the relationships between SNS activity and attachment for musicians as human brands. An online survey (n= 658) of music fans on SNS was conducted, with analysis via structural equation modelling. Findings suggest a categorisation of SNS activity based on the instigator: i.e. the fan, the musician or other fans. We find activities conducted by fans and musician posts on musicians' SNS have direct and positive effects on fan attachment. There is no direct relationship between other fans' posts on musicians' SNS and attachment. Despite the ubiquity of social media, little attention has been directed to date on the relationships between SNS and human brand attachment. This study highlights the need for more "personal" one-to-one connections between human brands and their fans on SNS, in order to encourage attachment.

Keywords: Human Brand Attachment, Musicians, Social Network Sites

Track: Digital Marketing and Social Media

Introduction and Research Aim

Celebrities, musicians and politicians are all human brands – well-known personas with attributes such as a name, image, and reputation for quality and credibility (Thomson, 2006). This study focuses on musicians as human brands. With the threat of low-cost purchasing and digital piracy (IFPI, 2013), musicians are now more reliant on other revenue generating activities, including live performances, and merchandising (Holt, 2010). Loyal fans are therefore vital to their success (Ingram and Hinduja, 2008, Chiou et al., 2005). Thomson (2006) proposes that human brand attachment is important for such loyalty.

Studies suggest celebrities who use Social Network Sites (hereafter "SNS") may improve their ability to maintain their fan base (Marwick and Boyd, 2011), SNS have fuelled the ability for communication to occur between brands and consumers, but also consumer-to-consumer (Pan and Chiou, 2011, Dhar and Chang, 2009). This communication ability is significant for human brands given that a primary limiting factor for any celebrity in creating or maintaining brand equity among fans is the inability to engage in personal communication (Marwick and Boyd, 2011). Not surprisingly, human brands actively engage with their consumers on SNS (Lipsman et al., 2012). However, previous research has yet to untangle the role that SNS plays in simultaneously facilitating fan interaction with both a human brand and with other fans also on the SNS, and how this might impact attachment. Extant literature tends to view SNS generically, and has not distinguished the effects of specific activities on SNS. Thus there is a need to develop greater understanding of the features of SNS that can build human brand attachment with fans, leading to loyalty and ultimately success. The aim of this study is:

To explore the relationship between musicians' social network sites and fans' human brand attachment towards these musicians.

Conceptual Model

Literature suggests there are a variety of actors involved in SNS interactions: the brand, the individual consumer and other consumers (Pan and Chiou, 2011, Dhar and Chang, 2009). For musicians specifically, Beer (2008) finds more authentic posts are more "liked" by the fans. Thus for SNS activities, a categorisation is suggested: (1) musician posts (including the frequency, authenticity and sincerity of posts), (2) fan activities and (3) other fans' activities.

Research has found that musicians may cultivate and maintain strong relationships with their fans via SNS (Boyd and Ellison, 2010), but little has investigated attachment. Human Brand Attachment is an intense emotional bond between an individual and a human brand (Thomson 2006). A more attached consumer will show greater interdependence between themselves and the human brand (Thomson, MacInnis and Park 2005). This interdependence may be facilitated via SNS as it may create a sense of intimacy, through the perception of authenticity and sincerity (Marwick, 2011, Marwick and Boyd, 2011). Thus, it is hypothesised that there are positive relationships between each of the above SNS activities and human brand attachment.

Methodology and Analysis

A self-administered, anonymous online survey was conducted. Respondents (n = 658) were 16 years of age or over, used at least one SNS and had a connection (a "friend", "liking", "following", or "befriending") with at least one musician on those SNS. As SNS have similar features and a default look and feel (Beer 2008), this study did not restrict respondents to any particular SNS nor to any specific music genre.

Following an introduction and screening questions, respondents were asked to identify a specific musician who they followed on SNS; later questions referred back to this musician. Questions were then posed to measure SNS activity according to 1) posts by musicians (frequency, authenticity and sincerity), 2) posts by other fans and 3) posts by the fan themselves. These categories were based on literature as well as a review of seven of the most popular musician-owned SNS (according to Forbes (2011)). Four dimensions were then employed to measure human brand attachment based on human brands (Thomson, 2006) and brands in general (Park et al. 2010): 1) relatedness, 2) brand-self-connectedness, 3) brand prominence, and 4) separation distress.

Statistical tests confirmed normally-distributed data and the unlikelihood of common method variance. Data was analysed using Structural Equation Modelling (SEM) and a two-step process: (1) confirming the measurement model and (2) testing the structural model. The confirmed model satisfied both validity and reliability tests.

Results, Discussion and Contributions

Analysis supported the categorisation of SNS activities according to the instigators: musicians, fans, and other fans. Positive relationships were evident between musicians' posts and attachment. Specifically, musicians' posts are influential when seen as authentic and sincere. This corroborates suggestions that fans seek a "backstage" access to the musicians' lives (Marwick, 2011, Thomson, 2006). When fans feel they have this access, they feel more attached to the musician.

While the activities of "other fans" did not affect attachment, a positive relationship was found between fans' activities on SNS and attachment. This is consistent with general brand and human brand perspectives on attachment (Park et al., 2010, Thomson, 2006). However, here we suggest that via the fan's activities on the SNS, a perceived interpersonal "relationship" may be forged. While the fan cannot expect to truly develop an interpersonal two-way rapport with the musician, their own SNS activity (however one-way), may engender feelings of relatedness to the musician, may encourage the fan to hold the musician more "top-of-mind" (prominence), and may promote anxiousness about being apart from the musician (separation distress) – all elements related to attachment (Park et al., 2010, Thomson, 2006).

Implications for Theory and Practice

This study contributes to our understanding of how musicians and potentially all human brands may successfully achieve long-term relationships with their fans through SNS. The success lay in the ability of the human brand to present an authentic and sincere persona on the SNS, and engage in a seemingly interpersonal one-to-one connection with their fans. Although the other fans are necessarily present on the SNS, their presence is not influential to the individual fan.

From a practical perspective, to develop attachment, human brands (and/or their management) need to provide posts written in first person, containing information that is unique, and appear to have been provided by the human brand themselves. SNS posts should therefore reflect a true and honest portrayal of the human brand. In addition, approaches which invite fans to be actively involved on the SNS, whether it is to post, store, share, comment or question, are encouraged. This paper has shown that with the right approach, and the communication potential afforded by SNS, human brands and their fans stand to benefit.

References

Beer, D. (2008), Making Friends with Jarvis Cocker: Music Culture in the Context of Web 2.0, *Cultural Sociology*, *2*, 2, 222-241.

Boyd, D. & Ellison, N. (2010), Social network sites: definition, history, and scholarship, *IEEE Engineering Management Review*, *3*, 38, 16-31.

Burns, K. Brands among friends: An examination of brand friending and engagement on Facebook. *Association for Education in Journalism and Mass Communication National Convention*, 2010. Denver Co.

Chiou, J.-S., Huang, C.-Y. & Lee, H.-H. (2005), The antecedents of music piracy attitudes and intentions, *Journal of Business Ethics*, *57*, 2, 161-174.

Dhar, V. & Chang, E.A. (2009), Does Chatter Matter? The Impact of User-Generated Content on Music Sales, *Journal of Interactive Marketing*, *23*, 4, 300-307.

Forbes. 2011. Social-networking superstars [Online]. Available: http://www.forbes.com/pictures/mfl45ihdk/social-networking-superstars/#content [Accessed April 13 2012].

Holt, F. (2010), The Economy of Live Music in the Digital Age, *European Journal of Cultural Studies*, *13*, 2, 243-261.

IFPI (2013), IFPI Digital Music Report 2013. London, England: International Federation of Phonographic Industry.

Ingram, J.R. & Hinduja, S. (2008), Neutralizing music piracy: An empirical examination, *Deviant Behavior*, *29*, 4, 334-366.

Lipsman, A., Mudd, G., Rich, M. & Bruich, S. (2012), The power of like: How brands reach (and influence) fans through social-media marketing, *Journal of Advertising Research*, *52*, 1, 40-52.

Marwick, A. & Boyd, D. (2011), To See and Be Seen: Celebrity Practice on Twitter, Convergence: *The International Journal of Research into New Media Technologies*, *17*, 2, 139-158.

Marwick, A.E. (2011), I tweet honestly, I tweet passionately: Twitter users, context collapse, and the imagined audience, *New Media & Society, 13*, 1, 114-133.

Pan, L.-Y. & Chiou, J.-S. (2011), How Much Can You Trust Online Information? Cues for Perceived Trustworthiness of Consumer-generated Online Information, *Journal of Interactive Marketing*, *25*, 2, 67-74.

Park, C.W., Macinnis, D.J., Priester, J., Eisingerich, A.B. & Iacobucci, D. (2010), Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers, *Journal of Marketing, 74*,6, 1-17.

Thomson, M. (2006), Human brands: Investigating antecedents to consumers' strong attachments to celebrities, *Journal of Marketing, 70*,3, 104-119.

Thomson, M., Macinnis, D.J. & Park, C.W. (2005), The ties that bind: Measuring the strength of consumers' emotional attachments to brands, *Journal of Consumer Psychology, 15*,1, 77-91.

Self-Related Variables and Consumers' Social Media Behaviour

Fazlul K. Rabbanee, Curtin University, f.rabbanee@curtin.edu.au
Rajat Roy*, Bond University, rroy@bond.edu.au
Rana Sobh*, Qatar University, r.sobh@qu.edu.qa

Abstract:
This research examines the effects of three self-related variables such as self-esteem, self-monitoring and self-extension tendency, and their inter-relationships on consumers' social media behaviour such as likes, shares and comments on Facebook. Considering Nike as the focal brand, data were collected from Australia and Qatar through a structured survey questionnaire. The findings reveal that self-esteem, self-monitoring and self-extension tendency are significant predictors of consumers' social media behaviour. Self-extension tendency is found to fully mediate the relationship of self-monitoring with share and comment behaviour; and partially mediate the relationship between self-monitoring and like behaviour. Besides, it has been found that the path relationships of the model significantly differ between individualistic (Australian respondents) and collective (Qatari respondents) consumers. The findings have significant implications for marketing managers in designing online communication messages across different culture and engaging consumers on company's branded Facebook page.

Key Words: Self-esteem, Self-monitoring, Self-extension tendency, Social media behaviour

Track: Digital marketing and social media

Introduction

There is a growing interest both from academics and practitioners regarding how brands can leverage social networking sites (SNS) such as Facebook, Twitter, etc. to engage and collaborate with customers (Brodie et al., 2013). SNS facilitate a platform for the consumers to interact with a brand via different photos, videos or other brand-related materials and consumers can like, share or comment on the relevant postings among their friend networks (De Vries et al., 2012; Labrecque et al., 2013). Recently, Dessart et al. (2015) mentioned that three categories of drivers such as brand (brand identification, brand satisfaction and brand trust), social (social identification) and community related factors (community or group identification, information, entertainment, and networking) influence consumer engagement in social media and other online platforms. Other research shows that brand strength, social value, co-creation value (De Vries & Carlson, 2014), self-congruity with the brand (Hollenbeck & Kaikati, 2012) influence consumers' social media behaviour. However, there is a lack of research that focuses on self-related factors driving consumers to respond on branded Facebook page. Specifically, research relating to the effects of self-esteem, self-monitoring and self-extension tendency on consumers' social media behaviour is almost non-existent. Understanding the role of consumer related variables may help brands to get better responses to their online marketing efforts such as enhanced engagement with website, prompt responses to product demonstrations on social media pages. Therefore, the key purpose of this research is to examine the effects of inter-relationships of self-esteem, self-monitoring and self-extension tendency on consumers' social media behaviour such as likes, shares and comments.

Literature and Conceptual Framework

Attaching and engaging with a brand on SNS is guided by self-related motivations. Past literature argued that consumers' personality and self-variables influence their Facebook use pattern (Amichai-Hamburger & Vinitzky, 2010; Moore & McElroy, 2012). Among the various personality traits that have been associated with marketplace behavior, self-esteem and self-monitoring has attracted attention from marketing researchers (Browne et al., 1997). Self-esteem refers to the favourability of an individual's self-evaluation (Watson et al., 2002). It is an important predictor of attitudes and behaviour (Premeaux & Bedeian, 2003). High level of self-esteem are associated with a number of positive social behaviours (Wilcox & Stephen, 2012). Self-esteem captures not only beliefs about the self, but also patterns and styles of self-presentation (Baumeister et al., 1989). On the other hand, self-monitoring is defined as the tendency to modify or adapt one's behavior in response to others' presence or behavior (Snyder, 1987). It measures the extent to which people observe, regulate, and control the public appearances of self that they display in interpersonal relationships. Self-monitoring has been shown to have a pervasive influence on behavioural choices in both social interactions and interpersonal relationships (Premeaux & Bedeian, 2003).

Self-extension tendency is the extent to which people generally use possessions to define the self although the propensity to do so does not specific to any one possession (Sprott et al., 2011). Material possessions may become an extension of the self (Belk, 1988) as they may constitute the symbolic manifestation of who one is (Richins, 1994). Thus consumers' tendency to extend 'self' through their possessions are related to their social media behaviour as consumers are likely to reflect what they possess on social media. Besides, such tendency to extend self may also be influenced consumers' self-esteem and self-monitoring because consumers with high self-esteem and self-monitoring are likely to be more watchful about themselves in front of others (both offline and online). Based on the above discussion, we draw following hypotheses.

H1: Self-esteem positively influences self-extension tendency
H2: Self-monitoring positively influences self-extension tendency
H3: Self-extension tendency positively influences consumers' social media behaviour such as (a) like, (b) share and (c) comment on Facebook

Methodology

We considered Nike as our preferred brand and Facebook as our targeted SNS to test the hypotheses. We tested our model both in an individualistic and collectivist society. Hence the data were collected from the university students of Australia (individualistic culture) and Qatar (collective culture) through a structured survey questionnaire. A sample of 155 Australian responses and 142 Qatari responses were used for further analyses. All the measures of the constructs were adopted from existing literature. SEM using AMOS 22.0 was used to analyse the data. We ran global measurement and structural model with a total of 297 responses. The fit indices of both measurement and structural model were found to be satisfactory. We tested the mediating role of self-extension tendency in relationship between self-esteem and self-monitoring with consumers' like, share and comment behaviour. Further, we ran multi-group analysis in order to examine whether the path coefficients of our model differs based on two different culture (individualistic vs collective culture).

Results

Under the global model (N = 297), all the hypotheses are found to be supported except H1. Self-monitoring (β = .46, $p < 0.05$) but not self-esteem is found to have positive significant influence on self-extension tendency. Self-extension tendency significantly influences like (β = .59, $p < 0.05$), share (β = .61, $p < 0.05$) and comment (β = .58, $p < 0.05$) behaviour. Self-extension tendency is found to fully mediate the relationship of self-monitoring with share and comment behaviour; and partially mediate the relationship of self-monitoring with like behaviour. Self-extension tendency is not found to mediate the link between self-esteem with like, share and comment behaviour of the consumers. Under the multi-group moderation analysis based on culture, it has been found that the paths of our model significantly differ between AU data and Qatar data specially the paths of self-esteem and self-monitoring with self-extension tendency are significantly stronger for Qatari respondents (self-esteem: β = .45, $p < 0.05$; self-monitoring: β = .50, $p < 0.05$) as compared to Australian (self-esteem: β = .18, $p < 0.05$; self-monitoring: β = .20, $p < 0.05$) respondents. In addition, the paths from self-extension tendency to like behaviour are stronger for Qatari (β = .43, $p < 0.05$) respondents as opposed to Australian (for like: β = .38, $p < 0.05$). On the other hand, the paths from self-extension tendency to share and comment behaviour is stronger for Australian (for share: β = .38, $p < 0.05$; comment: β = .35, $p < 0.05$) respondents compared to Qatari (share: β = .36, $p < 0.05$; comment: β = .24, $p < 0.05$) respondents.

Discussion and Implications

The findings reveal that self-esteem, self-monitoring and self-extension tendency are significant predictors of consumers' social media behaviour. Consumers who care about their behavior in the presence of others (i.e. self-monitoring) reflect themselves through their possessions (i.e. self-extension tendency), which is manifested through their like, share and comment behaviour on Facebook. The relationships of self-esteem and self-monitoring with self-extension tendency are stronger for consumers of collective culture as compared to individualistic culture. Collectivist people usually pay more attention to the context and conformity to in-groups; hence it is likely that they are high on self-monitoring and self-extension tendency. Although individualistic consumers usually reports higher self-esteem

compared to the collectivist, the case of Qatari consumers may be unique here due to their super high disposal income, extravagant luxury consumption and strive for authenticity (Sobh et al., 2014), which is unlike Australian consumers. The findings have significant implications for marketing managers in designing online communication messages across different culture and engaging consumers on company's branded Facebook page.

References

Amichai-Hamburger, Y., & Vinitzky, G. (2010). Social network use and personality. Computers in Human Behavior, 26, 1289–1295.

Baumeister, R. F., Tice, D. M. & Hutton, D. G. (1989). Self-presentational motivations and personality differences in self-esteem. *Journal* of *Personality,* 57, 547-79.

Brodie, R.J., Hollebeek, L.D., Juric, B. & Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research* 14(3): 252–271.

Browne, B. A., & Kaldenberg, D. O. (1997). Conceptualizing self-monitoring: Links to materialism and product involvement. *Journal of Consumer Marketing*, *14*(1), 31-44.

Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: a social media perspective. *Journal of Product & Brand Mgt.*, *24*(1), 28-42.

De Vries, L., Gensler, S. & Leeflang, P.S. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Mktg.,* 26(2): 83.

De Vries, N. J., & Carlson, J. (2014). Examining the drivers and brand performance implications of customer engagement with brands in the social media environment. *Journal of Brand Management*, *21*(6), 495-515.

Ferraro, R., Escalas, J. E. & Bettman, J. R. (2011). Our possessions, our selves: Domains of self-worth and the possession–self link. *Journal of Consumer Psychology*, 21(2), 169-177.

Hollenbeck, C. R., & Kaikati, A. M. (2012). Consumers' use of brands to reflect their actual and ideal selves on Facebook. *International Journal of Research in Marketing*, 29 (4), 395-405.

Labrecque, I., vor dem Esche, J., Mathwick, C., Novak, T.P. & Hofacker, C.F. (2013). Consumer power: Evolution in the digital age. *Journal of Interactive Marketing,* 4(27): 257–269.

Moore, K., & McElroy, J. C. (2012). The influence of personality on Facebook usage, wall postings, and regret. *Computers in Human Behavior*, 28(1), 267–274.

Premeaux, S. F., & Bedeian, A. G. (2003). Breaking the silence: The moderating effects of self-monitoring in predicting speaking up in the workplace. *Journal of Management Studies*, *40*(6), 1537-1562.

Richins, M. L. (1994). Valuing things: The public and private meanings of possessions. *Journal of Consumer Research,* 21(3), 504−521.

Snyder, M. (1987). *Public appearances/Private realities: The psychology of self-monitoring*. New York: Freeman

Sobh, R., Belk, R., & Gressel, J. (2014). Mimicry and modernity in the Middle East: Fashion invisibility and young women of the Arab Gulf. *Consumption Markets & Culture*, *17*(4), 392.

Sprott, D., Czellar, S. & Spangenberg, E. (2009). The importance of a general measure of brand engagement on market behavior: Development and validation of a scale. *Journal of Marketing Research*, 46 (1), 92-104.

Watson, D., Suls, J. & Haig, J. (2002). Global self-esteem in relation to structural models of personality and affectivity. *Journal* of *Personality and Social Psychology,* 83, 185-97.

Wilcox, K., & Stephen, A. T. (2012). Are close friends the enemy? Online social networks, self-esteem, and self-control. *Journal of Consumer research*, *40*(1), 90-103.

The democratization of film: a field experiment

Lars Groeger, Macquarie Graduate School of Management and Aachen University,,
lars.groeger@mgsm.edu.au*
Francis Buttle, Macquarie Graduate School of Management, francis@francisbuttle.com.au.
Daniel Wentzel, Aachen University, <u>wentzel@time.rwth-aachen.de</u>

Abstract:
We report a two-stage field experiment that investigates the impact of online community members' independent and interdependent self-construal upon community engagement. The context for the experiment is the online film community FilmDoo.com Stage 1 explores whether an appeal based on independent self-construal performs better than an appeal based on interdependent self-construal at motivating community members to vote for FilmDoo management to negotiate rights to host a particular movie. Stage 2 explores whether members' voting behaviors predict purchase.

Keywords: self-construal, engagement, video-on-demand (VOD).

Track: Digital marketing and social media

Introduction and Research Aim

Video-on-demand (VOD) has disrupted movie distribution practices originally developed for analogue film (Hilderbrand, 2010). A number of online film communities have been created that offer art-house, international or special interest movies to members. One such community is FilmDoo.com that was established in 2014 with the aim of "*bringing films from around the world to an international audience*" (FilmDoo.com, 2017). Movie enthusiasts join FilmDoo, select movies from the catalogue, pay to stream content to their digital devices, and provide feedback to the community. FilmDoo currently has ~60,000 members, with rights to over 2,000 feature and short films. FilmDoo has recently introduced the dooVOTE concept. Members get to vote for movies not currently available on FilmDoo, but which they would like to view. To date the dooVOTE webpage shows that about 20,000 votes have been cast for over 4,000 movies. High levels of participation puts FilmDoo in a stronger position to negotiate distribution rights from copyright owners on behalf of members, thereby democratizing film distribution.

We explore 3 research questions:

RQ1: Does asking members to vote increase participation in voting?

RQ2: What is effect on voting of appealing to a user's independent or interdependent self?

RQ3: What is the relationship between voting behavior and sales?

Methodology

We conduct a two-stage online field experiment. The experiment is a one-factorial between-subjects design. Stage 1 embeds voting requests in electronic newsletters emailed to FilmDoo community members. Members are asked to vote for a particular movie that has potentially broad appeal to the FilmDOO community. The experimental variable is the voting appeal presented in the newsletter. Different appeals based upon self-construal theory (see below) are presented to a randomly selected aggregated sample of 9,000 FilmDoo members. We measure the association between the appeals and voting behaviors. Stage 2 embeds a purchase call-to-action in a second electronic newsletter sent to the same aggregated sample. The newsletter reports the outcome of the voting process in neutral language without referencing either IndSC or InterSC: 'Congratulations! Votes from n hundred members means the film you voted for is now available. Stream now!' We measure the relationship between Stage 1 voting and Stage 2 sales (streaming). FilmDOO would like to see more members streaming content, lifting revenues, and therefore wants to find out whether voting – a form of member engagement – lifts purchase.

Cross *et al*'s (2010) review of self-construal research identifies Markus and Kitayama (1991) as the progenitors of the theory. Markus and Kitayama (1991) identify two dominant forms of self-construal: independent (IndSC) and interdependent (InterSC). The independent self-construal sees the self as fundamentally individual, stable across contexts, and places more weight on differentiating attributes that set the individual apart from others. The interdependent self-construal sees the self as defined by relationships with others, and places more weight on attributes that indicate connectedness to others (Aaker & Lee 2001; Markus & Kitayama 1991; Mandel 2003; Singelis 1994).

The population of interest for this experiment is that subset of FilmDOO members who, by virtue of their previous purchases, trailer viewing, likes and profile are considered potential purchasers of the movie. A sample of 9,000 of this population is selected randomly and partitioned into 3 sub-samples. In September 2017, two appeals – one associated with each form of self-construal – are administered in separate Stage 1 newsletters targeted at different randomly selected subsets (3,000 per appeal) of the aggregate sample. In addition, a third sub-

sample of 3,000 members receives a control appeal that simply asks them to vote, without referencing either the independent or interdependent self. These appeals are finalized following a period of pre-testing. The independent-self appeal stresses that voting will ensure that members will be able to see those films that they really want to see, thereby satisfying their personal needs, highlighting their unique attributes and providing personal gains: "By participating in dooVOTE you can ensure that you will be able to see exactly those films that you want to see". The interdependent-self appeal stresses that participating in voting helps develop the FilmDoo community, emphasizing the voter's affiliation with other members: "By participating in dooVOTE you can help bring films that are worth watching to our worldwide community of film lovers". The voting campaign runs for 2 weeks before being closed and results computed. In October 2017, for Stage 2, the second newsletter campaign is conducted in which the same 9,000 members are advised of the results of the voting campaign and are encouraged to purchase. In November 2017, the experiment ends and results are observed and counted.

Data and Analysis
Measures are taken at various points in time throughout the experiment. For Stage 1 we measure newsletters sent, bounce backs, newsletters opened, click-throughs via hyperlink to the voting page, and whether participants then vote for FilmDOO to acquire the movie or leave the page without voting. For Stage 2 we measure newsletters sent, bounce backs, newsletters opened, and actions on the film's webpage such as viewing the trailer, buying the film or leaving the film page without further action. Over time, we are also able to capture other forms of member engagement including comments on the film, reviews and sharing of links to the film.

We are therefore able to measure two main dependent variables, voting and purchase, and the association between them – giving us an indicative conversion rate, and answering our 3 RQ's. Stage 1 data allows us to measure the impact of campaigning on participation in voting (RQ1). The voting behaviors of the 9,000 campaign participants are compared with the voting behaviors of other FilmDoo community members who are not recipients of any Stage 1 newsletter. We then compare the impact of the IndSC and InterSC appeals with that of the control group on voting behavior (RQ2). Finally, we investigate whether voting predicts purchase behavior (RQ3). Results will be presented at the ANZMAC 2017 conference.

Discussion and Contributions
FilmDoo is representative of a genre of online service providers that aim to create a sense of community identity where members share a common purpose or vision, yet it is not known whether that sense of community drives member behavior (Ling *et al*, 2005). Voting is a form of member engagement (Hollebeek, 2017). Our research will show whether members respond to community-centric (InterSC) appeals or not, and whether those appeals in turn impact on purchase behaviors.

Implications for Theory and Practice
Managers of online communities will benefit from an improved understanding of what drives member engagement (voting and purchase), and whether self-construal explains such engagement. Community managers will come to understand whether voting predicts purchase, and, if so, they can begin to experiment with messaging strategies that lift voting levels. The most significant theoretical contribution will be the validation or otherwise of the self-construal construct as an explanatory variable for online community engagement.

References

Aaker, J. and Lee, A. (2001). 'I' seek pleasures and 'we' avoid pains: the role of self-regulatory goals in information processing and persuasion. *Journal of Consumer Research*, *28* (June), 33-49.

Cross, S.E., Hardin, E.E. and Gereck-Swing B. (2010). The what, how, why, and where of self-construal. *Personality and Social Psychology Review*, *15(2),* 142–179.
Filmdoo.com (2017). https://www.filmdoo.com/about-us/ Accessed 27 June 2017.

Hilderbrand, L. (2010). The art of distribution: video on demand. *Film Quarterly, 64(2),* 24-28.

Hollebeek, L.D., Juric B. and Tang, W., (2017). Virtual brand community engagement practices: a refined typology and model. *Journal of Services Marketing*, *31(3).* Published online. http://dx.doi.org/10.1108/JSM-01-2016-0006

Ling, K., Beenen, G., Ludford, P., Wang, X., Chang, K., Li, X., Cosley, D., Frankowski, D., Terveen, L. Rashid, A. M., Resnick, P. and Kraut, R., (2005). Using social psychology to motivate contributions to online communities. *Journal of Computer-Mediated Communication, 10*(4), doi:10.1111/j.1083-6101.2005.tb00273.x.

Mandel, N. (2003). Shifting selves and decision making: the effects of self-construal priming on consumer risk-taking. *Journal of Consumer Research, 30(1),* 30-40.

Markus, H.R. & Kitayama, S. (1991). Culture and the self: implications for cognition, emotion, and motivation. *Psychological Review, 98(2*), 224-253.

Singelis, Theodore M. (1994). The measurement of independent and interdependent self-construals. *Personality and Social Psychology Bulletin*, *20* (October), 580–591.

SMEs' Social Media Marketing Acceptance: An Institutional Isomorphism Perspective

Daniel K. Maduku, University of Johannesburg, dkmaduku@uj.ac.za

Abstract:
As a result of its widespread acceptance, many businesses are beginning to leverage the inherent characteristics of social media to facilitate an interactive communication with their customers and build profitable brands. However, there are few empirical studies on the drivers of social media marketing acceptance, particularly in the SME business interface. By drawing on institutional theory, this study proposes a conceptual model that ascertains the impacts of coercive, mimetic, and normative isomorphisms on the attitude to social media marketing adoption among South African SMEs. The results of the analyses, based on data obtained from 110 SMEs, show that the proposed model provides a good explanation of SMEs' attitude to the adoption of social media marketing. Furthermore, the results identify coercive and normative isomorphisms as significant factors explaining SMEs' attitudes to the adoption of social media marketing. This study contributes to our understanding of the drivers of social media marketing adoption from the perspective of SMEs in a developing country**.**

Keywords: Institutional isomorphism, social media marketing, South African SMEs

Track: Digital marketing and social media

Introduction and Research Aim

Marketing – a function of business that always seeks to appeal to consumers has begun to rebalance its media to reflect the social-media-centric world of customers. In a survey of 3500 marketers in the United States, Stelzner (2015) found that the overwhelming majority of participating firms (96 per cent) indicated that they are engaging in social media marketing. For small and medium-sized enterprises, which mostly have limited resources to invest in traditional marketing, social media marketing presents an innovative and cost-effective way to facilitate an interactive communication with their customers and build profitable brands.

Owing to the increasing attractiveness of social media for marketing purposes, research into social media marketing is gaining traction among academics. However, most of these studies have focused on the effects of social media marketing on brands (De Vries, Gensler and Leeflang, 2012; Kim and Ko, 2012), and on the measurement of social media marketing (Hoffman and Fodor, 2010; Kumar and Mirchandani, 2012). Although these streams of research are important, understanding the drivers of social media adoption among firms is equally important. However, there is a dearth of empirical research on the drivers of firm-level social media marketing acceptance, particularly at the SME interface. Moreover, prior studies on social media marketing have not particularly focused on the topic from the perspective of developing countries such as South Africa, where knowledge of social media marketing benefits is low (Snyman and Visser, 2014). Firm-level innovation adoption studies have emphasised that innovation adoption decisions are sometimes mandated by the institutional environment in which firms operate rather than the application of rationalistic and deterministic criteria (Teo, Wei and Benbasat, 2003; Tsai, Lai and Hsu, 2013).

This study therefore, aims to:
Investigate the impact of institutional isomorphism on attitude to the adoption of social media marketing in South African SMEs.

Conceptual Model and Hypotheses

The theoretical lens of this study is institutional theory. This theory underpins the process through which social structures – including rules, schemes, norms, and routines – become recognised as authoritative guidelines for social behaviour (Scott, 2004). Isomorphism is the central tenet in institutional theory. It explains the "constraining process that forces one unit in the population to resemble other units that face the same set of environmental conditions" (Hawley, 1968). DiMaggio and Powell (1983) identified three causes of institutional isomorphic change: coercive, mimetic, and normative isomorphism. The theory of institutional isomorphism has been employed in various firm-level studies of information technology (IT) innovation diffusion (e.g. Cohen, Mou and Trope, 2014; Khalifa and Davidson, 2006; Tsai et al., 2013). The results of these studies have resiliently and robustly demonstrated that the three isomorphic forces – coercive, mimetic, and normative – are crucial factors explaining firm-level IT innovation adoption behaviour. Based on the above, this study proposes a conceptual model (Figure 1) that posits coercive isomorphism, mimetic isomorphism, and normative isomorphism as direct determinants of the attitude of South African SMEs towards social media marketing adoption.

Coercive isomorphism

In the context of IT innovation adoption, coercive isomorphism exemplifies compliance with pressure imposed on firms by government regulation or other major firms (e.g., a dominant customer or supplier). Previous studies (Cohen et al., 2014; Khalif and Davidson, 2006) found that coercive isomorphic processes are positively related to firm-level innovation adoption. Consequently, the following hypothesis is proposed:

H1: Coercive isomorphic processes will have a significant positive effect on attitudes to social media marketing adoption among South African SMEs.

Mimetic isomorphism

In the IT innovation adoption literature, mimetic isomorphic forces have been shown to compel firms to imitate the adoption behaviour of leading firms or competitors in the industry when they are uncertain about the benefits of an innovation to their operations (Tsai et al., 2013). It is expected, therefore, that SMEs that do not fully appreciate the benefits of social media marketing will be compelled to mimic the adoption behaviour of market leaders in order to appear competitive. Thus it is proposed that:

H2: Mimetic isomorphic processes will have a significant positive effect on attitudes to social media marketing adoption among South African SMEs.

Normative isomorphism

Normative isomorphic processes denote important institutions that exert pressure on firms with regard to their IT innovation adoption behaviour. These institutions may include standards bodies and professional or industry associations (Teo et al., 2003). Moreover, norms of IT adoption behaviour are also transmitted to employees through educational institutions or training in their professions, professional associations, conferences, publications, or social networks. Studies (Cohen et al., 2014; Teo et al., 2003) have shown that IT innovations are likely to be adopted by a firm when promoted by professional bodies, trade associations, or social networks to which the employees of a firm (particularly decision-makers) belong**.** Based on this, the following hypothesis is posited:

H2: Normative isomorphic processes will have a significant positive effect on attitudes to social media marketing adoption among South African SMEs.

Methodology

The items used to measure the constructs in this study were selected and adapted from related prior studies. The items used to measure coercive isomorphism, mimetic isomorphism and normative isomorphism were adapted from Teo et al. (2003). Lastly, the items used to measure attitude to adoption were adapted from Taylor and Todd (1995). All the items were measured on a seven-point Likert-type scale with anchors ranging from 1 (strongly disagree) to 7 (strongly agree). The population for this study was owners or managers of SMEs in South Africa. A simple random sampling technique was used to obtain the participants from leading South African business directories. A survey using paper-based questionnaires was administered to obtain the data. The data collection yielded 110 usable responses.

Preliminary analysis of the data was conducted using the Statistical Package for Social Sciences (SPSS) version 24. Over two-thirds (67.3 per cent) of the participating SMEs had social media accounts. The main social media accounts used by the SMEs were Facebook (49.7 per cent), Twitter (20 per cent), WhatsApp (15.4 per cent), YouTube (12.3 per cent), and others (2.59 per cent). A common method bias in the data was examined using Harman's single factor test. The results of the analysis showed that a single factor component explains 30.5 per cent of variance. This is less than the 50 per cent threshold, thus suggesting that common method bias does not present a potential threat to the study. A structural equation

modelling technique using the partial least squares estimation approach was used to analyse the data. The SmartPLS 3.2.4 software was used to conduct the PLS estimation.

Results

The confirmatory factor analysis (CFA) of the measurement model was assessed for its convergent and discriminant validities. Convergent validity was estimated using standardised factor loading, Cronbach's alpha (α), composite reliability (CR), and average variance extracted (AVE). The results of the CFA presented in Table 1 and Figure 1 show that all the retained factors have loadings between 0.641 and 0.963, which is above the 0.5 above the 0.5 recommended threshold for convergent validity (Hair et al., 2010). Moreover, the estimates for α and CR are above the 0.7 threshold, providing further evidence of convergent validity. Discriminant validity of the measurement model was assessed using the Fornell-Larcker criteria. The results presented in Table 1 show that the square roots of the AVEs are greater than the inter-construct correlations.

Table 1
Psychometric properties of the measurement model

		α	CR	AVE	1	2	3	4
1	Attitude	0.929	0.954	0.875	**0.935**			
2	Coercive isomorphism	0.720	0.842	0.644	0.649	**0.803**		
3	Mimetic isomorphism	0.927	0.948	0.820	0.431	0.600	**0.906**	
4	Normative isomorphism	0.719	0.837	0.632	0.603	0.542	0.383	**0.795**

Diagonal bold estimates are the square root of the AVEs; the figures below them are the correlation estimates.
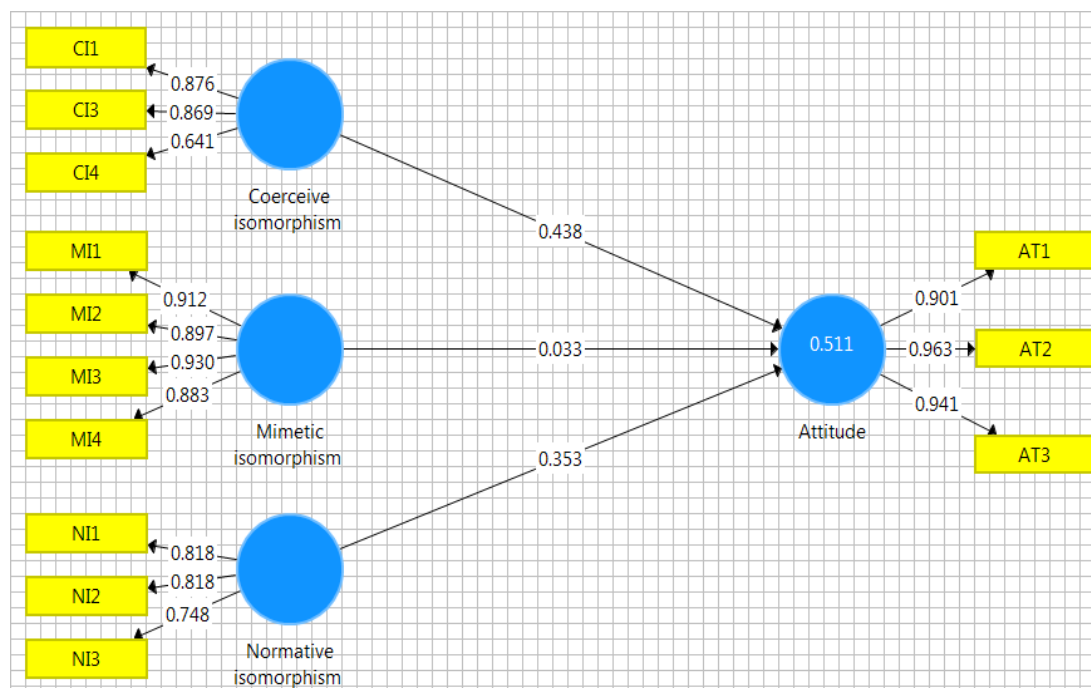

Fig. 1. Measurement and structural model analyses

The examination of the hypotheses was based on the assessment of the structural paths. The path significance levels were estimated using a bootstrapping procedure (500 re-samples). The results of this analysis show that coercive isomorphism (β=0.438, t=4.196) and

normative isomorphism (β =0.353, t=4.126) are significant and positively associated with attitude to social media marketing acceptance, thus providing support for H1 and H3. However, the impact of mimetic isomorphism on attitude to social media marketing adoption was non-significant (β =0.033, t=0.384). This result is surprising and presents interesting area for future research to shed more light on this discrepant finding. The results further show that the significant factors together explain 51.1 per cent of the variance in attitude to social media marketing adoption among the participating SMEs.

Discussion and Implications

This study's findings of the direct effect of coercive isomorphism on SMEs' attitude to social media marketing adoption is consist with previous studies (Cohen et al., 2014; Khalif and Davidson, 2006). Therefore the pressure to meet customers' or suppliers' expectations and thus to retain them drives SMEs to develop a positive attitude to social media adoption. This possibly means that participating SMEs have a strong customer orientation focus, and that this orientation drives their efforts to adopt technologies that will enable them to market their products or services and effectively communicate with their customers and suppliers. Indeed, Jaworski and Kohli (1996) emphasised that customer-oriented firms tend to be "forward-looking, proactively responding to and even shaping customer needs". Thus social media platforms that are interested in promoting a favourable attitude to their adoption for marketing purposes could consider implementing marketing programmes to encourage massive acceptance by the key customers and suppliers of their target business. Once these important groups adopt the innovation, the business will then be forced to adopt the social media platforms to remain relevant to their major customers and suppliers.

The study's findings that mimetic isomorphism (also known as competitive pressure) is not significantly related to the attitude to social media marketing adoption is inconsistent with previous literature that has consistently associated mimetic isomorphism with technology adoption among firms. The most likely explanation for this finding is that the level of competition among the participating SMEs is not intense − or that non-adopting SMEs do not see any obvious competitive advantages accruing to their competitors who use social media marketing, and thus do not feel compelled to mimic their use of social media marketing.

The findings of this study indicate that normative isomorphism is significant and positively associated with the participating SMEs' attitude to social media marketing use. This finding corroborates earlier research that has emphasised the importance of normative isomorphism on the acceptance of technology among SMEs (Cohen et al., 2014). Certainly, research shows that decision-makers will move fast to accept a technology when the adoption decision complies with professional and industry norms that will be beneficial to their firms (Palmer, Jennings and Zhou, 1993). Consequently, to promote a well-disposed use of the social media as a marketing platform, developers of social media must endeavour to canvass the support of industry and trade associations, and to use those institutions to promote the use of the social media as the industry norm.

The results of this study have practical implications for industry players interested in promoting a positive attitude to social media adoption by SMEs. To foster a favourable attitude to social media marketing adoption, industry players could consider implementing marketing programmes to encourage massive acceptance by the key customers and suppliers of their target SMEs. Once these important groups adopt the innovation, the SMEs will then be forced to adopt the social media platforms to remain relevant to their major customers and suppliers. Moreover, to promote its acceptance, developers must endeavour to canvass the

support of industry and trade associations, and to use those institutions to promote the use of the social media as the industry norm.

In summary, this research extends our understanding of innovation acceptance among SMEs by using the institutional theory as theoretical lens to explain the impact of the institutional environment on attitude to social media marketing acceptance among SMEs. The findings of this study do not only provide support for existing literature but also presents some discrepancy that highlights inconsistencies in literature and potentially presents an interesting scope for future research.

References

Cohen, J.F., Mou, J., Trope, J., 2014. Adoption of cloud computing by South African firms: The role of institutional forces, absorptive capacity, and top management. Paper presented at SAICSIT 2014, September 30 – October 1, 2014, Centurion, Pretoria, South Africa.

De Vries, L., Gensler, S., & Leeflang, P.S. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. J. Interact. Mark 26 (2), 83-91

Dimaggio, P.J., & Powell, W.W. (1983). The iron cage revisited: Institutional isomorphism and collective rationality in organizational fields. Am Socio Rev 48(2), 147-160.

Hair, J. F., Black, W. C., Black, W. C., Babin, B. J., Anderson, R. E., Tatham, R. L., 2010. Multivariate Data Analysis (7th ed.). Prentice Hall Upper Saddle River, NJ: Prentice Hall.

Hawley, A. (1968). Human ecology. In D.E. Sills (Ed.), *International encyclopedia of the social sciences* (pp. 328-337). New York: Macmillan.

Hoffman, D.L., Fodor, M. 2010. Can you measure the ROI of your social media marketing? MIT Sloan Manage. Rev 52 (1), 41-49.

Khalifa, M., Davison, M. 2006. SME adoption of IT: the case of electronic trading systems. IEEE T. Eng. Manage 53 (2), 275- 84.

Kim, A.J., Ko, E. 2012. Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. J. Bus. Res 65 (10), 1480-1486.

Kumar, V., Mirchandani, R. 2012. Increasing the ROI of social media marketing. MIT Sloan Manage Rev 54 (1), 55-61.

Scott, W. Richard. 2004. Institutional theory. In G. Ritzer (Eds.), *Encyclopaedia of Social Theory* (pp. 408–414). Thousand Oaks, CA: Sage.

Stelzner, M.A. 2015. Industry report: How marketers are using the social media to grow their businesses. https://www.socialmediaexaminer.com/SocialMediaMarketingIndustryReport2015 .pdf.

Snyman, L., Visser, J.H. 2014. The adoption of social media and social media marketing by dentists in South Africa. *S*. Afr. Den. J 69 (6), 258-264.

Taylor, S., Todd, P.A. 1995. Understanding information technology usage: A test of competing models. Inform. Syst. Res 6 (2), 144-176.

Teo, H.H., Wei, K.K., Benbasat, I. 2003. Predicting intention to adopt interorganizational linkages: An institutional perspective. MIS Quart 27 (1), 19-49

Tsai, M.C., Lai, K.H., & Hsu, W.C. (2013). A study of the institutional forces influencing the adoption intention of RFID by suppliers. Inform. & Manage 50 (1), 59-65.

Engaging Customers through Social CRM

Nur Thara Zainal*, University of Nottingham, nur.zainal@nottingham.ac.uk
Sally McKechnie, University of Nottingham, sally.mckechnie@nottingham.ac.uk
Deborah Roberts, University of Nottingham, deborah.roberts@nottingham.ac.uk

Abstract:
The proliferation of social media has empowered customers to engage with companies and brands on a social level and companies want to determine how best to engage with them. One response to these empowered customers is the integration of social media and customer relationship management (CRM) to form a strategy called social CRM, which serves as a means of customer engagement. Although there is emerging literature relevant to these separate concepts, the relationship between social CRM and customer engagement is little understood. Thus, the aim of this study is to develop an understanding of what social CRM is and what its dimensions are, and examine how it can be used to engage customers on social media. The study adopted a processual approach for theory development and has developed a preliminary understanding of what social CRM is and its relationship with customer engagement.

Keywords: Social CRM, Social Media, Customer Engagement

Track: Digital Marketing and Social Media

Introduction and Research Aim

The proliferation of social media technologies has changed the way companies conduct their business. Customers utilize these technologies as a means of finding information about products, services or companies, in order to help them make purchase decisions. For instance, customers are able to find reviews of products or services on Facebook and Twitter, which can be positive or negative. They are increasingly turning to social media channels for information they deem trustworthy compared to information provided by companies. The emergence of social media has empowered customers not only to express their opinions and experiences on social media but also to interact with companies on their own terms. As a result, companies no longer have control over the conversations taking place between the company and its customers about their products, services or even the company itself. Indeed it is difficult to manage customers on social media. One response to these empowered customers and to improve trust in the information provided by companies is the integration of social media technologies and customer relationship management (CRM) to form a strategy called social CRM, which serves as a means of customer engagement. However, social CRM is a relatively new concept (Greenberg 2010) like customer engagement (Brodie, Hollebeek, Juric & Ilic 2011; Van Doorn, Lemon, Mittal, Nass, Pick, Pirner & Verhoef 2010) and practice appears to be ahead of theory development. While there is emerging literature on each concept, the relationship between these concepts is poorly understood.

The aim of this study is:
To develop an understanding of the concept of social CRM and how it can be used by companies to engage existing and potential customers.

We address two research questions in line with this aim:
RQ1: What is social CRM and its dimensions?
RQ2: How can social CRM be used to engage existing and potential customers?

Background

In order to develop a better understanding of social CRM and customer engagement, we adopted a research design process for theory development as outlined by Payne, Storbacka, Frow & Knox (2009), Roberts & Palmer (2012), and Frow, Nenonen, Payne & Storbacka (2015) (see Figure 1). This paper focuses on the first three stages only of this process beginning with a literature review. Nevertheless, it should be emphasized that it is necessary to review literature relevant to social CRM and customer engagement throughout all stages of this process.

Figure 1   Research process adopted
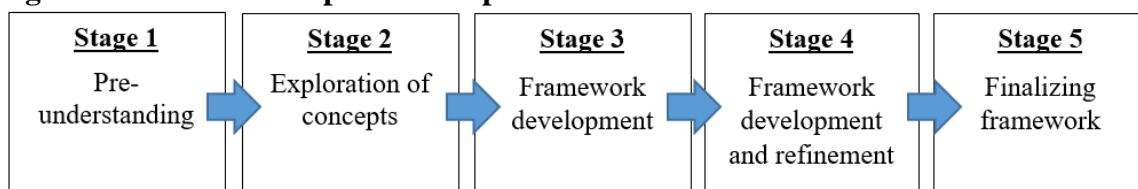
The initial review of the marketing literature at Stage 1 established that social CRM includes two processes which are customer engagement and relational information processes. First of all, previous studies have shown that social media is a key enabler for the customer engagement process (Choudhury & Harrigan 2014; Harrigan, Soutar, Choudhury & Lowe 2015). In addition, content marketing has been conceptualized as a strategy that may affect customer engagement behaviour on social media platforms (Malthouse, Haenlein, Skiera, Wege & Zhang 2013). Moreover, Dolan, Conduit, Fahy & Goodman (2015) propose that

social media content can be categorized according to the level of relational, informational, remunerative and entertainment content. Secondly, the construct of relational information processes (Choudhury & Harrigan, 2014; Harrigan et al. 2015) comprises five dimensions: information reciprocity, information capture, information integration, information access and information use (Jayachandran, Sharma, Kaufman & Raman 2005). The present study conceptualizes the provision of social media platforms and content marketing as customer relationship management initiatives designed to engage customers for knowledge sharing and learning (Hibbert, Winklhofer & Temerak 2012) and examines the relational information processes used by companies to gather customer information through social media to acquire, engage with and retain target customers more efficiently and effectively (Stone & Woodcock, 2013). In addition, to investigate the relationship between social CRM and customer engagement, the study considers the connection between social CRM and social media customer engagement behaviour (Malthouse et al., 2013; Maslowska, Malthouse & Collinger 2016; Verhoef, Reinartz & Krafft 2010). According to Dolan, Conduit & Fahy (2016) there are seven types of social media customer engagement behaviour (co-creation, positive contribution, consumption, dormancy, detachment, negative contribution and co-destruction) that can be classified based on their valence (positive, neutral and negative) and level of intensity (high, medium, low and neutral).

Method

The next stage of the research process, Stage 2 depicted in Figure 1, involved interviewing five expert practitioners and three academicians specializing in the field of social CRM in order to further explore the concept of social SCRM and how it can be used for customer engagement from both a managerial and an academic perspective. The semi-structured interviews, which lasted between 30 to 60 minutes, were conducted via Skype video and telephone calls depending on their preference and audio-recorded. Once they had been transcribed in full, Stage 3 involved analysing the interview data using thematic analysis in order to develop themes inductively and deductively to aid the development of a preliminary conceptual framework to show social CRM's dimensions and how social CRM can be used by firms for customer engagement.

Results, discussions and contributions

Based on the analysis of the interviews in Stage 3 and theoretical discussions, a preliminary framework was developed (see Figure 2). The key findings are briefly presented below.

Figure 2   Preliminary framework
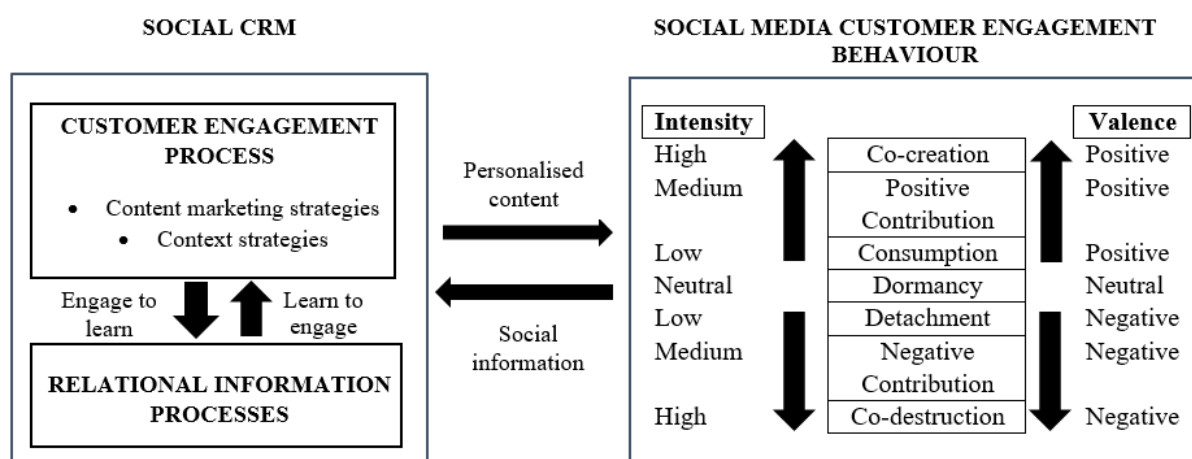
The preliminary framework presents social CRM as consisting of two key processes which are essential for firms to manage their relationships with their customers. Academic Expert 1 stated:*"…there's two main processes. The front office, is front and one is customer engagement and the back office ones are relational information processes."* This result is in line with previous research where social CRM consists of two key processes: customer engagement initiatives and relational information processes (Jayachandran et al., 2005; Choudhury & Harrigan, 2014; Harrigan et al., 2015). Additionally, Academic Expert 1 highlighted that these two processes go in a cycle, which allows firms to learn about their customers through engaging with them and consequently this enables them to enhance the level of customer engagement: *"So it's kind of the more you [firms] engage [customers], the more you learn, the better engaging that you get."* This highlights the importance of knowledge sharing and learning (Hibbert et al. 2012) as a connection between the customer engagement process and relational information processes in social CRM. Engaging customers increases the likelihood for firms to gather better information about customers on social media. Subsequently, this information will enable the firms to learn about their customers and improve their customer engagement initiatives.

Customer engagement process

For this process, social CRM plays a key operational role for customer-facing departments to engage customers. According to one expert practitioner:, *"What we define as CRM [social CRM]… is encompassed in customer engagement on a bigger scale… CRM is a core component of customer engagement and that's kind of the way we look at it. And again the operational core, you can't do without it" (CRM Expert 5)..* This finding supports previous thinking, in which social CRM is designed for customer engagement (e.g. Greenberg, 2010) because it uses social media technologies as channels through which firms and customers can interact (Choudhury & Harrigan, 2014; Harrigan et al., 2015).

Next, it was evident that firms can effectively engage customers on social media by providing personalised content that makes the customers feel as if the firm cares about them in order to promote a more personalized relationship (Malthouse et al., 2013). For example, one expert practitioner claimed that:*"If we hit them with the right content at the wrong time that could disengage them from the brand. If we hit them with the right content at the right time, they're in the mood for whatever message they are giving them that could be an information or an offer, then that's more engaging."(CRM Expert 2).* Indeed researchers have already pointed out the variety of types of content marketing for customer engagement (Dolan et al., 2015) and the importance of content being interesting and relevant to customer needs, wants, personal goals and values (Maslowska, Malthouse & Collinger, 2016). The study participants also indicated that it was important to set the right context for the delivery of social media content. As another expert practitioner indicated: *"If appropriate. It's all about the right content in the right context. Context is time and place." (CRM Expert 2).* While delivering social media content on real-time and posting it regularly determines the right time, placement decisions depend on using the right devices and channels (i.e. public or private channels). The findings reveal the importance of providing social media as a platform for firms and customers to interact with each other: *"So by giving your customers a platform to interact, you are providing value to them to learn of each other. That's probably the biggest thing to it. Goes into a bit of value co-creation…you can think about review sites or social media platforms, say TripAdvisor for hotels or Booking.com or Yelp for restaurants, if you are on there as a business, you are giving your customers a platform to interact. That's providing, great value to them." (Academic Expert 1).* Hence, providing the right content

through the he right social media platforms is crucial for social CRM initiatives. Nonetheless, different social media channels have different target markets, which adds complexity to the task of tailoring social media content based on the target market and the functionalities of each social media channel. For example, a piece of social media content may engage customers effectively on social media channel A, but not on social media channel B.

Relational information processes
By comparison, relational information processes are performed by back office information management systems. For example, one expert practitioner highlighted the importance of information integration: "…and we have *piles of information about a customer that come from either from the back office, ERP financial systems or from the customer service systems or from of variety of sales people or marketing people and information about competitive product they buy" (CRM Expert 3).* Aside from the information mentioned in this statement, information is gathered from social media and extends the firm-customer relationship as indicated by another expert practitioner who stated that: "*So CRM is about managing the relationship, social data extends that relationship." (CRM Expert 4).*

Once social data has been integrated into customer profiles in a social CRM system, it is considered as social information that is dynamic and sentimental and enables firms to understand how customers feel about their products or services or even the firm itself as stated by CRM Expert 3: *"So we have the sentimental side and we have the transactional side, now we could engage the customer more effectively because we understood not only what did they buy, and what did they like, and what did they want, but, we also have an insight into how they feel about doing business with our company."* The integration of transactional information and social information in customer profiles provides firms with customer insights which help the customer-facing departments in creating the right content and context for a personalised interaction with customers via social media. Hence, the more a firm learns about their customers, the more its managers will be able to engage their customers effectively. While information integration is only one component of relational information processes, it should be noted that the remaining components identified in the literature (i.e. information reciprocity, information capture, information access and information use) by Jayachandran, Sharma, Kaufman & Raman (2005) were also mentioned by practitioners and academics alike.

Social media customer engagement behaviour (CEB)
The findings of these exploratory expert interviews also suggest that relational information processes allow firms to identify different kinds of customer engagement behaviours on social media, which require managers to respond to such behaviours with solutions for enhancing their customer engagement with their firm. Academic Expert 1 stated: *"So there are different levels. That's different segments. So segmentation comes into it where marketers really have to segment and say 'well this person is just listening and engaging with me but this person is heavily engaged with me, (so) are they also influential?' Then I need to engage them more."* This statement about different customer engagement behaviours on social media supports the work of Dolan et al. (2016; 2015), who categorize customer engagement behaviour (CEB) into seven types of behaviour (i.e. co-creation, positive contribution, consumption (of content), dormancy, detachment, negative contribution and co-destruction) based on valence of the CEB (i.e. positive, negative or neutral) and its level of intensity (i.e. high, medium, low and neutral) in terms of the relevance of content to a customer's personal goal and engagement with a brand and technology (like social media usage) (Malthouse et al., 2013; Dijkmans, Kerkhof & Beykeboom, 2015; Dolan et al., 2016, 2015). Furthermore, it

was found that customers may show different customer engagement behaviours on different social media channels. CRM Expert 1 posited that: *"I think people have different, you know, for a lack of a better word, different social personalities on different channels. You may choose to share certain things on Instagram, which are just pictures and tags, or places you've been or interesting artwork."* Clearly the variety of CEBs adds complexity to the challenge of developing a deeper understanding of how social CRM can be used across social media platforms to engage customers.

Implications for Theory and Practice
In conclusion, this study has developed a preliminary conceptual framework of what social CRM is and its relationship with customer engagement. As noted earlier, the remaining stages of the research process (illustrated in Figure 1) are beyond the scope of this paper, but will involve contextualising this work through multiple case studies in a specific industry so that this framework can be developed, refined and finalized. Thereafter, future research should consider developing the context-specific framework further to investigate the use of social CRM in engaging customers on social media in different industry contexts to establish if its generalizability. In addition, this study has practical implications to help inform managers of the role of social CRM in customer engagement and will provide a framework to apply in a real-life situation to engage existing and potential customers more effectively and consequently enhance firm performance and competitive advantage.

References

Brodie, R.J., Hollebeek, L.D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14 (3), 252-271.

Choudhury, M.M., & Harrigan, P. (2014) CRM to social CRM: The integration of new technologies into customer relationship management. *Journal of Strategic Marketing*, 22 (2), 149-176.

Dijkmans, C., Kerkhof, P. & Beukeboom, C.J. (2015) A stage to engage : Social media use and corporate reputation. *Tourism Management,* 47, 58–67.

Dolan, R., Conduit, J., & Fahy, J. (2016) Social media engagement: A construct of positively and negatively valenced engagement behaviours. In R. J. Brodie, L. D. Hollebeek, & J. Conduit (Eds.) *Customer Engagement: Contemporary Issues and Challenges* (102-123). New York: Routledge.

Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016) Social media engagement behaviour: A uses and gratifications perspective. *Journal of Strategic Marketing*, 24 (3-4), 261-277.

Frow, P., Nenonen, S., Payne, A., & Storbacka, K. (2015) Managing co-creation design: A strategic approach to innovation. *British Journal of Management*, 26 (3), 463-483.

Greenberg, P. (2010) The impact of CRM 2.0 on customer insight. *Journal of Business & Industrial Marketing*, 25 (6), 410-419.

Harrigan, P., Soutar, G., Choudhury, M.M., & Lowe, M. (2015) Modelling CRM in a social media age. *Australasian Marketing Journal*, 23 (1), 27-37.

Hibbert, S., Winklhofer, H., & Temerak, M.S. (2012) Customers as resource integrators: toward a model of customer learning. *Journal of Service Research*, 15(3), 247-261.

Hollebeek, L.D. & Chen, T. (2014) Exploring positively- versus negatively-valenced brand engagement : a conceptual model. Journal Product Brand Management. 23, 62–74.

Jayachandran, S., Sharma, S., Kaufman, P., & Raman, P. (2005) The role of relational information processes and technology use in customer relationship management. *Journal of Marketing*, 69, 177-192.

Kao, T.-Y., Yang, M.-H., Wu, J.-T. Ben & Cheng, Y.-Y. (2016). Co-creating value with consumers through social media. *Journal of Services Marketing*. 30, 141–151.

Malthouse, E.C., Haenlein, M., Skiera, B., Wege, E., & Zhang, M. (2013) Managing customer relationships in the social media era: Introducing the Social CRM house. *Journal of Interactive Marketing*, 27 (4), 270-280.

Maslowska, E., Malthouse, E.C., & Collinger, T. (2016) The customer engagement ecosystem. *Journal of Marketing Management*, 32 (5-6), 469-501.

Payne, A., Storbacka, K., Frow, P., & Knox, S. (2009) Co-creating brands: Diagnosing and designing relationship experience. *Journal of Business Research*, 62 (3), 379-389.

Roberts, D.L., & Palmer, R. (2012) Developing a visceral market learning capability for new product development. *International Journal of Market Research*, 54 (2), 199-220.

Stone, M., & Woodcock, N., (2013). Social intelligence in customer engagement. *Journal of Strategic Marketing*, 21(5), 394-401.

Van Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P.C. (2010) Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13 (3), 253-266.

Verhoef, P.C., Reinartz, W.J., & Krafft, M. (2010) Customer engagement as a new perspective in customer management. *Journal of Service Research*, 13 (3), 247-252.

Vivek, S.D., Beatty, S.E., & Morgan, R.M. (2012) Customer engagement: Exploring customer relationships beyond purchase. Journal of Marketing Theory Practice. 20, 127–145.

Market Orientation in SMEs: The Role of Internet-Enabled Media

Thierry Volery*, University of Western Australia, thierry.volery@uwa.edu.au
Manuel Baeuml, University of St. Gallen, manuelbaeuml@web.de

Abstract:
This study investigates how small and medium-sized enterprises (SMEs) leverage internet-enabled media to overcome inherent challenges in being market oriented. In comparison to large firms, the competitive advantage of SMEs stems from maximizing customer intelligence and their agility in responding to customer needs. However, SMEs often struggle to gather market intelligence beyond existing customers. Drawing on in-depth interviews with 66 owner-managers and managing directors of Swiss manufacturing SMEs, we develop a conceptual framework for internet-enabled media. Based on this framework, we identify four primary roles of internet-enabled media (increase brand knowledge, identify market trends, identify new customer needs, and streamline processes which help SME) to develop their market orientation. We conclude with nine propositions on SME- and customer characteristics that drive the adoption of internet-enabled technologies for each role.

Keywords: Market orientation, SMEs, internet.

Track: Digital Marketing

Introduction and Research Aim

Market orientation is particularly important for smaller companies because it complements an SME's entrepreneurial orientation and ultimately affects firm performance (Blankson et al., 2006; Didonet et al., 2012; Moreno and Casillas, 2008). SMEs are particularly strong in gathering information from existing customers given their intrinsic customer orientation and they have a high flexibility in responding to customer requests. In contrast, they often struggle to react to major environmental changes (Carson et al., 1995; Jocumsen, 2004), which may indicate that they fall behind in gathering intelligence beyond existing customers.

In today's digital era, SMEs can leverage internet-enabled technology to improve their market orientation. Although it is widely recognized that the internet has significantly affected the way firms do marketing (Varadarajan and Yadav, 2002), there is scant empirical evidence that has investigated how SMEs use internet-enabled technologies to develop their market orientation. This lack of literature is remarkable as SMEs form the backbone of most economies in terms of employment and value-added. By capitalizing on internet-enabled technology and overcoming the challenges in being market oriented, SMEs are likely to substantially increase their competitive advantage (Doern, 2009)..

The aim of this study is:
to investigate how SMEs use internet-enabled media to overcome their inherent challenges in being market oriented.

We address two research questions in line with this aim:
RQ1: What challenges do SMEs face in being market oriented?
RQ2: What are the roles that internet-enabled media play in being market oriented?
RQ3: What antecedents determine the use of internet-enabled media for each role?

Background

There are a variety of factors which differentiate SMEs from large companies. In addition to the size of the organization, SMEs are characterized by the central role of the owner-manager, strong customer orientation (Gilmore et al., 2001), closer and more personal relationships with their customers (Jack et al., 2010), and the flexibility to react to customer needs (Carson and Gilmore, 2000). However, other factors such as management emphasis and organizational design can have a negative effect on a firm's market orientation (Kirca et al., 2005). In the context of SMEs, we suggest that their inherent characteristics reduce the business capability to gather intelligence beyond existing customers, and, conversely, enhance intelligence dissemination and responsiveness.

Internet-enabled media can provide several advantages for SMEs. First, this technology can reduce bargaining costs. Second, it supports the integration of the customer during the bargaining process. Clear definition of requirements, customization, and integration of the customer is likely to positively affect solution effectiveness (Tuli et al., 2007). Third, it helps to institutionalize and centralize know-how. In many SMEs, process-specific know-how is often in the heads of employees rather than in processes. As a consequence, critical know-how can be not available or get lost when experienced employees are absent or resign. Internet-enabled media can help to institutionalize this know-how by embedding it in formalized processes. Lastly, internet-enabled media can reduce processing costs. It allows SMEs to create automated end-to-end processes by linking customer-facing processes to internal ones. This lowers efforts required to process customer requests.

Methodology

We adopted a grounded theory approach for this study because of the paucity of research on internet-enabled technology to enhance SMEs market orientation and the need to understand the settings within which the issues related to marketing strategy making are addressed. We conducted a series of semi-structured interviews with 66 SMEs owner-managers from the precision engineering and machinery industry in Switzerland. We then conducted a qualitative content analysis, a widely used qualitative research technique to interpret meaning from the content of text data. More specifically, we followed a 'directed approach', as our analysis started with a theory and relevant research findings as guidance for initial codes. Building on prior formulated, theoretical derived dimensions, we performed a deductive category application, bringing these dimensions in connection with the text (Mayring, 2000).

Results and/or Discussion and Contributions

Our field research suggests that SME owner-managers sense opportunities to increase their market orientation that emerge from the rise of internet-enabled technologies. However, given the plurality of technological solutions many struggle to find the best solution suited to the specific needs. Drawing on the level of personalization and the level of interactivity as the two central dimensions, we develop a framework which encompasses a wide range of internet-enabled media archetypes. These archetypes fulfil four roles: (1) increase brand knowledge, (2) identify market trends, (3) identify new customer needs, and (4) streamline processes.

In addition, we formulate a series of seven propositions which captures the key predictors for the specific role that an SME pursues when adopting internet-enabled technologies:

P1: The greater an SME's internationalization emphasis, the greater its use of internet-enabled technologies to increase brand knowledge.
P2: The greater an SME's brand orientation, the greater its use of internet-enabled technologies to increase brand knowledge.
P3: The greater an SME's niche orientation, the lower its use of internet-enabled technologies to identify new customer needs.
P4: The greater an SME's formalization emphasis, the greater its use of internet-enabled technologies that support streamlining of processes.
P5: The greater the analytical orientation of an SME, the greater its use of internet-enabled technologies that assist in identifying market trends.
P6: The greater the customer's operational counselling, the greater an SME's use of internet-enabled technologies that assist in identifying new customer needs.
P7: The greater the customers' presence, the greater an SME's use of internet-enabled technologies to increase brand knowledge.

Implications for Theory and Practice

This study has significant implications for SMEs and their leaders. First, SME owner-managers need to have a clear vision of the pursued role that these technologies are supposed to play for their firm. Once the role has been defined, our conceptual framework provides SME decision-makers with useful pointers to narrow down the list of potential technologies and to determine the required degree of personalization of information and level of interactivity with market players.

Second, the variables we have identified, and which affect the pursued roles, are largely under control of the SME. Still, it is important for SME managers to be aware that a technology that works well for one firm might not be suitable for another firm.

Third, the adopted technologies need to be integrated into organizational procedures and processes and be part of the strategic agenda. Internet-enabled technologies can enhance SMEs market orientation capabilities despite their inherent resource constraints. Although the implementation, usage and maintenance of new technologies nevertheless require resources, a higher market orientation can be achieved with relatively fewer resources compared to traditional approaches.

References

Blankson, C., Motwani, J., & Levenburg, N. (2006). Understanding the patterns of market orientation among small businesses, *Marketing Intelligence & Planning*, 24, 572–590.

Carson, D. & Gilmore, A. (2000). SME marketing management competencies, *International Business Review*, 9, 363–382.

Didonet, S., Simmons, G., Díaz-Villavicencio, G., & Palmer, M. (2012). The relationship between small business market orientation and environmental uncertainty, *Marketing Intelligence & Planning*, 30, 757 – 779.

Doern, R. (2009). Investigating barriers to SME growth and development in transition environments: A critique and suggestions for developing the methodology, *International Small Business Journal*, 27, 275–305.

Gilmore, A., Carson, D., & Grant, K. (2001). SME marketing in practice, *Marketing Intelligence & Planning*, 19, 6 – 11.

Jack, S., Moult, S. Anderson, A., & and Dodd, S. (2010). An Entrepreneurial network evolving: Patterns of change, *International Small Business Journal*, 28, 315–337.

Jocumsen, G. (2004). How do small business managers make strategic marketing decisions? A model of process, *European Journal of Marketing*, 38, 659–674.

Kirca, A., Jayachandran, S., & Bearden, W. (2005). Market orientation: A meta-analytic review and assessment of its antecedents and impact on performance, *Journal of Marketing*, 69, 24–41.

Mayring, P. (2000). Qualitative Content Analysis, *Forum Qualitative Social Research*, 1, available online http://nbn-resolving.de/urn:nbn:de:0114-fqs0002204

Moreno, A. & Casillas, J. (2008). Entrepreneurial orientation and growth of SMEs: A causal model, *Entrepreneurship Theory and Practice*, 32, 507–528.

Tuli, K., Kohli, A., & Bharadwaj, S. (2007). Rethinking customer solutions: From product bundles to relational processes, *Journal of Marketing*, 71, 1–17.

Varadarajan, P. & Yadav, M. (2002) Marketing strategy and the internet: An organizing framework, *Journal of the Academy of Marketing Science*, 30, 296–312.

#gottahavethis: Instagrammers' Purchase of Malay Celebrity Brand Products

Jasmine A.L. Yeap*, Universiti Sains Malaysia, jasmine@usm.my
Norkhalilah Khalid, Universiti Sains Malaysia,ilah_9194@yahoo.com
Emily H.T. Yapp, Universiti Malaysia Sabah, emilyyht@ums.edu.my

Abstract:
Of late, more consumers are idolizing celebrities and turning to Instagram as their choice of mobile social media consumed. Consequently, there is a rise in the number of celebrities launching and promoting their own brand of products on Instagram. Still, contemporary studies have yet to fully explore this area of celebrity branding-cum-entrepreneurship. This study aims to gain more detailed understanding on how and what leads an active Instagrammer to purchase a celebrity's brand of products and whether different levels of celebrity worship moderate the process that leads to their purchase intention. Partial least squares analysis on data collected from 226 Malay, Millennial women Instagrammers indicated that attitude mediates the relationship between (1) perceived fit between celebrity-product with purchase intention and (2) style conformity with purchase intention. However, only celebrity worship at moderate, intense-personal level was found to intensify the relationship between attitude and purchase intention of those celebrity-brand products.

Keywords: Instagram, Celebrity Entrepreneurship, Celebrity Branding

Track: Digital Marketing and Social Media

Introduction and Research Aim

Of late, celebrities are realizing that they are valuable brands themselves and that they can extend their brand by launching products bearing their namesake or using a new brandname altogether. The explosion of celebrity branding and entrepreneurship has been fuelled largely by social media. Instagram has become a preferred medium for celebrities to promote their own brand of products apart from sharing their lifestyles with their fan followers. In Malaysia, many local Malay celebrities have ventured into entrepreneurship by launching their own brand of products such as fashion apparel, cosmetics and skincare as well as supplements for health, beauty and well-being. These celebrities are active Instagrammers, providing their followers a glimpse into their daily routine or lifestyles in hopes of leading the followers into purchasing their brand of products. Top Malaysian TV personality Neelofa, who has her own brand of hijab (head coverings) 'Naelofar', has 4.7 million followers on Instagram while another celebrity Rozita Che Wan who has a series of products under her name ranging from perfume to well-being supplements has 3.1 million followers.

Recent trends in consumption show that more consumers are purchasing goods and services based on what they see on their Instagram feed largely because they value and trust the opinions of those in their social media group which includes friends, notable bloggers and celebrities, more than messages received from the advertising companies (Saiidi, 2016).Sales from celebrity Neelofa's brand 'Naelofar' reached RM 50 million in 2015 (Mayberry, 2015), proving the power that celebrities have on consumers. Furthermore, mobile media consumption is now shifting from Twitter and Facebook to Instagram. With the increase in the number of Instagrammers, Instagram has turned into the best social and mobile platform for brands aspiring to reach audiences who are willing to engage (Rezvani, 2014).

In spite of this, empirical studies dedicated to Instagram is still rather limited (Sheldon & Bryant, 2016) especially those focusing on celebrity branding-cum-entrepreneurship perspective. Much of the recent published studies looked into issues such as the uses and gratifications/motives behind Instagram (Phua, 2017a, 2017b; Sheldon & Bryant, 2016) and the effects of its usage on the human psyche/body (Dumas et al., 2017; Pittman & Reich, 2016; Sheldon & Bryant, 2016; Slater et al., 2017). Given the changing dynamics in the marketplace and consumers' buying behaviour, this study departs from the commonly-examined theme of celebrity endorsements (Bergkvist & Zhou, 2016; McCormick, 2016; Spry et al., 2011; Zafer, 1999) and focuses on two contemporary issues of celebrity branding-cum-entrepreneurship and use of Instagram for branding. Hence, this study aspires to provide insights that contribute to the understanding of these two issues.

The aims of this study are:
To determine how and what leads an active Instagram user to purchase a celebrity's brand of products?
To ascertain whether admiration for the celebrity in question manifested in different levels of celebrity worship intensifies the process that leads to the purchase intent of the celebrity's brand of products.

We address two research questions in line with the aims listed above:
    RQ1: What are the factors and how can they lead to the purchase intention of a celebrity's brand of products?
    RQ2: Does celebrity worship, in various degrees, intensify the process leading to the purchase intention of the celebrity's brand of products?

Conceptual Model

The research framework develop for this study draws its foundation from the CAC model. The CAC model (Schiffman & Kanuk, 2004) suggests that a consumer goes through a three-successive-stage process namely the cognitive (thinking), affective (feeling) and conative (behaviour) stages from the point he or she is exposed to a marketing stimuli to the point of purchase. At the cognitive stage, an Instagram user comes across an image or video posted by the celebrity followed on Instagram and forms a belief towards the celebrity and whatever products advocated by that celebrity. In capturing this component, we tapped into Instagram users' perceived fit between the celebrity and the brand of products' promoted. A successful fit or match-up is the result of consumers being able to associate the characteristics of the celebrities with the attributes of the products (Aaker & Keller, 1990; Kowalczyk & Royne, 2013). We also considered style conformity, the extent to which the Instagram user believes that the celebrity's style is worth imitating (Park & Yang, 2010) and getting the celebrity's brand of products will help them to achieve such aspiration. Capturing this variable is worthwhile considering Instagram is a highly visual tool that can be conducively-used to showcase a person's sense of style and living.

Perceptions of fit and style conformity will affect how the user feels towards the celebrity's brand of products which is measured via the users' attitude (e.g. celebrity's products are pleasant or unpleasant). Ultimately this affective component will give way to the users' behaviour as expressed either in actual purchase or intentions to purchase the celebrity's product (conative component). In short, a user's attitude toward the celebrity's brand intervenes the relationship between perceptions of fit, style conformity and purchase intention. The role of attitude is an important one because it has been acknowledged as a catalyst for modifying people's behaviours, responses or habits (Bagozzi et al., 2002). In fact, the mediating effect of attitude has been commonly examined by researchers (e.g. Goldsmith et al., 2000; Homer, 1990; MacKenzie et al., 1986; Shimp, 1981).

Constant exposure to the celebrity on Instagram will likely heighten the admiration or obsession developed by an Instagrammer towards a celebrity. Therefore, we measured how celebrity worship (McCutcheon et al., 2002) as manifested in various degrees (low: social-entertainment purposes; moderate: intense-personal; high: borderline pathological) moderates the relationship between attitude towards celebrity-brand products and purchase intention of those celebrity-brand products. Figure 1 portrays the research framework for this study.
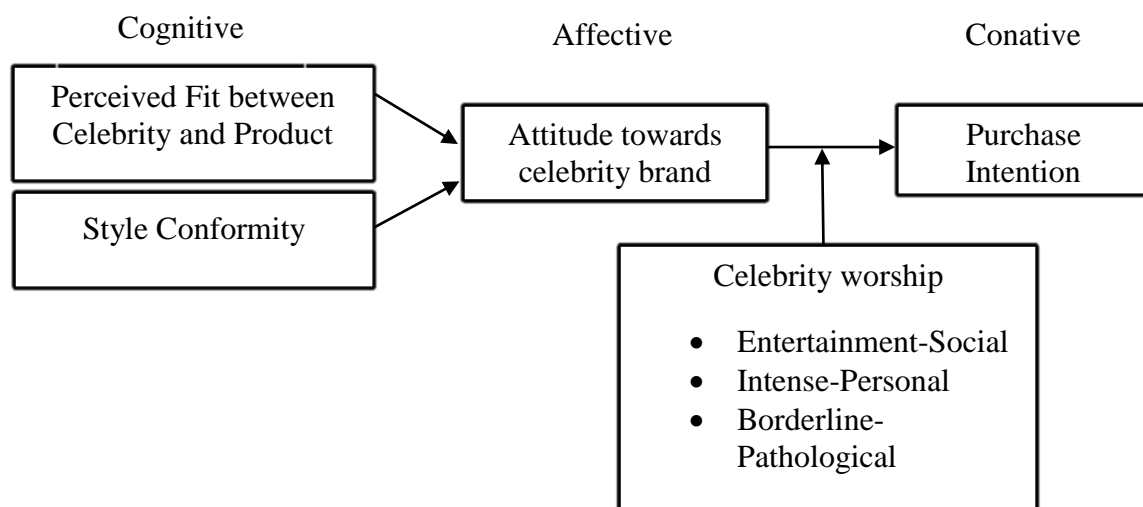

Figure 1. Research Framework

Method and Analysis
The sample for this study was Malaysian Malay women who are Instagram users (Instagrammers) and fall under the Generation Y/Millennial segment. They are born between 1980 to 2000 (Gurau, 2012) and as of 2017 they are aged between 17 to 37 years old. This segment was chosen because they are technology (Internet) savvy, more willing to spend, and want branded products that match their personalities and lifestyles (Gurau, 2012). More importantly they tend to imitate their favourite celebrity as compared to the males (Djafarova & Rushworth, 2017; Townsend, 2015).

Data was collected using a self-administrated questionnaire which was distributed face-to-face. Measures in the questionnaire were adapted from various sources: Perceived Fit between Celebrity and Product (3 items; Khong & Wu, 2013); Style Conformity (3 items; Park & Yang, 2010); Attitude towards Celebrity Brand (3 items; Ajzen, 1991); Purchase Intention (3 items; Zeithmal et al., 2002); and Celebrity Worship (6 items for Entertainment-Social; 3 items for Intense-Personal; 2 items for Borderline-Pathological; McCutcheon et al., 2002). Responses to all measures were captured via a 5-point scale (1=strongly disagree to 5=strongly agree) except for Purchase Intention and Celebrity Worship which utilized a 7-point scale (1=strongly disagree to 7=strongly agree).

To qualify as respondents for the survey they had to be active Instagrammers who follow at least one celebrity on Instagram. The total number of usable responses was 226 out of the 250 responses received. The mean age for the respondents is 23 years old. Majority (82.3 %) of the respondents are Millennial college-aged students, 14.2% are Millennial working professionals and 3.5% are not working.

Prior to hypothesis testing, data was subjected to preliminary analyses to check for common method variance on SPSS (<50% for first factor derived, Podsakoff & Organ, 1986) and goodness of the measurement model on SmartPLS (item loadings and composite reliability values were above 0.70; AVE scores were above 0.50, Hair et al., 2017). Analysis on the structural model was run using SmartPLS 3 (Ringle et al., 2015).

Results and Discussion
Majority of the Millennials sampled were found to be fervent users of Instagram as 44.2% of them check their Instagram every 2-3 hours while another 40.3% check their Instagram every half hour to an hour. Nevertheless, when it comes to posting on Instagram, they were less active as 36.3% posted once a month whereas 27.4% posted once a week. The top three celebrities followed by the respondents on Instagram were Neelofa (58%) followed by Rozita Che Wan (35.8%) and finally Siti Nurhaliza (29.2%). In terms of their engagement with the celebrities they follow on Instagram, most of the respondents usually like a post (74.3%), 7.5% choose to comment on a post, 5.3% choose to use specific hashtags and 0.9% choose to repost material posted by the celebrity.

Attitude towards Celebrity-Brand products serves as a mediator between the relationships (1) Perceived Fit between Celebrity and Product – Purchase Intention of Celebrity Brand Products (Indirect effect=0.211; t-value=3.166, 95% Boot CI: LL=0.104, UL=0.330) and (2) Style Conformity – Purchase Intention of Celebrity Brand Products (Indirect effect=0.237; t-value=4.740, 95% Boot CI: LL=0.152, UL=0.314). This shows that attitude is the crucial link towards the process of getting Instagrammers to purchase the celebrity branded products. Out of three levels of worship, only Celebrity Worship in moderate levels (Intense-Personal) was found to moderate the relationship between Attitude-Purchase Intention (β=0.223; t-

value=3.242) whereby Instagrammers with high levels of intense-personal dimension of celebrity worship intensifies the Attitude-Purchase Intention relationship.

Implications for Theory and Practice
From a theoretical standpoint, the CAC model is valid and can be used to study consumers' purchase intention of celebrity brand products. This study has incorporated two variables which are perceived fit between celebrity and product and style conformity that are more relevant and better represent celebrity branding and entrepreneurship on Instagram. Celebrity worship was also included in the model as a moderator, rendering a stronger depiction of consumers' purchase of celebrity brand products.

From a practical perspective, celebrities planning to or have ventured into producing their own brand of products need to evaluate closely the perceived fit of their offerings with their image/personality, carefully curate and post awe-inspiring images that reflect their lifestyle, fashion and personality because it will influence consumers' attitude towards them (Kowalczyk & Royne, 2013). To cultivate an intense sense of celebrity worship among Instagrammers, celebrities can analyse their followers' data and/or statistics and design activities and events that can increase their fans' involvement or personal relevance with the celebrity.

For the retailers, agents or the stockists of the celebrity brand of products, they should optimize the use of Instagram. To encourage purchase of the celebrity brand of products that they carry/sell, these intermediaries can use hashtags which link their brandnames with the celebrities (of the products they sell) and actively hold 'meet-the-fans' sessions with the celebrities at their stores and post images or videos of those sessions on their Instagram account. They can also foster the worship levels of a celebrity by organising activities that require the fan followers to deepen their engagement with the celebrity of the branded product (e.g. repost, like or tag material).

Limitation and Future Research
As with any research, some limitations in the present study must be recognised. Firstly, the sample of this study focused only on female Instagrammers aged between 17-37 who are active followers of celebrities on Instagram. Future studies can incorporate male Instagrammers as it will be interesting to see whether there are any differences between male and female attitudes towards and purchase intentions of a celebrity's brand of products due to the differences between males and females in terms of social media usage. Secondly, this research focused on only two factors (perceived fit between celebrity and product; and style conformity) that could influence consumers' attitude towards the celebrity's brand. To expand the framework of this study, researchers could examine consumers' connection towards the celebrities' brand and whether the credibility of the celebrities affect the attitudinal aspect of the CAC model. Lastly, future research could explore similar research in a different cultural context considering this media is also growing rapidly in many other countries. It would also be worthwhile to examine which social media platforms consumers respond to the best when it comes to tracking their attitude and purchase intention of celebrity brand of products.

References

Aaker, DA & Keller, KL 1990, 'Consumer evaluations of brand extensions'. *Journal of Marketing,* vol.54, no. 11, pp.27-41.

Ajzen, I 1991 'The theory of planned behavior'. *Organizational Behavior and Human Decision Processes*, vol. 50, pp. 179-21 1.

Bagozzi, R, Gurhan-Canli, Z & Priester, J 2002, 'The social psychology of consumer behavior'. Buckingham, UK: *Open University Press.*

Bergkvist, L & Zhou, KQ 2016, "Celebrity endorsements: A literature review and research Agenda', *International Journal of Advertising*, vol. 35, no. 4, pp.642-663.

Djafarova, E & Rushworth, C 2017, 'Exploring the credibility of online celebrities' Instragram profiles in influencing the purchase decisions of young female users', *Computer in Human Behavior*, vol. 68, pp. 1-7.

Dumas, TM, Mazwell-Smith, M, Davis, JP & Giulietti, PA 2017, 'Lying or longing for likes? Narcissism, peer belonging, loneliness and normative versus deceptive like-seeking on Instagram in emerging adulthood', *Computer in Human Behavior*, vol. 71, pp. 1-10.

Goldsmith, RE, Lafferty, BA & Newell, SJ 2000, 'The influence of corporate credibility on consumer attitudes and purchase intent', *Corporate Reputation Review*, vol. 3, no. 4, pp. 304-318.

Gurau, C 2012, 'A life-stage analysis of consumer loyalty profile: comparing Generation X and Millennial consumers', *Journal of Consumer Marketing*, vol. 29, no. 2, pp.103-113.

Hair, JF, Hult, GTM, Ringle, CM & Sarstedt, M 2017, 'A primer on partial least squares structural equation modeling (PLS-SEM)'. *Sage Publication*: Los Angeles.

Homer, PM 1990, 'The mediating role of attitude toward the ad: Some additional evidence', *Journal of Marketing Research*, vol. 27, no. 1, pp. 78-86.

Khong, KK & Wu, YL 2013, 'Measuring the impact of celebrity endorsement on consumer behavioural intentions: A study of Malaysian consumers, *International Journal of Sports Marketing & Sponsorship,* vol. 14, no. 3, pp. 2-22.

Kowalczyk, CM & Royne, MB 2013, 'The moderating role of celebrity worship on attitudes toward celebrity brand extensions', *Journal of Marketing Theory and Practice*, vol. 21, no. 2, pp. 211-220.

MacKenzie, SB, Lutz, RJ & Belch, GE 1986, 'The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations'. *Journal of Marketing Research*, vol. 23, no. 2, pp. 130-143.

Mayberry, K 2015, *How Muslim headscarves became a fashion empire*, BBC Capital, viewed 1 June 2017, <http://www.bbc.com/capital/story/20151214-how-muslim-   headscarves-became-a-huge-fashion-empire>.

McCormick, K 2016, 'Celebrity endorsements: Influence of a product endorse match on Millennials attitudes and purchase intentions'. *Journal of Retailing and Consumer Services*, vol. 32, pp. 39-45.

McCutcheon, LE, Lange, R & Houran, J 2002, 'Conceptualization and measurement of celebrity worship', *British Journal of Psychology*, vol. 93, no. 1, pp. 67–87.

Park, SY & Yang, Y 2010, 'The effect of celebrity conformity on the purchase intention of celebrity sponsorship brand: The moderating effects of symbolic consumption and face-saving', *Journal of Global Fashion Marketing*, vol. 1, no. 4, pp. 215-229.

Phua, J, Jin, SV & Kim, JJ 2017(a), 'Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength and network homophily on brnad identification, brand engagement, brand commitment and member intention', *Telematics and Informatics*, vol. 34, no. 1, pp. 412-424.

Phua, J, Jin, SV & Kim JJ 2017 (b), 'Uses and gratifications of social networking sites for bridging and bonding social capital: A comparison of Facebook, Tweeter, Instagram, and Snapchat', *Computer in Human Behavior*, vol.72, pp.115-122

Pittman, M & Reich, B 2016, Social media and loneliness: Why an Instagram picture may be worth more than a thousand twitter words', *Computer in Human Behavior*, vol. 62, pp. 155-167.

Podsakoff, PM & Organ, DW 1986, 'Self-reports in organizational research: Problems and prospects', *Journal of Management*, vol. 12, no. 4, pp. 531-544.

Rezvani, J 2014, *Why every brand should be on Instagram, fast company*, viewed 1 June 2017, <https://www.fastcompany.com/3032848/nofilter-necessary-why-any-brand-can-and-should-harness-the-power-of-inst>.

Ringle, CM, Wende, S & Becker, JM 2015, *SmartPLS 3. Bönningstedt: SmartPLS,* viewed 2 June 2017, <http://www.smartpls.com>.

Saiidi, U 2016, *The power of Instagram: Brands eye more social media influencers*. CNBC, viewed 7 September 2017, <https://www.cnbc.com/2016/05/20/the-power-of-instagram-brands-eye-more-social-media-influencers.html>.

Schiffman, LG & Kanuk, LL 2004, *Consumer behaviour*, 8th ed. Upper Saddle River, *New Jersey*: Pearson Prentice Hall.

Sheldon, P & Bryant, K 2016, 'Instragram: Motives for its use and relationship to narcissism and contextual age', *Computer in Human Behavior*, vol. 58, pp. 89-97.

Shimp, TA 1981, 'Attitude toward the ad as a mediator of consumer brand choice'. *Journal of Advertising*, vol. 10, no. 2, pp. 9-48.

Slater, A, Varsani, N & Diedrichs, PC 2017, '#fitspo or #loveyourself? The impact of firspiration and self compassion Instagram images on women's body image, self-compassion and mood', *Body Image*, vol. 22, pp. 87-96.

Spry, A, Pappu, R & Cornwell, B 2011, 'Celebrity endorsement, brand credibility and brand equity'. *European Journal of Marketing*, vol.45, no. 6, pp. 882-909.

Townsend, C 2015, *Women tries to gain Instagram fame by recreating celebrity images*, Mail Online, viewed 7 September 2017, <http://www.dailymail.co.uk/femail/article-3222664/This-hard-Woman-tries-fails-gain-Instagram-fame-copying-snaps-posted-app-s-popular-users-including-Kendall-Kylie-Jenner.html>.

Zafer, E 1999, 'Celebrity endorsement: A literature review', *Journal of Marketing Management*, vol. 15, no. 4, pp. 291-314.

Zeithaml, VA, Parasuraman, A & Malhotra, A 2002, 'Service quality delivery through web sites: A critical review of extant knowledge', *Journal of Academy of Marketing Science*, Vol. 30, no, 4, pp. 362-375.

Facebook Commerce: Empirical Study with Young Consumers

Waqar Nadeem University of Oulu, Finland waqar.nadeem@oulu.fi
Helen Cripps Edith Cowan School of Business and Law, Australia h.cripps@ecu.edu.au
Jari Salo, University of Helsinki, Finland jari.salo@helsinki.fi

Abstract:
This study aims to investigate the influence of the social networking site-Facebook in the context of shopping for clothing online. Survey data was collected from *n=209* Australian consumers and LISREL 9.1 was employed to analyse the data using the Unified Theory of Acceptance and Use of Technology (UTAUT2). The findings suggest that the role of trust is positive and significant in the process of using Facebook for shopping for clothing online. It is also indicated that Facebook plays a critical role in determining consumers' buying decision-making journey when shopping online for clothing. The behavioural intention to use Facebook for shopping is positively and significantly influenced by performance expectancy, hedonic motivations and trust. This study has implications for both researchers and marketers alike, as consumers are increasingly turning to social media platforms such as Facebook and Instagram as part of their online searching and purchasing behaviour.

Keywords: Facebook, Online Shopping, Trust

Track: Digital Marketing and Social Media

Introduction and Research Aim
Facebook is currently the most dominant social networking platform for both consumers and e-retailers. There are over two billion users who are presently using the social networking sites, and these platforms serving as an avenue for the buyers and sellers to come at one place to exchange information about products and services (Business Insider 2017). Increasing numbers of consumers are relying on Facebook to obtain pre-information for shopping either online or offline (Lee et al. 2014). In this era of social networking sites, online shopping experiences are now shaped by factors such as the number of likes, comments and shares. This new language of online liking or disliking a product or service now has far greater reach than offline word of mouth (Hajli et al. 2014).

Despite the growing importance of social media, consumers' decision making in terms of shopping through the social networking sites, such as Facebook commerce, has attracted little research attention (Goh, Heng & Lin 2013; Lee 2011; Harris & Dennis 2011; Zhang et al. 2014). The majority of the previous studies related to Facebook have investigated the motivations for using Facebook (Joinson 2008; Raacke & Bonds-Raacke 2008) and usage patterns and effects (Ellison 2007). Research related to the impacts of social networking sites in the context of business has focused on marketing and advertising, rather than consumer behaviour (Hanafizadeh et al. 2012).

The aims of this study are:
To explore consumer behaviour on Facebook in the context of online shopping for clothing incorporating the UTAUT2 variables.
To determine the role of trust on the behavioural intention to use Facebook.
To identify the influence of behavioural intention to use Facebook towards the actual use of Facebook for shopping online.

Methodology
The researchers used the UTAUT2 as the theoretical base to explore the adoption of Facebook commerce by consumers in online shopping settings. The model has been applied in the context of individual consumers' use. The UTAUT2 was selected as it has outperformed all the previous technology acceptance models (Venkatesh et al. 2012). According to Parameswaran *et al.* (2015), when tested the UTAUT2 instrument showed a high degree of reliability in its constructs. Venkatesh *et al.* (2012), highlighted and advocated the importance of UTAUT2 being extended, replicated, or adapted for different settings and contexts in order to draw interesting findings, hence it's application in the current study. The additional construct of hedonic motivation was previously tested in other household settings, but has not been incorporated in the UTAUT. However, the hedonic motivation construct has been added to UTAUT2, along with new variables, such as habit and price value. This research does not take into account price value, as browsing and uploading content on Facebook is free for both consumers and e-tailers.

The variable of trust was added in the model, as it has been highlighted previously by research in social media settings (Kim & Park 2013; Dhami et al. 2013). Furthermore, trust has been one of the most challenging research issues for e-commerce (Turban *et al.* 2015; Bauer *et al.* 2015) and recently commerce research has also focused on trust (Hajli et al. 2014; Nadeem *et al.* 2015). The increased significance of trust is due to the proliferation of social networking sites where many people are engaged socially and produce content freely without knowing each other offline. Consequently there must be some form of safety

measures that allow two parties involved in a transaction to reduce the risk (Hajli *et al.* 2014). Therefore, the variable of trust was added into our conceptual model.

Due to the complexity of shopping through the social networking sites, the research framework is based on the theoretical foundations provided by Liang and Turban (2011). Their work includes the essential attributes of existing research relating to shopping through social networking sites. The data was collected using an online Qualtrics survey with Australian consumers who actually saw clothing related posts on Facebook and reported that their shopping decisions are further guided by these posts at some point in time. Control questions were asked from the respondents in order to ensure that they have seen clothing/fashion related posts on Facebook in order to target the appropriate segment. Questionnaire was promoted through Facebook advertisements, and posting on Facebook groups and a university student web portal. After refining the data from incomplete responses, outliers, missing values and those who did not meet the sample criteria of those who see clothing related posts and are fan of clothing items related Facebook fan pages (n=209) valid responses were obtained. Only 11.3% of the respondents were over the age of 35 years, and remaining respondents (88.7%) fell under the age bracket of 16-34 years. Thus, the majority of respondents comprised of young consumers.

Results/Discussion and Contributions

Each measurement scale was assessed as reliable, however Cronbach Alpha for effort expectancy and social influence does not meet the threshold criteria and their influence was insignificant in the overall analysis as well. Variables who have a value higher than the threshold value of 0.70 as suggested by Nunnally & Bernstein (1994) are considered reliable.

Table 1: Results for the structural model

Relationships	*H*	Std. estimates	*t*-value	Supported
Performance Expectancy→Behavioural Intention to Use FB	**H1**	**0.51**	**6.59**	**Yes**
Effort Expectancy→Behavioural Intention to use FB	H2	-0.65	-2.87	No
Social Influence→Behavioural Intention to use FB	H3	0.02	0.15	No
Facilitating Conditions→Behavioural Intention to use FB	H4	-0.06	-0.75	No
Hedonic Motivations→Behavioural Intention to use FB	**H5**	**0.19**	**2.10**	**Yes**
Habit →Behavioural Intention to use FB	H6	0.05	0.56	No
Behavioural Intention to use FB →Actual Facebook use	**H7**	**0.64**	**11.05**	**Yes**
Trust→Behavioural Intention to use FB	**H8**	**0.23**	**2.76**	**Yes**

Of the conventional variables used in UTAUT2, only performance expectancy and hedonic motivations have a positive and significant effect on behavioural intentions to use Facebook commerce. Consumers feel that Facebook will enhance the likelihood of them shopping

online and it acts as an enabler for further shopping online. The hedonic motivations have a positive and significant effect on behavioural intention, which indicates the participants enjoyed being on Facebook and have intentions to use Facebook for shopping. The role of facilitating conditions, social influence, and habit were found in this study to be insignificant. The factor of effort expectancy was found to be negative. The insignificant results pertaining to effort expectancy and facilitating conditions are consistent with the previous research (Mandal & McQueen 2012).

The role of trust was found to be positive in relation to behavioural intention to use Facebook for shopping. This finding Facebook suggests consumers trust the information provided by their significant others and the Facebook fan pages of clothing e-retailers. Much of the content present on Facebook is user-generated content, which is more highly trusted than brand content. Unless the consumers trust Facebook, the free sharing of information by consumers would not happen (Dhami et al. 2013). Trust is highlighted in this study as a crucial factor for shopping related decisions, and this argument has been supported by the previous research (Kim & Park 2013). The behavioural intention to use Facebook towards the actual use of Facebook in online shopping was determined to be the most significant and positive relationship in this study. These findings confirm that in UTAUT2 provides an improved explanation on the variance in technology use behaviour of consumers as compared to UTAUT. Out of the eight hypotheses that were proposed only five were supported by the current study. However, the role of additional variable trust was shown to be significant and positive toward the behavioural intention to use Facebook for shopping, along with performance expectancy and hedonic motivation.

Theoretically, our study makes a twofold contribution: Firstly, it highlights that three constructs of the second version of unified theory of acceptance and use of technology (UTAUT2) (Venkatesh et al. 2012) have a positive influence on behavioural intention to use Facebook for shopping. Also, the application of the recently devised UTAUT2 model is scarce in the Facebook commerce research; hence we empirically test it in the new context, which can be further applicable to other consumers present at other social media platforms (e.g. Google+, Twitter, Pinterest, YouTube). Therefore, we address a very important phenomenon, which significantly adds to the existing body of knowledge. Secondly, there are hardly any studies that explore the influence of trust being melded with the technological constructs of UTAUT2; hence the current study provides a contribution as consumers feel that Facebook is a secure platform on which to shop.

For marketing managers the current study reveals that consumers' trust the social networking site Facebook as an ecommerce platform. Specifically the findings demonstrate that the consumers' perception of trust in a company's Facebook fan pages can play a significant part to develop good buyer–relationships and enhance further shopping activity. Marketing professional will benefit from engaging consumers through user-generated content on Facebook fan pages. The high scores of hedonic motivation in this study suggest that, consumers enjoy being on Facebook, thus marketers need to formulate strategies to engage various consumer segments and devising more enjoyable content is vital.

References

Bauer HH, Albrecht C, Neumann MM & Haber TE 2015, 'Enhancing customer trust in e-commerce through web portals'. *In Spotts, H.E. (ed.) 2015, Revolution in Marketing: Market Driving Changes*. San Antonio USA, Springer, pp. 57-61

Business Insider, 2017, *Facebook has officially hit 2 billion user,* Business Insider, viewed 27 June 2017, <http://nordic.businessinsider.com/facebook-officially-hits-2-billion-users-2017-6?r=US&IR=T>

Dhami, A, Agarwal, N, Chakraborty, TK, Singh, BP & Minj J 2013, 'Impact of trust, security and privacy concerns in social networking: An exploratory study to understand the pattern of information revelation in Facebook', *Advance Computing Conference (IACC), 2013 IEEE 3rd International* 2013, IEEE, pp. 465-469.

Ellison, NB 2007, 'Social network sites: Definition, history, and scholarship', *Journal of Computer-Mediated Communication,* vol.13, no.1, pp. 210-230.

Goh, K, Heng, C & Lin, Z 2013, 'Social media brand community and consumer behavior: Quantifying the relative impact of user-and marketer-generated content'. *Information Systems Research,* vol.24, no.1, pp. 88-107.

Hajli, N, Lin, X, Featherman, MS & Wang Y 2014, 'Social word of mouth: How trust develops in the market'. *International Journal of Market Research,* vol.56, no.5, pp. 673-689.

Hanafizadeh, P, Ravasan, AZ, Nabavi, A & Mehrabioun, M 2012, 'A literature review on the business impacts of social network sites'. *International Journal of Virtual Communities and Social Networking (IJVCSN),* vol. 4, no.1, pp. 46-60.

Harris, L & Dennis, C 2011, 'Engaging customers on Facebook: Challenges for e-retailers'. *Journal of Consumer Behaviour,* vol.10, no.6, pp. 338-346.

Joinson, AN 2008, 'Looking at, looking up or keeping up with people?: Motives and use of Facebook', *Proceedings of the SIGCHI conference on Human Factors in Computing Systems* 2008, ACM, pp. 1027-1036.

Kim, S & Park, H 2013, 'Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance'. *International Journal of Information Management,* vol.33, no.2, pp. 318-332.

Lee, I 2011, 'Overview of emerging web 2.0-based business models and web 2.0 applications in businesses: An ecological perspective'. *International Journal of E-Business Research (IJEBR),* vol.7, no.4, pp. 1-16.

Lee, S, Khong, KW, Jer Lang, H & Guptan, VP 2014, 'Examining the role of viral effect, shopping enjoyment and trust on purchase intention of social commerce sites in malaysia', *International Conference on Business and Information* 2014, pp. 1135.

Liang, T & Turban, E 2011, 'Introduction to the special issue social commerce: A research framework for social commerce'. *International Journal of Electronic Commerce,* vol.16, no.2, pp. 5-14.

Mandal, D & McQueen, RJ 2012, 'Extending UTAUT to explain social media adoption by microbusinesses'. *International Journal of Managing Information Technology,* vol.4, no.4, pp. 1-11.

Nadeem, W, Andreini, D, Salo, J & Laukkanen, T 2015, 'Engaging consumers online through websites and social media: Empirical study of Italian generation Y clothing consumers'. *International Journal of Information Management,* vol.35, no.4, pp.432-442

Nunnally JC & Bernstein I 1994, 'The assessment of reliability'. *In Psychometric Theory* (3rd Edition), New York USA, McGraw-Hill.

Parameswaran S, Kishore R & Li P 2015, 'Within-study measurement invariance of the UTAUT instrument: An assessment with user technology engagement variables'. *Information & Management,* vol. 52, no.3,pp. 317-336.

Raacke, J & Bonds-Raacke, J 2008, 'MySpace and Facebook: Applying the uses and gratifications theory to exploring friend-networking sites'. *Cyberpsychology & behavior,* vol.11, no.2, pp. 169-174.

Turban E, King D, Lee JK, Liang T & Turban DC 2015, 'Retailing in electronic commerce: Products and services'. *In Electronic Commerce. Switzerland, Springer International Publishing,* pp.103-159.Venkatesh, V, Thong, JY & Xu, X, 2012, 'Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology'. *MIS quarterly,* vol.36, no.1, pp. 157-178.

Zhang, H, Lu, Y, Gupta, S & Zhao, L 2014, 'What motivates customers to participate in social commerce? The impact of technological environments and virtual customer experiences'. *Information & Management,* vol.51, no.8, pp. 1017-1030.

Use of Image Recognition of Social Media

Thomas Mejtoft, Umeå University, Sweden, thomas.mejtoft@umu.se
Helen Cripps, Edith Cowan University, h.cripps@ecu.edu.au*
Blerand Bahtiri, Umeå University, blerandbahtiri@umu.se
Ulrik Söderström, Umeå University, ulrik.soderstrom@tfe.umu.se

Abstract:
Images are central to firms in their use of social media platforms as part of their marketing strategy. Images are a powerful online marketing tool as they allow for engagement and personalisation of marketing content for individual customers. However, images can be a double edge sword in the web 2.0 world, where consumers are able to post content to branded social media sites. This study evaluates the benefits of integrating image recognition into social media from the users perspective. The pilot study undertaken found the majority of the participants thought the possibilities presented for image recognition technology are useful, however they showed concern in relation to their privacy if this technology were to be in social media networks. The results also showed that prior familiarity with this technology does not have any significant impact in how social media users feel about having this technology in social media.

Keywords: Image recognition; social media; privacy.

Track: Digital marketing and social media

Introduction and Research Aim

Image recognition is of interest to marketing professionals due to customers' exposure to images and videos on a daily basis through the development of the social media networks in the last decade. The great power of images in marketing is that it takes as little as 13 milliseconds for a person to process an image (Trafton, 2014). The development of software that can detect and classify characteristics in digital images, image recognition, has moved for the sciences in to marketing with the rise of social media and digital devices that allow the instantaneous uploading of images (Baier et al., 2012). ·Photograph sharing platforms such as Flickr, Pinterest and Instagram have provided consumers with the greater opportunity for self-expression and identify with communities (You, Lou, Jin and Yang, 2015). Kaplan & Haenlein (2010) highlight the interactive nature of social media and the importance of user generated content. social media platforms use algorithms to enhance the user experience and that keep making the social media networks more personalized, hence, keeping the users engaged (Eslami et al., 2015). Recent research has shown that images could also be used to infer users interests leading to higher customer engagement (Cinar et al., 2015).

The authenticity of user-generated content in the form of images posted on social media could be of potential value for digital marketing purposes. If brands can source user generated images of their products or services, these images could form content in that particular brands communication strategy, upon the users' permission. However, discovering these user generated images on social media is not an easy task. Tous et al. (2016) built a system able to do real-time capturing of images from Instagram and Twitter for the purpose of doing image semantic recognition and brand identity recognition. This was successfully conducted through multiple cognitive neural networks that automatically enriched the images metadata with tags, describing their visual content and how they match the visual identity of a brand, resulting in a 90% accuracy. One field of artificial intelligence (AI) that is of particular interest today is Machine Learning and its involvement in image recognition. By using and applying what is called Convolutional Neural Network (CNN), such low error-rates as 15.3% were achieved when classifying images (Krizhevsky et al., 2012). Image recognition has also been used to detect fake news (Jin et al., 2016) and pornographic content (Moustafa, 2015; Wang et al., 2016). For brands, the ability to detect inappropriate images on their social media pages would assist in brand management and value creation.

One of the drawbacks of image recognition for users are privacy and security related issues around social media networks. For instance, it has been reported that software developed by Facebook is able to match faces at an astonishing rate of over 97% clearly showing the privacy vulnerability of images uploaded on social media (Simonite, 2014).

Previous research has focused of image recognition as a means to improve the brands' customer engagement (Andrews et al., 2016; De Marsico et al., 2014). The aim of this research is to identify the usefulness of integrating image recognition technology in social media networks from a consumer perspective. The research questions addressed in this study are:

RQ1: *Is image recognition usable for social media users in social media networks?*
RQ2: *What are the potential benefits and downsides of integrating image recognition technology into social media networks?*

Background

Image recognition

Computer vision is an interdisciplinary field that aims to perform some of the tasks that the human visual system can perform (Prince, 2012). Recognizing content in images is obviously one of the tasks. Image recognition has over many years been relying on hand-designed features to work, such as scale invariant feature transform (SIFT) and histogram of oriented gradients (HOG) (Deng & Yu, 2013). However, these features only capture low level edge information in images which makes them inaccurate with a high error-rate. To overcome the challenges of achieving mid or high level information, deep learning is used by automatically learning hierarchies of visual features within an image (Deng & Yu, 2013). Machine learning is an AI system's ability to acquire own knowledge about the world without being explicitly programmed with a certain task (Goodfellow et al., 2016). Machine learning algorithms heavily depend on the representation of the data they are given, performance-wise. In other words, they need pieces of relevant information (i.e. features) about the world, related to the specific task they are solving. Machine learning algorithm then learns the correlation between these features and various outcomes. Unfortunately, depending on what task the algorithm is engaged in, it is sometimes difficult to know what features should be extracted (Goodfellow et al., 2016).

Representation learning is one solution to this problem. By this approach the algorithm uses machine learning to get knowledge about the representation itself in addition to the mapping from representation to output (Goodfellow et al., 2016). Consequently, there are now factors of variation to take into consideration. These are factors that explain the observed data and the goal when designing algorithms for learning features is to make them separable. For instance, when analysing an image of a person the factors of variation include how the person is standing, the complexion, how bright the image is, the angle, etc. However, most applications require human intervention to disentangle and/or discard different factors of variation depending on what the aim of the task is. It is considered difficult to extract such high level abstract features from raw data (Goodfellow et al., 2016). Nevertheless deep learning is a solution to this problem.

Deep learning is based on algorithms that will solve the central problem in representation learning by introducing representations that are expressed in terms of other simpler concepts (Deng & Yu, 2013; Goodfellow et al., 2016). Most of the models in deep learning are based on unsupervised learning of representation. Convolutional Neural Networks (CNNs) are feed-forward artificial neural network types in which single neurons are connected to respond to overlapping regions in an image (Lecun et al., 1998). CNNs have been outstanding in the computer vision task of image recognition.

Application of image recognition in social media

The exponentially increasing number of images in social media networks has given rise to the need for process that organize images and make them more accessible. Searching for images and other multimedia has long been possible in social media networks, like Facebook. Finding a particular image today on social media networks while searching, relies heavily on whether the images were tagged upon their upload or not. Tagging images (i.e. annotating images with descriptive keywords) is used in social media networks as a way of making multimedia content searchable and discoverable. However, tagging images manually can be very time consuming activity, thus leading in users not tagging the images which as a result makes the images being undiscoverable. Content Based Image Retrieval (CBIR) is the solution to this problem, which in brief is the retrieval of images based on visual features

such as texture, colour and shape (Jain et al., 2015). CBIR is, for instance currently implemented in the Google Image Search Engine, making it possible for users to search by importing images and as a result getting similar images and other links related to the given image with good accuracy.

Areas of great interest applying image recognition in social media are to *increase the user experience*, *social commerce, detect pornographic content*, and *fake information*. To *enhance the user experience* and make the social media networks more personalized, it is important to keep the content of interest to the user. News feeds algorithms have been around for years determining what comes up in the users feed (Eslami et al., 2015). Previous research shows that it is possible at some extend to infer users interests by using user contributed content (including images) and user generated text data (Cinar et al., 2015). *Social commerce* is according to Wang & Zhang (2012), a form of commerce mediated by social media, bringing together both online and offline environments. Image recognition is proven to be useful in this particular part of social media and a study obtained an accuracy of 96.9% when classifying clothes in images from mobile phones by using a Layered Deep CNNs (Hori et al., 2016).

Users of social media networks are of constant risk of being exposed to images containing *pornographic content* (Coletto et al., 2016). Detecting these images on an early stage upon their upload could reduce the possibility of users having to get exposed to them in the first place and thus purifying. Previous research show a classification accuracy of 94-97% (Moustafa, 2015; Wang et al., 2016). While social media platforms gain popularity, the spreading of *fake information* on social media networks has become a serious concern (Morris et al., 2012). Not to mention the reported fake election news outperforming real news on Facebook covering the most recent US presidential election (Berghel, 2017). One example is using outdated images to associate with current events or using images inaccurately to describe false events as well as using manipulated images to refer to a current event (Jin et al., 2016). However, these fake images are proven to be distinguishable to authentic images at promising accuracy using a domain transferred CNN model. It would obviously be of use to warn users of suspicious social media posts that contain false images by labelling posts as fake.

Methodology
Based on the theoretical framework and the use and structure of social media, a survey was constructed to evaluate the benefits and risks of integrating image recognition into social media. The study was based on structured interviews using a Likert scale from 0 (not useful) to 4 (very useful). The study was carried out at Umeå University in Sweden and consisted of 24 respondents from two different groups – those familiar with the technology (13 respondents) and those not familiar with the technology (11 respondents). All respondents were familiar with social media and was between 20-28 years old. Depending on how familiar the respondents were with Image recognition services, a test was conducted in order to familiarize these participants with the technology by letting them use Google Photos prior to the survey. The questions asked aimed to give information about how useful the participant found different functions and also the respondents had the opportunity to give explanation to the ratings on the Likert scale.

Results and Discussion
The research found on image recognition has shown that this technology could be used within several different areas that would improve the use of social media networks. As previously

presented, image recognition could be used to enhance the user experience by retrieving information about their interests using user generated data (including images). Furthermore, image recognition technology would help maintain content credibility and purity by detecting fake information and pornographic images. The result of this study has brought an insight of today's social media users opinion on the usefulness of having image recognition technology implemented in social media.

Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
Searching & Discovering	Not familiar with Image recognition	11	3,45	,688	,207
	Familiar with image recognition	13	2,62	1,502	,417
SocialCommerce	Not familiar with Image recognition	11	3,18	1,250	,377
	Familiar with image recognition	13	2,69	1,377	,382
DigitalMarketing	Not familiar with Image recognition	11	3,55	,522	,157
	Familiar with image recognition	13	3,31	,751	,208
Privacy	Not familiar with Image recognition	11	2,82	1,537	,464
	Familiar with image recognition	13	2,54	1,450	,402

Figure 1. Group statistics regarding questions on the areas of interest.

Based on the survey that was conducted, the results show that the majority in both the familiar group and the non-familiar group gave ratings (figure 1) higher than the mean value (2) on questions regarding the usefulness of image recognition in the areas of interest presented above (i.e. increase the user experience, detect pornographic content, social commerce and fake information). Although users previously not familiar with image recognition technology were more inclined to rate higher then those who had knowledge about this technology in this particular survey, the independent sample t-test conducted (figure 2) shows that there is no significant difference in mean rating score between these groups.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Searching & Discovering	Equal variances assumed	7,014	,015	1,704	22	,103	,839	,493	-,182	1,861
	Equal variances not assumed			1,803	17,398	,089	,839	,465	-,141	1,819
Social Commerce	Equal variances assumed	,683	,417	,904	22	,376	,490	,541	-,633	1,612
	Equal variances not assumed			,912	21,867	,372	,490	,537	-,624	1,603
Digital Marketing	Equal variances assumed	1,813	,192	,883	22	,387	,238	,269	-,320	,796
	Equal variances not assumed			,911	21,290	,373	,238	,261	-,305	,780
Privacy	Equal variances assumed	,221	,643	,458	22	,651	,280	,611	-,987	1,546
	Equal variances not assumed			,456	20,867	,653	,280	,614	-,997	1,556

Figure 2. Results from independent samples t-test regarding differences on the two groups.

An explanation to this could be that users whom prior to the study had no knowledge about image recognition, received enough information about image recognition during the study, that they understood the risks of it and thus may have given lower rating scores. On the other hand, it could also mean that users familiar with this technology did not feel that the privacy risks with this technology were much of a big deal, thus rating higher. Nevertheless, according to the results on the follow up questions in the survey, privacy concern is indeed

the biggest reason for why some of the participants rated 0 (the lowest rating) on some of the areas where image recognition could be used.

Although this study has tested two specific types of social media users (familiar and not-familiar with image recognition), it has not focused on the relation between the participants and the areas presented. While some areas presented by this study might be suitable for some users, other areas might not be of interest for those particular users. For instance, a user that only uses social media to interact with friends and family might not be interested in the area of digital marketing, while a user that uses social media to promote him or herself might find the same area very interesting and useful. Thus, it may have given misleading test results. A better approach for this study could be to test specific types of users on specific area were image recognition could be useful in social media. Further, a larger number of participants could have lead to a significant difference in the general rating scores given by each group tested. Additionally, more research could be done regarding other areas were image recognition could be useful in social media.

Implications for Theory and Practice
Today, social media is highly integrated in most people's lives, working as a medium for interaction and communication between people and in most of the times through visual content as images. This paper has evaluated the usability of image recognition technology in social media. It has looked at related research on the different fields and gathered current user opinions; both users familiar with image recognition technology and users previously not familiar, if they find the discovered functions of image recognition technology useful in social media. In conclusion, while users find this technology useful, marketers must take the issues of ethics, integrity and privacy into consideration. Further research from the users perspective will continue to be warranted due to exponential improvements in machine learning, brands push to keep customers engaged and often gray areas in privacy. Image recognition technology has great potential for brands in social media marketing but and should therefore be integrated in social media but in a way that would have no repercussions on the users' privacy and integrity.

References

Andrews, M., Goehring, J., Hui, S., Pancras, J., & Thornswood, L. (2016). Mobile Promotions: A Framework and Research Priorities. *Journal of Interactive Marketing*, *34*(Supplement C), 15–24.

Baier, D., Ines D., Frost, S., & Naundorf, R. (2012). Image data analysis and classification in marketing. *Advances in Data Analysis and Classification, 6*(4), 253–276.

Berghel, H. (2017). Lies, damn lies, and fake news. *Computer, 50*(2), 80–85.

Cinar, Y. G., Zoghbi, S., & Moens, M. (2015). Inferring user interests on social media from text and images. *ICDMW '15 Proceedings*, 1342–1347.

Coletto, M., Aiello, L. M, Lucchese, C., & Silvestri, F. (2016). On the behaviour of deviant communities in online social networks. In *Proceedings of the 10th International AAAI Conference on Web and Social Media*.

De Marsico, M., Galdi, C., Nappi, M., & Riccio, D. (2014). FIRME: Face and Iris Recognition for Mobile Engagement. *Image and Vision Computing*, *32*(12), 1161–1172.

Deng, L., & Yu, D. (2013). Deep learning: Methods and Applications. *Foundations and Trends in Signal Processing, 7*(3–4), 197-387.

Eslami, M., Rickman, A., Vaccaro, K., Aleyasen, A., Vuong, A., Karahalios, K., … Sandvig, C. (2015). "I always assumed that I wasn't really that close to [her]". *CHI '15 Proceedings*, 153–162.

Goodfellow, I., Bengio, Y., & Courville, A. (2016). *Deep Learning*. MIT Press.

Hori, K., Okada, S., & Nitta, K. (2016). Fashion image classification on mobile phones using layered deep convolutional neural networks. *MUM '16 Proceedings*, 359–361.

Jain, S., Pulaparthi, K., & Fulara, C. (2015). Content based image retrieval. *International Journal of Advanced Engineering and Global Technology, 3*(10), 1251–1258.

Jin, Z., Cao, J., Luo, J., & Zhang, Y. (2016). Image credibility analysis with effective domain transferred deep networks. *arXiv:1611.05328 [cs.MM]*.

Kaplan, A., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53, 59–68.

Krizhevsky, A., Sutskever, I., & Hinton, G. E. (2012). ImageNet classification with deep convolutional neural networks. In *Advances in Neural Information Processing Systems 25*.

Lecun, Y., Bottou, L., Bengio, Y., & Haffner, P. (1998). Gradient-based learning applied to document recognition. *Proceedings of the IEEE, 86*(11), 2278–2324.

Morris, M. R., Counts, S., Roseway, A., Hoff, A., & Schwarz, J. (2012). Tweeting is believing? Understanding microblog credibility perceptions. *CSCW '12 Proceedings*, 441–450.

Moustafa M. (2015). Applying deep learning to classify pornographic images and videos. *7th Pacific‑Rim Symposium on Image and Video Technology (PSIVT 2015)*. arXiv:1511.08899 [cs.CV].

Prince, S. J. D. (2012). *Computer Vision*. Cambridge University Press.

Simonite, T. (2014). Facebook creates software that matches faces almost as well as you do. *MIT Technology Review*. Retrieved from https://www.technologyreview.com/s/525586/

Tous, R., Otto, W., Gomez, M., Poveda, J., Elena, M., Torres, J., & Ayguadé, E. (2016). User-generated content curation with deep convolutional neural networks. *2016 IEEE International Conference on Big Data*, 2535–2540.

Trafton, A. (2014). *In the blink of an eye*. MÌT News Office. Retrieved 15 September 2017 from http://news.mit.edu/2014/in-the-blink-of-an-eye-0116.

You, Q., Lou, J., Jin, H., & Yang, J. (2015). Robust Image Sentiment Analysis Using Progressively Trained and Domain Transferred Deep Networks. *AAAI'15 Proceedings,* 381-388.

Wang, Y., Jin X., & Tana X. (2016). Pornographic image recognition by strongly supervised deep multiple instance learning. *Proceedings of the 23rd IEEE International Conference on Image Processing (ICIP 2016).*

Wang, C., & Zhang, B. (2012). The evolution of social commerce. *Communications of the Association for Information Systems, 31*, 105–127.

INDUSTRIAL MARKETING

ABSTRACTS

Facilitating Open Innovation through Leader-Member Exchange

Aungkhana Atitumpong, Asian Institute of Technology, jergie2011@gmail.com
Björn Frank*, Sophia University, frank@genv.sophia.ac.jp
Yuosre F. Badir, Asian Institute of Technology, badir@ait.asia

Abstract:
Customer value results from innovative activities by employees and their managers. Extending the open innovation literature, this study explores the role of leader-subordinate relationship quality, so-called leader-member exchange (LMX), in influencing the subordinate employees' openness to external knowledge sources and in moderating the effects of this openness on innovation outcomes. Drawing on open innovation theory and LMX theory, it develops hypotheses on direct, indirect, and moderating effects of LMX on employees' use of internal and external knowledge sources, their creative ability, and their innovativeness. These hypotheses are tested with hierarchical linear modeling of data from 337 employees and their 137 managers. The results indicate that LMX drives employees away from external towards internal knowledge sources, but also that internal knowledge source use stimulates external knowledge source use. Moreover, LMX helps employees leverage the use of external knowledge sources into both idea generation and implementation, thus amplifying employees' open innovation practices.

Keywords: Open Innovation, New Product Development, Innovative Work Behaviour

Track: Industrial Marketing

Industry Sponsored Start-up Hubs: Cultivating Innovation Ecosystems

Daniel Schepis*, The University of Western Australia daniel.schepis@uwa.edu.au
Sharon Purchase*, The University of Western Australia sharon.purchase@uwa.edu.au
Bella Butler, Curtin University Bella.Butler@cbs.curtin.edu.au

Abstract:
Recent perspectives of start-up incubation recognise the importance of business networks in developing successful innovation. While many incubation models exist, their value and ultimate effectiveness is typically dependent on factors specific to company and industry contexts. This research explores an emerging model of independent hubs with specific industry and geographic focuses, that bring together both start-ups and corporate members. We explore two case studies of newly established innovation hubs, a fintech-focused hub in Sydney and a resources-focused hub in Perth. Our findings identify activities and processes through which these hubs cultivate innovation-conducive ecosystems by leveraging proximity and fostering a collaborative culture. We also contrast the expectations of start-up and corporate members in relation to their participation in the hubs, presenting considerations for their ongoing development.

Keywords: Start-ups, Innovation, Networks

Track: Industrial Marketing

Improving Business Sustainability through Innovation Ambidexterity

Seyed Mahdi Vesal*, Macquarie University, mahdi.vesal@mq.edu.au
Vida Siahtiri, Macquarie University, vida.siahtiri@mq.edu.au
Aron O'Cass, Macquarie University, aron.ocass@mq.edu.au

Abstract
Sustainability is increasingly becoming the main objective of businesses. While previous studies have acknowledged that innovation is a significant driver of business sustainability, little is known about how innovation ambidexterity understood as the simultaneous achievement of radical and incremental innovation leads to business sustainability. Hence, this study investigates the relationship between innovation ambidexterity and business sustainability. We further propose that managers' attitude towards sustainability positively moderates this relationship. Hierarchical regression analysis is used to analyze the hypotheses. Our findings from a survey of 370 SBUs operating in the heavy manufacturing sector in Iran indicate that innovation ambidexterity has a greater impact on business sustainability than radical or incremental innovation individually. In addition, managers' attitude towards the environment can be considered as a complementary asset to innovation ambidexterity. Our findings provide insights for managers in heavy manufacturing firms to improve economic or/and environmental performance in their journey toward greater sustainability.

Keywords: Business sustainability, Innovation ambidexterity, Environmental attitudes

Track: Industrial Marketing

Pricing and Selection as Project Governance Mechanisms

Elham Ghazimatin, University of Melbourne, elham.ghazimatin@unimelb.edu.au
Erik Mooi, University of Melbourne, erik.mooi@unimelb.edu.au
Jan B. Heide, University of Wisconsin, jan.heide@wisc.edu

Abstract:
The marketing literature has significantly advanced knowledge on governing interfirm relations using governance theories. While governance theories are traditionally concerned with ongoing interfirm relations, for which continuity of the relationship is a source of value, one-off transactions, such as construction projects are conspicuously absent in the current literature. Yet, evidence suggests projects are exceedingly hard to govern because of unique requirements. We introduce pricing terms and selection criteria as critical governance mechanisms and we unpack the drivers and the performance consequences of these two governance mechanisms. By analysing 429 construction projects, we find coordination and monitoring problems to be key drivers of the choice of pricing and selection. We also find a complementary relationship between pricing and selection based on which superior performance results when the choice both of pricing and selection are aligned with model predicted choices, while their misalignment have detrimental effects on performance.

Keywords: Pricing Terms, Plural Governance, Discriminating Alignment

Track: Industrial Marketing

Network centrality and opportunistic behavior: competing scenarios

Yi Lin*, Norwegian School of Economics, yi.lin@nhh.no
Aksel I. Rokkan, Norwegian School of Economics, aksel.rokkan@nhh.no

Abstract:
A firm's conduct and performance can be more fully understood by examining its embeddedness within a business network. This paper focuses on the extent to which a firm's position, within a network structure, affects the firm's level of opportunistic behavior. When a firm is centrally located in a network, it may acquire asymmetric power over other network actors, which in turn may promote opportunistic behavior by the firm. At the same time, network centrality should imply that improper behavior is easier to observe due to high frequency interactions. This visibility should control the stronger firm's behavior. We expect, as a baseline scenario, the net effect of these two forces to be positive, i.e. the power effect to be stronger than the visibility effect. We propose, however, network density as a contingency variable reducing the positive net effect of network centrality on opportunistic behavior.

Keywords: Opportunistic Behavior, Interorganization Network, Network St

Track: Industrial Marketing

The Process of Repair in B2B Relationships

Ali Shamsollahi*, University of Melbourne, ali.shamsollahi@unimelb.edu.au
Simon J. Bell, University of Melbourne, simonb@unimelb.edu.au
Danielle A. Chmielewski-Raimondo, University of Melbourne, dchmi@unimelb.edu.au

Abstract:
Despite the value organizations place on repairing damaged business relationships, research on this issue is relatively scarce. This paper tries to fill this gap by adopting a grounded theory approach in examining the process of interorganizational relationship repair following a major transgression. More specifically, this paper provides understanding about: 1) the role that the relationship's context plays in the repair process; 2) a wrongdoer's motivations to transgress; 3) the process that a damaged-party will go through to discover a transgression; and 4) the interactions between the involved parties to repair a damaged relationship and the following relationship's quality. At the end, the empirical and theoretical contributions of the findings will be discussed.

Keywords: relationship repair, grounded theory, interorganizational relationship

Track: Industrial Marketing

Buyer-Supplier Interactions During Bankruptcy

Sudha Mani*, Monash University, sudha.mani@monash.edu
Vivek Astvansh, Western University, vastvans@uwo.ca
Kersi D. Antia, Western University, kantia@ivey.ca

Abstract:
How buyer firms and their suppliers interact during adverse conditions poses critical implications for both parties, yet remains poorly understood. This study investigates how the mixed motives accompanying bankrupt buyer firms' reorganization efforts drive buyers and their supplier-creditors toward confrontation or conciliation. We assess how the specific party identity and the stage of reorganization negotiations individually and jointly create asymmetries with respect to the reciprocity of destructive and constructive acts toward each other. We construct a unique multi-sourced database comprising more than 38,000 constructive and destructive acts undertaken by both bankrupt buyer firms and their suppliers across 489 reorganization (Chapter 11) bankruptcies in three different industries between 2001 and 2014. The results of our study speak to the episodic nature of dyadic interfirm conflict.

Keywords: buyer-supplier relations, destructive acts, reciprocity

Track: Industrial Marketing

Understanding Value-Driven Buying in Business Markets

Harri Terho, University of Turku, harri.terho@utu.fi
Elina Jaakkola*, University of Turku, elina.jaakkola@utu.fi
Joona Keränen, Lappeenranta University of Technology, joona.keranen@lut.fi
Otto Rosendahl, University of Turku, otto.rosendahl@utu.fi
Pekka Töytäri, Aalto University, pekka.toytari@aalto.fi
Sanna Sundqvist, Lappeenranta University of Technology, sanna.sundqvist@lut.fi
Antti Saurama, University of Turku, antti.saurama@utu.fi

Abstract:
Business markets are facing a major shift towards service logic where the key focus of exchange centers on supporting customer value creation. Despite these developments, research on organizational buying remains relatively fragmented, narrow, and unconnected from the customer value concept, hampering its suitability for explaining contemporary service-intensive business exchange. Therefore, this study focuses on understanding value-driven buying in business markets, exploring this empirically in several buying organizations, and thereby contributing much needed new insight on value-based marketing practices from the buying organizations' perspective. Building on 23 depth interviews from theoretically sampled 11 customer organizations, this study conceptualizes value-driven buying and examines its drivers, inhibitors, and boundary conditions. By developing insights in this area, this study offers important implications for both suppliers and customers on how to move into value-based business exchange.

Keywords: Value Buying, Value-In-Use, Service-Logic

Track: Industrial Marketing

Competitor Alliance Influence on NPD Project Performances

Sungkyu Lee*, Korea University Business School, andre525@korea.ac.kr
Tony C. Garrett, Korea University Business School, tgarrett@korea.ac.kr
Jong-Ho Lee, Korea University Business School, jongholee@korea.ac.kr

Abstract:
The role of competitor as an open innovation partner is under explored, although firms increasingly cooperate with their competitors. This study develops and tests a conceptual model using a large sample of manufacturing firms to investigate the mechanisms of how focal firm's coopetition and NPD capabilities are influenced by coopetitive behaviors between focal firm and competitor partner, then how these two capabilities lead to focal firm's NPD project performance. Results show a positive cooperation effect and a negative competition effect on coopetition capability which leads to NPD capability. Both capabilities positively affect NPD efficiencies and proficiencies, although coopetition capability influences them only through NPD capability. NPD efficiencies and proficiencies lead to NPD performances through new product advantage. Findings suggest a practitioner building both capabilities is worthwhile NPD strategy, which should be differentiated depending on a focal firm's NPD efficiencies and proficiencies type, ultimately to achieve NPD performances.

Keywords: Competitor Alliance, Dynamic Capabilities, NPD project Performances

Track: Industrial Marketing

Communication Capability Formation in a Supply Chain

Woonho Kim, Nihon University, Japan*
Christopher J. Medlin, Business School, University of Adelaide, Australia

Abstract:
How can retailers gain and maintain competitive advantage while the environment is changing drastically? In order to investigate this problem, we focus on communication capability between suppliers. Retailers can complement resources through collaboration with suppliers. The essential capability in that case is communication capability. However, there is little research on the formation of communication capability. In order to achieve this objective, quantitative analysis is carried out using data obtained from a survey conducted on Japanese retailers. The analysis makes clear that communication capability is a preceding factor for constructing competitive advantage. The association between internal and external knowledge integration and trust and competitive marketing advantage are mediated by communication capability formation.

Keywords: Communication Capability, Knowledge Integration, Relationship Quality

Track: Industrial Marketing

INDUSTRIAL MARKETING

FULL PAPERS

Changes of Organizational Usage Processes

Maximilian Huber, Freie Universität Berlin, max.huber@fu-berlin.de

Michael Kleinaltenkamp, Freie Universität Berlin, michael.kleinaltenkamp@fu-berlin.de

Abstract:

Given the important impact of usage processes and their results on value creation and repurchase decisions, especially in a business-to-business context, it is important to shed more light on the dynamics of usage processes. However, to date, only little is known about how changes of usage processes actually take place and how such changes affect the value-in-use perceptions of members of a business usage centre. To close this gap, this paper analyses actors' perceived attitudes and behaviours towards changes of usage processes through 20 interviews of business usage centre members using the repertory grid technique and means-end chaining. Six types of actors with respect to changes of organizational usage processes are elicited: *Trailblazers*, *Supporters*, *Critics*, *Followers*, *Rebels* and *Hinderers*. Furthermore, the results reveal how the various types of business usage centre members influence their co-workers' value-in-use perceptions of and behaviours towards organizational usage processes.

Keywords: Usage processes, usage centre, value in use

Track: Industrial Marketing

Changes of Organizational Usage Processes

Introduction

Value in use resulting from usage processes is seen as an important driver of relational outcomes like trust, satisfaction, commitment and word-of-mouth (Lemke et al. 2011; Bruns & Jacob 2016) and thus for rebuy decisions, especially in a B2B context. Such usage processes comprise a series of resource-integrating activities in which the different actors use the available resources to reach intended or anticipated goals (Cova & Dalli 2009; Eichentopf, Kleinaltenkamp & Van Stiphout 2011; Pfisterer & Roth 2015). In B2B settings such usage processes are performed by multi-actor usage centers (Macdonald, Kleinaltenkamp & Wilson 2016), "that comprise, from the perspective of a single actor, all resource integrators that draw on a focal resource within a usage process" (Kleinaltenkamp, Plewa, Gudergan, Karpen & Chen 2017).

Background

Usage processes are multi-faceted, context related and dynamically changing over time (Kleinaltenkamp et al. 2017). Thus, deeper insights into the dynamics of usage processes are central for gaining a better understanding of how value cocreation in business-to-business (B2B) markets takes place and how the resulting values in use emerge. We only know little about how changes of usage processes actually take place and how change processes in general are interlinked with the change of usage processes in particular.

Beyond this backdrop and in order to reach a deeper understanding of the drivers and consequences of changes of usage processes, the aims of this paper are

To explore how members of BUC differ with respect to their attitudes toward changes of usage processes in a B2B context as well as to the activity level they show within such changes.

To investigate what the consequences are that result from such differences as perceived by a BUC member on the value cocreation and the behaviour of that very actor.

We address five research questions in line with these aims:

RQ1: How are changes of usage processes initiated?

RQ2: How can the perceived attitudes of BUC members towards changes in usage processes be categorised?

RQ3: How can the perceived behaviours of BUC members towards changes of usage processes be categorised?

RQ4: How do the perceived attitudes and behaviours of the different BUC members influence the value co-creation of a single actor in a BUC?

RQ5: How do the perceived attitudes and behaviours of the different BUC members influence the behaviour of a single actor toward a focal resource and other BUC members?

Methodology

We conducted 20 semi-structured qualitative interviews with BUC members in six B2B companies of various industries, holding different positions, using a combination of repertory grid technique and means–end chaining. The results show that actors categorize and evaluate the attitudes toward change of their co-workers as well as their activity levels in a similar manner. Further, these perceived attitudes and activity levels influence their own behaviour toward the focal resource and other actors as well as their own value-in-use formation.

Results

Following interviewees quotes we deductively identified six types of combinations of perceived attitudes and behavioural levels—namely *Trailblazer*, *Supporter*, *Critic*, *Follower*, *Rebel* and *Hinderer*—each with divergent influence on the actors' value creation and their own behaviour toward the focal resource and other actors (see Table 1 including illustrative quotes).

		Activity level	
		Active	**Passive**
Attitude towards change	**Open**	*Trailblazer*	*Supporter*
		"There are people who are open for changes but despite that never have the wish to question things, to make them better and adjust them, but they still do it. When you are generally open for changes I would distinguish that in active and passive" (D1-105); „She is very open, also pushes change" (G1-119)	
	Neutral	*Critic*	*Follower*
		„Here co-worker F is kind of open, also doesn't say no, but has arguments against or for it" (A3-83).	"No desire to question" (G1); "If you work really according to the rules, then you don't think beyond the end of your nose. You do what's asked and that's it. You don't want to go into the depth of

			the issue and especially not do too much" (E1-110)
	Closed	*Rebel*	*Hinderer*
		"Fundamentally challenge them [process changes] always just see the negative bit and challenge it again, and why is it that way? What is this negative attitude, against it, this anti-attitude?" (A3-77).	*"You got the absolute neophobia, everything is bad, too colourful and all too…why do we have to change this now. We didn't use to do it that way, and we won't."* (F1-231)

Tab. 1: Typology of attitudes towards and behavioural levels within changes of usage processes in BUCs

Implications for Theory and Practice

Hence, this paper contributes to the literature in five ways. First, it shows which forces drive or hinder the initiation of changes of usages process. Second, it provides a categorization of attitudes and behaviours individuals show when changing usage processes in a BUC. Third, using these identified categories, we present a typology of attitudes toward and behavioural levels within changes of usage processes in BUCs. Fourth, this typology helps to clarify how value-in-use appraisals and behaviour of BUC members is driven by other BUC members' attitudes toward and behaviours within usage process changes. Fifth, the developed typology and the identified behavioural consequences of the identified types may serve as first steps for the development of actor-specific measures that companies active in B2B markets can use to improve the value-in-use creation of the various BUC members in a customer firm.

References

Bruns, K, & Jacob F (2016), 'Value-in-use: Antecedents, dimensions, and consequences', *Marketing ZFP*, vol. 38, no. 3, pp. 137–151.

Cova, B, & Dalli, D (2009), 'Working consumers: the next step in marketing theory?', *Marketing theory*, vol. 9, no. 3, pp.315-339.

Eichentopf, T, Kleinaltenkamp, M & Van Stiphout, J (2011), 'Modelling Customer Process Activities in Interactive Value Creation', *Journal of Service Management*, vol. 22, no. 5, pp. 650–663.

Kleinaltenkamp, M, Plewa, C, Gudergan, S, Karpen, I, & Chen, T (2017), 'Usage center: Value cocreation in multi-actor usage processes', *Journal of Service Theory and Practice,* vol. 27, no. 4, pp. 721-737

Lemke, F, Clark, M, Wilson, HN (2011), 'Customer Experience Quality: An exploration in business and consumer contexts using repertory grid technique', *Journal of the Academy of Marketing Science*, vol. 39, no. 6, pp. 846-869.

Macdonald, EK, Kleinaltenkamp, M, & Wilson, HN (2016), 'How business customers judge solutions: Solution quality and value in use', *Journal of Marketing,* vol. 80, no. 3, pp. 96-120.

Pfisterer, L, & Roth, S (2015), 'Customer Usage Processes: A Conceptualization and Differentiation', *Marketing Theory*, vol. 15, no. 3, pp. 401-422.

Resource Becoming for Value Creation

Mikael Gidhagen*, Uppsala University and University of Adelaide Business School

Abstract:

During a complete business closure, relationships and activities linked to the business are terminated, and all kinds of resources associated with the business are either left unused or reconfigured and removed for use in a new type of business. Hence, remains of the past are seen as potential but dormant resources; knowledge, routines and physical artefacts that may again become useful. Using a research context of resuming business as an example, the purpose of this paper is to elaborate on the issue of resource becoming for value creation, developing a discussion on the key role of actors for resource becoming in service ecosystems. On the issue of perceiving, identifying and acknowledging potential resources for value creation, we see resource becoming as contingent on individual actors' knowledge and previous experience, as well as envisioning future value creation. We argue that being in charge of resource becoming is key to value creation.

Keywords: Resource, Value creation, Service ecosystem

Track: Industrial Marketing

Introduction and Research Aim

During a complete business closure, relationships and activities linked to the business are terminated, and all kinds of resources associated with the business are either left unused, reconfigured and/or removed for use in a new type of business. Hence, remains of the past are seen as potential but dormant resources in the form of personal relationships and knowledge, physical artefacts and other residues that may again become useful – for a similar or different purpose.

Envisioning future value through perceiving potential resources an inseparable feature of doing business. A resource-centered perspective to service innovation and value creation gives that integrating and combining resources is not only a matter of integrating readily discernable resources, but just as much to perceive, identify and acknowledge resource potentiality also in entities not presently seen or used as resources, i.e., dormant resources (cf. Read et al. 2009), or even in entities never previously considered as resources. Furthermore, interacting and integrating with actors associated with other potential resources from the very onset open for multi-beneficial value creation in service ecosystems (cf. Kleinaltenkamp et al. 2017; Röndell et al. 2016).

Using a research context of resuming business as an example, we assume the criticality of identifying and acknowledging potential resources for value creation, and see resource becoming – i.e., the process in which an entity (re)attains resource status for a specific purpose – as contingent on the focal actor and his/her knowledge, experience, and ability to envisioning future value creation possibilities. We argue that being in charge of resource becoming is key to value creation. As an illustration for our discussion we use a case study of a re-opened Swedish iron ore mine after twenty years of closure.

The aim of this study is:

> *To elaborate on the issue of resource becoming for value creation, developing a discussion on the key role of actors for resource becoming in service ecosystems.*

We address two research questions in line with this aim:

RQ1: How can we understand a human actor's role in resource becoming for value creation?

RQ2: How does resource becoming affect other actors in the service ecosystem?

Background

Integration of resources within a network of actors is a prominent feature of value cocreation in the service-dominant (S-D) logic, manifested in the service ecosystem framework (e.g. Vargo & Lusch 2016). A common trait of S-D logic as well as of other strands of research, such as the business network perspective (e.g., Baraldi, Gressetvold & Harrison 2012; Håkansson & Snehota 1995) and the resource-based view (e.g., Prahalad & Hamel 1990; Barney 1991) is that resources are most often discussed as being actualized; resources "are", commanded by the focal actor (cf. Schumpeter 1934). However, the key resource underlying all other resources considers the ability of an individual to perceive and enact the resource potential of any means available to a firm (cf. Litz 1996; De Gregori 1987). Such a dynamic perspective to resources is encapsulated in the view that "resources are not, they become" (Zimmermann 1951: 15), as an expression of human appraisal, in a particular context, and considering a particular purpose; the function they perform (cf. Hamilton 1944; Zimmermann 1944). That is, a "resource" is not any resource unless it (as in a specific entity) has been identified by a human individual as carrying potential as such for a specific purpose.

Hence, the process of resource becoming, inevitably human-associated, is vital for any value creation process, as is realizing that potential resources are only acknowledged and put into use given the ability to perceive them. Furthering the actor-oriented orientation to value creation in actor-to-actor (A2A) networks of service ecosystems (Vargo & Lusch 2011), value creation in a particular business context, at a particular place and point in time, is considered as being dependent on the actors' ability to, initially, perceive and acknowledge potential resources; this being a prerequisite for value creation through integrating actualized resources with other actors of the service ecosystem.

Reflecting previous research on business closure, there has been some interest in what happens to unused resources after business closure, such as, for example, buildings and roads remaining at an old industrial site (Collaton & Bartsch 1996). Also, the reactivation of ended business relationships has been recognized as considering important potential resources (Gidhagen & Havila 2016). However, what remains to be explored is the key role of the actor(s) in the process of turning previously used (or unused) potential resources associated with a former place of business into actual resources for the same or a new type of use. This longitudinal view brings a dynamic perspective to resources, and to resource becoming.

Methodology

To explore the issue of resource becoming for value creation in resuming business, the research is based on a single case study; a useful exploratory approach for theory building (Yin 2009). The case considers a European iron ore mine that was closed in 1992 and reopened in 2012. The chosen research design combines primary and secondary data, considering both the focal company and other relevant actors of the service ecosystem. Apart

from studying official company information and newspaper articles, primary data was gathered through interviews with individuals considered to be key informants (Marshall 1996). The interviews were made with one of the founders of the mining company, three consecutive CEOs and several other managers and key employees of the company, as well as with other actors in the service ecosystem such as adjacent suppliers and representatives of the local municipality.

Results Discussion and Contributions

When restarting an iron-ore mine, resuming business at a site where no mining-related activities had been performed during a period of 20 years, the knowledge and skills of the focal individual actors were crucial for seeing where potential resources could be found and what could be beneficial for future value cocreation. Not only in terms of using existing infrastructure, but also knowing where to look for possibly useful resource potential and keeping an open mind to the knowledge and opinion of the surrounding society. Being in charge of resource becoming is about using knowledge and experience for perceiving, identifying and acknowledging potential resources (either in previously unused entities or in previously used but dormant resources), vitalizing the resources and using/integrating them for value creation purposes. The case illustrates the importance of identifying and acknowledging resource potential in for multi-beneficial value creation.

Implications for Theory and Practice

One main contribution to service research is the discussion on resource becoming, elaborating on and stressing the importance of the individual actor not only as a resource integrator, but – as a prerequisite – also in perceiving and acknowledging potential resources. As resource integration is such an essential element of value cocreation in A2A service ecosystems, the presented framework of resource becoming provides a conceptual tool for an enhanced understanding of resource potential as a factor affecting the value creation process - in any particular place and context - from a service ecosystems perspective.

References

Baraldi, E., Gressetvold, E., & Harrison, D. (2012). Resource interaction in inter-organizational networks: Foundations, comparison, and a research agenda. *Journal of Business Research*, Vol. 65, No. 2, pp. 266-276.

Barney, J.B. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, Vol. 17, No. 1, pp. 99–120.

Collaton, E. & Bartsch, C. (1996). Industrial site reuse and urban redevelopment: An overview. *Cityscape,* Vol. 2, No. 3, pp. 17-61.

De Gregori, T.R. (1987). Resources are not; they become: An institutional theory. *Journal of Economic Issues*, Vol. 21, No. 3, 1241-1263.

Gidhagen, M. & Havila, V. (2016). From Business Remains to Reactivated Relationships. In P. Thilenius, C. Pahlberg & V. Havila (Eds.), *Extending the Business Network Approach - New territories, new technologies, new terms,* pp. 269-282. Basingstoke, UK: Palgrave Macmillan.

Hamilton, W. (1944). The Control of Strategic Materials. *The American Economic Review*, Vol. 34, No. 2, Part 1, pp. 261-179.

Håkansson, H. & Snehota, I. (1995). *Developing relationships in business networks*. London: International Thomson Business Press.

Kleinaltenkamp, M., Plewa, C., Gudergan, S., Karpen, I.O. & Chen, T. (2017). Usage center – value cocreation in multi-actor usage processes, *Journal of Service Theory and Practice*, Vol. 27, No. 4, pp. 721-737.

Litz, R.A. (1996). A Resource-based-view of the Socially Responsible Firm: Stakeholder Interdependence, Ethical Awareness, and Issue Responsiveness as Strategic Assets. *Journal of Business Ethics*, Vol. 15, No. 12, pp. 1355-1363.

Lusch, R.F., Vargo, S.L. & Tanniru, M. (2009). Service, Value Networks and Learning. *Journal of the Academy of Marketing Science*, Vol. 38, No. 1, pp. 19-31.

Marshall, M.N. (1996). The key informant technique. *Family practice*, Vol. 13, No. 1, pp. 92-97.

Prahalad, C.K. & Hamel, G. (1990). The Core Competence of the Corporation (1990). *Harvard Business Review*, Vol. 68, No. 3, pp. 79-91.

Read, S.; Dew, N., Sarasvathy, S.D., Song, M. & Wiltbank, R. (2009). Marketing under uncertainty: The logic of an effectual approach. *Journal of Marketing*, Vol. 73, No. 3, pp. 1-18.

Röndell, J., Sörhammar, D. & Gidhagen, M. (2016). Co-governance in the Consumer Engagement Process: Facilitating Multibeneficial Value Creation. *Journal of Strategic Marketing*, Vol. 24, No. 3-4, pp. 327- 345.

Schumpeter, J.A. (1934). The theory of economic development: an inquiry into profits, capital, credit, interest, and the business cycle. *Harvard economic studies*, Vol. 46.

Vargo, S.L. & Lusch, R.F. (2011). It's all B2B…and Beyond: Toward a Systems Perspective of the Market. *Industrial Marketing Management*, Vol. 40, No. 2, pp. 181-187.

Vargo, S.L., & Lusch, R.F. (2016). Institutions and axioms: an extension and update of service- dominant logic. *Journal of the Academy of Marketing Science*, Vol. 44, No. 1, pp. 5-23.

Yin, R.K. (2009). *Case study research: Design and methods*. Thousand Oaks: SAGE Publications.

Zimmermann, E.W. (1945). Resources—an evolving concept. In *Proceedings and transactions of the Texas Academy of Science, 1944,* pp. 157–165. Houston: Texas Academy of Science.

Zimmermann, E.W. (1951). *World of resources and industries: A functional appraisal of the availability of agricultural and industrial materials*. New York: Harper.

Gaining Supply Chain Influence through Actor Investments

Vidana Gamage Gamithri Karunansea*, University of New South Wales Australia,
Gamithri.Karunasena@student.adfa.edu.au
Daniel D Prior, Cranfield University, UK, daniel.prior@cranfield.ac.uk

Abstract

'Winning friends and influencing people' is a common goal for actors within networks. Current studies focus on inter-firm or network-level influence. At the interpersonal level, there has been a focus on sales personnel and, to a lesser extent, frontline employees. In this study, we focus on 'actors' in a broad sense as resource-integrating members of service ecoystems. The purpose of the study is to define 'actor investments' as a deliberate allocation of resources to achieve outcomes. Drawing on an in-depth case study of the Australian Defence Industry (involving 68 depth interviews, three meeting observations and one focus group), the study identifies four major types of actor investment: empathic, instrumental, convincing and adaptation. In describing these profiles, the study offers an initial glimpse into the links between actor motivation, decision-making, behaviors and outcomes in service ecosystems.

Keywords: Industrial marketing; B2B; service; resources; decision-making; behaviour

Track: Industrial Marketing

Gaining Supply Chain Influence through Actor Investments

Introduction

Influencing others is a common pursuit in supply chain contexts. Previous studies tend to focus on preventing partner opportunism (Heide et al., 2007; Stump and Heide, 1996) or on creating sales outcomes (Siguaw et al., 1994; Singh, 1998). Many of the specific approaches to ensuring exchange partner compliance rely in the interpersonal interactions of specific actors such as sales, technical and fulfilment-related personnel. Despite recognition of this, few studies acknowledge the decision-making process that allows actors to influence other actors in supply chain networks.

The present study focuses on actor investments, as a way of conceptualizing the decisions and resulting behaviors of actors in supply chain networks. We suggest that actors determine how and when they allocate resources to achieve outcomes. As such, we see actor investments as deliberate decisions that individuals make to achieve benefits involving the allocation of resources under conditions of risk.

In developing the notion of actor investments, we conceptualize actors as individuals that are capable of resource utilization (i.e. they have the skills and knowledge necessary), that they have the ability to make decisions involving resource allocation (previous studies suggest this is the case in certain types of actor e.g. Singh, 1998), and that these decisions have the potential to affect the perceptions, decisions and actions of other actors in the supplier network. Our conceptualization, therefore, is consistent with actors as independent resource integrators (Cantù et al., 2012; Jaakkola and Alexander, 2014).

By considering supply chain networks, we also draw on the service ecosystem concept in service-dominant logic (SD-Logic) (Arnould, 2008; Lusch and Vargo, 2014; Vargo and Lusch, 2016). In this, we see supply chains as consistent of a network of inter-related actors that exchange resources with one another to achieve benefits.

Given our observations above, we feel that understanding actor investments in service ecosystems is an important new direction for SD-Logic in a general sense since this explorations should help to link actor motivations, decisions, behaviors and influence outcomes in service ecosystems. Hence, the focus of this exploratory study is to address the following research question:

- How do actor investments influence supply chain outcomes at the interpersonal level?

Method

Our study relies on an in-depth case study of the Australian Defence Industry since our goals was to develop a new theoretical explanation of actor influence (Yin, 2009). This industry accounts for about $35 billion in Defence spending by the Australian Government and accounts for more than 30,000 jobs. This industry represents a substantial supply chain network. It comprises major primes (i.e. global defence firms), SMEs, and industry associations, each of which provides services or products to the Australian Defence Force.

At the time of writing, the Australian Defence Industry was undergoing a period of significant change. This meant that we were able to study the perceptions of individuals from multiple parts of the Australian Defence Industry during a period when their own ability influence others was very important.

We adopted an inductive, exploratory approach to data gathering and analysis (Lincoln and Guba, 1985; Patton, 2002). Hence, our dataset comprises 68 in-depth interviews (average duration: 60 minutes), three meeting observations and one focus group. We focused on individuals with roles likely to convey significant influence such as Defence decision-makers, business development/ sales personnel, CEOs/ Managing Directors and industry advocates.

Our analytical process involved an inductive coding process (Lincoln and Guba, 1985; Miles and Huberman, 1994). We began by identifying a set of broad themes evident in the data to describe actor investment types. We focused on the goals of the actor in mind. Next, we utilized an axial coding process to identify actor investment decisions and behaviors. We used Nvivo 11 to analyse the data set.

Findings

Our tentative findings suggest actors make four major types of investment to achieve supply chain influence.

Label	Definition	Influence Goal	Indicative Quotation
Empathic	Allocations of time, effort and resources to ensure a clear understanding of other actors' needs	• Awareness • Understanding	*"I do spend a lot of time talking and listening and meeting with people and to understand what is on their mind, what are the issues and what are the circumstances for them…"*
Instrumental	Allocations of time, effort and resources to gain preferential resource access	• Resource Access	*"Who sponsors the meeting, they get to have a meeting with the customer before anyone else. Obviously, people with most money have most access"*
Convincing	Allocations of time, effort and resources to shape the beliefs and assumptions of other actors	• Changing views	*"... But if you can convince the go-to person; who that person with authority trusts, if you can convince them or even better, if you can be the go-to person, you can be trusted to do work on behalf of them"*
Adaptation	Allocations of time, effort and resources to	• Alignment	*"You adapt and adopt your own behaviour and the way that you may interact with those people to suit their personality or what's successful. It is*

| develop and implement customized outcomes for other actors | all about getting the work done. If you've got to adapt then you do" |

Table 1 Actor Investment Types

Discussion and Conclusion

Overall, these tentative findings contribute to understanding the means in which actors influence other actors in service ecosystems contexts. Our findings expand earlier research in supply chain and in sales by identifying a general set of actor investments that have apparent effects in interpersonal influence (Higgins, Judge, Ferris 2003; Wilson & Barbat 2015). We also expand research in service ecosystems by highlighting the relationships between actor decision-making and behaviors in these settings. Further, study supports service-ecosystem ideas relating to self-adjusting systems and mutual value creation. (Arnould, 2008; Lusch and Vargo, 2014; Vargo and Lusch, 2016). Our study draws on an industry context with some unique properties. The heavy government regulation and the highly complex nature of products and services imply that the Australian Defence Industry differs from other settings. While we feel that the changing nature of the context offers some clear benefits and our extensive data set allows a network-level perspective, we also acknowledge that the findings are more relevant to industry settings with similar profiles. Hence, we suggest future research is necessary to consider whether the actor investment types we identify are relevant and/ or whether they differ depending on context.

References

Arnould, E.J., 2008. Service-dominant logic and resource theory. J. Acad. Mark. Sci. 36, 21–24.

Cantù, C., Corsaro, D., Snehota, I., 2012. Roles of actors in combining resources into complex solutions. J. Bus. Res. 65, 139–150.

Heide, J.B., Wathne, K.H., Rokkan, A.I., 2007. Interfirm monitoring, social contracts, and relationship outcomes. J. Mark. Res. 44, 425–433.

Higgins, C. A., Judge, T. A., & Ferris, G. R. (2003). Influence tactics and work outcomes: a meta-analysis. Journal of Organizational Behavior, 24(1), 89-106.

Jaakkola, E., Alexander, M., 2014. The role of customer engagement behavior in value co-creation: A service system perspective. J. Serv. Res. 17, 247–261.

Lincoln, Y., Guba, E.G., 1985. Naturalistic Enquiry. Sage Publications, Beverly Hills, CA.

Lusch, R.F., Vargo, S.L., 2014. Service-Dominant Logic: Premises, Perspectives, Possibilities. Cambridge University Press, Cambridge, UK.

Lusch, R.F., Vargo, S.L., O'Brien, M., 2007. Competing through service: Insights from service-dominant logic. J. Retail. 83, 5–18.

Miles, M.B., Huberman, A.M., 1994. Qualtiative Data Analysis: An Expanded Sourcebook, 2nd ed. Sage Publications Inc., Thousand Oaks, CA.

Patton, M., 2002. Qualitative research and Evaluation Methods. Sage Inc, Thousand Oaks, CA.

Siguaw, J., Brown, G., Widing, R., 1994. The influence of the market orientation of the firm on sales force behavior and attitudes. J. Mark. Res. 31, 106–116.

Singh, J., 1998. Striking a balance in boundary-spanning positions: An investigation of some unconventional influences of role stressors and job characteristics on job outcomes of salespeople. J. Mark. 62, 69–86.

Stump, R.L., Heide, J.B., 1996. Controlling supplier opportunism in industrial relationships. J. Mark. Res. 33, 431–441.

Vargo, S.L., Lusch, R.F., 2016. Institutions and axioms: An extension and update of service-dominant logic. J. Acad. Mark. Sci. 44.

Yin, R.K., 2009. Case Study Research - Design and Methods, 4th ed. Sage Inc, Thousand Oaks, California, USA.

Impact of Evolution on Interfirm Relationship Health

David Gray, Macquarie University, david.gray@mq.edu.au
Abas Mirzaei, Macquarie University

Abstract:

This study is the first attempt to use a new measure of interfirm relationship health (BRHI) to link, emotion, interaction and organisation in business-to-business studies. 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. Data was collected in an on-line nationally representative (by state, age and gender) self-report administered business panel survey from 541 respondents based in the Unites States aged 18 and over. The findings disturbingly show that relationship performance declines as relationships evolve through the stages unless the relationship managers embark on a process of renewal. Indeed, only 10% of respondents were involved in the renewal stage. This points to the need for practitioners to carefully monitor over time the health of their interfirm relationship and introduce renewal activities when needed.

 Keywords: Relationship health, interfirm evolution, relationship performance.

Track: Industrial Marketing

Impact of Evolution on Interfirm Relationship Health

Introduction and Research Aim

The aim of this study is: *To investigate the influence of life-cycle evolution stage on interfirm relationship health and performance.* Two research questions are addressed in line with this aim: **RQ1:** What factors affect interfirm relationship health? **RQ2:** What impact does interfirm relationship health have on relationship performance, satisfaction, esprit de corp, trust and commitment over different phases of relationship development?

Background and/or Conceptual Model

A general measure of inter-firm relationship health called the Business Relationship Health Index (BRHI) is adapted from marriage and family therapy (Yingling et al (1998). The BRHI comprises three aspects including the emotional climate, interaction/problem solving and organisation/structural behaviours. A central question here for these relationships is that as they evolve, the importance of variables such as relationship health, trust, esprit de corp and commitment may change and produce differential impacts on performance and satisfaction (Das and Teng, 1998; Dwyer et al., 1987; Ford, 1980 and 1989; Jap, 2001; Terawatanavong et al., 2007), but little is known about what those differences are. In this study, the BRHI is empirically tested by assessing its impact on interfirm buyer–seller relationships as they evolve over time (Claycomb and Frankwick, 2010; Ritter and Gemünden, 2003; Ford 1980). Apart from longitudinal research, one way to identify relationship evolution is to prompt respondents to discuss multiple timeframes simultaneously (Eggert, Ulaga, & Schultz, 2006). This represents a form of quasi-longitudinal research via the use of relationship phases of development (Claycomb & Frankwick, 2010). The model to be tested is shown in Figure 1.
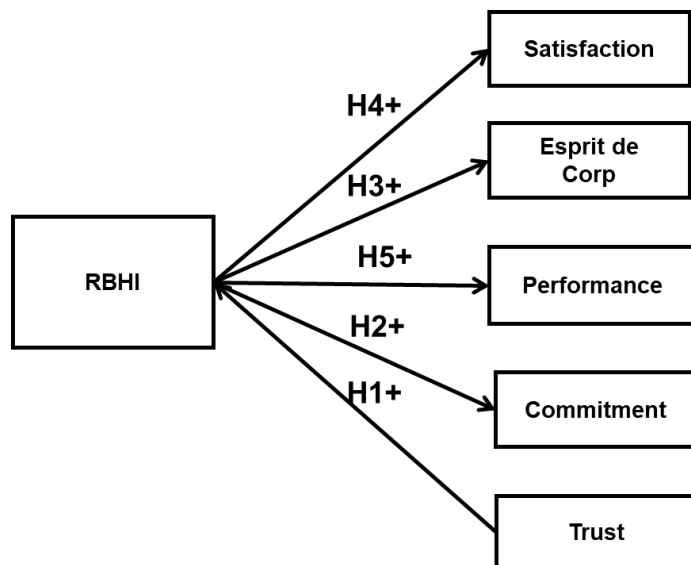

Figure 1 Conceptual Model

Methodology

Data was collected in an on-line nationally representative (by state, age and gender) self-report administered business panel survey from 541 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. Esprit de corp is measured using five items from Jaworski and Kohli (1993). Relationship trust and commitment are measured using scales from Helfert, Ritter, and Walter (2002). Relationship satisfaction is measured by including three items from 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, 2016).

Results and/or Discussion and Contributions

The model identified in Figure 1 tested and validated the influence of BRHI on a range of well-known interfirm relationship variables including performance over four major relationship development stages. All five hypotheses are supported. Overall BRHI explains 54% percent of relationship performance, 45% of satisfaction, 48% of trust, 51% of commitment and 48% of esprit de corp. A multigroup analysis was conducted in XLSTATPro (Fahmy, 2016) to test for significant differences between different development stages (see Table 1 and Figure 2). The results show that the strength of BRHI on relationship performance and esprit de corp decline as relationships move from exploration, buildup and reach maturity but recover in cases of relationship renewal. Interestingly, relationship commitment and trust do not show any statistically significant differences between stages of development.

Table 1 Overall Model β coefficient contributions

Variable	Exploration	Buildup	Maturity	Renewal	BRHI

Satisfaction	0.88	0.75	0.55	0.60	0.67
Esprit de corp	0.86	0.74	0.60	0.65	0.69
Performance	0.89	0.61	0.66	0.89	0.74
Commitment	0.78	0.79	0.64	0.72	0.72
Trust	0.83	0.76	0.65	0.57	0.70
# Respondents	110	128	240	55	541
% Respondents	20.3	23.7	44.4	10.1	100

Note: BRHI=Relationship Business Health Index; All variables $p<.01$; Overall sample N=541.

Figure 2. Path coefficients -Influence of BRHI on selected variables
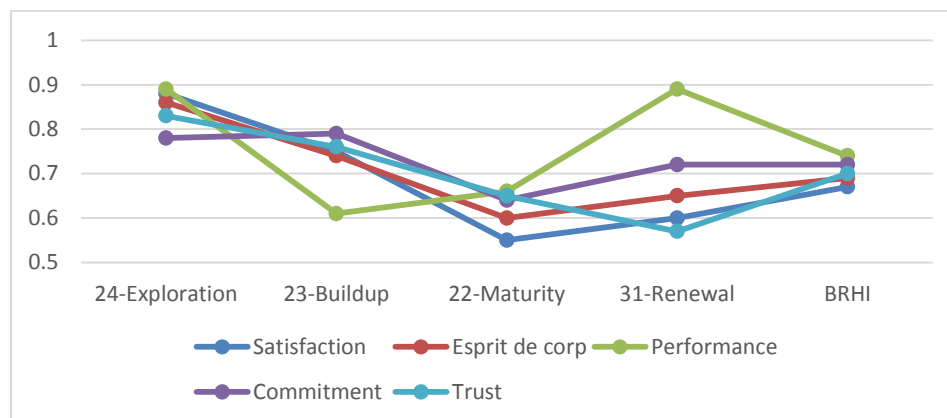
Implications for Theory and Practice

This study is the first attempt to use BRHI to link, emotion, interaction and organisation in business-to-business studies. 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 findings disturbingly show that relationship performance declines as relationships evolve through the stages unless the relationship managers embark on a process of renewal. Indeed, only 10% of respondents were involved in the renewal stage. This points to the need for practitioners to

carefully monitor over time the health of their interfirm relationship and introduce renewal activities when needed.

References

Ashnai, B., Henneberg, S.C., Naudé, P., & Francescucci, A. (2016). Inter-personal and inter-organizational trust in business relationships: An attitude–behavior–outcome model. *Industrial Marketing Management*, 22(1), 128–139.

Cannon, J.P., & Perreault, W.D. (1999). Buyer–seller relationships in business markets. *Journal of Marketing Research*, 36(4), 439−460.

Claycomb, C., & Frankwick, G. L. (2010). Buyers' perspectives of buyer–seller relationship development. *Industrial Marketing Management*, 39(2), 252–263.

Das, T. K., & Teng, B. S. (1998). Between trust and control: developing confidence in partner cooperation in alliances. *Academy of management review*, 23(3), 491–512.

Dwyer, F. R., Schurr, P. H., & Oh, S. (1987, April). Developing buyer–seller relationships. *Journal of Marketing*, 51, 11–27.

Eggert, A., Ulaga, W., & Schultz, F. (2006). Value creation in the relationship life cycle: A quasi-longitudinal analysis. *Industrial Marketing Management*, 35(1), 20–27.

Fahmy, T. (2016) XLSTAT, version 2016. Addinsoft, Paris (available at www.xlstat.com)

Ford, D. (1980). The development of buyer-seller relationships in industrial markets. *European Journal of Marketing*, 14(5/6), 339-353.

Ford, D. (1989). One more time: what buyer-seller relationships are all about. *Research in Marketing: An International Perspective*, 813–836.

Helfert, G., Ritter, T., & Walter, A. (2002). Redefining market orientation from a relationship perspective: Theoretical considerations and empirical results. *European Journal of Marketing*, 36(9/10), 1119-1139.

Jap, S. D. (2001). The strategic role of the salesforce in developing customer satisfaction across the relationship lifecycle. *Journal of Personal Selling & Sales Management*, 21(2), 95–108.

Jaworski, B.J., & Kohli, A.K. (1993). Market orientation: Antecedents and consequences. *Journal of Marketing*, 57(3), 53-70.

Lichtenstein, J. (2014). Demographic Characteristics of Business Owners, U.S. Small Business Administration. Office of Advocacy, from U.S. Census Bureau, *Survey of Income and Program Participation (SIPP) 2004 SIPP Wave 12 (2007 data), 2008 SIPP Wave 13 (2012 data)*, Issue Brief No. 2, pp.1-3.

Ritter, T., & Gemünden, H. G. (2003). Interorganizational relationships and networks: An overview. *Journal of Business Research*, 56(9), 691–697.

Terawatanavong, C., Whitwell, G. J., & Widing, R. E. (2007). Buyer satisfaction with relational exchange across the relationship lifecycle. *European Journal of Marketing*, 41(7/8), 915–938.

Yingling L.C., Miller, W.E., McDonald, A.L., Galewaler, S.T., (1998). GARF Assessment Source Book: *Using the DSM-IV Global Assessment of relational Functioning*, Brunner/Mazel, Publishers, A member of the Taylor and Francis Group.

Leveraging serendipity in trade shows

Elina Koivisto*, Aalto University School of Business, elina.koivisto@aalto.fi

Abstract:
Serendipity, the ability to recognize and leverage or create value from an unexpected event is one of the most important capabilities for any entrepreneur. In this study, the role of trade shows as platforms for serendipity is demonstrated. Moreover, based on 40 interviews with start-up company founders and CEOs, this article shows how entrepreneurs prepare for serendipity in trade shows and how these incidents can then be translated into a variety of business benefits.

Keywords: trade shows, serendipity, entrepreneurial marketing

Track: Industrial Marketing

Introduction and Research Aim

Quite often, when interviewing managers about trade shows and their impact, the interviewees mention a single lucky incident – being in the right place, at the right time that already by itself turned the return on trade show investment profitable. However, attributing these contingencies to merely good luck would be an understatement. Rather, many of these incidents should be treated as outcomes of serendipity, originally coined as 'accidental sagacity' by Horace Walpole in 1754 (Merton and Barber 2006) that denotes a 'search leading to unintended discovery' (Dew 2009, p. 735) and furthermore, 'the ability to recognize and leverage or create value from unexpected information' (Van Andel 1992).

Originally, serendipity has been of interest in the sociology of sciences and later, it has been introduced to the domain of organization studies as part of the effectuation theory (Sarasvathy 2001). Despite these advances, there are still very few systematic studies on serendipity and how to leverage these serendipitous events in the domain of business literature (Napier and Vuong 2013). What is more, while serendipity has been recognized as an important condition in marketing practice (Brown 2005), it has not been empirically studied within the domain of marketing.

In this study, the concept of serendipity is applied in the context of trade shows and entrepreneurial marketing (Mort, Weerawardena & Liesch 2012) to understand the benefits of trade show participation and their role within the marketing communications mix in the 21st century when majority of communication is becoming digital. Subsequently, this study is geared towards understanding how trade shows enable serendipity, and how companies can leverage these events in their marketing efforts with a network of partners, investors, and customer stakeholders.

The aim of this study is:

> *To explore the ways in which companies can leverage serendipity to improve their tradeshow performance and, in so doing, the subsequent outcomes of trade show participation.*

In line with this objective, we address three research questions:

RQ1: How serendipity occurs at trade shows?
RQ2: What are the outcomes resulting from serendipity?
RQ3: How can serendipity be facilitated in this context?

Background and/or Conceptual Model

Unpredictability is a key characteristic of trade shows, where one can never fully control what will happen, who one will encounter, or if these meetings will eventually lead into anything significant. However, many entrepreneurs participate in trade shows with a hope that something unexpected, and pleasant will happen. Effectuation theorists suggest that when the future cannot be predicted, one should instead attempt to control it (Read, Dew, Sarasvathy, Song & Wiltbank 2009). In line with this thinking, the entrepreneurial marketing paradigm, this entails proactively identify and exploit "opportunities […] through innovative approaches to risk management and resource leveraging for value creation" (Mort et al. 2012, p. 544).

The creation of these pivotal 'chance happenings', is illustrated well by the concept of serendipity that is defined to consist of 'search', 'sagacity', and 'contingency' (Dew 2009). First, sagacity refers to the prepared mind – the prior experience and education, that is

essential for the discovery of a new entrepreneurial opportunity (Shane 2000). Second, search entails the purposeful actions geared towards acquiring new information (Dew 2009). Simply this means that one needs to have an open mind for discovery and ideally engage in some active search effort. However, this search needs not to be directed towards what is actually found in the end, but one needs to be looking for something. Finally, a contingency, an unexpected event, "not logically necessary, i.e. it could not have occurred" (Dew 2009, p. 739), is needed. Only when these three elements are in place, can we refer to an event as serendipity. In this light, then, serendipity is not something that 'just happens' to an individual, but actually something that one has active role in facilitating.

Methodology

Slush, a global start-up and technology tradeshow, serves as a context for this study as it is an important meeting point for start-up entrepreneurs, venture capitalists, and media. To gain a closer actor-perspective of this phenomenon, 40 CEOs and founders from participating companies were interviewed. The semi-structured interviews (Silverman 2006) lasted from 37 minutes to 76 minutes and they were transcribed verbatim. To help make sense of the phenomenon, the interview data was complemented with ethnographic observational data from Slush in 2011, 2013, and 2015. As the study is explorative by nature, data-driven approach of grounded theory (Strauss and Corbin 1998) was applied in analyzing the data.

Results, Discussion and Contributions

Trade shows act as platforms for serendipity by bringing the market actors together to begin new relationships, interact, and create new opportunities. The study illustrates how entrepreneurs can actively facilitate the opportunity creation and leveraging through the elements of serendipity. In general, the achieved outcomes can be classified into social, intellectual, and financial benefits. The social benefits include establishing new relationships, engagement with community, and extension of networks. The social benefits entail acquiring new knowledge through informal information exchange, gathering market insights, formal information accumulation. Finally, the financial benefits refer to both new sales and capital investment initiated at trade shows.

In conclusion, this study provides a novel conceptualization of the impact of attending a trade show from an entrepreneurial marketing perspective. What is more, this emphasizes the importance of physical presence in the same space for serendipity to occur. In this vein, trade shows are suggested to maintain their important role in the marketing communications mix in the ever digitalizing world.

Implications for Theory and Practice

The results of our study propose, that serendipity is an important concept to understand the role of trade shows in marketing. In fact, participating into a trade show can be seen as a case of an entrepreneur becoming a manager of his own serendipity (Dew 2009) by remaining open to these serendipitous events, combined with intentionally designing processes and contexts to support their leveraging (Austin, Devin, and Sullivan 2012) as well as creating organizational openness to the unexpected, non-programmed events (Cunha, Clegg & Mendonca 2010), and abandoning the routine and predictability (Plowman et al. 2007). However, it is important to note that serendipity alone does not bring about success. For

instance, Agndal and Axelsson (2002) note that only combined with rational planning, and utilizing interpersonal linkages, serendipity can lead to successful implementation of firm strategy. In line with this reasoning, firms should strategically make the element of serendipity to work in their favor by 'being in the right place, at the right time'.

In particular, this is of paramount importance for start-up companies that are 'born globals' (Rennie 1993). As they operate in an environment that extends way beyond the local business community, most of the year it takes a lot of time, effort, and traveling to reach out for the key actors in their field. However, trade shows such as Slush, make an exception to this by bringing the start-up community and its contingents together once a year. In ever-digitalizing business-relationships, this co-presence is essential, yet rare.

References

Austin, R.D., Devin, L., & Sullivan, E.E. (2012). Accidental Innovation: Supporting Valuable Unpredictability in the Creative Process. *Organization Science*, 23(5), 1505-1522.

Brown, S. (2005). Science, serendipity, and contemporary marketing condition. *European Journal of Marketing*, 39 (11/12), 1229-1234.

Cunha, M.P., Clegg, S.R., & Mendonca, S.(2010). On Serendipity and Organizing. *European Management Journa*l, 28, 319-330.

Dew, N. (2009). Serendipity in Entrepreneurship. *Organisation Studies*, 30(7), 735-753.

Merton, R.K. & Barber, E. (2004). The Travels and Adventures of Serendipity. Princeton University Press, Princeton.

Mort, G.S., Weerawardena, J., & Liesch, P. (2012). Advancing entrepreneurial marketing. *European Journal of Marketing*, 46 (3/4), 542 – 561.

Napier, N. K. & Vuong, H. (2013). Serendipity as a Strategic Advantage?. *Strategic Management in the 21st Century*, 1, 175-199.

Plowman, D. A., Baker, L. T., Kulkarni, M., Solansky, S. T., & Travis, D. (2007). Radical change accidentally: The emergence and amplification of small change. *Academy of Management Journal,* 50, 515–543.

Read, S., Dew, N., Sarasvathy, S., Song, M., & Wiltbank, R. (2009). Marketing Under Uncertainty: The Logic of an Effectual Approach. *Journal of Marketing*, 73, 1-18.

Rennie, M. W. (1993). Born global. *The McKinsey Quarterly*, 4, 45-52.

Sarasvathy, S. (2001). Causation and Effectuation: Toward a Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency. *Academy of Management Review*, 26 (2), 243–63.

Shane, S. (2000). Prior Knowledge and the Discovery of Entrepreneurial Opportunities. *Organization Science*, 11(4), 448-469.

Silverman, D. (2006). *Interpreting Qualitative Data: Methods for Analysing Talk, Text and Interaction (3rd ed).* London: Sage, XV.

Strauss, A. & Corbin, J. (1994). Grounded Theory Methodology. An Overview. In N.K. Denzin & Y.S. Lincoln (Eds.), *Handbook of Qualitative Research* (pp. 273-285). Sage Publications, Thousand Oaks.

Van Andel, P. (1992). Serendipity; Expect also the Unexpected. *Creativity and Innovation Management,* 1(1): 20-32.

Refining the method to measure the intangible value of trade shows

Elina Koivisto*, Aalto University School of Business, elina.koivisto@aalto.fi

Pekka Mattila, Aalto University School of Business, pekka.mattila@aaltoee.fi

Anna Sirén, Aalto University School of Business, anna.2.siren@aalto.fi

Abstract:

Despite the rise of digital media, trade shows have not lost their importance within the marketing mix. However, to this date, their specific impact has been hard to measure. To address this gap, this article aims to investigate the outcomes of knowledge creation, sharing, and acquisition occurring at trade shows by utilizing Return on Trade Show Information (RTSI) model (Bettis-Outland et al. 2010). The preliminary analysis supports the findings of Bettis-Outland et al. (2012) as well as shows that information quality, information dissemination and information use have all positive relationships with the Information value.

Keywords: trade shows, performance measures, Return on Trade Show Information

Track: Industrial Marketing

Introduction and Research Aim

Despite the rise of digital media, trade shows have not lost their importance within the marketing mix. However, to this date, their specific impact has been difficult to measure. Previous research on trade show performance has mostly focused on the tangible benefits of trade show participation (i.e. Gottlieb, Brown & Brennan 2011, Lee & Kim 2008), leaving the intangible outcomes of trade show attendance largely overlooked. Furthermore, most of these studies have solely taken the exhibitor perspective. To address this gap, this article aims to investigate the outcomes of knowledge creation, sharing, and acquisition occurring at trade shows from both exhibitor and visitor perspectives.

The analysis of the intangible benefits acquired at trade shows is based on a *Return on Trade Show Information* (RTSI) model (Bettis-Outland, Cromartie, Johnston, and Borders 2010). Originally, it has been developed to complement the studies on tangible benefits of trade shows with its focus on the processes of acquisition as well as use value of information gathered at the trade shows.

Following this, the aim of this study is:

To further develop a model to measure the value of the information acquired in trade shows and provide best practices for the utilization of this information.

We address two research questions in line with this aim:

RQ1: What factors influence the value of trade show information?
RQ2: What are the business outcomes of trade show information?

Background and/or Conceptual Model

Trade shows have been defined as "short-term events, typically less than a week in duration that take place on a regularly scheduled basis. Trade shows enable various members of a certain market or industry to meet face- to-face and share ideas, new product innovations, technical updates, industry information, connect with customers and prospects, as well as, in some cases, consummate sales." (Bettis-Outland et al. 2012, p. 385). Consequently, trade shows have been regarded as means of achieving sales objectives (Blythe, 2000) and promoting products and services (Munuera & Ruiz, 1999). However, these events have been losing their significance in terms of direct sales, and, in turn, becoming more important for building relationships with customers and partners (Sarmento, Farhangmehr, and Simoes 2015), cultivating the brand image of exhibitors (Hansen 2004), and sharing information among participants (Cheng, Koivisto & Mattila 2014). Indeed, these non-selling activities can be even considered to be more important than selling activities (Kerin & Cron, 1987).

Trade shows offer an excellent opportunity to access low-cost information sources and to get vital information quickly, easily and cheaply (Sharland and Balough, 1996). This information can encompass anything from information about competitors and customers to industry trends and new products (Hansen, 1999). Moreover, trade show information includes information that is acquired during the trade show but also information gathered afterwards, in a specified timeframe. To understand the acquisition of this information as well as the outcomes of this process, Return on Trade Show Information (RTSI) model (Bettis-Outland et al. 2010 & 2012) is applied. The model is based on the assumption that if the information acquired at the trade show is judged to be of high quality, the participants are more likely to share the information with other organizational members. Furthermore, when the information is trusted to be of high quality, it is more likely to be used to support the on-going organizational processes and in making organizational decisions. By incorporating newly acquired and disseminated high quality information into organizational processes and decision-making, the organization will gain both tangible and intangible benefits. (Bettis-Outland et al., 2010)

This RTSI-model has been developed to complement the extensive studies regarding tangible benefits extracted from trade shows by capturing the intangible benefits of attending a trade show by analyzing the use and value of information gathered at the trade shows (Bettis-Outland et al. 2012). Despite the promising results from their exploratory study, the authors suggest that more testing and evaluation of the model is needed to fully understand the value of trade show information as well as the process leading to its acquisition (Bettis-Outland et al. 2012).

Methodology

Data collection was conducted utilizing an online survey that was distributed to the database of the participants of Finnish business-to-business trade fairs, PacTec, PlasTec, FoodTec and SignTec, and Business Day events that were organised in Helsinki during September 2016. The survey was sent out to 3550 trade show attendees and resulted in 450 usable responses and 12,9 % response rate.

Preliminary analyses have been conducted using explorative factor analysis (Hair et al., 2014) in order to reduce large number of independent variables to a manageable level. In this study, the factor analysis was conducted in order to find the most appropriate variables to be used in the augmented RTSI regression model. Moreover, the data are then further analyzed with multiple regression (Malhotra & Birks, 2012) to (1) replicate the study by Bettis-Outland et al. (2012) and demonstrate the functionality of RTSI-model, (2) extend the RTSI model with objectives for the trade show information acquisition, and (3) examine the impact of most appropriate variables, resulted from the factor analysis, to the information value

Results, Discussion and Contributions

The preliminary results of the study support the findings of Bettis-Outland et al. (2012) and show that information quality, information dissemination and information use have all positive relationships with the Information value. However, the impact of information acquisition seems to depend on which way the information is acquired. Here, unlike in the previous studies, the objective setting for information acquisition did not have positive impact on information value

Implications for Theory and Practice

In managerial terms, this study will help companies in achieving best possible outcomes of their trade show attendance. As an example, the data will help them in defining the most crucial and efficient activities from value-creation perspective. Moreover, the results will help in justifying the usefulness of trade shows in the ever digitalizing business environment. Indeed, the study demonstrates both the different short-term and long-term outcomes of trade show participation.

Based on our findings, it is crucial for the exhibitors to set clear objectives for the trade show participation as well as monitor and evaluate their achievement after the trade show. Moreover, the visitors attend trade shows to acquire new information as well as to entertain themselves, so exhibiting companies should both invest in professional booth personnel and experience design. Also, sharing trade show experience in the organization using mutually agreed process increases the benefits derived from the trade show information.

For the visitors, it is recommended to set objectives for the trade show participation. The objectives should be defined in a clear manner. In order to benefit from the trade show participation as much as possible, it is also recommended to get to know the exhibitors and trade show program beforehand. Trade shows form a unique opportunity to create new contacts and deepen the existing ones. Trade show information can be gathered from several sources, also from social media. Finally, sharing information after the trade show increases the benefit received from the information.

References

Bettis-Outland, H., Cromartie, J.S., Johnston, W.J. & Borders, A.L. (2010). The return on trade show information (RTSI): a conceptual analysis. *Journal of Business & Industrial Marketing*, 25 (4), 268-71.

Bettis-Outland,H., Johnston, W.J. & Wilson, R.D, (2012). Using trade show information to enhance company success: an empirical investigation. *Journal of Business & Industrial Marketing*, 27(5), 384 – 391

Blythe, J. (2000). Objectives and measures at UK trade exhibitions. *Journal of Marketing Management*, 16, 203−222.

Cheng, H., Koivisto, E. & Mattila, P. (2014). International fashion trade shows as knowledge creation platforms for microenterprises. *Journal of Global Fashion Marketing*, 5(2), 149-164.

Gottlieb, U. R., Brown, M.R. & Judy Drennan (2011). The influence of service quality and trade show effectiveness on post-show purchase intention. *European Journal of Marketing*, 45(11/12) 1642 – 1659

Hair, J.F., Black, W.C., Babin, B.J. & Anderson, R.E. (2014). *Multivariate Data Analysis: A Global Perspective*. 7th edition. New Jersey: Pearson Prentice Hall.

Hansen K. (1999). The dual motives of participants at international trade shows: an empirical investigation of exhibitors and visitors with selling motives. *International Marketing Review*, 13(2), 39–54.

Kerin, R. A. & Cron, W. L. (1987). Assessing trade show functions and performance: an exploratory study. *Journal of Marketing*, 51, 87-94.

Lee, C. H. & Kim, S.Y. (2008). Differential effects of determinants on multi-dimensions of trade show performance: By three stages of pre-show, at-show, and post-show activities. *Industrial Marketing Management*, 37, 784-796.

Malhotra, N. K., Birks, D. F. & Wills, P. (2012). *Marketing research: An Applied Approach*, 4. Edition, Harlow: Financial Times Prentice Hall.

Munuera, J. L. & Salvador Ruiz (1999). Trade Fairs as Services: A Look at Visitors' Objectives in Spain. *Journal of Business Research*, 44, 17-24.

Sharland, A. & Balogh, P. (1996). The value of non-selling activities at international trade shows. Industrial Marketing Management, 25, 59–66.

Time in Business Relationships

Sergio Biggemann, University of Otago Business School

Abstract:

This paper reports on the effects of time in business relationship. Contrary to contemporary research on time that focuses on the chronological aspects of time, this research views time as a spatial dimension, where the cycle time between observation of relationship structure varies like the distance between the lenses and an object the observer will negotiate until the focus permits a clear view of the object. Likewise, this paper argues that varying the period of time in which relationship structure is analysed, allows for the emergence of clear patterns of change of relationship structure, thus for more accurate modelling of the past and prediction of the future.

Key words: Time, Spatial Dimension, Relationship Structure Dynamics

Track: Industrial Marketing

Introduction

The importance of time in modelling the dynamics of business relationship, has been the focus of several research studies, the majority of which have been conducted looking at the chronological nature of time, however, in addition to the obvious chronological effects of time on business relationships, which imply that long tenure relationships are more complex than new relationships, research on the functions of time in understanding relationship dynamics is still contentions and appears to struggle escaping from viewing of time as past present and future only. This paper takes a different perspective of time in business relationship, addressing time as a spatial lens that researchers and managers could use as a tool which placed at a proper distance of observation reveals a clear pattern of change of relationship structure, that is, changing the period of time between observed interactions between two businesses allows for a clear view of the dynamics of relationship structure evolution.

Background

Business research aim to explain the past or predict the future studying time as an independent variable, with focus on its chronological nature, articulating, indeed, the present as now. However, Bakken, Holt, and Zundel (2013) argue that time is not a series of discreet 'nows' but instead experiences of dragging of time or forgetting time passing, which makes time relative and even confusing in peoples' minds. Bakken et al, find that studying time chronology only limited and call for a broader scope in addressing time in business research. The prevalence of time allocation approach in industrial marketing literature begins with the industrial revolution's focus on integrating man and machine and the modern manufacturing obsession to increasing time efficiencies (Davies, 1994). It is only recently that new views on business marketing research have broadened the relevance of time in business interaction. Halinen, Medlin, & Törnroos's (2012) contribution on methods for studying network processes, the meaning of time, and the issue of timing of business action, states: "the way time is conceptualized affects our understanding of business processes," (p.215). They focus on an event-based view of time. Although event time is still clock-time-type, events could be deemed a new time unit, like are days or weeks, however, events are more suitable to study business interaction. In another study, Corsaro and Snehota (2012) find that actors' cognitive elaborations of interaction over time affect the relationship outcomes. Thus, from a researcher's perspective, it could be argued that focusing on different time units would potentially show different changes to relationship structures, which, in conjunction of the work of George Matheron, a French Mathematician and Geologist whose work was underpinned by three key concepts: space, structure, and randomness, have been the inspiration for this research.

We envisaged a similar idea when thinking of relationship structure. Explained in brief, Matheron found that looking at the structure of matter from too close (e.g. at atom's level) it appears to be chaos, likewise, looking at it from too far away make the matter look plain and inert, thus, there is a spatial distance at which structure emerges clear. Regarding dynamics of relationship structure, analysis change too often, (e.g., after every single interaction, almost on a daily basis), looks like chaos, relationship may improve, or deteriorate almost in a random manner, on the other hand, analysis change on too distant events, may give the impression of relationship structure staying unchanged, inert. Thus, it might be an ideal frequency of analysis that allows the patter of dynamics of business relationship emerge. This is the approach towards time that this paper focuses on.

Methodology

Data for this research come from a three-year-long longitudinal study on business relationships at four focal companies, gathered through 57 one on one interviews, participant observation and review of public and private documents. The total number of firms involved were 17 and the total amount of transcripts of interviews and field notes resulted in 900 pages. Embracing a critical realism research paradigm, data were analysed to modelling intercompany interaction aiming to discovering the dynamics of relationship structure. Several episodes of interaction between the four focal companies and additional 13 counterparts were found amenable to study, the effects of time in business relationship.

Results

Results of the study show that structure of relationship can be portrayed by using dimensions of five constructs of trust, commitment, bonds, information sharing, and distance (Biggemann, 2010). However, not all dimensions of these constructs need to be present always in relationship structure, regardless how good, bad, old, or new the relationship is. Results also show that every time one party acts on the other, the other responds to such act guided by the meaning that they have given to the act, meaning that is affected by structure of relationship, past experiences and expectations of the future. This exchange of acts, makes relationship structure susceptible to change. Thus, this research finds that relationship structure on the one hand affects the outcomes of interaction, but on the other hand potentially changes as a consequence of such interaction. However, an issue remained unexplained. Just knowing that relationship structure is dynamic and potentially changes in interaction does not contribute towards a more predictive model of relationship dynamics, neither to explain reasons for change, therefore data were revisited to address this isue.

It was observed that after every interaction relationship potentially changes, however, the direction of change, (i.e., improved or deteriorated relationship), seemed chaotic, particularly in observing change at short time intervals. Thus, different time intervals to analysis change of relationship structure were tried. Intervals of study were moved from acts to events. Events, we define, as a series of acts with a beginning and an end and that could be named, (e.g., a completed purchase order). We observed that changes to relationship structure became clearer to model at the event time unit, however, event time, if too long, made relationship look static, if too short, chaotic. Thus, we continue varying time interval between observations, finding that frequency of observation has an optimal point, which may or not be event time, that makes the patterns of dynamics of relationship structure emerge. However, we also find that relationship pace is not the same for all dimensions of relationship structure, thus time scale needs to change for different dimensions of relationship. For instance, trust honesty could be destroyed in one act, just by the fact that one party was lying to the other, however, structural bonds require a longer term to either be built or destroyed. See figure 1 for illustration.

Figure 1. Focusing Relationship Structure Dynamics
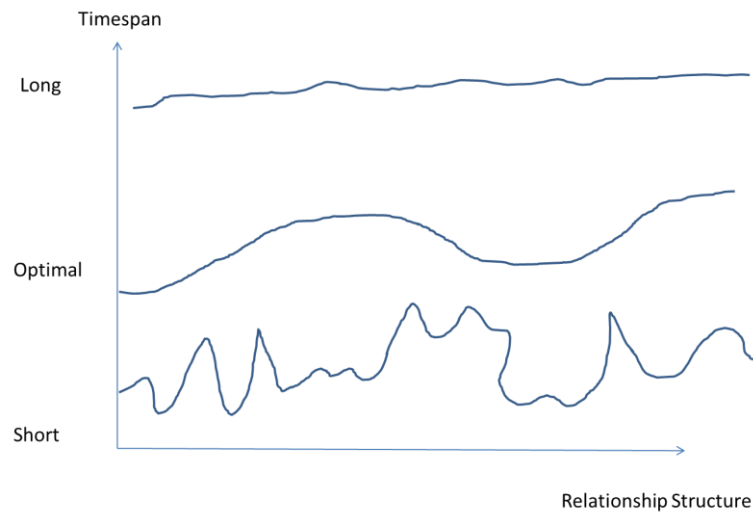
Conclusions

Relationships change at different paces and within relationship different dimensions change at their own pace. Observation of relationship structure change at its right time interval provides the researcher with improved capabilities to predict direction of change and for clearer modelling of relationship dynamics. It also provides managers with greater ability to manage relationships.

This research contributes to knowledge by opening a new avenue to study the time dimension regarding business relationships, which is not chronological, neither event time, but instead it is thinking of time as the lenses which optimal distance gives focus to observe change of relationship structure.

References

Bakken, T., Holt, R., & Zundel, M. (2013). Time and play in management practice: An investigation through the philosophies of McTaggart and Heidegger. *Scandinavian Journal of Management, 29*(1), 13-22.

Biggemann, S. (2010). Structure and dynamics of business-to-business relationships. In A. G. Woodside (Ed.), *Advances in Business Marketing and Purchasing: Organizational Culture, Business-to-Business Relationships, and Interfirm Networks* (Vol. 16, pp. 327-340): Emerald.

Corsaro, D., & Snehota, I. (2012). Perceptions of Change in Business Relationships and Networks. *Industrial Marketing Management, 41*(2), 270-286.

Davies, G. (1994). What Should Time Be? *European Journal of Marketing, 28*(8/9), 100-113.

Halinen, A., Medlin, C. J., & Törnroos, J.-Å. (2012). Time and process in business network research. *Industrial Marketing Management, 41*(2), 215-223.

Modelling Sales Forecasting Composite Bias

Piotr Kwaitek, American University of the Middle East, Kuwait
*Zazli Lily Wisker, Pacific International Hotel Management School, New Plymouth, New Zealand

Abstract

Although it has been recognized that there is an inherent bias in the forecast provided by sales force, research examining the antecedent of sales forecast bias remains unanswered. Through an exploratory method, this study attempts to provide insights in assessing the bias for forecasting sales employed by salespeople and sales managers. This study gathered qualitative data from forty two salespeople at various management levels who were responsible for providing information for sales forecast in Poland. Results were analysed and discussed through a grounded theory methodology. Finally a theoretical model of the phenomena of the sales forecast composite bias was developed.

Keywords: Sales forecasting, sales forecast bias, forecast accuracy. Sales Management and Personal Selling.

Track: Industrial Marketing

Introduction

Accurate sales forecasting is imperative in providing planning to any organizations. It is the most critical steps in a business process as it provides foundation for other operations (Chern et al., 2016). If sales are overestimated, a firm would suffer overstocks resulted to large holding costs. In contrast if sales are underestimated, the firm would lose revenues and profits. As a result, sales forecasting bases and variables have become pertinent issue both in economic practice and scientific research. Past literature however has raised conflicting approach and base on how sales should be forecasted (e.g. Blessington, 2016; Hughes, 2001; Kahn and Mentzer, 1995; Watson, 1996,).This is not surprising as no one method is found to be optimal in every forecasting situation (Mahmoud, 1984). Conflicting evidence is also found when the relationship between the types of technique used and accuracy is understudied (Peterson, 1990; Kahn and Mentzer, 1995). Therefore, forecasting based on a simultaneous use of several methods is called for. Past sales forecasting methods findings confirm that the best forecast method is the combination of the application of qualitative and quantitative methods which contain fewer ex post inaccuracies than each of these forecasts separately (Lawrence, Edmundson and O'Connor 1986; Schnaats 1986).

In reviewing the literature on sales forecasting approach we found that both qualitative (based on judgments and opinions of the management, customer buying-intentions) and quantitative methods are used by the forecaster. Although the quantitative method is reported as superior than the qualitative, forecasters tend to use qualitative method in a much broader scale (McCarty, Davis, Golicic and Mentzer, 2006; Mentzer and Kahn, 1994).Variables such as size of the company and the type of industry has become the major driver for the forecast (Peterson and Jun, 1999; Winklhofer and Diamantopoulos, 1997). Larger firms produce forecast for different aggregation levels and tend to use a bottom-up forecasting process and quantitative techniques as opposed to smaller firms that usually dictated by the top-down approach (Sanders & Mandrodt, 1994; Peterson and Jun, 1999). Others also found the relationship between the approach to forecasting and the type of industry and product. For examples, forecasters within manufacturing firms tend to use more complex techniques than forecasters in service companies (Sanders, 1992). For product with stable demand, statistical method such as moving averages and exponential smoothing techniques are more suitable (Blessington, 2016; Keller, 2012). Arguably exponential smoothing is the most effective proven method that can detect patterns in geographic sales data (Blessington, 2016). However when demand is irregular and volatile, traditional statistical methods become ineffective.

Predicting the sales forecast based on customers' purchase intention has also been given merits by few studies for over three decades (Armstrong, Morwits & Kumar, 2016; Bemmor, 1992; Morrison, 1977). For example, Morrison (1979) developed a model to describe how purchase intention relate to purchase behaviour for durable goods such as car. Bemmor's (1992) model emphasises the importance of forecasting sales based on customers' purchase intention and stipulates the differences between non-intenders and intenders in the probability of true intention and how it can sometimes change overtime. Armstrong et al. (2016) in their empirical study, examining the automobile industry in France and America for over eleven years of data has concluded that customers' purchase intention are often used to forecast sales of consumer durable products such as automobiles and home appliances. However one has to be cautious when intention data is used to predict sales forecast as it is only useful under certain conditions, such as the importance of the predicted event, minimal biasness from the respondents and responses was obtained from the decision makers (Armstrong, 1985).

Another common method is through a salesperson's opinion method, although the accuracy of this method is often questionable (Mello, 2016). This is a popular means since the information provided by company's sales force is relatively cheap to obtain. Another

advantage is the fact that it mostly comes from employees working directly with customers, who arguably know the market best at the micro level. Thus it has the potential to reflect the real market rather than the whims of company's board or investors. Data from salesperson can be collected by conducting opinion surveys; one can gain knowledge (based on experience) from people who have direct contact with buyers, know their preferences and habits, and thus can sense market trends better than anyone else in the organization. In the context of making plans and budgets for particular products or markets, this method allows for an easy disaggregation of sales forecasts for the whole enterprise into forecasts for particular products, sales territories or even customers (Dittmann, 1998). On the other spectrum, it is acknowledged that, in comparison with other sources, such as historical sales data and marketing research data, opinions from salespersons are not considered very reliable in their estimates (Mello, 2016). In reviewing the effectiveness of sales forecasting methods, studies have found that forecasts by salespersons are only in the sixth position after the method of leading variables, econometric models, management opinions, exponential smoothing and moving averages (Cohen, 1991). Forecasts based on opinions of salespersons often contain systematic inaccuracies (Levin, Rubin, Stinson, and Gardner 1989). These notions form a basis for the question; why do forecasts made by sales force are inaccurate? Undoubtedly there are various reasons for that. Consequently, we argue that developing a method of assessing sales forecasting composite bias (SFCB) should be regarded as important. Assessing the causes, strength and direction of sales forecasting composite bias would make it possible to create a tool useful to make the data (forecasting) received from salespersons "more real" and acceptable by managers. From the managerial perspective this can also be used to develop controlled miss-behaviour tools in assessing the inaccuracy of the sales forecast. Thus our study aims to provide insights on of sales forecasting composite bias variables which eventually be used to develop a conceptual model on sales force composite bias in predicting sales forecast.

Causes of errors
One of the reasons for inaccurate forecasting by salespersons is the perceived relationship between the data provided by the salespeople and sales targets they are set to achieve which consequently be the basis for a bonus (Moon & Mentzer, 1999). Others claim the misbehaviour of sales people in providing reliable data could contribute to the detrimental of sales forecasting (Mello, 2016). The common forecasting misbehaviour include maintaining a higher forecast than actual anticipated sales in order to keep forecast in line with organizational goal, manipulating data, overestimating sales in order to secure additional product or production capacity, underestimating sales in order to set expectations lower than actual anticipated demand and second-guessing that is providing sales forecast based on instinct or intuition about future sales (Mello, 2016). Although sales targets are dependent on the forecasts provided by salespersons in order to boost their commitment to work, attention is drawn to the fact that remuneration for accuracy of forecasts may have an effect on shaping the forecasting-implementation relations by salespersons (Cox, 1989; Mello, 2016; Wotruba & Thurlow, 1976). Accordingly we conclude that the occurrence of sales forecast bias is a common phenomenon especially in enterprises where the same persons who are responsible for providing information in order to make forecasts receive sales targets to achieve.
Several other studies have also found the effect of external variables as the cause of inaccuracy in predicting future sales. Variables such as the market size, market volatility, industry type, the level of technology such as in external online review, and competitors' reaction on sales forecasting practice could cause the inaccuracy in predicting the future sales (Chern, Wei, Shen & Fan, 2015; Zotteri & Kalchschmidt, 2007). For example although several studies has found the significant relationship between online consumer advocacy and

product sales as well as online reviews and product sales, the use of online word of mouth (e-WOM) as the base for predicting future sales can be quite premature because the relationship between e-WOM and sales is not always straightforward (Chern et al., 2016; Zhu & Zhang, 2010). Other variables include organizational goal, objectives and future directions. Blessington (2016) argues in most companies, sales managers tie their sales quota in the aggregate to the annual business plan. He asserts, unfortunately tying to the business plan can make accurate sales forecast become less accurate. Summarising thus far, we argue that if there is a perceived or factual link between providing sales estimates and sales targets received than the bias should occur though the extent of the bias is likely be moderated by company policy, e.g. by providing salespeople with more information and enough time to prepare forecasts, rewarding accuracy of forecasts and discussing the reason for the bias with salespersons.

Methodology
In order to better understand the sales forecast composite bias, we conducted an exploratory study with forty two salespeople responsible for sales forecasting in their organization. We conducted this in Poland. Our aim was to provide insights into the topic area that could help us model the study which eventually be tested at the later stage using quantitative approach. The source of information was from professionals involved in a sales forecasting process, attending a one year MBA course specialising in Sales Management. The research concept was based on in-depth interview through three questions. Participants of the study were asked to express their opinion about sales planning in their current and previous workplaces. Specifically they were asked the following questions:

1. Where does the data you use for sales forecasting come from?
2. What other information does you company use to forecast future sales?
3. What problems (if any) do you encounter in creating sales plans?

Due to the qualitative nature of the research, we conducted the response analysis in two stages. In the first stage, as part of open coding, we categorised the studied phenomena using Babbie's (2002) approach. This was completed by three judges, two authors of the study and one independent judge. In the second stage, the responses given were assigned to the set of categories. In order to reduce the impact of researchers' subjectivism, the whole data analysis process was conducted independently by both authors and independent judge who then accepted coincident analysis results and in case of discrepancies – discussed, agreed on or redefined them. The procedure lasted till total agreement between all three judges was reached. Responses were received from forty two salespeople at different levels of management in sales; fifteen were sales representatives and sales specialists, twelve were sales managers and regional sales managers, three were sales directors, seven were key account managers, and five were customer advisers. Of these forty two salespeople, twenty four were from service sector, twelve from distribution and six were from production sectors.

Result and Discussion

We learnt that in some organizations, salespeople tend to forecast future sales based on their personal interest such as setting the sales forecast on low quota to ensure they meet the exceeded target resulting in payment of bonuses. As mentioned by few;

> *.......Because of their great knowledge of the industry and the market, salespersons constitute a reliable source of information and can realistically assess the sales potential. ....I think this is because a salesman can set the plan in such a way to reap maximum financial benefits from it (e.g. related to sales surplus, clearly indicated in the bonus system)* (John).

> *.........it has been wise to give lower forecast ....* (Peter)

The results also indicate that SFCB may occur with varying levels of intensity depending on a few factors. In the hierarchy of forecasting, superiors' perception of forecasts prepared by salespersons as lowered may lead to their insufficient use in the planning process. Salespersons, being aware that their forecasts are modified by managers (executives), conclude that accuracy of their forecasts is unimportant. Such awareness can lead to a drop in motivation, and on the other hand, to salespersons' lowering their plans knowing that they will eventually be raised by superiors. It is precarious in the sense that it can lead to the spiral effect and mutual expectations overlapped. If a salesperson expect plans to be raised than he or she will propose a relatively low sales forecast. If the supervising manager in fact raises forecasts for this salesperson then we actually have two effects.

> *........ it has been wise to give lower forecast because it's up anyway (*Peter-salesperson*)*
> *...........they always provide lower plans, so I should correct them [upwards] (*Don – sales director*).*

Result also shown that the type of industry and effect of external factors matter. In particular, we found a different approach depending on whether the company adopts consultative or transactional sales model. Companies that employ consultative approach and trade directly to customers seem to regard sales composite as very important input to forecasting sales. They also respect information provided by salespeople and, in return, receive more accurate forecasts.

> *[...]I can say that the higher the rotation of employees in the sales team, the less likely the sales targets based on measurable factors are and the lower chance of achieving them at the expected level. Thus, the smaller employee rotation, the more accurate sales plans will be. Such direct relationship results not only from more experience and skills of particular salesmen, but first of all, from interpersonal relations already built and being built. The relations not only between employees of the buyer and supplier, but also employees of co-operating companies, consultative companies and employees of competitor companies".* (Ken -Sales manager, ERP system software producer).

> *„I obtain the information I need for planning from statistical source which can be used to make an estimate of the annual demand for fertilizers for the whole country. The source of information are salespersons from our company who have an overview of the local market and previous sales results"* (Rob -Sales manager, producer of fertilizers).
> *„The basis for drawing up a sales plan in my company is sales forecasting based on a few factors. The most important of them is defining the sales trend in previous sales*

periods (in our case this period accounts to one year). This is the key to examining the sales dynamics in previous years and we extrapolate the results to the planned sales period. The market dynamics and trends are examined on the basis of data and statistics obtained from various sources, both industry and Central Statistical Office of Poland reports". (Oscar - Sales director, company producing valves).

On contrary, companies which are more transactional in sales rely more heavily on hard data. *"When making sales plans I take advantage of data from: industry reports by Gfk Polonia, the company's sales reports from previous years, (qualitative and quantitative) resale reports from customers which in forecasting and short-term planning help to assess the potential of the customer in the given period, and own experience at work."* (Ben - Key Account Manager, producer of electronic equipment).

The effect of market turbulence and competitors' reaction also matters. Summarising thus far, we argue that the existence and strength of SFCB is affected by external factors as well as internal such as organizational and salesperson personal factors as depicted on Figure 1.

Figure 1: Main factors affecting SFCB
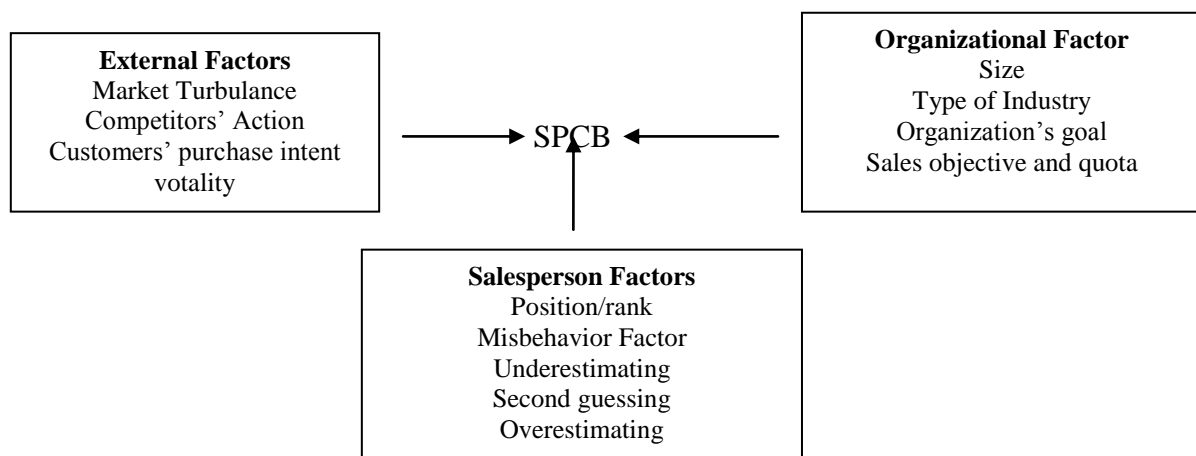
The external factors contribute to SFCB model are the type of business, market turbulence, and competitors 'action, and reaction and customers' purchase intent vitality. For example, in consultative sales, salespersons are the main source of information for forecasting. What is characteristic in this model is a gradual progress in the sales process, in which it is often only the salesperson who has a good relevant knowledge of it. Therefore, we assume that the level of SFCB should be decisively lower. Market turbulance will also be conducive to lowering SFCB scale (directly as well as indirectly, through influencing the factors within the company - which is not shown in the graph to preserve its transparency). A significant intra-company variable is the planning process in the enterprise. The multitude of data sources used affects the increase of SFCB, as the relative importance of each source decreases. We assume that in such a situation the decrease in reliability assessment of data obtained from salespersons is stronger than a decrease in assessment of other data sources, since managers would pay greater attention to own historical data and industry reports, treating them as more objective. Moreover, we simulate that the more historical data is used to forecasts (e.g. on the basis of time series), the lower SFCB effect is. Therefore assessing SFCB should rely on a sample of enterprises varying in terms of the data used in planning. As far as the planning process is concerned, we believe the use of common bottom-up or top-down planning process may

result in higher SFCB, due to an overlap of expectations of particular links in the hierarchy of planning.

References

Babbie E., (2001) The practice of social research, Wadsworth, Thomson Learning Inc
Cohen, W.A., (1991). The practice of marketing management: Analysis, planning, and implementation. New York: Macmillan Publishing Company.

Cox Jr., J.E., (1989). Approaches for improving salespersons' forecasts. *Industrial Marketing Management*, 18 (4), 307-311.

Dittmann, P., (1998). Metody prognozowania sprzedaży w przedsiębiorstwie [Methods of sales forecasting in a company]. Wrocław: Wydawnictwo Akademii Ekonomicznej im. Oskara Langego.

Hughes, M.C., (2001). Forecasting practice: organisational issues. *Journal of the Operational research Society*, 52 (2), 143-149.

Kahn, K.B., Mentzer, J.T., (1995).Forecasting in consumer and industrial markets. *Journal of Busieness Forecasting*, 14 (2), 21-28.

Lawrence, M.J., Edmundson R.H., O'Connor, M.J., (1986). The Accuracy of combining judgmental and statistical forecast. *Management Science*, 32, s. 1521-1532.

Levin, R.I., Rubin, D.S., Stinson, J.P., Gardner, E.S., (1989). Quantitative approaches to management. New York: McGraw-Hill Book Company.

Mahmoud , E., (1984), Accuracy in forecasting: A survey. *Journal of Forecasting,* 3, 141.

Makridakis, S., Hibon, M., (1979), Accuracy if forecasting: An empirical investigation. *Journal of the Royal Statistical Society*, February, 97-145.

McCarty, T.M., Davis, D.F., Golicic, S.L., Mentzer, J.T., (2006). The evolution of sales forecasting management: A20-year longitudinal study of forecasting practices. *Journal of Forecasting*, 25 (5), 303-324.

Mentzer, J.T., Kahn, K.B., (1994). Forecasting technique, familiarity, satisfaction, usage, and application. *Journal of Forecasting*, 14 (5), 465-476.

Mentzer, J.T., Cox Jr., J.E., (1984). Familiarity, application and performance of sales forecasting techniques. Journal of Forecasting, 3, 27-34.

Moon, M.A., Mentzer, J.T., (1999), Improving sales force forecasting, *Journal of Business Forecasting*, summer, 7-12.

Peterson, R.T., (1990). The role of experts' judgment in sales forecasting. *Journal of Busieness Forecasting*, 9 (2), 16-21.

Peterson, R.T., (1993). Forecasting practices in retail industry. *Journal of Business Forecasting*, 12 (1), 11-14.

Peterson, R.T., Jun, M., (1999). Forecasting sales in wholesale industry, *Journal of Business Forecasting*, 18 (2), 15-18.

Sanders, N.R., (1992). Corporate forecasting practices in the manufacturing industry. *Production and Inventory Management*, 33, 54-57.

Sanders, N.R., Mandrodt, K.B., (1994). Forecasting practices in US corporations: survey results. *Interfaces*, 24 (2), 92-10.

Schnaats, S.P., (1986). An evaluation of rules for selecting an extrapolation model on yearly sales forecasts. *Interfaces*, Nov.-Dec., 100-107.

Watson, M.C., (1996).Forecasting in the Scottish electronics industry. *International Journal of Forecasting*, 12, 361-371.

Winklhofer, H., Diamantopoulos, A., (1997). Organisational aspects of export sales forecasting: an empirical investigation. Journal of Strategic Marketing, 5 (3), 167-185.

Wotruba, T.R., Thurlow, M.L. (1976). Sales Force Participation in Quota Setting and Sales Forecasting. *Journal of Marketing*, 40 (2), 11-16.

Zotteri, G., Kalchschmidt, M., (2007). Forecasting practices: Empirical evidence and a framework for research, *International Journal of Production Economics*, 108, 84-99.

The nature of inter-firm trust in turbulent environments

Katayoun Zafari, University of Otago, katayoun.zafari@postgrad.otago.ac.nz

Sergio Biggemann, University of Otago, Sergio.biggemann@otago.ac.nz

John Knight, University of Otago, john.knight@otago.ac.nz

Tony Garry, University of Otago, tony.garry@otago.ac.nz

Abstract:

Trust is a key feature of business relationships that evolves through interaction over time. Trust enables close cooperation and replaces costly mechanisms of control. The nature of trust is however context driven and subject to the environment of the exchange. We have explored the nature of trust that exists between businesses operating in turbulent environments. We studied 30 firms working in turbulent environments to understand how trust develops in their relationships. Interviews with managers were complimented by company documents and observations. The results reflect that the nature of trust is different than what we already know. Initial trust takes the form of swift trust enabling close cooperation in early stages of relationship development. After interaction starts, mindful-trust is observed; characterised by trust and doubt. Behaviours that reflect both forms of trust are identified and theoretical and managerial implications are discussed.

Keywords: Turbulence, Business Relationship, Trust

Track: Industrial Marketing

Introduction:

Trust is one of the most critical success factors in business relationships (Sako, 1998). Trust is defined as the belief in the exchange partner's reliability and integrity (Morgan & Hunt, 1994), credibility and benevolence (Geyskens, Steenkamp, & Kumar, 1999); and a belief that the words of the other party is reliable and obligations will be fulfilled (Blau, 1964; Moorman, Deshpande, & Zaltman, 1993; Schurr & Ozanne, 1985). Trust facilitates the creation and maintenance of cooperative and committed relationships (Ganesan, 1994; Morgan & Hunt, 1994) and is positively related to open communication, information sharing and cooperation (J. C. Anderson & Narus, 1990; Morgan & Hunt, 1994). Furthermore, trust between parties in exchange reduces uncertainty, opportunistic behaviour (Morgan & Hunt, 1994) and the cost of monitoring or contracts (Seppänen, Blomqvist, & Sundqvist, 2007).

While trust is indisputably one of the key variables in relationships, it is context driven (Huang & Wilkinson, 2013). The formation and development of trust as well as change in trust level is therefore influenced by the environment surrounding the particular exchange. This is while, majority of research about trust ignores the powerful role of the environment and assumes trust to develop in a fairly stable context. Based on the social exchange theory (Blau, 1964; Emerson, 1976; Homans, 1958) the current research seeks to *explore the nature of trust between firms that operate in turbulent environments.*

We address two research questions:
RQ1: What form/forms of trust exist in turbulent environments?
RQ2: What kind of behaviours enables the formation and development of trust in turbulent environments?
Background:

Trust evolves over time through interaction (Dwyer, Schurr, & Oh, 1987). Actual trust hardly exists in the initial phase of relationships as the nature of trust is initially calculative and cognitive (Huang & Wilkinson, 2013). Initial trust is therefore formed based on reputation or third party information (McKnight, Cummings, & Chervany, 1998; Wong & Ellis, 2002). Once decision to enter a relationship is made, small interactions start that are reciprocated by the other party. Such reciprocal behaviours and fulfilment of promises allow actual trust to develop over time and enable close cooperation and risky exchange (Dwyer et al., 1987; Ford, 1980; Håkansson & Wootz, 1979). The development of trust over time is possible only if the environment allows this gradual process of interaction. An exception to this may be relationships that are formed in turbulent environments.

We define turbulence as an abrupt, unpredictable disruption in the environment of the firm that threatens firm's core function and requires quick action (Syrett & Devine, 2012). Such disruptions may arise from both the action and reactions of individual actors as well as the field they play in (Emery & Trist, 1965). Firms under conditions of turbulence are faced with crisis situations that require quick access to resources owned by other firms. While in a crisis situation, close cooperative and flexibility and open communication is required from parties in exchange (Syrett & Devine, 2012), trust may not have time to develop. Lambe, Spekman, and Hunt (2000) argue that when there is pressure of time to act, trust needs to be formed quickly to enable close cooperation and action. They suggest that firms under such pressure will not have time to interact gradually and need to rely more on trust proxies like reputation. This form of trust called Swift Trust has also been identified in temporary teams such as film crew or crisis teams who work on projects under high risk or pressure for performance (Meyerson, Weick, & Kramer, 1996). Lambe et al. (2000) call for more research on business relationships that are formed under similar situations.

Trust can at the same time be harmful particularly in turbulent environments. As much as turbulence requires quick trust that enables access to emergency resources, it may increase the risk of opportunistic behaviour as parties may be pushed into risky interactions before knowing each other well. In other cases, parties may unintentionally harm each other as they may not have access to resources or competencies for the new scenarios of change. While trusting may be riskier in turbulent environments, the value of trust has been questioned by previous research. For example some researchers question the link between trust and performance and report high failure rates in trusted close relationships (E. Anderson & Jap, 2005). Consequently Gundlach and Cannon (2010) recommend firms to use verifying mechanisms in their relationships with trusted parties to avoid development of conflicts. Such mechanisms may already been practiced by parties in the turbulent environments where the risk of trusting is high.

Method and Analysis:
We have chosen to study firms in the Middle East as the region's turmoil in the recent years resulted from a combination of turbulence including social political economic and regulatory turbulence. As turbulence has been intense in this region, we expected to observe trust behaviors that can reflect the nature of trust in presence of uncertainty and turbulence. A qualitative approach fits the exploratory nature of the research question. Data was collected using a case study methodology (Yin, 2013) wherein semi-structured interviews were conducted with senior sale and purchase managers of 30 businesses that operate in business markets within the respective region. The cases chosen for this research have mainly been involved in manufacturing and have been active in industries such as oil and gas, food, chemicals, minerals and construction materials. Interviews were complimented by observations of meetings and phone calls with customers and suppliers and documents of correspondence between the two. Interviews have been transcribed, organized and coded with the help of Atlas-ti software and analyzed using hermeneutics. Within case and cross case analysis has been conducted to look for similarities, differences and trends.
Results, Discussion and Contribution:

We identified two forms of trust dominant in turbulent times: *Swift trust*, and *Mindful trust*. *Swift trust* is a form of calculative trust that is formed quickly and mainly based on heuristic based tools. Firms reported they enter relationships based on reputation of the other party in the market, third party trust, their speed of communication, quality of communication and finally when they are not 'too good to be true'. These tools were used as heuristics reflecting certain dimensions of trust such as competence or motives. Once interaction starts, trust takes another form we call *Mindful trust*. This form of trust was characterised by trusting and doubting at the same time (Weick, 2012). Mindful trust was dominant in both new and well established relationships as a tool to monitor change and become aware of hazards. Our data also revealed certain behaviours that reflected mindful form of trust. Examples are frequent face to face visits, using social ties in various departments for monitoring change, checking the partner's reputation in the market, and monitoring the business activities, judgement and even risky investments they do. The reason behind such behaviours is to understand how vulnerable or competent the other party continues to be in new situation so that timely adjustments to relationships can be made before any loss occurs.
Our findings highlight how working in turbulent environments influences the nature of trust and trusting behaviours between exchange partners. We have introduced two form of trust that were observed from the data and has helped businesses benefit from relationships while safeguarding themselves from the vulnerability of being in relationships in turbulent environments. Our findings on swift trust supports the literature on temporary systems

(Meyerson et al., 1996) and extends is by identifying different mechanisms that enable swift trust. The second form of trust or mindful trust confirms with the concept of mindfulness in crisis management but extends it to involve external-relationships. Moreover, we have identified certain behaviours that enable both forms of trust. In this respect our study confirms the value of suspicious strategies (Gundlach & Cannon, 2010) but considers this as a mindful behaviour rather than a planned strategy. Finally this research provides evidence that the development of trust in business relationships may follow a different process than what we know from the business marketing literature (Dwyer et al., 1987; Ford, 1980).Where the environmental forces quick action, trust will be formed based on proxies that have proven successful and leads to close cooperation. Once interaction starts, trust takes a mindful form to control unexpected change in trust dimensions but never fully replaces control.

Our results provide a list of successful tools for managers to benefit from relationships while avoiding risks. It also explains some behaviour they observe in their relationships with other parties who are working in different environments. The findings of this case-based research can be extended with care to any exchange where perception of time to act is short due to the job characteristics or the context of the exchange. While we have studied a developing country's context, further research in technology or projects could contribute to similar stream of research.

References

Anderson, E., & Jap, S. D. (2005). The dark side of close relationships. *MIT Sloan Management Review, 46*(3), 75.

Anderson, J. C., & Narus, J. A. (1990). A model of distributor firm and manufacturer firm working partnerships. *Journal of Marketing, 54*(1).

Blau, P. M. (1964). *Exchange and power in social life*: Transaction Publishers.

Dwyer, F. R., Schurr, P. H., & Oh, S. (1987). Developing Buyer-Seller Relationships. *Journal of Marketing, 51*(2), 11-27.

Emerson, R. M. (1976). Social Exchange Theory. *Annual Review of Sociology, 2*, 335-362.

Emery, F., & Trist, E. (1965). The causal texture of organizational environments. *Human relations, 18*, 12-32.

Ford, D. (1980). The Development of Buyer-Seller Relationships in Industrial Markets. *European Journal of Marketing, 14*(5), 339-353.

Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *The Journal of Marketing*, 1-19.

Geyskens, I., Steenkamp, J.-B. E., & Kumar, N. (1999). A meta-analysis of satisfaction in marketing channel relationships. *Journal of Marketing Research*, 223-238.

Gundlach, G. T., & Cannon, J. P. (2010). "Trust but verify"? The performance implications of verification strategies in trusting relationships. *Journal of the Academy of Marketing Science, 38*(4), 399-417.

Håkansson, H., & Wootz, B. (1979). A framework of industrial buying and selling. *Industrial marketing management, 8*(1), 28-39.

Homans, G. C. (1958). Social behavior as exchange. *American Journal of Sociology*, 597-606.

Huang, Y., & Wilkinson, I. F. (2013). The dynamics and evolution of trust in business relationships. *Industrial marketing management, 42*(3), 455-465.

Lambe, C. J., Spekman, R. E., & Hunt, S. O. (2000). Interimistic Relational Exchange: Conceptualization and Propositional Development. *Journal of the Academy of Marketing Science, 28*(2), 212-225.

McKnight, D. H., Cummings, L. L., & Chervany, N. L. (1998). Initial trust formation in new organizational relationships. *Academy of Management Review, 23*(3), 473-490.

Meyerson, D., Weick, K. E., & Kramer, R. M. (1996). Swift trust and temporary groups. In R. M. Kramer & T. R. Tyler (Eds.), *Trust in organizations: Frontiers of theory and research* (Vol. 166, pp. 195).

Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors affecting trust in market research relationships. *The Journal of Marketing*, 81-101.

Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing, 58*(3), 20.

Sako, M. (1998). Does trust improve business performance? . In C. Lane & R. Bachmann (Eds.), *Trust within and between organizations* (pp. 242-268). Oxford: Oxford University press.

Schurr, P. H., & Ozanne, J. L. (1985). Influences on exchange processes: Buyers' preconceptions of a seller's trustworthiness and bargaining toughness. *Journal of consumer research, 11*(4), 939-953.

Seppänen, R., Blomqvist, K., & Sundqvist, S. (2007). Measuring inter-organizational trust—a critical review of the empirical research in 1990–2003. *Industrial marketing management, 36*(2), 249-265.

Syrett, M., & Devine, M. (2012). *Managing Uncertainty: Strategies for surviving and thriving in turbulent times*: John Wiley & Sons.

Weick, K. E. (2012). *Making sense of the organization: Volume 2: The impermanent organization* (Vol. 2): John Wiley & Sons.

Wong, P. L.-K., & Ellis, P. (2002). Social ties and partner identification in Sino-Hong Kong international joint ventures. *Journal of International Business Studies*, 267-289.

Yin, R. K. (2013). *Case study research: Design and methods*: Sage publications.

INNOVATION AND DESIGN

ABSTRACTS

A New Way of Looking at Moderate Incongruity

Benedikt Schnurr, University of Innsbruck, benedikt.schnurr@uibk.ac.at
Janneke Blijlevens*, RMIT University, janneke.blijlevens@rmit.edu.aul

Abstract:
Research has recognized that moderate congruity is an important driver of consumer design evaluation; however, consumers do not encounter product designs in isolation and thus the context in which the product is presented may influence consumer appreciation. Further, marketers may not always have the form-freedom to create moderate design congruity but do have freedom in how the product is presented. We contribute by investigating whether product design congruity (typicality) can be balanced by a context that is perceptually (in)congruent to the design. Our results show that consumers evaluate products with a typical design more favourably when presented in an incongruent, rather than congruent, context. Congruently, consumers evaluate products with an atypical design more favourably when presented in a congruent, rather than incongruent, context. Our results provide marketers with insights on how to balance the effects of perceptual product and context congruity in order to achieve desired design outcomes.

Keywords: Product Design, Moderate Congruity, Product Evaluation

Track: Innovation and Design

How creativity comes out of the blue

Béatrice *Parguel, CNRS & PSL Research University (France),*
beatrice.parguel@gmail.com*
Marine *Agogué, HEC Montréal (Canada), marine.agogue@hec.ca*
Amélie *Fromont, BVA (France), ameliefro@gmail.com*

Abstract:
Creative thinking is not always a flawless process and obstacles can constrain the ability of individuals, teams and firms to come up with creative ideas. This paper aims at investigating physical factors influencing individual creativity in the early phases of product development. Specifically, we conducted an experiment to explore the potential of blue to nudge individual creativity during an ideation session. We show that 1/ putting individuals in a blue environment has a positive influence on their performance to a creativity task, and that 2/ this influence is mediated by mood. Specifically, blue makes people experience pleasantness, which makes them more creative. Besides, we show that this emotional route is even more influent when individuals feel activated, which both replicates and extends the literature on the influence of mood on individual creativity.

Keywords: Creativity, Colour, Mood.
Track: Innovation and Design

Innovation Claims and Success on Kickstarter

Anirban Mukherjee, Singapore Management University, anirbanm@smu.edu.sg
Cathy (Liu) Yang, HEC Paris, yang@hec.fr.
Ping Xiao*, UTS Sydney, Ping.Xiao@uts.edu.au.
Amitava Chattopadhyay, INSEAD, Amitava.CHATTOPADHYAY@insead.edu.

Abstract:
Online crowdfunding is a popular new tool for raising capital to commercialize product innovation. Product innovation must be both novel and useful. Therefore, we study the role of novelty and usefulness claims on Kickstarter. Startlingly, we find that a single claim of novelty increases project funding by about 200%, a single claim of usefulness increases project funding by about 1200%, and the co-occurrence of novelty and usefulness claims lowers funding by about 26%. Our findings are encouraging because they suggest the crowd strongly supports novelty and usefulness. However, our findings are disappointing because the premise of crowdfunding is to support projects that are innovative, i.e. that are both novel and useful, rather than projects that are only novel or only useful.

Keywords: Crowdfunding, Entrepreneurship, Innovation.

Track: Innovation and Design

Understanding customer segments in online customisation

Jessica L Pallant*, RMIT University, Jessica.pallant@rmit.edu.au
Ingo O Karpen, RMIT University, ingo.karpen@rmit.edu.au
Emily Chung, RMIT University, Emily.chung@rmit.edu.au
Sean Sands, Department of Management and Marketing, Swinburne Business School,
ssands@swin.edu.au

Abstract

Co-configuration is the ability for a user to customise a product or service from a pre-determined list of components, and is increasingly being offered by firms in their product and service suite. However, little is known about how customers use co-configuration, and importantly, how they may be segmented. With this study, we work with an industry partner and employ Latent Cluster Analysis to segment customers based on prior experience, investigating the effects of several covariates on segment membership. Four customer segments were identified, and three of these segments are customers who participate in co-configuration. Interestingly, one segment use the co-configuration toolkit for play, yet still purchase standard (non co-configured) products. Further, we identify the outcomes for each segment, with findings showing different segments exist in co-configuration and that this changes how customers perceive outcomes.

Keywords: Segmentation, mass customisation, co-configuration

Track: Innovation and Design

Initiating Actor Engagement with New Service Offerings

Diana Ayi*, University of Adelaide, diana.ayiwong@adelaide.edu.au
Jodie Conduit, University of Adelaide, jodie.conduit@adelaide.edu.au
Carolin Plewa, University of Adelaide, carolin.plewa@adelaide.edu.au

Abstract:
Marketing practitioners face the challenge of how to engage customers with new service offerings to facilitate adoption. Inherent in the engagement literature is an assumption that an individual has a predisposition to engage based on their previous experience. However, when an individual has no previous experience with the new service offering, they engage with other actors in the service ecosystem to socially construct the value proposition. The resource integration (i.e. knowledge) and vicarious learning that takes place facilitates engagement, as it allows the individual to imagine themselves using the product which requires cognitive, emotional, and behavioural investments. However, an individual's engagement with the service offering is initiated in this manner only when the value proposition is perceived to have legitimacy (i.e. regulative, normative, cognitive, and pragmatic legitimacy). Hence, we offer a conceptual framework examining the role of legitimacy in initiating actor engagement with new service offerings to facilitate adoption.

Keywords: Actor Engagement, Legitimacy, Product Adoption

Track: Innovation and Design

How designer-founders manage the innovation paradox

Nico Florian Klenner*, RMIT University, nico.klenner@rmit.edu.au
Gerda Gemser, RMIT University, gerda.gemser@rmit.edu.au
Ingo Oswald Karpen, RMIT University & Copenhagen Business School,
ingo.karpen@rmit.edu.au

Abstract:
Anecdotal evidence suggests that designers may be successful entrepreneurs. When designers become business founders and engage in strategic decision-making, they may encounter a strategic paradox. This paradox arises from pursuing interdependent, yet contradictory goals: optimising one single innovation outcome (desirability) versus satisficing multiple innovation outcomes (desirability, feasibility, and viability). We examine how designer-founders experience and manage the tensions resulting from this strategic paradox through a qualitative research design analysing secondary interview data. We find that the way designer-founders perceive their professional identity relates to their ability to effectively mitigate paradoxical tensions. Designer-founders who adopt a generalist role identity seem to be able to balance contradicting innovation outcomes and thereby mitigate tensions. On the other hand, designer-founders who assume a specialist role identity seem to focus on optimising desirability and avoid the experience of paradoxical tensions by erecting clear boundaries protecting their specialist role identity.

Keywords: role identity, innovation paradox, designer-founders

Track: Innovation and Design

Managing Customers' Creativity for Co-Creative Innovation

Gauri Laud*, University of Tasmania, gauri.laud@utas.edu.au
Jodie Conduit, University of Adelaide, jodie.conduit@adelaide.edu.au
Ingo O. Karpen, RMIT University, ingo.karpen@rmit.edu.au

Abstract:
Contemporary management has seen a shift in innovation practices to harness the knowledge and creativity of customers, and other stakeholders, through collaborative platforms that facilitate the co-creation of innovation. While an emerging body of literature emphasises the role of co-creation in innovation, marketing and service researchers have not considered the role of customer creativity in this process. Commonly creativity is considered through the number of ideas generated as outcomes, but this study investigates the essence of customer creativity through an individual's creative self-efficacy, creative role identity, and ideational behavior, and in doing so takes a socio-cultural approach to creativity to arrive at new, innovative ideas. We develop a conceptual model that explicates the individual, social and system drivers of the customers' ideational behaviour and willingness to participate in co-creation for innovation, and the self-enrichment that emerges from the innovation task and community.

Keywords: customer creativity, co-creation, innovation

Track: Innovation and Design

Balancing product design innovativeness and consumer innovativeness

Obaid Gill*, University of New South Wales, obaid.gill@student.unsw.edu.au
Tania Bucic, University of New South Wales, t.bucic@unsw.edu.au
Liem Ngo, University of New South Wales, liem.ngo@unsw.edu.au

Abstract:
Introducing new products is risky for various reasons, including a limited understanding of how consumers make new product adoption decisions. In this study, we consider product design innovativeness comprising product innovativeness (i.e. continuous; discontinuous) and product design (i.e. form; function), alongside consumer innovativeness (i.e. innovative and adaptive cognitive styles) to better understand new product adoption decisions. Using consumer data generated from an experimental design approach, we provide insight into consumers that managers should target depending on the discontinuous or continuous innovation. We elaborate on the impact of form and function on new product adoption by identifying relevant underlying mediating mechanisms for both innovators and adapters. The key findings from our research demonstrate that the same product can yield varying value perceptions, attributable to the types of benefits inferred. Practical recommendations are offered in terms of product specific targeting and positioning to facilitate new product adoption decisions.

Keywords: Product Innovativeness, Product Design, Consumer Innovativeness

Track: Innovation and Design

Co-design of virtual reality adolescent 'Party' simulation

James Durl* Griffith University, james.durl@griffithuni.edu.au
Timo Dietrich Griffith University, t.dietrich@griffith.edu.au
Jakob Trischler, Karlstad University, Jakob.Trischler@scu.edu.au

Abstract:
Alcohol is known to be a dangerous substance when consumed in excess, with Adolescents at particular risk of being influenced by social pressures and positive alcohol messages in advertising and media. School-based prevention programs are one of the most common means of reaching young people and counteracting positive messages surrounding alcohol. However, these are typically expert-driven in design and lack user engagement which limits effectiveness. Virtual Reality (VR) simulations represent a novel alternative to conventional school-based prevention programs due to their engaging nature, however their designs are also somewhat limited in effectiveness due to limited understandings of user needs and wants. The present research discusses involving adolescents within a co-design framework, that had previously never considered utilising adolescents in service design teams, in developing a VR alcohol prevention 'party' simulation. The findings suggest that interactivity and group autonomy effectively empowered adolescents to contribute insights into their needs and wants.

Keywords: Co-Design, Adolescent Alcohol education, Virtual Reality

Track: Innovation and Design

Frameworks for Managing Innovation in Performing Arts

Pandora Kay*, Deakin University, pandora.kay@deakin.edu.au
Ruth Rentschler, University of South Australia, ruth.rentschler@unisa.edu.au
Heather Round, Deakin University, heather.round@deakin.edu.au

Abstract:
Artistic innovation within the performing arts is under-researched, yet performing arts like other arts, cultural and creative industries (ACCIs) are a critical setting for understanding innovation as they depend on creativity and create value from it. This conceptual paper applies an organization study approach to undertake a theoretical review of four extant frameworks for examining artistic innovation within ACCIs and the expanded body of relevant literature for managing artistic innovation within the performing arts. It explores common concepts, themes, aggregate dimensions and relationships as well as the gaps for what is important, but not separately specified. Several contestable issues and other common issues are found, with one gap being the role of agency in managing artistic innovation in a context of tensions. Further theoretical review of this gap in the expanded relevant literature examines the role of agency and main agents involved in managing artistic innovation within the performing arts.

Keywords: Artistic Innovation; Agency Theory; Organizational Study

Track: Innovation and Design

INNOVATION AND DESIGN

FULL PAPERS

Tension in the Playground: New Reframing Tool

Jane Cockburn, Kairos Now, jane@kairosnow.com.au *
Clementine Thurgood, Swinburne University of Technology, cthurgood@swin.edu.au

Abstract:
Organisations are increasingly turning to Design Thinking as a means to innovate. A key feature of design is the reframing of problems to a customer perspective. Many available design approaches advocate reframing as part of their practices, yet few tools exist to make this act accessible mainstream. Reframing still remains somewhat in the mystique of expert designers. We present a new tool – a "reframing seesaw" – that we believe assists with reframing by drawing out contradictions and paradoxes that otherwise prevent problems from moving forward. We believe that articulating these tensions opens up opportunity to discover what is *really* the problem to be solved, and thus has potential utility in innovation challenges. In a workshop involving a range of industry sectors, we found the seesaw did indeed help people reframe problems, with some suggestion that it might also assist in helping people think differently about other problems generally.

Keywords: "Reframing Seesaw" Tool, Design, Innovation

Track: Innovation and Design

Introduction and Research Aim

Many organisations are now using Design Thinking or Human Centred Design practices to differentiate and to shape new markets (Brown, 2009; Verganti, 2008). Key to these approaches is building empathy, understanding customers' latent needs, and, importantly, identifying the true problem that needs to be solved. This deeper understanding of the real problem, or reframing of the original problem, is seen as integral to the practice of expert designers (Cross, 2007; Dorst, 2011, Schön, 1983) and also complements traditional market research (Price, Wrigley, & Straker, 2015). Accordingly, (re) framing is advocated in many current design approaches (e.g. Frame Creation: Dorst, 2015; d.school: Stanford Design School, 2011). Attempts have been made to delineate or model the activities of framing (Vermaas, Dorst, & Thurgood, 2015; Thurgood & Lulham, 2016); however, few available tools exist that explicitly assist with this activity, leaving it to rely largely on intuition and the expertise of designers. This is a problem for business and marketing as unsuccessful products, services, brands, and communications can be traced back to lack of understanding of the true problem to be solved (Christensen, Cook & Hall, 2005). We present here a new tool developed by the first author – the "reframing seesaw" – to assist in this process.

The aim of this study is:

> *To investigate the utility of a new tool – the "reframing seesaw" – in assisting with problem reframing in innovation challenges.*

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

> **RQ1:** Can the seesaw uncover the real problem to be solved in innovation projects?
> **RQ2:** Can the seesaw drive different thinking practices to solve problems generally?

Background and Introduction to the "Reframing Seesaw" Tool

We propose that the reframing seesaw (Figure 1) will assist organisations to better understand and reframe problems and opportunities. When used as part of a larger framework including empathy-building tools such as personas and journey maps, the seesaw enables the user to identify tensions and contradictions (e.g. Dorst, 2006), or "surprises" (Stompff, Smulders, & Henze, 2016) that are part of the problem. The articulated tension then arms the user to solve the problem with a different perspective or lens. Thus, the seesaw helps explain what is *really* the problem, and allows organisations to approach the problem in a new way, opening up to novel and potentially successful solutions.

REFRAME (Pain or Gain)
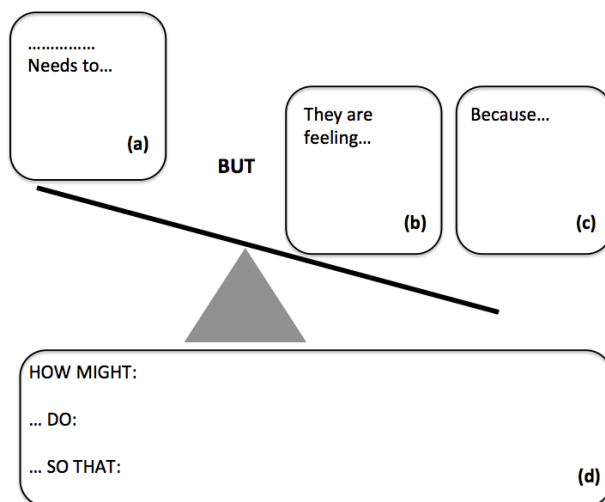
(a) The starting and often organisational problem
(b) The identified feeling of the customer (persona) – around a pain point
(c) Why they are feeling that way (the tension when compared to (a))
(d) What can we do to overcome (c) while also solving (a)

Figure 1. The Reframing Seesaw.

Methodology and Analysis

Data were collected via a one-day Design Thinking workshop to re-imagine Australia's healthcare. Eighty-two participants attended across industries including health providers, policy, allied health, and consumers. Participants were randomly assigned into 13 teams and worked on hypothetical or real project problems within the healthcare space. They explored their starting problem (~ 2 hours) using common design tools (personas and customer journey maps), as well as the new reframing seesaw. They were then asked to complete a short evaluation questionnaire at the end of the day to explore changes in thinking and mindset.

All participants completed the activities using the design tools, and 69 of them completed the evaluation questionnaire. Data were transcribed, codified, and subjected to thematic analysis.

Results, Discussion and Contributions

The findings from both the project-specific outputs (personas, journey maps, and seesaw) and from the individual evaluations for exploring mindset indicated some promising support for our research questions and for the utility of the reframing seesaw in innovation challenges.

Ten out of the 13 teams (77%) were able to successfully reframe their problems using the seesaw tool: they were able to identify emotional tensions and then reframe problems from the perspective of their persona involved. Consistent with Stompff et al. (2016), reframing begins when a "surprise" is identified. This occurs through a process that starts with making sense of the situation at hand, reducing ambiguity, and then developing a new frame. The seesaw framework may enable this through the use of personas and journey maps to firstly make sense, and then the seesaw itself to reduce ambiguity by explicitly comparing the current situation, further sense making, and then articulation of tensions, or surprises. We argue it is from embracing and articulating these tensions that a new frame is developed.

Two of the 13 teams were then able to use the seesaw outcome within their ideation questions ("How Might We…"), while five teams "snapped back" to their starting point (six teams did not complete the template). This is not surprising given the short duration of the project. Consistent with the first author's extensive experience working with industry, further coaching is required for lasting changes in attitudes and behavior.

Of the 69 responses to the evaluation, 54 participants (78%) claimed that their understanding of the problem at the end of the challenge differed from that at the start of the day, with participants expressing their thinking became "more holistic" and "changed from negative to positive". Similarly, 64 participants (93%) claimed that the session helped them think differently about solving problems generally, with participants reporting highlights such as "using creativity" and spending "more time on the problem". Again, we believe our seesaw in conjunction with its associated design tools enabled people to adopt a different lens through which to view problems, and we are encouraged by the prospect that the workshop could potentially have effects extending to other problems and contexts.

We see the reframing seesaw as a promising avenue for further research. Useful tools for reframing could help understand why products are not being adopted, and thus lead to reductions in product failure. Reframing helps focus on the right problem during the creation of new products and services, with this focus shaping the value proposition of successful business models, marketing, and launch strategies, thus enabling organisations to compete in a busy market place. We have demonstrated the tool in a health context. We intend to explore the seesaw across other industries, and in more extensive projects in addition to workshops.

References

Brown, T. (2009) *Change by design,* New York: HarperCollins Publishers.

Christensen, C.M., Cook, S. & Hall, T. (2005). *Marketing Malpractice: The cause and the cure.* Harvard Business Review, 83(12).

Cross, N. (2007) *Designerly ways of knowing*, Basel: Birkhauser.

Dorst, 2006). Design problems and design paradoxes. *Design Issues, 2*(3), 4- 17.

Dorst, K. (2011). The core of 'design thinking' and its application. *Design Studies, 32*(6), 521-532.

Dorst, K. (2015) *Frame Innovation: Create new thinking by design,* Cambridge, Massachusetts: The MIT Press.

D.School (2011). D.School bootcamp bootleg, http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf (Retrieved December 14, 2014).

Price, R. Wrigley, C., & Straker, K. (2015). Not just what they want, but why they want it: Traditional market research to deep customer insights. Qualitative Market Research: An International Journal, 18(2), 230- 248

Schön, D. (1983) *The reflective practitioner: How professionals think in action*. New York, NY: Basic Books, Inc.

Stompff, Smulders, & Henze, (2016). Surprises are the benefits: Reframing in multidisciplinary design teams. *Design Studies, 47,* 187-214.

Thurgood, C., and Lulham, R. (2016). Exploring framing and meaning making over the design innovation process. In P. Lloyd & E. Bohemia (Eds.), *Proceedings of DRS2016, Vol. 5: Design + Research + Society – Future-Focused Thinking (*pp. 1779-1794).

Verganti, R. (2008). Design, Meanings, and Radical Innovation: A Metamodel and Research Agenda. *The Journal of Product Innovation Management, 25*(5), 436-456.

Vermaas, P., Dorst, K., & Thurgood, C. (2015). Framing in design: A formal analysis and failure modes. In Weber, C., Husung, S., Cantamessa, M., Cascini, G., Marjanovic, D., & Montagna, F. (Eds.), *Proceedings of the 20th International Conference on Engineering Design (ICED15), Vol. 3: Design Organisation and Management.*

Integrating Service Design as an Organizational Practice

Jakob Trischler*, Karlstad University, CTF Service Research Center, jakob.trischler@kau.se

Abstract:
There is increasing evidence suggesting that design interventions can affect ongoing practices within an organization. Yet limited insights are available on what it actually takes to integrate service design as an organizational practice. The present research takes an early step in investigating two cases where one-off design projects were conducted with the aim to not only innovate new services but to embed service design as an ongoing practice. The findings reveal that external design professionals can raise awareness of the benefits of service design and impart designerly skills and methods. However, the actual transformation towards adopting service design requires firm-internal people who lead by example. Designers and other external stakeholders might not have the ability to change the existing institutional arrangements from the outside-in. Instead, changes from the inside-out are additionally required with focus on empowering employees, users, and other stakeholders to engage in design.

Introduction and Research Aim
Many firms started to embed service design into their practices because they recognize its key to service innovation and new service success (Steen, Manschot & De Koning 2011; Trischler et al. 2017; Wetter-Edman et al. 2014). Service design is "an integrative approach to collaborative and cross-disciplinary service innovation" (Yu & Sangiorgi 2017, p.2). As the definition underlines, design is not an activity 'owned' by design professionals but uses the collective creativity of various stakeholders, such as employees, users and customers for innovation and ongoing change (Junginger 2015; Kimbell 2012). This challenges firms to rethink and change, not only their innovation processes, but also their mindset and approach to both customers and future markets (Windahl 2017).

Recent studies suggest that small-scale design projects can support 'design after design' by providing firms with the tools and capacity to drive ongoing design activates (Bjögvinsson, Ehn & Hillgren 2012; Manzini & Rizzo 2011). Yet little is known about how this process can be activated (Karpen, Gemser & Calabretta 2017; Sangiorgi & Junginger 2015). There is a significant knowledge gap concerning our ability to explain what it takes to integrate service design as an organizational practice. Consequently, firms lack a clear understanding of the required conditions – what we term design readiness – for embedding service design.

Addressing this knowledge gap, the present research explores the effect of one-off design projects conducted in two academic libraries. The aim of the projects was to not only innovate new services, but also to challenge the libraries in their practices. The cross-comparison of the data enabled the identification of firm-internal conditions (i.e., design readiness) and the process required for embedding service design as a collaborative and cross-disciplinary approach. In line with this aim, the research addresses the following research question:

RQ: How can service design be integrated as an organizational practice?

Background
The theory underpinning this research include participatory design as an approach to democratize innovation (Ehn 2008), and service-dominant logic emphasizing the importance of institutionalization in innovation (Vargo, Wieland & Akaka 2015).

Participatory design approaches, in particular co-design (Trischler et al. 2017), form a key principle of service design. In stark contrast to design being the exclusive responsibility of individual design experts, co-design utilizes the collective creativity of various stakeholders by engaging them in the design process for the purpose of service innovation (Steen et al. 2011; Trischler et al. 2017). There is evidence suggesting that the involvement of stakeholders through co-design can also have benefits beyond the design process (Manzini & Rizzo 2011). Bjögvinsson et al. (2012) describe this phenomenon as the 'infrastructuring' of socio-material assemblies that support 'design after design'. From this standpoint, participatory design approaches are less concerned with immediate outcomes related to a specific task, but focus on democratizing innovation through the engagement of various stakeholders (Ehn 2008).

However, from an institutional lens innovation processes are driven by the maintenance, disruption and change of institutions, what Vargo, Wieland and Akaka (2015) describe as 'institutionalization'. Institutions refer to individual rules such as norms, meanings, symbols, laws and practices, which in arrangement provide the building blocks for value co-creation

(Vargo & Lusch 2016). The present research proposes that institutional arrangements within an organization can determine the effect of design interventions on practices beyond the project. We term this as 'design readiness' based on the assumption that institutions can either foster or hinder the integration of service design, and accordingly will need to be maintained or altered in their arrangement. This assumption is explored further through the investigation of two cases where one-off design projects were conducted with the aim to change organizational practices.

Methodology
A case study was used with two academic libraries in Australia as cases. Both libraries had no previous experience in service design and new service development was the exclusive responsibility of in-house professionals. At each library, a service design project was planned and conducted in close collaboration with the management team. Each project lasted seven months in total and included various design events including co-design sessions where library users and staff collaboratively ideated new services. Immediately after as well as fifteen months after the completion of the project, in-depth interviews were conducted with the involved staff and management representatives. The focus was on exploring whether the design interventions brought any changes to the libraries' practices, and if so, how these changes came about. The generated data were analysed using the five-phase cycle procedure (Yin 2011) and compared across both cases (Miles & Huberman 1994).

Results, Discussion and Contributions
In both cases the interviewees underlined the benefits of service design for innovating new value propositions. The design projects assisted the libraries to gain insights into the users' value creation processes and to 'think outside the box' when developing new services.

The preliminary analysis of the data additionally revealed that one library gradually integrated service design "as a new way of thinking and approaching problems" into their practices. This included the development of an innovation platform that enables staff and library users to contribute new service ideas either individually or collaboratively with others. The initiation of the platform was supported by workshops that focused on teaching design skills and methods as well as building trust and shared understanding among stakeholders. For example, staff members were encouraged to challenge conventional practices, while ensuring the maintenance of key institutional elements (e.g., librarians, collections, and support for learning and research). This points towards a fine line between maintaining and altering institutional arrangements (e.g., norms, incentives, and measures) for democratizing innovation (Vargo et al. 2015).

Notably, the change process was led by one member of the library management team who acted as a "change champion". The second case showed that not having such a lead-person in place can result in the common perception that new ideas will never be realized owing to lacking management support. While individual projects can be useful for imparting designerly skills and methods (i.e., new forms of knowledge), becoming a design-ready organization requires key people driving this transformation. This finding questions whether external designers can actually change a firm's approach to design (Junginger 2015). The present research contributes a framework that proposes the integration of service design as a result of altering institutional arrangements from the outside-in (interventions by external design professionals) and inside-out (change champions leading the process and empowering key stakeholders).

References

Bjögvinsson, E., Ehn, P., & Hillgren, P.-A. (2012). 'Design things and design thinking: Contemporary participatory design challenges.' *Design Issues,* 28(3), 101-116.

Ehn, P. (2008). 'Participation in design things.' Paper presented at the Proceedings of the *10th Conference on Participatory Design*, Bloomington, IN.

Junginger, S. (2015). 'Organizational design legacies and service design.' *The Design Journal,* 18(2), 209-226.

Karpen, I. O., Gemser, G., & Calabretta, G. (2017). 'A multilevel consideration of service design conditions: Towards a portfolio of organisational capabilities, interactive practices and individual abilities.' *Journal of Service Theory and Practice,* 27(2), 384-407.

Kimbell, L. (2012). 'Rethinking design thinking: Part II.' *Design and Culture,* 4(2), 129-148.

Manzini, E., & Rizzo, F. (2011). 'Small projects/large changes: Participatory design as an open participated process.' *CoDesign,* 7(3-4), 199-215.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*. Sage Publications, Thousand Oaks, CA.

Sangiorgi, D., & Junginger, S. (2015). 'Emerging issues in service design.' *The Design Journal,* 18(2), 165-170.

Steen, M., Manschot, M., & De Koning, N. (2011). 'Benefits of co-design in service design projects.' *International Journal of Design,* 5(2), 53-60.

Trischler, J., Pervan, S. J., Kelly, S. J., & Scott, D. R. (2017). 'The value of codesign: The effect of customer involvement in service design teams.' *Journal of Service Research,* OnlineFirst, 1-26.

Vargo, S. L., & Lusch, R. F. (2016). 'Institutions and axioms: An extension and update of service-dominant logic.' *Journal of the Academy of Marketing Science,* 44(1), 5-23.

Vargo, S. L., Wieland, H., & Akaka, M. A. (2015). 'Innovation through institutionalization: A service ecosystems perspective.' *Industrial Marketing Management,* 44, 63-72.

Wetter-Edman, K., Sangiorgi, D., Edvardsson, B., Holmlid, S., Grönroos, C., & Mattelmäki, T. (2014). 'Design for value co-creation: Exploring synergies between design for service and service logic.' *Service Science,* 6(2), 106-121.

Windahl, C. (2017). 'Market sense-making in design practice: Exploring curiosity, creativity and courage.' *Journal of Marketing Management,* 33(3-4), 280-291.

Yin, R. K. (2011). *Qualitative Research from Start to Finish*. The Guilford Press, New York, NY.

Yu, E., & Sangiorgi, D. (2017). 'Service design as an approach to implement the value cocreation perspective in new service development.' *Journal of Service Research,* OnlineFirst, 1-19.

INTERNATIONAL MARKETING

ABSTRACTS

GCC consumers' generation and luxury counterfeit consumption

Julia Pueschel, PSL Research University (France) & Paris Sorbonne University Abu Dhabi (UAE), julia.pueschel@gmail.com
Béatrice Parguel, CNRS & PSL Research University (France), beatrice.parguel@gmail.com*
Cecile Chamaret, Ecole Polytechnique (France), cecile.chamaret@gmail.com
Pierre Valette-Florence, Mendès France University (France), pvalette@upmf-grenoble.fr

Abstract:
Research suggests a negative correlation between consumer age and counterfeit consumption, explained by younger consumers' lower income and different values. This study explores this culture-based explanation further by controlling for differences in income. An exploratory pilot study reveals an unexpected positive correlation between age and counterfeit consumption in the GCC countries. Drawing on the functional theories of attitudes (Katz, 1960), a qualitative study of 25 GCC female consumers is then conducted to examine the psychological functions served by consumers' attitudes toward genuine and counterfeit luxury goods. A clear distinction emerges between the pre-oil and the post-oil generations. The pre-oil generation's attitudes serve more utilitarian and ego-defensive functions, while the post-oil generation's attitudes serve more hedonic and social-adjustive functions. These results suggest that public policy makers, luxury brand managers fighting counterfeiting, and managers dealing with GCC nationals should tailor their segmentation, communication and overall strategy according to the generation targeted.

Keywords: Counterfeit, Generation, GCC consumers.

Track: International Marketing

Value Co-creation in a Shared Economy

Park Thaichon, Griffith University, p.thaichon@griffith.edu.au
Jiraporn Surachartkumtonkun, Griffith University, J.surachartkumtonkun@griffith.edu.au
Sara Quach, Griffith University, s.quach@griffith.edu.au
Kittisorn Boonnark*, Griffith University, kittisorn.boonnark@griffithuni.edu.au

Abstract:
The purpose of the paper is to determine the elements which lead to host and guest satisfaction and co-creation in the shared economy offered by Airbnb. Fifteen Australian Airbnb hosts and guests were questioned using a semi-structured interview. Six primary and three secondary factors emerged from the findings. Primary factors are factors that are consistent to both hosts and guests while secondary factors are factors that have an impact to either hosts or guests. Primary factors include: (1) economic benefits, (2) authenticity, (3) human interaction, (4) convenience, (5) security, and (6) privacy. Secondary factors include: (1) service quality, (2) surprises, and (3) business ownership.

Keywords: Co-Creation; Shared Economy; Authenticity

Track: International Marketing

Children adoption and perception of online shopping

Sara Quach*, Griffith University, s.quach@griffith.edu.au
Park Thaichon, Griffith University, p.thaichon@griffith.edu.au

Abstract:
The goals of this study are to advance an understanding of children perception of online shopping and to explore the extent of its adoption within the retail sector. This study also endeavors to investigate the role of age in the development of children's perceptions of online purchase. Semi-structured interviews were conducted with 35 children aged 8 to 15 years old, and 28 parents in Australia. The results from the interviews suggest that the level of children's online shopping varies and is influenced by age, parental guidance, social networks, and peer influence. The gap in the knowledge of cyberspace also resulted in the reverse-socialization and granted more power for children. In terms of the originality, the study provides empirical evidence relating to children's perceptions and behavior in the online environment as consumers, which remain under-researched in the marketing literature.

Keywords: Online Shopping; Consumer Socialization; Children

Track: Digital Marketing and Social Media

COO and Acculturation - Impacts on Migrant's Consumption

Trang Tran*, Deakin University, trtran@deakin.edu.au
Michael Polonsky, Deakin University, michael.polonsky@deakin.edu.au
Huong Le, Deakin University, huong.le@deakin.edu.au

Abstract:
An under-explored area in country-of-origin (COO) research is the effect of COO on migrant consumers, who may hold a different view about products from home and host countries. This research investigates the COO effect on Chinese Australians, examining the moderating influence of the two dimensions of acculturation – home and host culture orientation. While it is known that the two culture orientations independently and jointly shape migrant's consumption choices, their moderating effect on COO is under examined. In this study, 363 permanent residents were asked to evaluate two low-involvement products, soy sauce (culture-bound) and socks (culture-free) from China, Australia, New Zealand and South Korea. A MANCOVA analysis indicated complex differences based on the goods examined, and only found a two-way interaction between COO and home orientation for socks. The study highlights the importance of competitive cultural forces of home and host cultures on consumption behaviours, especially in highly multi-cultural markets.

Keywords: country-of-origin, migrants, acculturation.

Track: International marketing

Exploring Heterogeneity in the BOP Consumer Market

Sergej von Janda*, University of Mannheim, Germany, vonjanda@bwl.uni-mannheim.de
Christina Maria Hillebrand, University of Mannheim, Germany, c.hillebrand@live.de

Abstract:
Firms are increasingly interested in unlocking untapped market potential at bottom-of-the-pyramid (BOP) consumer markets. While early research has treated the BOP as one homogeneous market segment, recent literature calls for a differentiated exploration of the BOP and for the development of appropriate segmentation approaches. This study follows these calls and explores the heterogeneity of the BOP market on the basis of data from in-depth interviews with 67 BOP consumers in South Africa and India. The authors apply a combination of quantitative cluster analysis and qualitative content analysis to segment study participants into four groups: Family-Oriented Workers, Illiterate Price-Sensitives, Young Performers, and Female Traditionalists. The study provides an improved understanding of the variables that distinguish individual BOP consumer segments and shows that respective segments also differ with regard to their purchasing behavior. Practitioners can use these insights to develop offerings that are better adapted to the needs of individual segments.

Keywords: Bottom of the Pyramid, Cluster Analysis, Consumer Segmentation

Track: International Marketing

Do American Consumers Seek Authenticity or Novelty?

Sean Lee, Curtin University, Sean.Lee@curtin.edu.au
Khushbu Rabadia, Curtin University, Khushbu.Patel@postgrad.curtin.edu.au
Billy Sung, Curtin University, Billy.Sung@curtin.edu.au
Ian Phau, Curtin University, Ian.Phau@cbs.curtin.edu.au

Abstract:
Recent years have seen a proliferation of Korean cosmetic products which emphasise the use of authentic recipes and ingredients is apparent. Marketers believe that authenticity has potential to influence more positive consumer perceptions. However, it is unclear if it is perceived authenticity or perceived novelty that actually influences perceptions of consumers, or both. This study utilised an experimental design to examine the impact of authenticity and novelty on American consumers' perceived value, attitude and purchase intention. The results suggest that perceived novelty had a significant and positive effect on the dependent variables, but not authenticity. No interaction effects were noted for authenticity and perceived novelty on the dependent variables. This suggests that American consumers utilised their perceived novelty as a basis for evaluating the product. The study provides significant implications for theory and practice as it challenges the dominant logic that authentic products produce greater consumer perceptions.

Keywords: Authenticity, Perceived Novelty, Cosmetic Products

Track: International Marketing

Cross-cultural Luxury Advertising: CLT and Functional Attitudes

Yuri Seo*, University of Auckland, y.seo@auckland.ac.nz
Yung Kyun Choi, Dongguk University, choiyung@dongguk.edu
Udo Wagner, University of Vienna, udo.wagner@univie.ac.at

Abstract:
There is an increasing interest in how advertising strategies for luxury brands can be more effective in light of the changing patterns of luxury consumption within and across cultures. Our study sheds a novel perspective on (1) how consumers' feelings about the psychological distance associated with luxury consumption influences their evaluation of divergent message appeals; and (2) how this relationship varies depending on the functional attitudes of luxury brands, and across different cultures. We have conducted three empirical studies in Korea, the U.S., and Germany, which show that the benefit-based appeals are more effective for luxury advertising. However, the consumers' purchase intention will be more likely to vary with the appeal types, when their luxury brand attitudes serve a value-expressive (vs. social-adjustive) function. Finally, we show that the moderating effect of value-expressive function is stronger in a high-context culture compared to a low-context culture.

Keywords: luxury advertising, construal level theory, functional attitudes

Track: International Marketing

INTERNATIONAL MARKETING

FULL PAPERS

Assessing export readiness of tourism operators' digital channels

Heather J Crawford*, Charles Sturt University. hcrawford@csu.edu.au
Sophia Xiaoxia Duan, Charles Sturt University, sduan@csu.edu.au

Abstract
This project presents an approach for benchmarking the export readiness of websites in the tourism industry. Using psychic distance theory, we posit a staged approach to international e-readiness in parallel to the stages of the extended model of internet commerce adoption (eMICA) business process model. We explore two extensions of the eMICA model to include export readiness and aspects of the social web. Desk research on digital presence of regional tourism organisations will be supported by manager interviews. The comprehensive framework developed will enable more efficient use of industry and government resources to aid internationalisation in regional tourism.

Keywords: internationalisation, digital marketing, tourism

Track: International Marketing

Introduction

Regional development is aided by tourism (Jackson & Murphy, 2006) and thus support for the industry is a key policy for all levels of government (Business.gov.au, 2017). Visitor numbers for regional tourism in Australia have decreased from both domestic and international sources over the past decade (TRA, 2016, 2017) and both government and industry are placing significant resources behind reversing this trend and attracting more international visitors (Ironside, 2017).

The Internet and digital technologies offer tremendous opportunities for tourism organisations to develop trade links worldwide (Sinkovics, Sinkovics, & Jean, 2013). This aspect, however, has not yet received substantial attention from researchers. The travel and tourism industry was one of the first to comprehensively embrace digital channels and this form of interaction between buyers and sellers retains its pre-eminence (Workman, 2014). This project suggests an extension of the eMICA model (Doolin, Burgess, & Cooper, 2002) to assess the export readiness of regional tourism providers' digital channels.

This project would make a major contribution to tourism research from both theoretical and practical perspectives. Assessing the extent to which the regional tourism organisations' (RTOs) have appropriately developed their site as an effective channel for promotion and distribution internationally will enable resources to be allocated more efficiently by both industry and government.

Background

The Australian tourism industry earned almost A\$40 billion from international visitors in 2016, increasing 58.9% over the preceding decade (TRA, 2017). During that time however, the proportion of visitors visiting regional areas or remaining in capital cities has changed negatively for the non-capitals (2006 = 49%, 2016 = 42% (TRA, 2017)).

Government policy has supported the creation of substantial RTOs in many Australian States, serving as hubs for both customers and tourism providers in a geographic area (e.g. Australia's South West). Industry and Government resources assist in training SMEs for internationalisation (ATEC, 2016) but to date neither research nor training specifically addresses internationalisation of digital presence for RTOs. Tan, Brewer, and Liesch (2010, p.4) define internationalisation readiness or export readiness as "a firm's preparedness and propensity to commence export activities overseas." In general, export readiness signifies that an organisation has the characteristics and the potential to enter the international market.

One theory of an organisation's approach to international marketing is based on psychic distance (Evans, Treadgold, & Mavondo, 2000), whereby firms begin by exporting to nations with minimal psychic distance, and with experience, extend to more psychically distant markets (Fletcher, 2005). The internet facilitates firms' learning about international markets, allowing them to make this extension more rapidly than through traditional channels (Sinkovics et al., 2013).

The factors affecting an organisation's state of readiness to successfully undertake export have been researched in a number of contexts (Tan et al., 2010) and many governments and industries have developed training programs, checklists, and other resources designed to bring organisations to the export ready stage (e.g. ATEC, 2016; Canada.ca, 2017). However few studies specifically examine the role or elements of the organisation's e-readiness for export; its digital channels for export (Sinkovics et al., 2013).

The extended model of Internet commerce adoption (eMICA)
Commercial use of digital tools typically begins simply and evolves over time with the addition of more functionality and complexity (Doolin et al., 2002). The eMICA model was developed by Burgess and Cooper (2000) based on this concept. The eMICA model has three stages, indicating three levels of business process—Web-based promotion, provision of information and services, and transaction processing (Doolin et al., 2002). The model has been employed in various tourism and hospitality contexts (Burgess, Parish, & Alcock, 2011; Sangpikul, 2010) with minor adaptations based on context-specific factors.

Two areas in which the model has yet to be assessed are the inclusion of social web elements and export readiness. Social network use is common worldwide (e.g. eMarketer, 2017), and its inclusion in an organisation's marketing strategy is a valuable addition, gaining user engagement with a brand, and potentially increasing sales (Hoffman & Fodor, 2010). To date, the eMICA model defines high interactivity as chats, discussions, reviews or newsletter hosted on their own site (Doolin et al., 2002). This could be extended to include additional interactivity attributes such as user-message interaction, user-user interaction and user-administrator interaction (Míguez-González & Fernández-Cavia, 2015).

Export readiness of a website could be assessed as an additional extension of the eMICA model, incorporating assessment of cultural sensitivity, language issues (Bianchi, 2011) and localised applications such as Wechat and Baidu Total View maps for Chinese visitors (Cuthbertson, 2017). This does not necessarily mean that entire websites require translation, a resource-intensive exercise. Instead, landing pages or micro sites can be developed with appropriate language and currency options for visitors from key international markets (LOTE_Marketing, n.d.).

Methodology
Investigation of these proposed extension of the eMICA model will require secondary research on the websites and other digital presence of a sample of 30 RTOs and 50 individual tourism providers from across Australia. The sample will be drawn from the membership of the peak industry body, the Australian Regional Tourism Network. The online functions and features of these organisations' activities would be assessed against the 14 levels of functionality described by Doolin et al. (2002), from basic to full electronic commerce. In parallel, each organisation's export readiness will be assessed, determining stages of development for internationalisation based on psychic distance, as assessed by Håkanson and Ambos (2010). In addition, each organisation's level of involvement in the social web would be assessed, including interactivity and user-generated content (Míguez-González & Fernández-Cavia, 2015). Interpretation of motivations and barriers to e-readiness for export will require interviews with managers of 10 RTOs and 15 tourism providers. Analysis of qualitative data would be undertaken with NVIVO, and assessed against prior research results.

Implications for Theory and Practice
This project presents an approach for benchmarking the export readiness of websites in the tourism industry. It offers a contribution to theory on internationalisation of services through digital channels. Organisations will be able to more effectively use their marketing resources by following the framework for building their digital presence to match international customer needs.

References

ATEC. (2016). *Tourism Export Toolkit* Retrieved from www.tourism.australia.com/content/dam/assets/document/1/6/w/u/x/2002137.pdf

Bianchi, C. (2011). Inward internationalization of consumer services: Lessons from Australian firms. *Journal of Services Marketing, 25*(4), 282-293.

Burgess, L., Parish, B., & Alcock, C. (2011). To what extent are regional tourism organisations (RTOs) in Australia leveraging the benefits of web technology for destination marketing and eCommerce? *Electronic Commerce Research, 11*(3), 341-355.

Business.gov.au. (2017). *Regional Jobs and Investment Packages*. Retrieved from https://www.business.gov.au/~/media/Business/RJIP/Regional-Jobs-and-Investment-Packages-factsheet-PDF.pdf?la=en.

Canada.ca. (2017). Export. Retrieved from www.canada.ca/en/services/business/trade/export.html

Cuthbertson, A. (2017). China's Baidu aims to challenge Google Maps' dominance. *Newsweek*. Retrieved from http://www.newsweek.com/google-maps-baidu-map-here-china-543682

Doolin, B., Burgess, L., & Cooper, J. (2002). Evaluating the use of the Web for tourism marketing: A case study from New Zealand. *Tourism Management, 23*(5), 557-561.

eMarketer. (2017). eMarketer bumps up estimates for social media usage in China. Retrieved from https://www.emarketer.com/Article/eMarketer-Bumps-Up-Estimates-Social-Media-Usage-China/1016072?ecid=NL1007

Evans, J., Treadgold, A., & Mavondo, F. (2000). Explaining export development through psychic distance. *International Marketing Review, 17*(2), 164.

Fletcher, R. (2005). *'Country of Origin' and 'Psychic Distance': separate constructs or two sides of the one coin?* Paper presented at the 21st IMP-conference, Rotterdam, Netherlands. http://www.impgroup.org/paper_view.php?viewPaper=4687

Håkanson, L., & Ambos, B. (2010). The antecedents of psychic distance. *Journal of International Management, 16*(3), 195-210.

Hoffman, D. L., & Fodor, M. (2010). Can you measure the ROI of your social media marketing. *MIT Sloan Management Review, 52*(1), 41-49.

Ironside, R. (2017, 9 May). Budget 2017: Visa fees up, tourism funding to Tourism Australia down. *Herald-Sun*. Retrieved from http://www.heraldsun.com.au/news/national/federal-budget/budget-2017-visa-fees-up-tourism-funding-to-tourism-australia-down/news-story/bb851e71aa8ef5bfbc02a0d0e3dbb1f1

Jackson, J., & Murphy, P. (2006). Clusters in regional tourism: An Australian case. *Annals of Tourism Research, 33*(4), 1018-1035.

LOTE_Marketing. (n.d.). Our 3 top tips to capture the Chinese market. Retrieved from https://www.tourismtribe.com/3-top-tips-capture-chinese-market/

Míguez-González, M. I., & Fernández-Cavia, J. (2015). Tourism and online communication: Interactivity and social web in official destination websites. *Communication & Society, 28*(4), 17-31.

Sangpikul, A. (2010). Marketing ecotourism through the internet: A case of ecotourism business in Thailand. *International Journal of Hospitality & Tourism Administration, 11*(2), 107-137.

Sinkovics, N., Sinkovics, R. R., & Jean, R.-J. B. (2013). The internet as an alternative path to internationalization? *International Marketing Review, 30*(2), 130-155.

Tan, A., Brewer, P., & Liesch, P. (2010). *Measuring export readiness using a multiple-item index*. Paper presented at the European International Business Academy, Porto, Portugal. http://eprints.qut.edu.au/39429/3/39429.pdf

TRA. (2016, February). Domestic tourism statistics. *Tourism Research Australia.* Retrieved from https://www.tra.gov.au/Research/Domestic-tourism-by-Australians/domestic-tourism-statistics

TRA. (2017, February). International Tourism Statistics. *Tourism Research Australia.* Retrieved from https://www.tra.gov.au/Research/International-visitors-to-Australia/international-tourism-statistics

Workman, B. (2014). Mobile Is Becoming A Prime Device For Tourists And Business Travellers, And Travel Companies Are Racing To Catch Up. *Business Insider*. Retrieved from https://www.businessinsider.com.au/the-mobile-travel-industry-is-growing-2-2014-2?r=US&IR=T

Ambiguity in Brand Decision Making and Fatwa Compliance

Adeel Khalid*, University of Auckland, a.khalid@auckland.ac.nz
Dr Michael S W Lee, University of Auckland, msw.lee@auckland.ac.nz
Dr Catherine Frethey-Bentham, University of Auckland, c.bentham@auckland.ac.nz
Dr Denise Conroy, University of Auckland,d.conroy@auckland.ac.nz

Abstract:
The Muslim market is growing rapidly (Shah Alam, Mohd, & Hisham, 2011). It is expected that this growing market will generate revenues of US$30 trillion by 2050 (Lim, 2009). Thus, it is important for marketers in a global economy to understand the consumption pattern and decision-making process of Muslim consumers under fatwa (religious ruling).
This pilot study explores the impact of ambiguity on Muslim decision-making and fatwa compliance. The aim of the study is to identify the factors which lead to ambiguity regarding fatwa. Findings of this study can help marketers understand and manage fatwa within their industry.

Keywords: Fatwa, Ambiguity, Decision-making.

Track: International marketing

Introduction

Religion is a part of culture. It forms the attitudes of individuals (Kotler-Berkowitz, 2006; Bailey and Sood, 1993) and therefore is one of the most significant cultural factor in society. Religion greatly influences people's routine activities and actions which in turn shape purchasing decisions (Mokhlis, 2006; Burroughs and Rindfleisch, 2002). Further, religious commitment guides and restricts people from consuming certain brands and products that are not socially acceptable and cause conflict among individuals (Singhapakdi, Vitell, Lee, Nisius, & Yu, 2013). Religious ruling like fatwa in Islam strongly affects individual consumer decision-making and routine activities (Muhamad & Mizerski, 2013). A fatwa is a verdict issued by prominent Muslim scholars, which prevents or encourages Muslims to adopt certain behaviour and actions (Ghouri, Atcha & Sheikh, 2006).

Similarly, fatwa also prohibits or allows Muslim consumers to use certain brands or products. Fatwa has been declared on Coca-Cola, smoking, life insurance policies, listening to music and gambling (Muhamad & Mizerski, 2013). Involvement in competitions using mobile phone SMS have also been banned with a fatwa (Muhamad & Mizerski, 2010a). In the past, scholars have also issued fatwas against In Vitro Fertilization (IVF), Nike, McDonald's and electronic games like Pokémon. Muslim consumers in Malaysia strongly consider and follow Islamic verdicts like fatwa when they decide to smoke and listen to popular music (Muhamad & Mizerski, 2013). However, fatwa does not always influence the decision-making process, with some Malaysian Muslim consumers still buying Coca-Cola despite fatwa (Muhamad & Mizerski, 2013).

Islam is the world's second largest religion after Christianity. Currently, there are 2.08 billion Muslims around the world (Tryphon, 2016). For Muslims, Islam is the basic and primary source of solutions for contemporary problems (Aziz & Shamsul, 2004). Muslims are highly sensitive to religious issues, and they follow Islamic teaching and rules before making most decisions. It is important for marketers to understand the concept of fatwa before introducing their products and brands in Muslim cultures to avoid substantial financial loss. For instance, consider the negative financial outcomes for Danish companies in terms of sales after the issuance of a fatwa against Danish products (Shirazi, 2016). Additionally, the majority of Danish products were removed from store shelves in the Middle East. Marketers should consider the impact of fatwa with almost two billion Muslim consumers living in different countries. As another example, Lays (a Pepsi Co brand) sales decreased in Pakistan after religious scholars issued a fatwa against this brand.

Different studies have explored the impact of religion on Muslim consumer behaviour (Bailey and Sood, 1993; Aziz & Shamsul, 2004; Awan, Siddiquei, & Haider, 2015; Farah and Samad, 2015; Fam, Waller, & Erdogan, 2004). However, few studies have investigated Muslim consumer behaviour and decision-making under specific religious doctrine (fatwa) (Muhamad & Mizerski, 2013; Mukhtar & Butt, 2012; Muhamad & Mizerski, 2010; Muhamad & Mizerski, 2016; Pace, 2013). Past studies on the religious decree are more descriptive and use the concept of religious motivation to explore consumer behaviour under the fatwa doctrine (Muhamad & Mizerski, 2013; Muhamad & Mizerski, 2010; Muhamad & Mizerski, 2016). These studies show that elements like intrinsic and extrinsic religiosity play an important and significant role in influencing Malaysian Muslims decision-making processes to adopt the fatwa behaviour. However, these studies fail to describe the comprehensive reasons which contribute to the tendency to comply with or disobey fatwa. Additionally, data collection for these studies was only limited to university students. Students were given a limited list of brands and products without conducting an in-depth study. Moreover, these university students do not depict the consumer behaviour of the broader Muslim society. To date, previous studies have overlooked the comprehensive reasons why Muslims obey or defy fatwa verdict and its impacts on their brand decision-

making in ambiguous situations. Furthermore, all prior works failed to explain the reasons or factors which create ambiguity about religious rulings for the Muslims in a given situation. The main goal of this paper is to explore the influence of fatwa on Muslim decision-making, particularly in ambiguous settings. Before, proceeding it will be useful to explain the ambiguous consumption situation.

Ambiguous consumption situation

Ambiguous means unclear, undecided, and confusing. An ambiguous situation refers to a situation, which has several possible meanings or interpretations (Ellsberg, 1961; Brand, Heinze, Labudda& Markowitsch, 2008); alternatively, a situation where individuals have more than one choice. For instance, Muslim Scholars have issued a fatwa against Coke. A person stops consuming Coke after the fatwa ruling. Additionally, he firmly believes in religious teachings like fatwa and perceives that buying Coke is like committing a sin. However, one day, he goes to his friend's house as a guest, and his friend offers him a Coke. This is an ambiguous situation, and an individual can interpret and react in two ways. One is to refuse to drink Coke due to the fatwa ruling. However, he can also drink Coke because the Quran and Sunnah teach Muslims to show gratitude and respect to others.

Aims of this research

To explore the brand decision-making of Pakistani Muslim immigrants towards fatwa ruling in an ambiguous environment.
To investigate the factors creating fatwa ambiguity among Muslim consumers.
To identify elements which can be used by marketers to mitigate the influence of fatwa in growing Muslim markets.
This paper asks the following research questions in line with the aims of this study.
RQ1: How does an ambiguous consumption situation influence fatwa compliance in Muslim consumers?
RQ2: In the face of the fatwa, what factors lead to ambiguity in a Muslim consumer's decision making context?

Methods

The aim of this study is to explore the attitude of Pakistani Muslim individuals towards fatwa and develop adequate scales to answer the above-stated research questions by using interviews. In the future, the researcher will conduct more in-depth interviews with Pakistani Muslim immigrants living in New Zealand and Australia. Furthermore, surveys will be designed to explore the consumer behaviour of Pakistani Muslims under ambiguous consumption settings residing in New Zealand and Australia.
This paper only focuses on findings emerging from four in-depth interviews with Pakistani Muslim immigrants living in New Zealand including both male and female over the age of 18. To select appropriate, the researcher placed an advertisement in different mosques around Auckland. Judgemental sampling was used for participant' selection. Additionally, the researcher asked the respondents a few questions about fatwa and its influence on their routine consumption pattern before selecting any respondents. Initially, qualitative data was analysed using a clustering procedure outlined by Nunnally (1978), and thematic analysis (Braun, & Clarke, 2006).

Results and Discussion

Based on preliminary interviews, figure 1 outlines seven factors which create ambiguity about fatwa, from religious knoweldge through to blasphemy issues. These issues are predetermined factors associated with Muslim customers. The marketer has little control of

these factors. On the other hand, the factors presented across the top of figure 1 are factors that influence fatwa compliance, which the marketer can control.
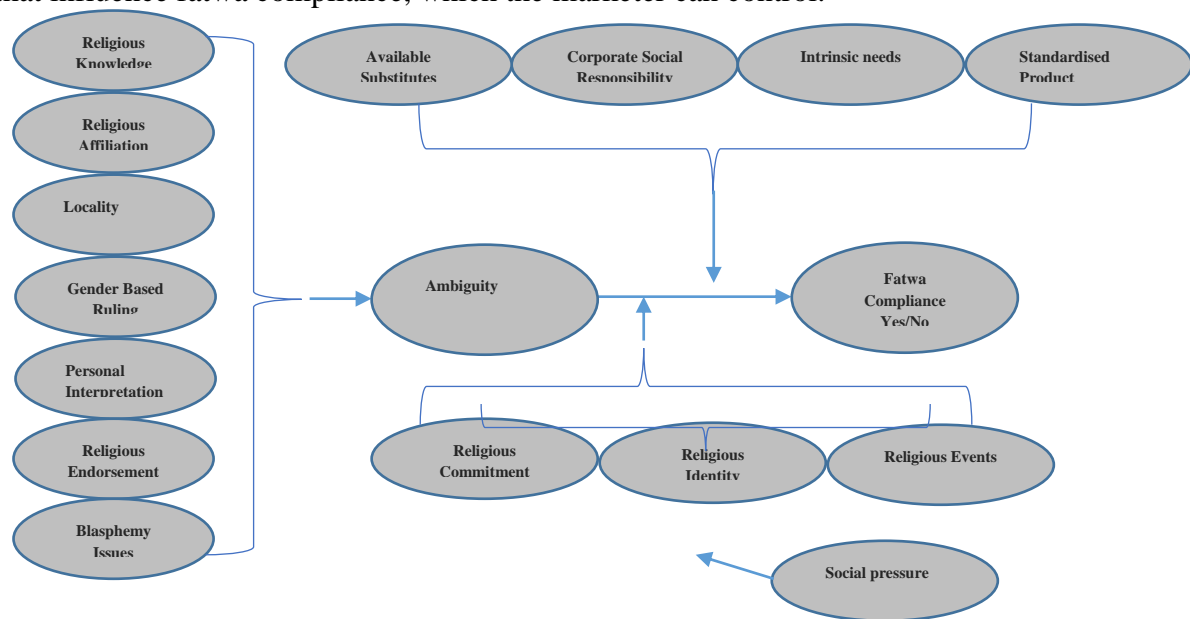

Figure 1: Conceptual Model

During the interview process, the researcher discovered that Pakistani Muslim immigrants use different sources to obtain religious knowledge about a fatwa decree. Availability of various references and documentations about fatwa such as online and printed books, online newspapers, official websites and blogs, official Facebooks pages and YouTube channels, and consultation with the personal scholars can influence religious knowledge and information of Muslim consumers. Moreover, the available sources contribute towards ambiguity because different information can be found on these sources which may influence the Muslim consumers differently and increase or decrease their level of religious knowledge, information and personal understanding about the fatwa ruling. Previous studies also suggest that religious knowledge and information are key factors which influence the individual decision-making process (Muhamad & Mizerski, 2016; Abdur Razzaque & Nosheen Chaudhry, 2013). In line with previous literature, overloaded and misleading information is linked to individual confusion and ambiguity in certain situations (Walsh, Hennig-Thurau, & Mitchell, 2007). It can be argued that individual level of religious knowledge and information can lead to ambiguity about certain religious rules and regulations.

Elements in the theoretical model such as gender-based ruling and personal interpretation also cause ambiguity. During the interviews, the majority of respondents stated that personal interpretation of Quranic Ayats (verses) and Hadith (saying of Prophet Muhammad) play an important role in creating ambiguity about the fatwa ruling. Additionally, weak references and unconvincing reasoning behind the fatwa explanation can also contribute towards ambiguity. Similarly, the gender-based ruling cause ambiguity among the Muslim consumers. For instance, Saudi Arabia issued a fatwa against women driving, and travelling alone (Chemaly, 2015; El-Sanabary, 1994). In the same way, mobile usage by Muslim women has been prohibited by fatwa in some parts of Pakistan, and severe punishment will be inflicted on females who disobey this religious teaching (Saeed, 2012). Additionally, there are some restrictions on male and female dress codes in Arab countries (Al-Qaradawi, 1999; Sobh, Belk & Gressel, 2014). It can be argued that gender-based ruling can create ambiguity because individuals sometimes do not know that specific fatwa is only limited to men or women in a given situation.

Locality also plays an important role in creating fatwa ambiguity. For instance, scholars of one country can ban a product by fatwa whereas scholars of another country can encourage Muslim consumers to use the same product or brand. Additionally, Muslims may not follow a particular fatwa living in one country but when they move to another country or place they may strictly obey that ruling. For instance, our interviews revealed that Pakistani Muslim consumers living in New Zealand without their families have more religious freedom compared to people living in Pakistan. However, Pakistani Muslim consumers interviewed thus far try to obey fatwa ruling more during their stay in foreign countries. Additionally, it is interesting to note that living in restricted Muslim society like Saudi Arabia culturally influence them to practice all the religious rules and teaching regardless of their family. For instance, Saudi Arabia is considered to be highly religious. Locals and foreigners living in Saudi Arabia with or without their families strictly follow all religious rules and obligations to remain the part of that society.

Religious endorsement can also cause fatwa ambiguity. For instance, some respondents are more likely to follow fatwa if it is endorsed by specific international or local scholars. A fatwa may be issued by state scholars or a religious department but may not be approved by prominent international or local scholars to whom individuals know personally, and firmly believe in his contributions to Islam, knowledge, and credibility. Additionally, interview findings suggest that positive endorsement results in brand loyalty. For instance, people start buying fatwa products like Lays (a product by Pepsi-co) after the positive endorsement of leading scholars in Pakistan.

Blasphemy issues can also form fatwa ambiguity. For instance, after the publication of a cartoon against the prophet Muhammad, scholars issued a fatwa against western brands which were associated with the blasphemous issue, thus making Muslim individuals more conscious about the purchase of foreign brands. At that time, there was a debate about the fatwa ruling on different global brands because several scholars were issuing different fatwas on global brands. Some scholars were preventing, while others motivating consumers to buy various global brands after the blasphemy issue. This created ambiguity about the fatwa on global brands among Muslim consumers worldwide. Thus, respondents stated that they started to support local brands due to fatwa ambiguity created by the blasphemy issues.

All the elements mentioned above cannot be controlled by the marketers. However, during the interview phase several factors such as standardized products, available substitutes, individual mood (intrinsic need) and corporate social responsibility emerged, which can be manipulated by marketers to promote their product and reduce the impact of fatwa in Muslim consumer markets. A respondent explained that he would not care about fatwa on Nestle because this company is involved in building schools and hospitals in a Muslim country like Pakistan. Similarly, Pakistanis are using the Coke despite fatwa. One reason is its CSR (Corporate Social Responsibility) campaigns in Pakistan. For instance, one respondent reported that we were impressed by the Coke Edhi (charitable organization in Pakistan) campaign during the holy month of Ramadan. Previous literature also suggests that many Danish companies adopt large public relationship campaigns to promote their products and reduce their product boycotts in the Middle East (Knight, Mitchell, & Gao, 2009).

Additionally, findings from initial interviews suggest that marketers should manufacture standardised products worldwide to reduce the impact of the fatwa. For example, a person stated that they buy Coke despite fatwa because there is nothing wrong with its ingredients, and all ingredients are the same internationally, so, they can buy the same coke in Pakistan as well as in New Zealand. However, McDonald's is not standardised globally, and may not comply with Islamic slaughtering procedures. Similarly, respondents expressed that they do not use Tegel chicken and products made of this brand due to slaughtering issues and fatwa ruling against this brand by different local scholars in New Zealand. It is important for the

marketers to provide standardized products globally. Standardised halal certification can be used by marketers to reduce the impact of fatwa. Muslim consumers trust religious certification and labels for their food purchasing when in foreign countries (Hingley & Lindgreen, 2016). Brands like McDonald and Tegel can use the halal certification to sell its products to Muslim consumers in western countries.

Intrinsic need and the unique qualities of some brands encourage Muslims to buy fatwa brand. Some respondents stated that positive experience and emotional attachment with a certain brand motivates them to buy a fatwa brand. Furthermore, the researcher discovered that Pakistani Muslim immigrants buy available substitutes (similar in taste) when a product or brand is strongly banned by fatwa. For instance, scholars have issued strong fatwa against Shezan mango juice. After the fatwa verdict, Shezan introduced different energy drinks and juice brands with different name and packing to reduce the impact of fatwa. Marketers can mitigate the influence of fatwa by providing low price substitutes (similar in taste) with different name to capture the market share in Muslim countries. In the past, marketers introduced brands like Mecca Cola to deal with boycott issues in Muslim countries.

Lastly, social pressure from family, friends and community strongly influence Pakistani Muslims to follow fatwa during religious events such as Ramadan. Due to social pressure, Muslim consumers also try to maintain their identity by following fatwa. In line with previous study, social pressure remains a substantial factor affecting religious identity and influences Muslim consumers to follow religious rules regarding their food consumption (Bonne, Vermeir, Bergeaud-Blackler, & Verbeke, 2007). Due to social pressure, Muslims are more religiously committed towards the religious teaching and ruling (fatwa) in ambiguous settings. Thus, it can be argued that social pressure from outside restricts or encourages Muslims to adopt fatwa ruling in ambiguous consumption situations.

Implications, future research and conclusion
The proposed research contributes to the brand decision-making literature as it pertains to the influence of fatwa. This study explores different factors that cause fatwa ambiguity among Muslims. Despite fatwa on different global brands, some consumers still use these products in Muslim countries. Understanding these individual, commercial and societal factors can assist marketers in designing more efficient marketing strategies in Muslim markets. Future research will involve more interviews in addition to the development of a fatwa compliance scale. A cross-cultural study can be conducted in the future for multinationals companies operating in different Muslim countries.

References (core papers only, other references available on request)

Awan, H. M., Siddiquei, A. N., & Haider, Z. (2015). Factors affecting Halal purchase intention–evidence from Pakistan's Halal food sector. Management Research Review, 38(6), 640-660.

Aziz, A., & Shamsul, A. B. (2004). The religious, the plural, the secular and the modern: A brief critical survey on Islam in Malaysia. Inter-Asia Cultural Studies, 5(3), 341-356.

Bailey, J. M., & Sood, J. (1993). The effects of religious affiliation on consumer behaviour: A preliminary investigation. Journal of Managerial Issues, 5 (3), 328-352.

Bonne, K., Vermeir, I., Bergeaud-Blackler, F., & Verbeke, W. (2007). Determinants of halal meat consumption in France. British Food Journal, 109(5), 367-386.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. Qualitative research in psychology, 3(2), 77-101.

Fam, K., Waller, D. S., & Zafer Erdogan, B. (2004). The influence of religion on attitudes towards the advertising of controversial products. European Journal of Marketing, 38(5/6), 537-555.

Farah, M. F., & El Samad, L. (2015). Controversial product advertisements in Lebanon: A study of Sunni-Shi'a sectarian disparities and similarities. Journal of Islamic Marketing, 6(1), 22-43.

Ghouri, N., Atcha, M., & Sheikh, A. (2006). Influence of Islam on smoking among Muslims. British medical journal, 332(7536), 291-294.

Knight, J. G., Mitchell, B. S., & Gao, H. (2009). Riding out the Muhammad cartoons crisis: contrasting strategies and outcomes. Long Range Planning, 42(1), 6-22.

Mokhlis S. (2006). The effects of religiosity on shopping orientations: an exploratory study in Malaysia. Journal of the American Academy of Business 9(1), 64–74.

Muhamad Hashim, N., & Mizerski, D. (2010). Exploring Muslim consumers' information sources for fatwa rulings on products and behaviors. Journal of Islamic Marketing, 1(1), 37-50.

Muhamad, N., & Mizerski, D. (2013). The effects of following Islam in decisions about taboo products. Psychology & Marketing, 30(4), 357-371.

Muhamad, N., Leong, V. S., & Mizerski, D. (2016). Consumer knowledge and religious rulings on products: Young Muslim consumer's perspective. Journal of Islamic Marketing, 7(1), 74-94.

Mukhtar, A., & Mohsin Butt, M. (2012). Intention to choose Halal products: the role of religiosity. Journal of Islamic Marketing, 3(2), 108-120.

Pace, S. (2013). Does religion affect the materialism of consumers? An empirical investigation of Buddhist ethics and the resistance of the self. Journal of Business Ethics, 112(1), 25-46.

Towards a better understanding of regional markets

Arifiani Widjayanti, Flinders Business School, widj0013@flinders.edu.au
Vipul Pare*, Flinders Business School, vipul.pare@flinders.edu.au

Abstract:
This study aims to propose a conceptual framework regarding the importance of colour of package in the case of local product from a region in Indonesia. In an international market, local food products play a significant role in attracting international tourists and buyers. They contribute significantly to the economy. Using systematic literature review, this study explores the extent to which previous studies have investigated the impact of colour of package for local food products. This will form the foundation for a comprehensive study on colour of package in a key international market. The overall study will assist in designing marketing strategies for regional products in emerging markets internationally. The research contributes to current buyer behavior, branding and international marketing literature as limited studies have explored important but underestimated regional markets.

Keywords: International market, Package colour, Emerging market

Track: International Marketing

Introduction and Research Aim

The colours of the package have become a vital component of marketing as it assists during the decision making process of consumers and adds value to the seller during distribution, retailing and selling process. Besides differentiating the product from its competitors, colour is associated with numerous values and interpretations by consumers. The colour of a package attracts consumers' attention, conveying either positive or negative values, and importantly, affects consumers' perceptions at the point of purchase. This study examines the colours of the packaging of a well-known food product from a Yogyakarta region in Indonesia and how the popular colours affect various consumers' responses. The aim of this research is to present a conceptual framework based on systematic literature review on colour of package. The framework will assist in empirically examining the extent to which the packaging colour influences consumers' choice and behaviour. The study is important as there has been hardly any attention paid on packaging aspect of local food products in Indonesia. This is a key limitation of small and medium size local companies (Wuryaningrat, 2013). The literature also suggests that this is common across many small and medium size businesses in international markets. It is important to understand how people respond to colour of package and discuss the implication for local food industry. That is, is there a specific colour that appeals the most to consumer or are there a variety of colours? These exploratory questions would assist in formulating a concrete and unique marketing strategy. This study forms a starting point for a comprehensive study on the impact of various colours in relation to the regional products. The aim of this study is:

To provide an overview of literature in relation to colour of package.
To propose a conceptual framework that includes response to colour of package. This will form the basis of future research.

Background

The context and the background of this research is a local food product that is regionally popular but less known globally. The theoretical foundation of the study is theory and literature around colour and its impact.

The local Indonesian food product examined in this study is *Bakpia*, a small round sweet roll, usually stuffed with mung beans or green beans, but the latest products have other fillings such as cheese, chocolate, and even the strong-smelling fruit 'durian'. The flour wrap encases the sugar mixture of the filling, recently with added milk, and is baked. This product is one of Yogyakarta's special local foods and is commercially packaged in small boxes with different coloured packaging based on the different companies and flavours, and sold at many local food shops in YogyakartaThis is an important and understudied industry. Tourists visiting Yogyakarta favour these cakes and purchase them as gifts. Hence, *Bakpia* has become a typical culinary souvenir from Yogyakarta and can be found in souvenir stores or shops. Originally and popularly it was covered with a yellow package, especially for the original flavour of "green bean."

Gorn, Chattopadhyay, Yi, and Dahl (1997) stated that empirical research on color in marketing can be separated into three streams. The first stream has examined the specific colors used in magazine ads, such as the study by Schindler (1986) which concluded that at best, marketers are inconsistent about using colour to enhance the impact of their advertising. The second stream has investigated the efficacy of color compared to black and white ads; for example a study by Sparkman Jr and Austin (1980) stated that around 41% of sales volume may be realized by using one-colour, single-exposure newspaper ads, instead of otherwise

identical black-and-white ads, for price-reduced items. Another study by Sparkman Jr and Austin (1980) reported that the use of colour in ads and the extent to which an ad and its claims are easy to substantiate can jointly influence consumers' attitudes. The third stream has tested the effects of specific colors on consumer responses. Past studies revealed that red-colored backgrounds elicit greater feelings of arousal than blue-colored backgrounds, whereas products presented against blue-colored backgrounds are liked more than products presented against red-colored backgrounds (Bellizzi & Hite, 1992; Middlestadt, 1990). Still, in the third stream, other studies focused on hue effects by Bellizzi, Crowley, and Hasty (1983) and Crowley (1993). Compared to the first two streams that focused on colour in ads, the last stream specifically worked on colour's influence on consumer responses, which is also the specific focus of the present study.

Methodology

The paper adapts a systematic literature review approach to provide a comprehensive picture of research in the area. We evaluate studies in relation to colour from various perspectives including psychological, marketing and cultural. The study then groups the previous work into themes. This process assists in identifying scope for further research and formulating conceptual framework.

Overview of literature, Discussion and Conceptual Framework

The theoretical developments describing colour as an omnipresent catalyst in human daily life provides the impetus for investigating the effect of colour in human experience during their everyday routines. Arguably, colour research is critical for the advancement of marketing theory, and the following section concentrates on the literatures of the allied streams of colour in the area of marketing:

Colour in marketing communication

Colour plays a significant role in global marketing communication. It not only helps enhance brand recognition, but also translates intended visual impressions into product. Colour plays a significant role in marketing communication, enhances brand recognition, and translates intended visual impressions into product. Thus, it influences consumer behaviour, especially through atmosphere in the outlet. In a study regarding the capacity of colour in marketing, Cavassilas (2007) viewed it from the perspective of sensory and emotional force of the image (Golety & Guichard, 2011), such as yellow colour of a product package may convey wealth, joy, and warmth. Therefore, attributing the impact of colour onto a wide range of colour association, leads colour to be viewed as a symbol or a sign. In terms of communication, Garber, Burke, and Jones (2000) mentioned that a package can communicate through explicit claims and illustrations that describe a product's attributes, benefits, ingredients, and promotional offers. Velasco, Salgado-Montejo, Marmolejo-Ramos, and Spence (2014) found that various attributes of package can be used to help communicate specific product attributes, for example "sweet" tastes are better expressed by means of rounded shapes, typefaces, and names, and low-pitched sounds, whereas "sour tastes" are better conveyed by means of angular shapes, typefaces, and names, and high-pitched sounds, and it can be used also to prepare consumers for a particular consumption experience (Spence, 2012). A package also communicates implicitly by triggering associations in consumer memory. Visual, verbal, and tactile elements of the package (e.g., brand name and logo, package size, shape, colour, texture, and graphics) can bring to mind images of product quality, performance characteristics, usage situations, and past consumption experiences. ENREF_126

Colour in consumer behaviour research

Colour research in the area of consumer behavior focuses on the effect of colour on consumer's evaluations of products and purchase intentions toward products. Consumers also desire that the colour of a product match its intended use or purpose. Specifically, they prefer blue for products that are functional or associated with water, and red for products that are luxury items or are associated with status, such as sports cars (Bottomley & Doyle, 2006; Hanss & Böhm, 2012). In many cases, there are already well-established conventions about what colours are appropriate to certain product categories (Piqueras-Fiszman & Spence, 2011; Sacharow, 1970; Wheatley & Chiu, 1977).

It is widely agreed upon by marketers, advertisers and graphic artists that the influence of colour on consumers definitely influences their purchase decisions (Grossman & Wisenblit, 1999). Supporting this, other authors state that shape and colour significantly affect consumers' association, expected liking, and willingness to purchase (Ares & Deliza, 2010). Similarly, a recent study about the impact of product's packaging colour on customers' buying preferences under time pressure by Javed and Javed (2015) found that the buying preference of a customer is relatively more dependent on colour scheme than on time constraints.

Semiotic approach of colour

In a semiotic approach, colour is a visual signifier of the packaging that has a strong evocative power. Colour involves three different modes of significance. Firstly, it can be put on the packaging based on metonymic logic, i.e. continuity between colour and what it represents; for example, red packaging for tomato concentrate, since red is the natural colour of a tomato. Secondly, it can be placed on products based on metaphoric logic; which translates the analogy link between colour and what it evokes; for example, using the colour red to signify the strength of a flavour. Lastly, it can be placed on products based on symbolic logic and to express a conventional link between colour and its meaning. For example, using the image of a red rose to convey romance. Black, for instance, stands for mourning and hence sadness in many cultures, especially Latin cultures.

Based on the overview of the literature presented above, the proposed conceptual framework suggests that in order to add value and appeal to consumers the colour of package of a local product should be the starting point. Strategic use of suitable and favourable colour will make local products attractive. This ensures the product becomes a part of regional identity and is recognised as a key brand ambassador of the region. This would lead to the product behaving like a niche brand.
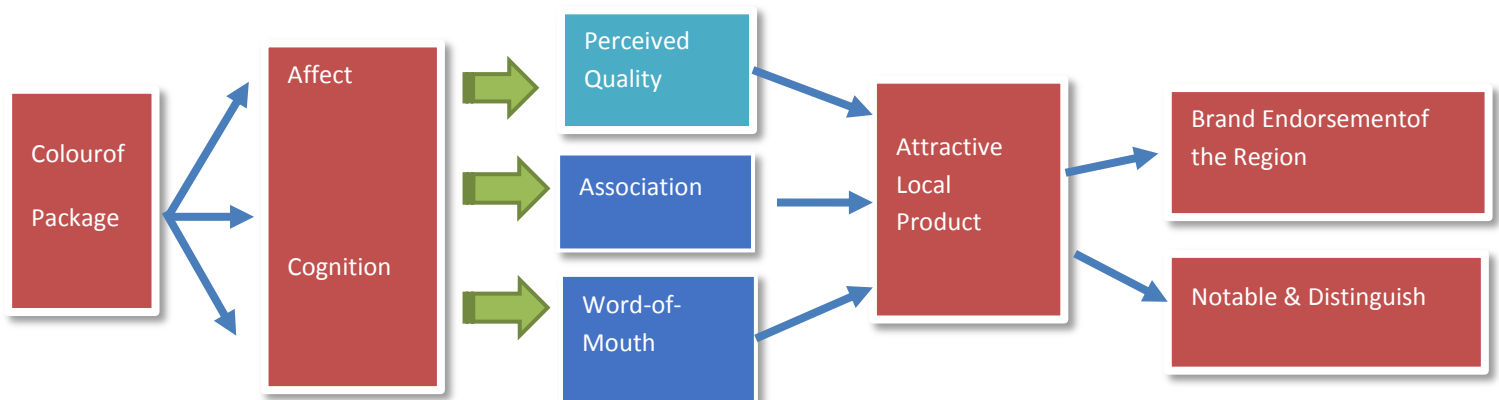
The conceptual framework based on the literature suggest that there is a close link between colour and emotional as well as behaviour response. The emotional and cognitive response

would lead to enhanced perceived quality and stronger associations with the product, while behaviour response is connected to word of mouth. Combination of consumer response and their connected outcomes will make the local product attractive which will assist in distinguishing itself with well-known national brands and act as an ambassador for the region.

Implications for Theory and Practice

A theoretical contribution of this study is its focus on local foods and the impact of packaging colour, while earlier local food studies concentrated on market, tourism, or contribution to the society (Buller & Morris, 2004; Ilbery & Kneafsey, 1999, 2000; Ilbery & Maye, 2005; Sims, 2009). More recently, studies on local food have mainly focused on consumers' attitude and purchase behaviour (Feldmann & Hamm, 2015; Hu, Batte, Woods, & Ernst, 2012; Little, Maye, & Ilbery, 2010; Loureiro & Hine, 2002; Roininen, Arvola, & Lähteenmäki, 2006; Tellström, Gustafsson, & Mossberg, 2006) but have not connected the impact of packaging colour to consumer responses.

Furthermore, Bakpia as a regional food product is produced and processed in a particular place by small companies, which needs specific product strategies based on special issues related to local products(Kvam, Magnus, & Petter Stræte, 2014). These characteristics impact the type of market which is supposed to be a typically niche market. This study affords another opportunity to enrich knowledge with regard to local food products and their niche market.

The framework and the literature discussed in the paper presents a foundation for future comprehensive study that should explore individual responses such as perceived quality as well collective responses such as overall behavioural or attitudinal response to colour of package.

The findings of this study will contribute to marketers' understanding of the powerful yet complex effects of colour at the point-of-purchase. The implementation of the findings could address some of the weaknesses in marketing strategies of SMEs and improve these companies' sales performance in the future.

References

Ares, G., & Deliza, R. (2010). Studying the influence of package shape and colour on consumer expectations of milk desserts using word association and conjoint analysis. *Food Quality and Preference, 21*(8), 930-937.

Bellizzi, J. A., Crowley, A. E., & Hasty, R. W. (1983). The effects of color in store design. *Journal of Retailing*.

Bellizzi, J. A., & Hite, R. E. (1992). Environmental color, consumer feelings, and purchase likelihood. *Psychology & marketing, 9*(5), 347-363.

Bottomley, P. A., & Doyle, J. R. (2006). The interactive effects of colors and products on perceptions of brand logo appropriateness. *Marketing Theory, 6*(1), 63-83.

Buller, H., & Morris, C. (2004). Growing goods: the market, the state, and sustainable food production. *Environment and planning A, 36*(6), 1065-1084.

Crowley, A. E. (1993). The two-dimensional impact of color on shopping. *Marketing Letters, 4*(1), 59-69.

Feldmann, C., & Hamm, U. (2015). Consumers' perceptions and preferences for local food: A review. *Food Quality and Preference, 40*, 152-164.

Garber, L. L., Burke, R. R., & Jones, J. M. (2000). The role of package color in consumer purchase consideration and choice.*Report-Marketing Science Institute Cambridge Massachusetts*.

Gollety, M., & Guichard, N. (2011). The dilemma of flavor and color in the choice of packaging by children. *Young Consumers: Insight and Ideas for Responsible Marketers, 12*(1), 82-90.

Gorn, G. J., Chattopadhyay, A., Yi, T., & Dahl, D. W. (1997). Effects of color as an executional cue in advertising: they're in the shade. *Management Science, 43*(10), 1387-1400.

Grossman, R. P., & Wisenblit, J. Z. (1999). What we know about consumers' color choices. *Journal of marketing practice: Applied marketing science, 5*(3), 78-88.

Hanss, D., & Böhm, G. (2012). Sustainability seen from the perspective of consumers. *International Journal of Consumer Studies, 36*(6), 678-687.

Hu, W., Batte, M. T., Woods, T., & Ernst, S. (2012). Consumer preferences for local production and other value-added label claims for a processed food product. *European Review of Agricultural Economics, 39*(3), 489-510.

Ilbery, B., & Kneafsey, M. (1999). Niche markets and regional speciality food products in Europe: towards a research agenda. *Environment and planning A, 31*(12), 2207-2222.

Ilbery, B., & Kneafsey, M. (2000). Producer constructions of quality in regional speciality food production: a case study from south west England. *Journal of rural studies, 16*(2), 217-230.

Ilbery, B., & Maye, D. (2005). Alternative (shorter) food supply chains and specialist livestock products in the Scottish–English borders. *Environment and planning A, 37*(5), 823-844.

Javed, S. A., & Javed, S. (2015). The impact of product's packaging color on customers' buying preferences under time pressure. *Javed, SA & Javed, S.(2015). The impact of product's packaging color on customers' buying preferences under time pressure. Marketing and Branding Research, 2*(1), 4-14.

Kvam, G.-T., Magnus, T., & Petter Stræte, E. (2014). Product strategies for growth in niche food firms. *British Food Journal, 116*(4), 723-732.

Little, R., Maye, D., & Ilbery, B. (2010). Collective purchase: moving local and organic foods beyond the niche market. *Environment and planning A, 42*(8), 1797-1813.

Loureiro, M. L., & Hine, S. (2002). Discovering niche markets: A comparison of consumer willingness to pay for local (Colorado grown), organic, and GMO-free products. *Journal of Agricultural and Applied Economics, 34*(03), 477-487.

Middlestadt, S. E. (1990). The effect of background and ambient color on product attitudes and beliefs. *NA-Advances in Consumer Research Volume 17*.

Piqueras-Fiszman, B., & Spence, C. (2011). Crossmodal correspondences in product packaging. Assessing color–flavor correspondences for potato chips (crisps). *Appetite, 57*(3), 753-757.

Roininen, K., Arvola, A., & Lähteenmäki, L. (2006). Exploring consumers' perceptions of local food with two different qualitative techniques: Laddering and word association. *Food Quality and Preference, 17*(1), 20-30.

Sacharow, S. (1970). Selling a package through use of color. *Color Engineering, 8*(6).

Schindler, P. S. (1986). Color and contrast in magazine advertising. *Psychology & marketing, 3*(2), 69-78.

Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of sustainable tourism, 17*(3), 321-336.

Sparkman Jr, R., & Austin, L. M. (1980). The effect on sales of color in newspaper advertisements. *Journal of Advertising, 9*(4), 39-42.

Spence, C. (2012). Managing sensory expectations concerning products and brands: Capitalizing on the potential of sound and shape symbolism. *Journal of Consumer Psychology, 22*(1), 37-54.

Tellström, R., Gustafsson, I.-B., & Mossberg, L. (2006). Consuming heritage: The use of local food culture in branding. *Place Branding and Public Diplomacy, 2*(2), 130-143.

Velasco, C., Salgado-Montejo, A., Marmolejo-Ramos, F., & Spence, C. (2014). Predictive packaging design: tasting shapes, typefaces, names, and sounds. *Food Quality and Preference, 34*, 88-95.

Wheatley, J. J., & Chiu, J. S. (1977). The effects of price, store image, and product and respondent characteristics on perceptions of quality. *Journal of Marketing Research*, 181-186.

Wuryaningrat, N. F. (2013). Knowledge sharing, absorptive capacity and innovation capabilities: An empirical study on small and medium enterprises in North Sulawesi, Indonesia. *Gadjah Mada International Journal of Business, 15*(1), 61.

MACROMARKETING AND MARKETING AND PUBLIC POLICY

ABSTRACTS

Anxiety and the Choice of Generic Medicines

Belinda L. Barton, University of Technology Sydney, Belinda.Barton@uts.edu.au
Paul F. Burke, University of Technology Sydney, Paul.Burke@uts.edu.au
David S. Waller, University of Technology Sydney, David.Waller@uts.edu.au
Christine Eckert*, University of Technology Sydney, Christine.Eckert@uts.edu.au

Abstract:
Recently the Australian Government has been encouraging consumers to buy, and pharmacists to sell, the cheaper, generic option of a medicine. However, despite offering equivalent active ingredients, generic medicines still struggle to be accepted by consumers. This paper examines the role of a consumer's emotional state and framing effects on the choice of a generic versus a branded medicine. Using an online experiment, with independent manipulations of consumer anxiety levels and the framing of generic alternatives by the pharmacist, a sample of 426 men and women within Australia were presented with a scenario of purchasing a pharmaceutical after visiting a GP. The results indicate that consumers who were experiencing higher levels of anxiety and where the doctor prescribed the branded medicine are more likely to choose branded medicines over the generic alternatives. The effect of framing the generic alternative, either as 'generic' or 'cheaper', was not significant.

Keywords: Generic, Branded, Pharmaceuticals

Track: Macromarketing and Marketing and Public Policy

Consumer Underestimation of Food Energy Use and Emissions

Adrian R. Camilleri*, RMIT University, adrian.camilleri@rmit.edu.au
Richard P. Larrick, Duke University, larrick@duke.edu
Shajuti Hossain, Duke University, shajuti.hossain@lawnet.duke.edu
Dalia Patina-Echeverri, Duke University, dalia.patino@duke.edu

Abstract:
Food is a major source of energy use and greenhouse gas (GHG) emissions yet its production and impacts are invisible to consumers. Study 1 confirmed that people underestimate the energy use and GHG emissions associated with food. Study 2 revealed that this underestimation stems from a lack of salience and knowledge regarding how food is produced. Study 3 revealed that a carbon label reduces the average carbon footprint of a hypothetical meal, particularly for those with pro-environmental attitudes. Study 4 revealed that the effectiveness of the carbon label was mediated by a greater understanding of the carbon footprint of available food options. Diet change through carbon labels may be an effective strategy to help combat climate change. The implication for public policy is to support the development of comparative carbon footprint labels for food that relies on easy-to-understand units, and public education campaigns targeting high carbon footprint foods.

Keywords: judgment, food, labelling

Track: Macromarketing and Marketing and Public Policy

The sustainability worldviews of the marketing academy

Joya A. Kemper*, University of Canterbury, joya.kemper@pg.canterbury.ac.nz
Paul W. Ballantine, University of Canterbury, paul.ballantine@canterbury.ac.nz
C. Michael Hall, University of Canterbury, michael.hall@canterbury.ac.nz

Abstract:
The dominant industrial worldview, currently espoused by business schools, government, businesses and other institutions, has been said to promote continual economic growth and materialistic development as progress. This research examines the values, beliefs and attitudes related to sustainability to assess how favourable these are to sustainability's integration within marketing academia. 437 marketing academics from around the world participated in an online survey. Cluster analysis revealed distinct groupings of academics, with nearly a quarter identified as passionate advocates for sustainability and about 40 percent which are ambivalent or even hostile towards sustainability. These findings have implications for sustainability's integration within marketing academia, and suggests that there is a clear gap between personal sustainability beliefs and the prevalence of sustainability marketing research in the academy.

*Keywords: sustainability, worldviews**,** marketing faculty*

Track: Macromarketing and Marketing and Public Policy

Social innovation across multicultural contexts: Unravelling institutional logics

Catherine Demangeot*, IESEG School of Management, c.demangeot@ieseg.fr
Stephanie Slater, Cardiff Business School, Cardiff University, Slaters@cardiff.ac.uk

Abstract:
The Muslim diaspora in western countries constitutes an interesting field in which to study social innovation, considering its increasing size and economic power. This paper considers the interaction between social innovations and national acculturation strategies across national contexts and the implications for consumer well-being. Drawing from acculturation theory and institutional logics, it uncovers the shifting, competing and contested institutional logics promoted by different actors in UK and French press articles concerning the emergence in western markets of Muslim/modest wear and fashion. Findings are that, although France and the UK are multicultural societies with Muslim populations of comparable size, different institutional logics are mobilised and become prominent; different voices emerge to contest dominant discourses in existing logics. The social innovation of western brands developing products addressing modesty needs for the Muslim diaspora, appears to facilitate some integration and multicultural well-being in the UK, while exacerbating differences and further separation in France.

Keywords: institutional logics, social innovation, Muslim dress

Track: Macromarketing and Marketing and Public Policy

Addressing Global Warming Denialism: Explanations Changing Beliefs

Jeff D. Rotman*, Deakin University, jeff.rotman@deakin.edu.au
TJ Weber, Washington State University, tj.weber@wsu.edu
Andrew W. Perkins, Washington State University, a.perkins@wsu.edu

Abstract:
Despite the scientific consensus concerning the current causes and future effects of global warming, there has been little to no improvement in public opinion, attitudes, or behaviors related to the mitigation of global warming. This article examines how process- versus consequence-based information conveyance strategies concerning global warming affect understanding of and belief in anthropogenic global warming. A series of four experiments reveal that: 1) fundamentally understanding the underlying process of global warming is integral to belief in the existence of anthropogenic global warming; 2) persuasive messaging incorporating an explanation of the process underlying global warming versus the consequences leads to belief change; 3) understanding of the process underlying global warming affects consumption of and behavior towards socially conscious products; and 4) the effect persists over time.

Keywords: Global Warming, Persuasion

Track: Macromarketing and Marketing and Public Policy

Consumer Behavioural Response towards Plastic Bag Ban

Sumesh R. Nair, Murdoch University, s.nair@murdoch.edu.au
Charles Jebarajakirthy*, Griffith University, c.jebarajakirthy@griffith.edu.au
Vicki Janine Little, Auckland University, v.little@auckland.ac.nz

Abstract

Plastic bag usage threatens environment. In 2011 the Malaysian Government imposed a nationwide ruling of "no free plastic bag campaign day" (NFPBCD) on Saturdays, whereby on Saturdays retailers were banned from giving free plastic bags to consumers when shopping. The purpose of this study is to investigate Malaysian consumer attitudes, intentions and behavior relating to complying with this initiative. This study was conducted in two phases-quantitative phase and qualitative phase. Using the underpinnings of theory of planned behavior, quantitative study examined the intention to comply with the NFPBCD initiative, and the findings have shown Malaysian consumers' attitudes and subjective norms enhance their intention to comply with NFPBCD initiative. However, qualitative study showed respondents have personal negligence in and a lack of responsibility for using non-plastic bags, and so several respondents did not comply with the initiative.

Keywords: pro-environmental behaviour, plastic bag ban, theory of planned behaviour

Track: Macromarketing and Marketing and Public Policy

The Influence of Self-conscious Emotions on Consumer Responsibility

Nina Bürklin*, Ludwig-Maximilians-University Munich, buerklin@bwl.lmu.de

Abstract:
While many consumers claim to include ethical considerations in their consumption behavior, only a small fraction adheres to these self-made standards. The so-called attitude-behavior-gap has received excessive attention in marketing research, but is mostly based on an information-processing perspective. Despite positive influences suggested by psychological studies, the consideration of self-conscious emotions as influencing factors for consumer responsibility is still largely missing. There remain research gaps regarding durable products like clothes as well as the influence of impression management on consumers' post-consumption behavior. Applying a mixed-methods approach including three empirical studies, this research aims to investigate the influence of pride, guilt and impression management on responsible consumption concerning behavioral consequences. Within the context of the fashion industry, the results suggest that pride increases consumers' word-of-mouth and repurchase intentions, while guilt significantly diminishes customer engagement. Moreover, in the case of pride, social visibility of ethical consumption results in higher word-of-mouth intensity.

Keywords: Ethical consumption, Consumer responsibility, Self-conscious Emotions.

Track: Macromarketing and Marketing and Public Policy

Investigating How Religiosity Relates to Consumer Ethics

Rafi M. M. I. Chowdhury*, Bond University, rchowdhu@bond.edu.au

Abstract:
Extant research on the relationship between religiosity and consumer ethics has not examined the effects of all types of religious orientations on consumers' ethical beliefs. In particular, this stream of research has ignored the role of quest religiosity in this context. Furthermore, prior research has not identified process level explanations for the effects of religiosity on consumer ethics. This study addresses both these gaps in the literature. Results from an online survey of 500 US consumers reveal that intrinsic religiosity and quest religiosity have independent effects on consumers' beliefs regarding various dimensions of consumer ethics. The results also demonstrate that personal moral philosophies - idealism (the level of concern for the welfare of others) and relativism (the level of belief in universal moral rules) - are mediators that considerably explain the effects of both intrinsic religiosity and quest religiosity on consumer ethics.

Keywords: Religiosity, Consumer Ethics, Personal Moral Philosophies

Track: Macro marketing and Marketing and Public Policy

Does Environmental Pollution Influence Green Purchasing Behaviour?

Yingfei Hu*, Sophia University, breanna-hu@eagle.sophia.ac.jp
Björn Frank, Sophia University, frank@genv.sophia.ac.jp

Abstract:
Although green purchasing behaviour aims to alleviate environmental problems through responsible purchases, no prior research appears to have investigated whether the occurrence of environmental problems causes green purchasing behaviour. To fill this significant gap in the literature, this study explores how environmental pollution influences green purchasing behaviour, which we operationalize as the importance of environmental sustainability in the formation of post-purchase customer attitudes and loyalty. This study conducts hierarchical linear modelling of multi-source data on air/water pollution levels in 28 Chinese provinces and on consumer behaviour in multiple industry/brand contexts collected from 1008 consumers in these regions. Consistent results for separate industry contexts indicate that higher environmental pollution strengthens consumer identification with green brands, whereas it weakens the social recognition received for visible green purchases. While green purchasing behaviour occurs independently of pollution levels, it is motivated by value congruity in high-pollution contexts and by social signalling in low-pollution contexts.

Keywords: Environmental Sustainability, Environmental Pollution, Green Purchasing Behaviour

Track: Macromarketing and Marketing and Public Policy

Exploring User Motivations of P2P Online Swapping

Heather Philip, heather.philip@outlook.com
Paul W. Ballantine, paul.ballantine@canterbury.ac.nz
*Lucie K. Ozanne, lucie.ozanne@canterbury.ac.nz**

Abstract

We present the results of a study which explored both the motivations and types of users who use online swapping websites. Based upon a sample of 230 users we reveal eight constructs which underpin the motivations to use such websites and three distinct groups of online swapping participants. The results of this study highlight three distinct groups of online swapping participants. The first group (Environmentally Ambivalent Swappers) had the highest satisfaction ratings, yet showed little interest in swapping for environmental reasons. The second group (Committed Swappers) was the most trusting of other people and were the most likely to engage in online swapping for environmental reasons. The final group (Reluctant Swappers) had the lowest satisfaction ratings, viewed online swapping to be more time consuming than the other two groups, were less likely to feel part of a community, and perceived less value in online swapping.

Keywords: peer-to-peer, swapping, cluster analysis

Track: Macromarketing and Marketing & Public Policy

MACROMARKETING AND MARKETING AND PUBLIC POLICY

FULL PAPERS

Contribution of Social Licence Theory in CSR

*Fuseini Inusah, Central Queensland University, f.inusah@cqu.edu.au
Parves Sultan, Central Queensland University, p.sultan@cqu.edu.au
Delwar Akbar, Central Queensland University, d.akbar@cqu.edu.au
John Rolfe, Central Queensland University, j.rolfe@cqu.edu.au

Abstract:
Social anxiety emanating from corporate activities has raised the urgent need for research on social tools that could assist leaders and managers establish positive interdiscursive ideas to settle good working relationship between industries and local societies. But Corporate Social Responsibility (CSR) has been identified as the best effective social acceptance contrivance in business. As such, the focus of this review is on how business quest for social license could impact on CSR activities; and how social license influences corporate social responsibility examinations. We used systematic literature review and found among others that CSR and social license literature negatively impact on smaller businesses which usually cannot compute with multinationals in the responsibility process for social acceptance. This review concludes that shared responsibility between society and companies are becoming the key driving force in business success.

Key words: CRS, Social License, Social Acceptance

Track: Macromarketing and Marketing and Public Policy

1.0 Introduction

In recent times, concerns have been raised in many countries about the impacts of corporate activities on societies worldwide. This social anxiety has created tools to assist leaders and managers establish positive interdiscursive ideas to settle good working relationship between industries and local societies (Parsons, Lacey, & Moffat, 2014). Benites-Lazaro and Mello-Théry (2017) identified Corporate Social Responsibility (CSR) as the best effective social acceptance tool in business. Besides, CSR ethically attracts social attention and understanding through direct contribution on speedy economic development to societies (Hsieh, 2009). Néron and Norman (2008) discovered CSR is currently one of the top business courses routinely taught in schools to preparing managers and societies for effective corporate and social coherence. Pies, Hielscher, and Beckmann (2009) declared CSR initiates better corporate-social dialogue, act and participating to interest social license; but acknowledged current CSR studies are basic, misses addressing moral concerns appropriately, and needs more focus on social attention. CSR has no universally accepted definition but for the purpose of this study, CSR is a business activity which is over and above legal, commercial, public and stakeholder expectations to secure social license (Dahlsrud, 2008; Johnston & Beatson, 2005).

Ioannou and Serafeim (2012) identified social license (SL) theory as CSR investigations confirming the principles on social responsibilities, policies and programs for social confidence and acceptance. Sahu and Pratihari (2015) found companies regard CSR literature as the interest of stakeholders; and therefore believe that dwelling in CSR domain can elicit good social testimonies and social license. This has automatically developed a bilateral relationship between the two constructs (SL and CSR). Demuijnck and Fasterling (2016) defined social license as a basis of CSR and social contract for corporate legitimacy to conduct business project. Therefore, this paper focuses on how business quest for social license could impact on CSR activities; and how social license influences corporate social responsibility examinations. To do this, the paper is structured such that section two describes the methodological approach; section three covers a review of literature on social license and CSR activities to show the relationship between social license and CSR; and section four embraced discussions and conclusions for future investigations.

2.0 Methodology

Briner and Denyer (2012) identified that systematic literature review is led in clear principles to demarcate opportunities for future examinations. Therefore, this study was conducted using exploratory method of research with information derived from systematic literature review
 (Creswell, 2013). The major sources of literature were Scopus, Google, and Science Direct. Marketing management and economics were specifically the databases reflected in the study limits. Searching one at a time on the databases, CSR, corporate performance, business acceptance, social responsibility and social license were among the keywords used in the search process. The research scope was to using CSR literature to obtain social acceptance for business progress. Only papers written in English were considered. This search took place in the early 2017 when the journal article selection was necessitated. On a scan through the databases, 463 CSR articles were located to start the process. However, after considering duplications, the number was prone to 110. Before writing, this 110 papers were fed in a research software – VOSviewer – through the Scopus database with the aid of the keywords-CSR and social license- to empirically locate where this investigation belong in a pictorial view; see figure 1 in the next section. The principle for the discussions was that the key findings of the next section were identified to further obtain the similarities and differences

with other studies on CSR and social license; and hence, clarify the implications of the findings in literature.

3.0 CSR and Social License Theory

Corporate social responsibility formal writing begun in the 20th century with many researchers revealing various findings; which have increasingly been used by both developed and developing nations industries, especially the natural resource extraction companies (Graafland & Smid, 2017; Rahman, 2011; Strand & Freeman, 2015). Thomson and Boutilier (2011) identified social licence theory emanated from CSR literature in the mid-1990s as a result of direct pressure from the society on mining business. Melé and Armengou (2016) revealed social license as social legitimacy, where business acceptance is beyond natural law. On the other hand, corporate activities that enhance danger to the society (such as air/water pollution, destruction of farmlands, etc. with a general insensitivity to social problems) will jeopardise social acceptance. Wirth, Kulczycka, Hausner, and Koński (2016) examined CSR and environmental disclosures and found companies have poor CSR policies and lack the zeal in pursuing sustainable social initiatives. Holley and Mitcham (2016) investigate public engagement and social license; and suggested more investigations on social interest for social license. Prno and Slocombe (2012) used institutional analysis approach to examine the origins of social license to operate with CSR theories; and also suggested more assessment on CSR literature to fully comprehend the origins and implications of corporate social license to operate.

Also, Nelsen (2006) found three factors for obtaining social license: understanding local culture, ensuring open communication among all stakeholders and educating local stakeholders about the project. However, Nelsen (2006) also suggested various technological, economic, political and social factors that could affect CSR and social license outcomes. Social license has some negative effects and bias towards some organisations. For instance, Jeppesen (2006) studied strengthening CSR and environmental responsibilities in small and medium enterprises (SMEs); and found that while social license theory gives large/multinational businesses a strong motivation to aggressively engage in CSR, its existence has generally been a threat to small and medium-size organisations in cost related dimensions. But, the concept of social license is important to CSR literature and both focus on the construct *responsibility*. Graafland and Smid (2017, pp 968) examined the relevance of social license theory to disclose that *"Indeed, the concept of social license to operate originated from corporate social responsibility…"* since they all stress on responsibility. Overall, CSR literature simply shows bias between companies and society since it made no provision to also focus on what society can do for business organisations in the realm of the responsibility. Some researchers support this bias to criticised that any such business interest is unfounded in moral and intrinsic foundation; and a reduction of CSR to a marketing tool (Balmer, Maignan, & Ferrell, 2001; Margolis & Walsh, 2003).

The 110 papers on VOSviewer found multiple CSR and social license constructs (e.g. *responsibility, social performance, sustainability, corporate performance, CSR, social relationship,* etc.). This resulted figure 1 as a label map where the constructs are indicated by spherical colours and font sizes. The more a construct is studied, the bigger its colour and font sizes. The review found CSR and social license beget responsibility. The construct *responsibility* in the map has the largest colour (green) and font size; depicting where this study belong. This basic analysis helps identify the current important research areas in the field of CSR.

Fig. 1. A visual overview of 110 papers (shown in spherical colours in the diagram) on CSR publications identifying how the construct 'responsibility' is the main focus of CSR and social license literature.
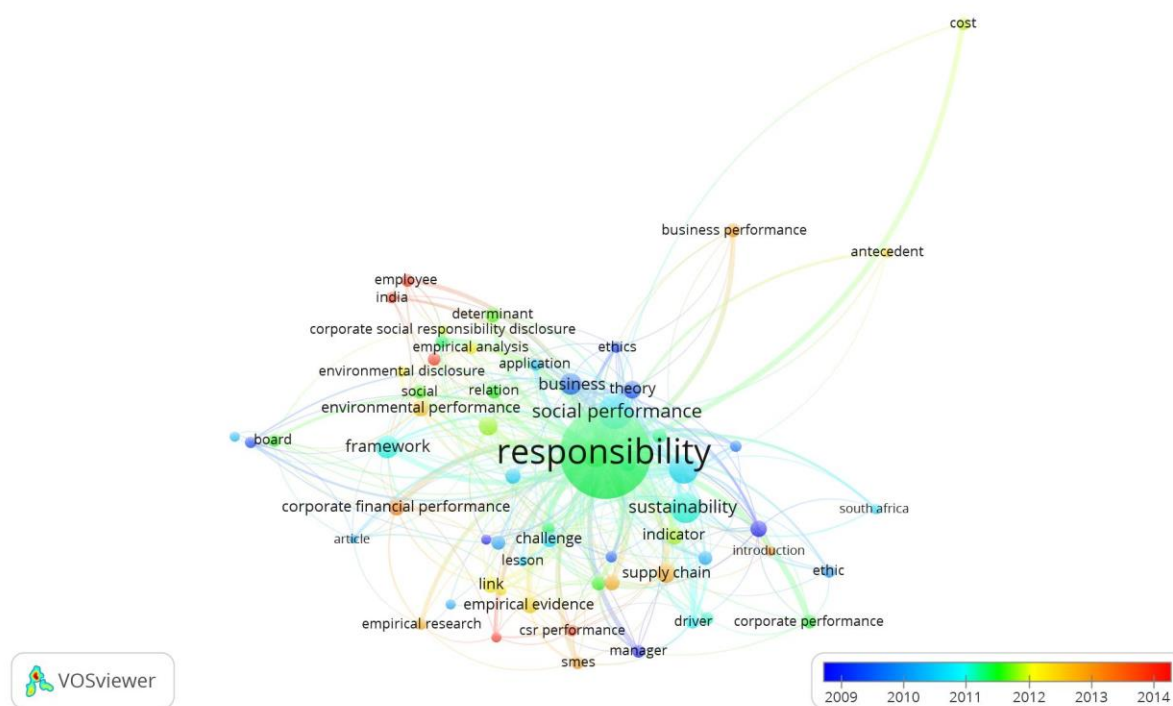
Source: Developed for the investigation

4.0 Discussions and Conclusions

The above review observed four fundamental issues that are worthy of discussing. First, many corporate businesses do not have CSR plans and if any, then these are depicting poor understanding on CSR and social licence theories. Mutti, Yakovleva, Vazquez-Brust, and Di Marco (2012) investigated CSR and stakeholder perceptions to reveal that many businesses in Argentina run poor CSR policies and strategies. Second, CSR and social license negatively impact on smaller businesses which usually cannot compute with multinationals, especially in terms of resources and standards awareness for social acceptance. Supporting this, Ciliberti, Pontrandolfo, and Scozzi (2008) evaluates the practices and difficulties experienced by SMEs on CSR to described SME as vulnerable compliant who should be understood by the society in CSR.

Third, this study found that CSR and social license are shaped only to concentrate on how the business can interest the society; but silent on what society can do for business growth. Some researchers even criticised any business interest in social contribution as unfounded in moral and intrinsic foundation; and a reduction of CSR to a marketing tool. Finally, the construct *social license* itself did not appear on the map in figure 1, but boldly came out with the construct *responsibility*. This should be clearly understood because *responsibility* is the common denominator of both CSR and social license literature; which provides research implication that shared responsibility between society and the companies are becoming the key driving force in business success. Also, the results cannot be generalised due to a

reflection on the few cases examined. To solve this, further studies could delve deeper on the current agenda with researchable questions and models.

5.0 References

Balmer, J. M., Maignan, I., & Ferrell, O. (2001). Corporate citizenship as a marketing instrument-Concepts, evidence and research directions. *European Journal of Marketing, 35*(3/4), 457-484.

Benites-Lazaro, L., & Mello-Théry, N. (2017). CSR as a legitimatizing tool in carbon market: Evidence from Latin America's Clean Development Mechanism. *Journal of Cleaner Production, 149*, 218-226.

Briner, R. B., & Denyer, D. (2012). Systematic review and evidence synthesis as a practice and scholarship tool. *Handbook of evidence-based management: Companies, classrooms and research*, 112-129.

Ciliberti, F., Pontrandolfo, P., & Scozzi, B. (2008). Investigating corporate social responsibility in supply chains: a SME perspective. *Journal of Cleaner Production, 16*(15), 1579-1588.

Creswell, J. W. (2013). *Research design: Qualitative, quantitative, and mixed methods approaches*: Sage publications.

Dahlsrud, A. (2008). How corporate social responsibility is defined: an analysis of 37 definitions. *Corporate Social Responsibility and Environmental Management, 15*(1), 1.

Demuijnck, G., & Fasterling, B. (2016). The social license to operate. *Journal of Business Ethics, 136*(4), 675-685.

Graafland, J., & Smid, H. (2017). Reconsidering the relevance of social license pressure and government regulation for environmental performance of European SMEs. *Journal of Cleaner Production, 141*, 967-977.

Hsieh, N.-h. (2009). Does global business have a responsibility to promote just institutions? *Business   Ethics Quarterly, 19*(2), 251-273.

Ioannou, I., & Serafeim, G. (2012). What drives corporate social performance? The role of nation-level institutions. *Journal of International Business Studies, 43*(9), 834-864.

Jeppesen, S. (2006). Strengthening Corporate Social and Environmental Responsibilities in SMEs *Corporate Citizenship in Developing Countries*: Copenhagen Business School Press.

Johnston, K. A., & Beatson, A. T. (2005). Managerial conceptualisation of corporate social responsibility: an exploratory study.

Margolis, J. D., & Walsh, J. P. (2003). Misery loves companies: Rethinking social initiatives by business. *Administrative science quarterly, 48*(2), 268-305.

Melé, D., & Armengou, J. (2016). Moral legitimacy in controversial projects and Its relationship with social license to operate: A case study. *Journal of Business Ethics*, 1-14.

Mutti, D., Yakovleva, N., Vazquez-Brust, D., & Di Marco, M. H. (2012). Corporate social responsibility in the mining industry: Perspectives from stakeholder groups in Argentina. *Resources Policy, 37*(2), 212-222.

Nelsen, J. L. (2006). Social license to operate: Taylor & Francis.

Néron, P.-Y., & Norman, W. (2008). Citizenship, Inc. Do we really want businesses to be good corporate citizens? *Business Ethics Quarterly, 18*(1), 1-26.

Parsons, R., Lacey, J., & Moffat, K. (2014). Maintaining legitimacy of a contested practice: How the minerals industry understands its 'social licence to operate'. *Resources Policy, 41*, 83-90.

Pies, I., Hielscher, S., & Beckmann, M. (2009). Moral commitments and the societal role of business: An ordonomic approach to corporate citizenship. *Business Ethics Quarterly, 19*(3), 375-401.

Prno, J., & Slocombe, D. S. (2012). Exploring the origins of 'social license to operate'in the mining sector: Perspectives from governance and sustainability theories. *Resources Policy, 37*(3), 346-357.

Rahman. (2011). Evaluation of definitions: ten dimensions of corporate social responsibility. *World Review of Business Research, 1*(1), 166-176.

Sahu, S., & Pratihari, S. K. (2015). Strategic CSR, Corporate Identity, Branding and Marketing: Review & Comments. *Review of Integrative Business and Economics Research, 4*(3)

Strand, R., & Freeman, R. E. (2015). Scandinavian cooperative advantage: The theory and practice of stakeholder engagement in Scandinavia. *Journal of Business Ethics, 127*(1), 65-85.

DTCA and e-DTCA: What's in it for healthcare consumers?

Janet Davey, Victoria University of Wellington, janet.davey@vuw.ac.nz*
Peter Schulz, University of Lugano, peter.schulz@usi.ch
Kate Hansen, Victoria University of Wellington, kate.hansen@vuw.ac.nz

Abstract:
Direct-to-consumer advertising (DTCA) has generated considerable controversy since its introduction. In New Zealand (NZ) the pertinent legislation is currently under review and, despite the considerable differences between the US and NZ DTCA contexts, much of the debate relies on US-based data. In order to better understand NZ DTCA and e-DTCA this research develops a coding instrument to analyse advertisements for prescription medications directed at consumers and those directed at physicians. Categories for information content and empowering content were developed deductively. The preliminary findings suggest NZ DTCA and e-DTCA is concentrated on a small number of products many of which relate to nationwide health promotion campaigns. The democratisation and digitisation of health suggest that DTCA is one of many influences on consumer's health decision-making and patient-practitioner relationships. This research contributes to NZ-specific data on the content of DTCA and e-DTCA to better inform health policy debate and regulatory decision-making.

Keywords: Direct-to-Consumer-Advertising, Patient Empowerment, Health Literacy

Track: Macromarketing and Marketing and Public Policy

Introduction and Research Aim

Emerging models of healthcare place consumers at the centre of their healthcare, shifting the roles and responsibilities of consumers and healthcare service providers. The introduction of direct-to-consumer advertising (DTCA) heightened these changing roles by providing prescription medicine manufacturers direct contact with the consumer. While physicians retain the right 'to prescribe or not to prescribe', DTCA potentially influences the patient-doctor relationship by directly providing the consumer with information about disease (health) awareness and treatment options.

New Zealand (NZ) is one of only two countries to permit DTCA of prescription pharmaceuticals. DTCA generated controversy in NZ. Briefly, the debate centres on the issues of the potential harm from inappropriate use of prescription drugs and the potential inducement from advertising claims (Every-Palmer, Duggal, & Menkes, 2014; Mintzes, 2012) versus the benefits of improved consumer information encouraging patients to contact a physician and to take charge of their health (Ventola, 2011). Critics claim that DTCA creates unnecessary demand, leads to higher prices for the advertised brands, and that the information provided can mislead consumers. Healthcare professionals also raise concerns over patients' abilities to evaluate the safety and effectiveness of drugs resulting in misuse of prescription medicines (Huh & Becker, 2005; Mintzes, 2012). However, proponents claim that DTCA educates patients about health conditions and available treatments, encouraging dialogue with healthcare professionals, thus enabling consumers to more fully participate in their health decision-making and achieve improved health outcomes (Frosch et al., 2010; Ventola, 2011).

DTCA has been extensively researched in the US. However, our systematic literature review indicates very limited NZ-based DTCA empirical research on both quantity and type of DTCA in NZ, and the response of consumers of any type to DTCA (e.g., Coney, 2002; Hall, Jones, & Hoek, 2011; Hoek et al., 2011; Siraj, Curley, & Babar, 2017). Much of the debate in NZ thus extrapolates from US-based DTCA data, yet the two DTCA/healthcare contexts differ widely - the NZ healthcare system is largely government-funded with regulated drug prices along with self-regulation of DTCA by the Advertising Standards Authority (Hoek, Gendall, & Calfee, 2004). While DTCA is primarily concerned with advertising directly to consumers, it is now increasingly extended to promotional communications with healthcare professionals (Kornfield et al., 2013). Therefore, the first purpose of this research is *to better understand the current content of NZ DTCA to consumers and healthcare professionals.* Consumers are increasingly seeking health information and products online (Fox, 2011). Consequently, DTCA is shifting to digital media - product websites, search engine marketing, social media campaigns, and mobile advertising – or e-DTCA (Liang & Mackey, 2011). The second focus of this research is to examine DTCA in light of the widespread availability and uptake of online health information, namely *what is the content of e-DTCA in NZ*?

Key Concepts

Health literacy proponents suggest that health policy and health communications should enable individuals to make their own assessments of advice, understand conditions, and choose healthcare services allowing them to be healthy. Therefore, health literacy is an important social determinant of health. However, Schulz and Nakamoto (2012) argue that the knowledge elements of health literacy and empowerment are separate constructs, not simply different terms for the same construct.

This research focusses on these two constructs identifying DTCA and e-DTCA content that either: informs recipients of various aspects of the pharmaceutical medicine or the condition for which it is indicated; or, content that encourages consumers to be active in their healthcare, to take the initiative in healthcare matters, to contribute to treatment decision making. The former type of content, offering information to the recipient of the advertising aims at the knowledge elements of health literacy (Schulz & Nakamoto, 2012). The latter type of content, offering encouragement and motivation to the recipient, consequently aims at health empowerment. We define empowerment as the awareness that a healthcare consumer, by his/her behaviour and decisions, can contribute significantly to his/her health status. Our hypothesis is that the contents of DTCA/e-DTCA ads are framed more in terms of appealing to consumers' motivation (e.g., "you can improve your health by getting this drug"), than increasing their literacy (i.e., their understanding of the disease/health issue and medication).

Research Design and Method
An instrument was developed for the content analysis of print ads, websites and audiovisual spots that either propagate the use of a particular brand medication or depict a condition for which medication is available. Advertisements for prescription medications directed at consumers (who have to ask a physician to prescribe the medication) as well as those directed at physicians were included in the research. Categories for information content and empowering content were developed deductively and entered into the codebook as variables. The unit of analysis is a sentence. Only advertisements that make central claims are included for analysis, for example, the claim "Ask your doctor to prescribe medication A", as a specific version of the claim "Take medication A and your ailment X gets better."

Most DTCA ads for pharmaceutical products show a central scene and a slogan that says something about the depicted person, or something that the person is thinking. These scenes combined with slogans use a small set of recurring themes and are coded according to risk, more effect (than other medication), resolve, reward, and masked information. Six coding variables of information content were: intended effects, side effects, economics (pricing), intake, R & D, and disease. Nine codes for empowering content are: getting hold, popularity, speak up, expert patient, goals, lifestyle, disease management, adherence, and gratification. Accepted procedures for coder training and inter-coder reliability were followed.

Preliminary Results and Contributions
The current research is timely given the imminent review of NZ legislation regarding DTCA[1] and leading health organisations in New Zealand calling for a ban on DTCA of prescription medicines (RNCGP, 2017). Advertising appeals based on information versus empowerment are likely to have different health outcomes according to how consumers seek contact with their physician, act on health information, and take self-responsibility for health. In our preliminary results the coding instrument discriminates effectively between these types of content in both traditional and online media formats. Although the data are yet to be fully analysed, NZ DTCA and e-DTCA appear to be concentrated among a small number of products. A significant proportion concern health promotion campaigns (e.g., obesity, anti-smoking, and vaccinations such as shingles and HPV) linked to prescription drugs. While DTCA can be defended on the grounds that the ads inform consumers about possible treatments, or an "enlightening" function, our preliminary data show that the ads more often intend to "empower" patients to take some action potentially leaving them uninformed or misled about some important details of the drug. Given the rise of the e-patient and changing healthcare service delivery models, these findings have significant theoretical and managerial implications.

References

Coney, S. (2002). Direct-to-consumer advertising of prescription pharmaceuticals: A consumer perspective from New Zealand. *Journal of Public Policy and Marketing, 21*(2), 213-223.

Every-Palmer, S., Duggal, R., & Menkes, D. B. (2014). Direct-to-consumer advertising of prescription medication in New Zealand. *The New Zealand Medical Journal (Online)*, *127*(1401), 102-110.

Fox, S. (2011). Health topics: 80% of internet users look for health information online. http://www.pewinternet.org/files/old-media/Files/Reports/2011/PIP_Social_Life_of_Health_Info.pdf

Frosch, D. L., Grande, D., Tarn, D. M., & Kravitz, R. L. (2010). A decade of controversy: Balancing policy with evidence in the regulation of prescription drug advertising. *American Journal of Public Health*, *100*(1), 24-32.

Hall, D. V., Jones, S. C., & Hoek, J. (2011). Direct to consumer advertising versus disease awareness advertising: Consumer perspectives from down under. *Journal of Public Affairs*, *11*(1), 60-69.

Hoek, J., Gendall, P., & Calfee, J. (2004). Direct-to-consumer advertising of prescription medicines in the United States and New Zealand: An analysis of regulatory approaches and consumer responses. *International Journal of Advertising*, *23*(2), 197-227.

Hoek, J., Gendall, P., Rapson. L., & Louviere, J. (2011). Information accessibility and consumers' knowledge of prescription drug benefits and risks. *Journal of Consumer Affairs, 45*(2), 248-274.

Huh, J., & Becker, L. B. (2005). Direct-to-consumer prescription drug advertising: understanding its consequences. *International Journal of Advertising*, *24*(4), 443-468.

Kornfield, R., Donohue, J., Berndt, E. R., & Alexander, G. C. (2013). Promotion of prescription drugs to consumers and providers, 2001–2010. *PLoS ONE, 8(*3), e55504. doi:10.1371/journal.pone.0055504

Liang, B. A., & Mackey, T. (2011). Direct-to-consumer advertising with interactive Internet media: Global regulation and public health issues. *JAMA, 305*(8), 824–825.

Mintzes, B. (2012). Advertising of prescription-only medicines to the public: Does evidence of benefit counterbalance harm?. *Annual Review of Public Health*, *33*, 259-277.

Schulz, P. J., & Nakamoto, K. (2012). Health literacy and patient empowerment in health communication: The importance of separating conjoined twins. *Patient Education and Counseling, 90*(1), 4-11. doi:10.1016/j.pec.2012.09.006

Siraj, A., Curley, L., & Babar, Z. U. D. (2017). A review of DTCA techniques: Appraising their success and potential impact on medication users. *Research in Social and Administrative Pharmacy*. doi:10.1016/j.sapharm.2017.04.005

The Royal New Zealand College of General Practitioners (RNZCGP) (March, 2017). Prohibition of direct-to-consumer advertising of prescription medications. Position Statement. Available at https://oldgp16.rnzcgp.org.nz/assets/New.../2017.03-DTCAPositionStatement.pdf

Ventola, C. L. (2011). Direct-to-consumer pharmaceutical advertising: Therapeutic or toxic?. *Pharmacy and Therapeutics*, *36*(10), 669-684.

Notes

[1] A draft of the Therapeutic Products Bill, expected in 2017, will repeal and replace the Medicines Act 1981.

Cross-suburb Comparison of the Food Environment

Ryan Storr*, Griffith University, ryan.storr@griffithuni.edu.au
Julia Carins, Griffith University
Sharyn Rundle-Thiele, Griffith University

Abstract:
The food environment (FE) encompasses the places individuals go to purchase and/or consume food and beverages; it plays a crucial role in influencing consumer purchasing behaviour. The FE differs significantly based on socio-economic status (SES), with food deserts more common in low-SES communities in Australia. The study aimed to apply a known FE measure in one high-SES and low-SES suburb to quantify how well the FE supports healthy eating. Findings from the 'Nutritional Environment Measures Survey' for restaurants (NEMS-R), revealed a significantly more supportive FE in the high-SES suburb. This study highlights how multiple aspects of FEs in low-SES regions are significantly less supportive of healthful eating than their high-SES counterparts. The implications of which extend to the broader Australian society as the financial costs of ill-health, caused by poor diet, are felt by all.

Keywords: Food Environment, Socio-Economic-Status, Diet, Environment

Track: Macromarketing and Marketing and Public Policy

Introduction and Research Aim

Obesity, caused by one or more of a combination of poor diet, lack of exercise, and/or genetic predisposition, is a global epidemic (WHO, 2015). There are a multitude of causes for poor dietary choices. Individuals seldom make dietary choices in isolation; external influences also play a significant role. Research has shown the environment that surrounds an individual has an influence on their dietary choices (Glanz, Basil et al., 1998). These external factors are known as the food environment (FE), defined as places individuals go to purchase and/or consume food and beverages (Larson & Story, 2009). Given the contributing role of the FE in influencing dietary choices, researchers have called for more investigations of the FE.

FEs are shown to differ significantly based on socio-economic status (SES). For example, Ma, Barnes et al. (2013) found that food deserts are more pronounced in low-SES communities in Australia. Food deserts are areas characterised by poor availability of and accessibility to healthful food (Cummins & Macintyre, 2002). Accurate measurement of the FE and diet is critical, and in response to this growing need numerous tools have been created (Kennedy, Ohls et al., 1995). Increasingly, social marketers are taking a broader view of behaviour change (Brychkov & Domegan, Venturini, 2016). Measurement of the food environment would enable social marketers to diagnose an issue, which may then justify 'obesity evasive action' in markets and/or areas which are most at risk, such as low SES-communities (Glanz, Bader et al., 2012; Holsten, 2009).

This study has the following aim:
To measure the food environment of one high SES and one low SES area to quantify how well the FE supports individuals to eat healthfully in each environment.

The following research question is addressed in line with the aim:
RQ1: Are there significant differences in the food environment between one high SES and one low SES suburb in Brisbane?

Background and/or Conceptual Model

The consumer decision making process undertaken within FEs is often completed in seconds, with little time allocated to rational decision making. Elements of the FE are known to be major influences, and as a result the weighing up of alternatives available often does not result in the optimal choice for the individual's health (Milani & Russo, 2012).

The Nutrition Environment Measures Survey (NEMS) assesses a number of elements of the FE known to affect healthful eating, such elements include accessibility, availability, price, information, facilitators and barriers (including promotion and placement) (Glanz, Sallis et al., 2005). The tool uses observational surveys to record the elements of the FE in a given retail food outlet (Saelens, Glanz et al., 2007). After observations are taken, the scoring system is applied, where aspects of the FE are unsupportive of healthful eating, points are deducted, where aspects of the FE are supportive, points are given. The result is a numerical value which can be used to compare the quality of the FE between retail food outlets (RFOs) across regions (Glanz, Sallis et al., 2007; Saelens, Glanz et al., 2007).

Methodology

To establish whether the food environment provides differential support for healthful eating in low- and high-SES suburbs in Brisbane, an observational survey research design was used, utilising the NEMS-R instrument. Suburbs were chosen as representative of high-SES and

low-SES suburbs, by consulting census data from the SEIFA index (ABS, 2011a), and examining Google maps to determine which suburbs were dense in RFOs. Suburbs in the top and bottom quintiles were considered, with Paddington in the top (1st) quintile, and Inala, in the bottom (5th) quintile (ABS, 2011a) meeting the criteria for the study. A 1 km radius was drawn centring on the post offices of each suburb, yielding n=83 RFOs in Paddington, and n=47 in Inala. The minimum sample size required to provide adequate statistical power was calculated to be approximately 33 (per suburb), and random sampling used to create a list of 38 RFOs from each suburb for measurement.

Statistical analyses were performed using SPSS. Independent samples t-tests were used to determine the significance of any differences between suburbs for all continuous variables (including total NEMS scores, NEMS sub-component scores: information, availability, facilitators/barriers and pricing, price of lowest priced dish, price of highest priced dish and closing time). Intra-rater and inter-rater reliability were checked using a randomly selected 10% of the sample, the results were measured using kappa coefficients (κ) and percent agreement.

Results and/or Discussion and Contributions

Enumeration of RFOs was conducted in May 2016, and assessments were carried out in August 2016. Of the 76 RFOs selected for the study, 54 were surveyed successfully (low-SES: n=25, high-SES: n=29), after accounting for removal of stores (n=11), rejections (n=5), and outlets that had closed down (n=6). Inter-rater percent agreement was high (89.92%), κ was moderate-high (0.69) and intra-rater percent agreement (96.75%) was high, and κ (0.91) was high, indicating strong agreement between two independent assessors.

The NEMS-R mean total for the low- and high-SES suburbs were 7.08 and 20.38 respectively ($p<0.001$) indicating higher support for healthful eating in the high-SES suburb. Three NEMS subcomponents indicated higher support in the high-SES suburb for NEMS elements: information (mean high-SES=5.83; mean low-SES=1.16, $p=0.004$), availability (mean high-SES=13.93; mean low-SES=7, $p<0.001$) facilitators/barriers (Mean high-SES=2.17; mean low-SES=0.24, $p=0.035$). There was no difference between suburbs for pricing support for healthy eating (mean high-SES=-1.55; mean low-SES=-1.32, ($p=0.627$), however, further investigation into pricing revealed a significant difference between suburbs for the cheapest meals (mean high-SES=\$8.30; mean low-SES=\$6.11, $p=0.020$), but not the most expensive meals (mean high-SES=\$20.79; mean low-SES=\$17.48, $p=0.270$).

The results from this study indicate that, along with little to no nutritional information, and more barriers to healthy eating, there is greater availability and accessibility to cheaper, unhealthful food in low-SES suburbs compared to high-SES suburbs. This poses a significant concern for researchers, 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 et al., 2007). The implications of these disparities in the food environment extend to the broader Australian society as the financial costs of ill-health, caused by poor diet, are felt by all (Colagiuri, Lee et al., 2010).

Implications for Theory and Practice

This study has implications for social marketing. With a significant lack of support for healthful eating in the low-SES FE, traditional downstream approaches of targeting individuals in low-SES neighbourhoods are limited if upstream approaches are not implemented simultaneously (Walsh, 2010). Some consumers are primarily dependent on the

FE that surrounds them, in particular communities that lack access to transport (Drewnowski, Moudon et al., 2014), such as low-SES suburbs, therefore the FE may play an even greater role in their diet when compared to their high-SES counterparts, due to their continued exposure to the same environment. 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).

References

ABS. (2011a). ABS Social Economic Indexes for Areas. Retrieved from http://www.abs.gov.au/websitedbs/censushome.nsf/home/seifa.

Boshoff, K., Dollman, J., & Magarey, A. (2007). An investigation into the protective factors for overweight among low socio-economic status children. *Health promotion journal of Australia, 18*(2), 135.

Brychkov, D., & Domegan, C. (2017). Social marketing and systems science: past, present and future. *Journal of Social Marketing*, 7(1) 74-93.

Colagiuri, S., Lee, C. M. Y., Colagiuri, R., Magliano, D., Shaw, J. E., Zimmet, P. Z., & Caterson, I. D. (2010). The cost of overweight and obesity in Australia. *The Medical journal of Australia, 192*(5), 260.

Cummins, S., & Macintyre, S. (2002). "Food Deserts": Evidence And Assumption In Health Policy Making. *BMJ: British Medical Journal, 325*(7361), 436-438.

Drewnowski, A., Moudon, A. V., Jiao, J., Aggarwal, A., Charreire, H., & Chaix, B. (2014). Food environment and socioeconomic status influence obesity rates in Seattle and in Paris. *International journal of obesity (2005), 38*(2), 306.

Glanz, K., Bader, M., & Iyer, S. (2012). Retail Grocery Store Marketing Strategies and Obesity. *American Journal of Preventive Medicine, 42*(5), 503.

Glanz, K., Basil, M., Maibach, E., Goldberg, J., & Snyder, D. (1998). Why Americans eat what they do: taste, nutrition, cost, convenience, and weight control concerns as influences on food consumption. *Journal of the American Dietetic Association, 98*(10), 1118-1126.

Glanz, K., Sallis, J., Saelens, B., & Frank, L. (2005). Healthy nutrition environments: concepts and measures. *American Journal of Health Promotion, 19*(5), 330-333.

Glanz, K., Sallis, J., Saelens, B., & Frank, L. (2007). Nutrition Environment Measures Survey in stores (NEMS-S): development and evaluation. *American Journal of Preventive Medicine, 32*(4), 282-289.

Holsten, J. E. (2009). Obesity and the community food environment: a systematic review. *Public Health Nutrition, 12*(3), 397-405.

Kennedy, E., Ohls, J., Carlson, S., & Fleming, K. (1995). The healthy eating index: design and applications. *Journal of the American Dietetic Association, 95*(10), 1103-1108.

Larson, N., & Story, M. (2009). A Review of Environmental Influences on Food Choices. *Annals of Behavioral Medicine, 38*(S1), 56-73.

Ma, X., Barnes, T. L., Freedman, D. A., Bell, B. A., Colabianchi, N., & Liese, A. D. (2013). Test-retest reliability of a questionnaire measuring perceptions of neighborhood food environment. *Health & place, 21*, 65-69.

Milani, L., & Russo, V. (2012). 1   The consumers' decision-making process in the local food system: An empirical research in Sicily. *International Journal of Psychology, 47*, 175-175.

Saelens, B., Glanz, K., Sallis, J., & Frank, L. (2007). Nutrition Environment Measures Study in restaurants (NEMS-R): development and evaluation. *American Journal of Preventive Medicine, 32*(4), 273-281.

Venturini, R. (2016). Social marketing and big social change: personal social marketing insights from a complex system obesity prevention intervention. Journal of Marketing Management, 32(11-12), 1190-1199.

Walsh, J. (2010). Obesity rates increase despite emphasis on losing weight. *McClatchy Washington Bureau*.

WHO. (2015). *World Health Organisation: Obesity and overweight fact sheet*. Retrieved from http://www.who.int/mediacentre/factsheets/fs311/en/.

Wymer, W. (2011). Developing more effective social marketing strategies. *Journal of Social Marketing, 1*(1), 17-31.

Unintended Consequences: Linking Microfinance and Dowries

Laurel Jackson, Western Sydney University, la.jackson@westernsydney.edu.au*
Louise Young, Western Sydney University, L.Young@westernsydney.edu.au

Abstract

Quality of life is a pillar of social marketing – including the economic, social and personal well-being of individuals. This paper presents a case study of how quality of life is being eroded by microloans that are increasingly used to make dowry payments. This disrupts fragile social systems and worsens the position of women in poor communities eroding their status and economic opportunities. A longitudinal, ethnographic study explores the traditional practice of dowries in rural Bangladesh and how it is evolving. Our findings illustrate that proliferation of microloans is exacerbating the size of dowry payments, leading to increased pressure on rural families who take sizable microloans to pay dowries. This in turn negatively affects their quality of life and also increases the vulnerability of women. The paper concludes with consideration of policy solutions to address this ecology of issues.

Keywords: quality of life, dowry, microfinance

Track: Macromarketing and Marketing and Public Policy

Introduction
Social, cultural and marketing system norms influence economic opportunities and may do so in ways that contribute to chronic poverty. We examine the practice of illegal dowry, *Joutuk,* and its systemic impacts. "Dowry" refers to "the transmission of large sums of money, jewellery, cash, and other goods from the bride's family to the groom's family" during a marriage negotiations (Chowdhury, 2010, p.198). The research explores the way microfinance loans influence the economics and norms of joutuk dowry and the ways these in turn influence the economic well-being and status of women in rural communities.

Background
Bottom of the Pyramid communities in Bangladesh increasingly rely on microfinance. Ruthven and Kumar (2002) define this as the provision of small financial products and services designed for low income people. These products are most often provided by Non-Government Organisations (NGOs) (Mair, Martí et al. 2012) many of which have evolved to become large enterprises (Teegen, Doh et al. 2004, Willets 2001). It is argued that microfinance increases income-generating activity and therefore reduces poverty, empowers the poor (especially women) in developing countries, increases access to health and education, and builds social capital (Khandker 2005, Westover 2008). However, Jackson and Young (2016) argue that this reflects the original charity-based model of microcredit rather than the market-based contemporary model. The market-based contemporary practices of microcredit instead deliver growing exploitation and worsening economic and social conditions. Jackson and Young (2016) found substantial evidence that microfinance is not used by women to establish small businesses; instead it is used for repayments on previously-contracted loans. It is also frequently used to finance dowries (Jackson 2011). The amount of dowry paid for a woman at the time of marriage affects her influence and standing (Ali 2005) but threats and violence towards brides often accompany the request for joutuk (Huda 2006).

Despite the Dowry Prohibition Act of 1980, dowry transactions continue to become a socially legitimate part of marriage negotiations. It has been reported that the practice in rural areas has increased substantially over the past 10-15 years (Huda 2006). We argue use of microcredit for dowry payment is worsening women's position and placing them at greater risk for a number of reasons. First, the current norms include an environment of discrimination and violence for women. There is evidence that the microcredit practices are associated with increasing violence towards women; 70% of women who were recipients of microloans reported an increase in aggression and violence from their spouses (Hofmann and Marius-Gnanou, 2007). There is also evidence of increased vulnerability. Often loans are more easily obtained by women, so men use women get loans. Debts are registered in the women's names, which leaves them vulnerable in case of death, illness or separation. Wives who do not obtain microcredit may be at greater risk of domestic violence. Second, there is also evidence that dowry is a substantial contributor to continuing poverty in Bangladesh (Quisumbing 2007, Baulch and Davis 2007). In part this is because of increased indebtedness. Microcredit is escalating indebtedness through an increase in the number and an increase in the size of dowry payments in rural Bangladesh (Rozario 2002). Third, dowries institutionalize the dominance of men by making women economic liabilities. Feminist literature argues that this is one of a dowry's principle functions (White, 2016). This is in line with power-dependence literature and attribution theory; both argue that the weaker or more dependent one party is, the stronger the other is. The stronger party is more likely to attribute positive outcomes to their own strength and negative outcomes to the weaker party.

Methodology
The single case study reported here explores the evolutionary processes and consequences associated with use of micro credit in an ecology of connected rural villages – with focus on use of microcredit for financing dowries. A single case is appropriate for exploring deep

processes and causality (Easton 2010). We used multiple methods: observation, focus group discussions and semi-structured interviews for validation and increased reliability. The case considers the social processes at play among poor (per capita income $700-800US per annum) rural village dwellers in the rural region of Matlab in Chandpur, Bangladesh. . Data collection in the villages was done in three phases. Two phases of observation with accompanying focus groups and interviews took place in 2008 with a third and there was a follow up phase with more observation, interviews and a focus group in 2013. Fifty-six in-depth interviews and six focus groups were conducted in the first two phases. An additional 17 interviews and one focus group were conducted in 2013. All people in the three village ecology were observed during the research. Detailed notes including who and what was observed and cross referencing to other observations was undertaken. The analysis was undertaken progressively, sense-making processes were continuously revisited to iteratively construct meaning from within the discourses (Bishop 2005). Specific approaches used included comparison, integration and interpretation as recommended by Guba and Lincoln (2005).

Findings

This analysis focuses on the women's discussions in the focus groups concerned with the uses and impacts of microcredit. Without prompting, the issue of dowry dominated the group discussions and showed dowry and associated wedding expenses to be among the most significant issues exacerbating poverty in this area. Discussion also highlighted that increased use of microcredit is associated with increasing landlessness, and with increasing incidence and amount of joutuk being paid by poor families. A typical observation regarding was:

> *"Their fathers paid (the dowry) by selling land. Now, they have no extra land to sell."*

This supports a quantitative study in rural Bangladesh (Baulch and Davis 2007) which also highlights the long term negative economic impacts of dowry expense. Our findings expand theirs, showing *joutuk* expenses were a significant contributor to the perpetuation chronic poverty and wide spread feelings of stress, anxiety and ill-being amongst families with daughters. This general pattern is illustrated by the story of Mr Ismail and the payment for his daughter's wedding and dowry. Mr. Ismail admits he has "borrowed too much", to ensure his daughter's dowry met local social and cultural standards. His crops did not yield as much as he hoped so he sold some assets to cover the loan. It was not enough. He was forced to default on one his loans because he spent most of his money for his daughter's dowry. The provider will almost certainly pursue him for this and he may be forced to sell more land. We found selling land to pay off microdebt was a relatively common last resort.

Conclusions and Implications

Our work further highlights that the dowry system and associated social norms are a major cause of increased poverty and structural changes in local economic practices. Our case study indicates a vicious cycle is at work: 1) the status of women is deteriorating and they are perceived as ever-greater liabilities and thus it costs more to buy their security; 2) the availability of microfinance means that opportunistic demands for more dowry can be met, 3) the dowry payments received by families acquiring a daughter-in-law are needed because they too are experiencing escalating poverty 4) social norms of communities are evolving in ways that make this kind of opportunism acceptable and 5) the allocation of resources to dowry payments results in less economic opportunity elsewhere. The prognosis is grim unless public policy that moves towards the original, altruistic focus of microfinance is adopted. This could enable positive rather than negative feedback and corresponding system evolution – evolution that includes development of marketing system opportunities for and improvement in the status and condition of women. However, there are strong institutional forces at work with NGOs wielding considerable influence with the government.

International pressure and/or assistance that rewards progressive practices, altruism and KPIs linked to economic development and micro-level achievements coupled with education programmes that highlight the economic value of women are are likely to be needed to elicit the much-needed, systemic changes.

References

Chowdhury, F. (2010). Dowry, Women and Law in Bangladesh. International Journal of Law, Policy and the Family, 24(2),198–221.

Easton, G.(2010) Critical realism in case study research. Industrial Marketing Management 39.1 : 118-128.

Emerson, R.M., 1962. Power-dependence relations. American sociological review, pp.31-41.

Faraizi, A., R, T., & McAllister, J. (2011). Microcredit and Women's Empowerment A case Study of Bangladesh. London: Routledge.

Guba, E. G. and Y. S. Lincoln (2005). Paradigmatic Controversies, Contradictions, and Emerging Confluences. The Sage Handbook of Qualitative Research (3rd ed.). N. Denzin, K and Y. Lincoln, S. Thousand Oaks, Sage: 191-215.

Hofmann, E, and Marius-Gnanou,K. "Le microcrédit est-il le faux-nez du néolibéralisme?." Les cahiers d'outre-mer 238.2 (2007): 217.

Huda, S. "Dowry in Bangladesh: Compromizing women's rights." South Asia Research 26.3 (2006): 249-268.

Khandker, S. R. (2005). Microfinance and poverty: Evidence using panel data from Bangladesh. The World Bank Economic Review, 19(2), 263-286.

Jackson, L PHD Thesis (2011). Financial Decision Making amongst the Rural Poor in Bangladesh

Jackson, L, andYoung L,. "When business networks "kill" social networks: A case study in Bangladesh." Industrial Marketing Management 58 (2016): 148-161.

Mair J, Martí I and Ventresca MJ (2012) Building inclusive markets in rural Bangladesh: How intermediaries work institutional voids. Academy of Management Journal 55: 819-850.

Quisumbing, A. R. "Poverty transitions, shocks, and consumption in rural Bangladesh: Preliminary results from a longitudinal household survey." (2007).

Ruthven, O. and S. Kumar (2002). Fine Grain Finance: Financial Choice and Strategy Among the Poor in Rural India, Finance and Development Research Programme

Rozario, S. "Grameen Bank-style microcredit: Impact on dowry and women's solidarity." Development Bulletin 57 (2002): 67-70.

Teegen, H, DohP.J, and Vachani,S. "The importance of nongovernmental organizations (NGOs) in global governance and value creation: An international business research agenda." Journal of international business studies (2004): 463-483.

Westover, J. (2008) The record of microfinance: The effectiveness/ineffectiveness of microfinance programs as a means of alleviating poverty. Electronic Journal of Sociology.

White, S. C. "Patriarchal Investments: Marriage, Dowry and the Political Economy of Development in Bangladesh." Journal of Contemporary Asia 47.2 (2017): 247-272.

Willets, P. (2001) What is a Non-Governmental Organization? Section 1 Institutional and Infrastructure Resource Issues

Green Hotel Practices and the Authentic Self

Christina Lee, Monash University Malaysia, christina.lee@monash.edu
*Vimala Kunchamboo, Monash University Malaysia, vimala.kunchamboo@monash.edu
Puspavathy Rassiah, Monash University Malaysia, puspavathy.rassiah@monash.edu
Marzieh Fallah, University Putra Malaysia, maryafallah98@gmail.com

Abstract:
In this article, we draw from an understanding of the hotel's green practices, the hotelier's motivational drivers and barriers and how he addressed challenges to present an alternative view of green hotel practices which is driven by personal meanings attached to the green hotel label. A qualitative case study approach is used employing multiple methods including interviews, observation and secondary data. The findings suggest that a green program can only be sustained if it is driven by an individual who has a strong sense of self, that is, one whose core, authentic self is "green". This study contributes theoretically by exploring how self bridges the gap between attitude and behaviour. The findings suggest several practical ways to ensure green hotels live up to their colour.

Keywords: Authentic self, Green hotel practices, Case study

Track: Macromarketing and Marketing and Public Policy

Introduction and Research Aim

Past research reveals that although hotel guests may take into consideration a hotel's green practices when choosing a hotel, environmental attributes do not appear to be salient when evaluating satisfaction (Robinot & Giannelloni, 2010). The lack of evidence regarding the ability of a green certification to increase hotel patronage and the high cost of installing and maintaining green practices may discourage some hoteliers from pursuing or maintaining green practices. While there are multiple motivational factors which drives hoteliers to certify their hotels as green, this research suggests that persisting in sustainable, green practices is dependent on the owner/manager's sense of self, that is, how he or she perceives self. It is well understood that management plays a major role in driving green hotel practices (e.g. Doody, 2010; Dief & Font, 2010), but the influence of self-identity as the driving force to engage in sustainable hotel practices is less clear. The purpose of this research is to demonstrate the importance of self-identity in persisting with green practices that balances environmental passion and business sense. We focus on the authentic self, which is defined as the natural tendency to be oneself confirming to one's actual beliefs, values, views and feelings (Leary, 2003), that is, the "true self", not defined by one's skills or job title. We specifically focus on the self identity (authentic self) of the owner and his motivation to engage in green practices and operations of the hotel to overcome challenges in running a green hotel.

Background

According to the Green Hotel Association (2017), "Green hotels are environmentally-friendly properties whose managers are eager to institute programs that save water, save energy, and reduce solid waste-while saving money-to help protect our one and only earth". A hotel bearing the green label signals to the public the hotel's commitment to green practices. For some, having the green label may just be a pure marketing ploy, to ride the wave of consumer demand, for others, it is to remain competitive and to save costs (Pizam, 2009). Although there are genuine green hotels, there is public scepticism surrounding green hotels, particularly in Asia, where many of the green practices advertised are perceived as greenwashing (Pizam, 2009). Others are merely driven by the need to adhere to increasing competition from the growing number of green hotels (Butler 2008). There is also scepticism that hoteliers' motivation to pursue green initiatives is only motivated by profit taking. The literature suggests that while there are good intentions to adopt green practices, many hotels fall short of completely going green or maintaining their green program. This result is not surprising given that past research has highlighted the gap between green attitudes and behaviour (Arbuthnott, 2009). Similarly, hoteliers may possess pro-environmental attitudes but do not necessarily adopt green practices due to reasons such as the low rate of return (Tsai et al., 2014), high cost of implementation and maintenance (Chan, 2008), the lack of consumer willingness to pay a premium to stay in a green hotel (Han & Chan, 2013; Butler, 2008) and difficulty in converting an existing hotel to a green hotel (Butler, 2008). In addition, the extent of green practices at hotels are affected by the attitude within the organisation, that is, management buy-in is not sufficient, a successful green hotel is dependent on a positive attitude among staff at all levels and sometimes attitudes are difficult to change (KamalulAriffin, Khalid & Wahid, 2013).

Despite these challenges, how can a hotel implement and most importantly, maintain its program of green practices? There are studies which show behaviour is influenced by self-identity (Dean et al., 2012). Also, respondents identifying themselves as environmental activists reported a stronger intention to engage in environmental activism (Fielding et al., 2008) and pro-environmental behaviour was found to be influenced by an individual's

ecological self (Dobscha & Ozanne, 2001). Literature on self-identity indicate the existence of multiple-selves, referring to the different 'masks' individuals change into based on situations and roles (Schouten, 1991). "I am what I am. A fighter", this quote by Gordon Ramsay, celebrity chef, describes who and what he is as person (authentic self). From the description of himself as a fighter, we get a sense of who he is, not only as a chef but as an individual who strives to excel under tremendous pressure in all areas of his life – this is his whole person, both the physical and emotional, encapsulated in his personality, personal beliefs, values, goals, feelings and experiences (Leary & Tangney, 2011). By conforming to the authentic self, an individual gains freedom to be him or herself and engages in personally satisfying behaviour (Leary, 2003). The literature on green hotels provides sufficient knowledge on the internal and external influences that motivate the adoption of green practices. However, the question of why some green hotels go beyond the need to comply with regulations and customer demands requires further insights. Hence we explore the influence of a green self-identity (authentic self) in managing the barriers of green practices and bridging the gap between attitude and action.

Methodology
This research uses a qualitative case study approach to explore the influence of green self identity in managing challenges in green hotel practices. A single case study on a green hotel provides the opportunity for immersion into the research site. Multiple methods are used in this single case study; interviews with the owner, management and guests, three days of observation and analysis of online and printed documents which included past press interviews with the owner, online reviews from Trip Advisor and Facebook, and travel journalists' articles on the resort. Data was inductively collected and we applied comparative analysis to develop themes (Charmaz, 2006).

Findings, discussion and implications
A key motivation for going green is the potential to save running costs, in particular, energy and water. When designing policies, incentives and guidelines for green practices, NGOs and government bodies have used savings as the main benefit to encourage sustainable practices among hotel owners. Our findings suggest that this alone however, is insufficient for a sustained green practice program due to the multiple challenges of operating a green hotel. Findings indicate that the hotel owner's sense of authentic self driving his commitment to engage in consistent action to overcome challenges and achieve the hotel's vision to be the greenest hotel in this region. A leadership driven by the authentic self results in self-expressive acts which conveys the true values and beliefs aiming to make a difference. The hotel owner's commitment to sustainability is found to be beyond self-enhancement values (personal gain) to achieve self-transcendence values (welfare of others and general nature) (Michei & Gooty, 2005). Thus hotel owners whose intentions are driven by cost savings or just to increase patronage, are likely to sway from the green path. Our finding suggests the importance of being self-driven to live up to the green hotel label, that is, the hotel owner/manager is self motivated and determined to live up to the green label, not just to save cost or to increase patronage, but fully embraces green practices because of the authentic self – that is, 'Green self'. In summary, the importance of government policies and incentives to encourage pro-environmental behaviour cannot be denied, however, this alone cannot ensure sustainable business practices. It is just as crucial to understand the underlying motivation of the individual hotel owner or manager. Failure to address the motivations and needs of the individual may lead to the prevalence of green washing or mid-way abandonment of pro-environmental programs.

References

Arbuthnott, K. D. (2009). Education for sustainable development beyond attitude change. *International Journal of Sustainability in Higher Education*, *10*(2), 152–163. 323

Butler, J, (2008). The Compelling "Hard Case" for "Green" Hotel Development. *Cornell Hospitality Management*, 49, (3), 234-244.

Chan, E.S.W. (2008). Barriers to EMS in the hotel industry International Journal of Hospitality Management 27 (2008) 187–196

Charmaz, K, 2006, '*Constructing grounded theory'*. London: SAGE.

Dean, M., Raats, M. M., & Shepherd, R. (2012). The role of self-identity, past behavior, and their interaction in predicting intention to purchase fresh and processed organic food. *Journal of Applied Social Psychology*, *42*(3), 669–688

Dief, M. E., & Font, X. (2010). The determinants of hotels' marketing managers' green marketing behaviour. *Journal of Sustainable Tourism*, *18*(2), 157-174.

Dobscha, S., & Ozanne, J. (2001). An ecofeminist analysis of environmentally sensitive women using qualitative methodology: The emancipatory potential of an ecological life. *Journal of Public Policy & Marketing*, *20*(2), 201–214.

Doody, H., 2010. What are the barriers to implementing environmental practices in the Irish hospitality industry? In: Tourism and Hospitality Research in Ireland Conference (THRIC) http://www.shannoncollege.com/wp-content/uploads/ 2009/12/THRIC-2010-Full-Paper-H.-Doody.pdf

Fielding, K. S., McDonald, R., & Louis, W. R. (2008). Theory of planned behaviour, identity and intentions to engage in environmental activism. *Journal of Environmental Psychology*, *28*(4), 318–326.

Green Hotel Associations, 2017. Retrieved from www.Greenhotels.com on March 27, 2017. http://www.greenhotels.com/

Han, X. & Chan, K. (2013). Perception of Green Hotels Among Tourists in Hong Kong: An Exploratory Study *Services Marketing Quarterly,* 34, 339–352

Kamalul Ariffin, N.S. Khalid, S.N.A & Wahid, A.A. (2013). The barriers to the adoption of environmental management practices in the hotel industry: A study of Malaysian hotels. *Business Strategy Series*, 14(4), 106-117

Leary, M. R. (2003). Interpersonal aspects of optimal self-esteem and the authentic self. *Psychological Inquiry*, *14*(1), 52–54. http://doi.org/10.2307/1449041

Leary, M. R., & Tangney, J. P. (2011). The Self as an organizing construct in the behavioral and social sciences. In M. R. Leary & J. P. Tangney (Eds.), *Handbook of self and identity* (2nd ed., pp. 1–18). New York: The Guilford Press.

Pizam, A. (2009). Green hotels: A fad, ploy or fact of life? *International Journal of Hospitality Management*, 28 (1), 1.

Michie, S. & Gooty, J. (2005). Values, emotions and authenticity: Will the real leader please stand up? *The Leadership Quarterly*, 6, 441-457.

Robinot, E. & Giannelloni, J.L. (2010). Do hotels' "green" attributes contribute to customer satisfaction? *Journal of Services Marketing*, 24, (2), 157-169.

Schouten, J. W. (1991). Selves in transition: Symbolic consumption in personal rites of passage and identity reconstruction. *Journal of Consumer Research*, *17*(4), 412–425.

Tsai, Y.H., Wu, C.T., & Wang, T.M. (2014). Attitude Towards Green Hotel by Hoteliers and Travel Agency Managers in Taiwan. Asia Pacific Journal of Tourism Research 19(9).

Temporal orientation and self-construal effects on sustainable purchasing

René Versteegh, Victoria University of Wellington, rene.versteegh@vuw.ac.nz *
James Richard, Victoria University of Wellington, james.richard@vuw.ac.nz
Michelle Renton, Victoria University of Wellington, michelle.renton@vuw.ac.nz

Abstract:
Environmental concern is a growing area of consideration, both within the academy and society. A gap has been identified between consumer intentions to purchase sustainable goods and their actual behaviour in doing so. This research proposes a model in order to contribute to our understanding of this gap. The components of this model are; temporal orientation, self-construal, temporal discounting and purchase intention. Sustainable goods are identified as presenting a trade-off to consumers. Temporal orientation, self-construal and temporal discounting each offer their own contribution to our understanding of this trade-off. This research contributes to the marketing academy by seeking to contribute factors to close the intention behaviour gap; to practitioners by offering information to enhance marketing messages; and to policy makers by offering information that can be used to address targeted policy decisions.

Keywords: Temporal orientation, Sustainable consumption, Environmental marketing

Macromarketing and Marketing and Public Policy

Introduction

Growing concern for the environment and the increased desirability of sustainable behaviours have been identified as necessary by consumers, governments, and society (Olsen, Slotegraaf, & Chandukala, 2014). Individuals, small businesses, large businesses and multi-national corporations now reflect on their environmental behaviours (Ramirez, 2013). With intensified media focus, consumers have greater awareness of human consumption on the environment (Prothero, McDonagh, & Dobscha, 2010). However, with respect to consumer purchase of "green products", hitherto referred to as sustainable goods, a gap exists between intention and behaviour. A consumer survey conducted by the United Nations Environment Program (2005), found that although 40% of surveyed consumers were willing to purchase sustainable goods, only 4% actually did so.

A contribution exists in further understanding this intention-behaviour gap, both from an academic perspective (furthering the understanding of consumer purchase intentions and behaviour) and from a marketing practitioner perspective (encouraging behaviour change). This conceptualisation addresses the possible effects of temporal orientation, self-construal and temporal discounting on a consumer's intention to purchase sustainable goods. This research defines 'sustainable goods', as products with lower environmental impacts, including biodegradable, recycled, low energy, or reduced packaging (Costa Pinto, Herter, Rossi, & Borges, 2014). Sustainable goods are often considered to be an inferior product, or a more expensive one (Consumer, n.d.; Kaufman, 2014). Therefore, this research focusses on how consumers deal with the trade-off presented by sustainable goods, reduced efficacy or increased price now, versus increased environmental benefit later. This research contributes to the environmental marketing literature by examining the effect of this trade-off on the purchase intention of sustainable goods. This research investigates the effects of temporal orientation, self-construal and temporal discounting on purchase intention.

Conceptual Model

The aim of this study is:

To investigate the impact of temporal orientation, self-construal and temporal discounting on consumers' purchase intention towards sustainable goods.

In order to achieve the aim of this research, the overarching research questions are:

RQ1: What impact does temporal orientation and self-construal have on consumer temporal discounting?

RQ2: What impact does temporal discounting have on consumer purchase intention of sustainable goods?

Figure 1 depicts the conceptual model proposed to address the research questions.
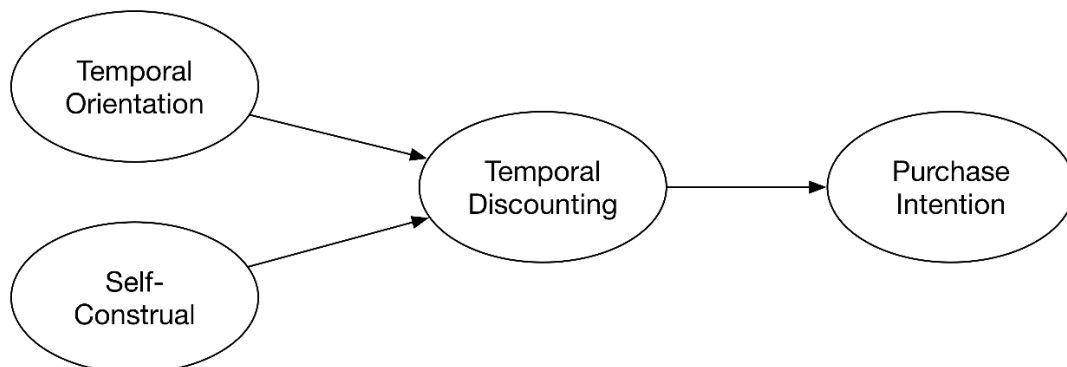
Temporal orientation (TO) refers to the extent to which people consider the future outcomes of their behaviour and the way in which these potential future outcomes influence their current behaviours (Holman & Silver, 1998). People with future focussed TO has been shown to have higher saving rates and reduced obesity risk (e.g. Joireman, Sprott, & Spangenberg, 2005; Kees, Burton, & Tangari, 2010).

Self-construal (SC) is the part of self that addresses an individual's orientation towards themselves (independent) or towards others around them (interdependent) (Markus & Kitayama, 1991). Individuals with independent SC emphasise being unique, expressing their self, and promoting their individual goals (Arnocky, Stroink, & DeCicco, 2007); conversely interdependent SC individuals define their sense of self largely in terms of their relationships and a sense of harmony with others (Markus & Kitayama, 1991).

Temporal discounting (TD) is commonly exhibited by individuals as a preference for a smaller instant reward, over a larger future reward. In general, the rate of discount (similar to net present value) is steeper when the reward is further in the future (Joshi & Fast, 2013).

Purchase intention (PI) is the expression of intent by consumers to purchase sustainable goods. TO, SC and PI are measured using scale items. TD is measured using an activity where consumers make purchase choices based on future and present time frames (Hardisty & Weber, 2009).

TO is expected to positively impact TD as those with a future orientation will also place greater value on a future reward. Therefore, in the context of sustainable consumption, distant TO individuals will place greater value on the future environmental reward, thus valuing the future reward higher than any small immediate gains that a less sustainable product may bring. SC is expected to impact on TD as interdependent and independent people behave differently. Those with an interdependent SC behave in line with the expectations of society (Ybarra & Trafimow, 1998). Protection of the environment and retirement savings are two examples of behaviours seen as desirable by society that require a long-term outlook. Therefore, it is proposed that interdependent SC individuals will exert a longer-term focus and thus exhibit reduced temporal discounting. TD is expected to impact PI as those with reduced discounting of future rewards will be more willing to accept the potential trade-off of sustainable goods now, in order to create benefit in the future. To date no published literature has been identified which looks at the effects of these three constructs on sustainable purchase intention.

Future Research
Validating and testing the model through experiments and surveys would help identify key factors that influence the sustainable purchase gap. The results of such research would be useful to academics, practitioners and policy decision-makers interested in improving sustainable consumption.

Conclusion
This conceptualisation focusses on the impact of TO, SC and TD on PI. No previously identified literature brings TO, SC and TD together to address purchase intention in the sustainable goods field. These three variables present a potentially valuable contribution to the marketing academy's understanding of the intention-behaviour gap. For policy makers, an enhanced understanding of the drivers for sustainable consumption will allow them to better

target pro-sustainable goods policy and improve their ability to communicate the justification and drivers behind these interventions.

References

Arnocky, S., Stroink, M., & DeCicco, T. (2007). Self-construal predicts environmental concern, cooperation, and conservation. *Journal of Environmental Psychology, 27*(4), 255-264. doi:http://dx.doi.org/10.1016/j.jenvp.2007.06.005

Consumer. (n.d.). Laundry detergents (Top Loader). Retrieved from https://www.consumer.org.nz/products/laundry-detergents/type/top-loader-laundry-detergent

Costa Pinto, D., Herter, M. M., Rossi, P., & Borges, A. (2014). Going green for self or for others? Gender and identity salience effects on sustainable consumption. *International Journal of Consumer Studies, 38*(5), 540-549. doi:10.1111/ijcs.12114

Hardisty, D. J., & Weber, E. U. (2009). Discounting future green: Money versus the environment. *Journal of Experimental Psychology: General, 138*(3), 329-340. doi:http://dx.doi.org/10.1037/a0016433

Holman, E. A., & Silver, R. C. (1998). Getting "stuck" in the past: Temporal orientation and coping with trauma. *74*(5), 1146-1163. doi:dx.doi.org/10.1037/0022-3514.74.5.1146

Joireman, J., Sprott, D. E., & Spangenberg, E. R. (2005). Fiscal responsibility and the consideration of future consequences. *Personality and Individual Differences, 39*(6), 1159-1168. doi:http://dx.doi.org/10.1016/j.paid.2005.05.002

Joshi, P. D., & Fast, N. J. (2013). Power and Reduced Temporal Discounting. *Psychological Science, 24*(4), 432-438. doi:10.1177/0956797612457950

Kaufman, N. (2014). Overcoming the barriers to the market performance of green consumer goods. *Resource and Energy Economics, 36*(2), 487-507. doi:http://dx.doi.org/10.1016/j.reseneeco.2013.05.007

Kees, J., Burton, S., & Tangari, A. H. (2010). The Impact Of Regulatory Focus, Temporal Orientation, And Fit On Consumer Responses To Health-Related Advertising. *Journal of Advertising, 39*(1), 19-34.

Markus, H. R., & Kitayama, S. (1991). Culture and the self: Implications for cognition, emotion, and motivation. *Psychological Review, 98*(2), 224-253. doi:http://dx.doi.org/10.1037/0033-295X.98.2.224

Olsen, M. C., Slotegraaf, R. J., & Chandukala, S. R. (2014). Green Claims and Message Frames: How Green New Products Change Brand Attitude. *Journal of Marketing, 78*(5), 119-137.

Prothero, A., McDonagh, P., & Dobscha, S. (2010). Is Green the New Black? Reflections on a Green Commodity Discourse. *Journal of Macromarketing, 30*(2), 147-159. doi:10.1177/0276146710361922

Ramirez, E. (2013). Consumer-defined sustainably-oriented firms and factors influencing adoption. *Journal of Business Research, 66*(11), 2202-2209. doi:http://dx.doi.org/10.1016/j.jbusres.2012.01.012

United Nations Environment Program. (2005). Talk the Walk: Advancing Sustainable Lifestyles Through Marketing and Communications. Retrieved from http://www.unep.fr/shared/publications/pdf/DTIx0763xPA-TalkWalk.pdf

Ybarra, O., & Trafimow, D. (1998). How Priming the Private Self or Collective Self Affects the Relative Weights of Attitudes and Subjective Norms. *Personality and Social Psychology Bulletin, 24*(4), 362-370. doi:10.1177/0146167298244003

Consumer rights and social responsibilities: Are they linked?

** Ali Quazi, University of Canberra, ali.quazi@ Canberra.edu.au
Mehran Nejati, Edith Cowan University, m.nejati@ecu.edu.au
Azlan Amran, Universiti Sains Malaysia, azlan_amran@usm.my*

Abstract

Prior research has identified four consumer rights and six consumer social responsibilities (CnSR). However, there is a knowledge gap in the extant literature if consumer rights and responsibilities are linked. This paper addresses the above research lacuna by analysing responses of a sample of 353 consumers regarding their rights and social responsibilities. Data were analysed using partial least squares structural equation modelling. Results revealed that "Rights for Being Heard" and "Rights for Access to Redress" do not have any influence on CnSR. However, "Rights for Basic Needs and Healthy Environment" significantly influence all six dimensions of CnSR. Furthermore, "Rights for Safety and Information" significantly influence responsibility towards Critical Appraisal. Finally, rights for "Basic Needs and Healthy Environment" were found to be the most important predictor for all dimensions of consumer social responsibility. These findings have important implications for consumer policy making and theory building which are highlighted in this paper.

Keywords: Consumer rights, consumer social responsibility (CnSR), responsible consumption

Track: Macromarketing and Marketing and Public Policy

Introduction and background

Eight consumer rights are established in the extant literature. Of these, four rights: right to safety, right to know, right to choose and right to be heard were passed by the US Congress in 1962. The other four rights: right to redress, right to consumer education, right to healthy environment and right to basic needs have emerged as a result of international consumerism movement as well as the initiatives of the United Nations Organisations and International Consumer Union (Quazi et al., 2015; Fazal, 2011; Quazi, 2002). Quazi et al. (2015) tested the validity of the above eight rights and found four consumer rights to be empirically valid. These are rights to safety and information, basic needs and healthy environment and being heard, and access to redress. The six consumer social responsibilities were empirically validated by Quazi et al. (2016). These are responsibility for social impacts (SCI), responsibility for solidarity (SOL), responsibility for critical appraisal (CRA), responsibility for supporting business growth (SBG), responsibility for environmental impacts (ENI), and responsibility for action (ACT). This paper uses the validated consumer rights and social responsibility scales and argues that the integration of these two concepts and exploration of the possible nexus between them is crucial for advancing our knowledge in this nascent research area having significance for marketing decision making in general and consumer policy formulation and theory building in particular.

Against the above backdrop this paper aims to investigate the possible links that may exist between consumer rights and their responsibilities.

Brief literature scan

Like any other nascent research area, literature on the nexus between consumer rights and responsibilities is very limited. However, there is separate literature on consumer rights and responsibilities. Literature on consumer rights has mainly emphasised the notion of consumer protection which stemmed from a lack of balance of power in the market favouring marketers and sellers (Kucuk, 2016). It has been argued that the best way to ensure this balance is through the protection of consumer rights in the market (Delgadillo 2013). Hence, consumers need to be empowered so that they can exercise their privileges in relation to sellers and marketers (Stemler 2001). The past five decades have witnessed consumer rights to be "an essential element in the formulation of policy to guide the workings of the marketplace" (Larsen and Lawson, 2013, p. 515).

Pundits argued that with rights come responsibility and hence the enjoinment of rights would impose some responsibilities on consumers and as such it would be critical to find out if those rights and responsibilities are related. Maintaining a balance between consumer rights and responsibilities would make the market function better. Therefore, precise knowledge about the critical areas of the linkage between consumer rights and their responsibilities would broaden and deepen our understanding of the areas warranting policy formulation and implementation.

Methodology

Data for this study were collected using a structured questionnaire from 353 consumers based on random sampling. Data collection from Malaysia was considered critical as the existing consumer rights and consumer responsibility scales were developed based on Malaysian samples (Quazi et al., 2015, 2016). Malaysia has a rich history of consumer activism organised by the Penang based Consumer Association. Furthermore, the leading consumer activist Anwar Fazal, the former Chair of the International Consumer Union (Fazal, 2011) is from Malaysian. Data for this research were analysed using partial least squares structural

equation modelling (PLS-SEM). This technique was deemed appropriate as the current research is exploratory in nature. Consumer rights and responsibilities were conceptualized as second-order constructs and measured using the scale developed by Quazi, Nejati, and Amran (2015) and Quazi, Amran, and Nejati (2016) respectively. The bi-variate relationships between the independent (consumer rights) and dependent variables (consumer social responsibilities) were also explored.

Major findings

As shown in Figure 1, the initial results in terms of the path modelling revealed that consumer rights could predict 67% of the variation in consumer social responsibility in total, and have a significant and positive influence on consumer social responsibility with a path coefficient of 0.82 (Sig. at <0.01). Follow up investigation into the links between all dimensions of consumer rights and consumer social responsibility revealed that "Rights for Being Heard (BH)" and "Rights for Access to Redress (RD)" do not have any influence on CnSR. However, a positive and significant influence of "Rights for Basic Needs and Healthy Environment (BNHE)" on all dimensions of consumer social responsibility (CnSR) was found. Furthermore, "Rights for Safety and Information (SI)" had a significant influence on responsibility towards Critical Appraisal. Finally, rights for "Basic Needs and Healthy Environment" were found to be the most important predictor for all dimensions of consumer social responsibility. This finding suggests that consumers in general pay greater attention to their rights to fundamental needs and live in an environment which ensures their physical wellbeing as consumers. In other words consumers' perception of assurance of fulfilment of their basic needs in a healthier way would lead them to have positive feeling about all the six social responsibilities as consumers. Consumers' perceived rights relating to seeking compensation have emerged as an unimportant issue with no relationship with any of the six social responsibility dimensions.

Figure 1: Results of PLS Path Modelling (second order reflective constructs)

Consumer right   Consumer social responsibility
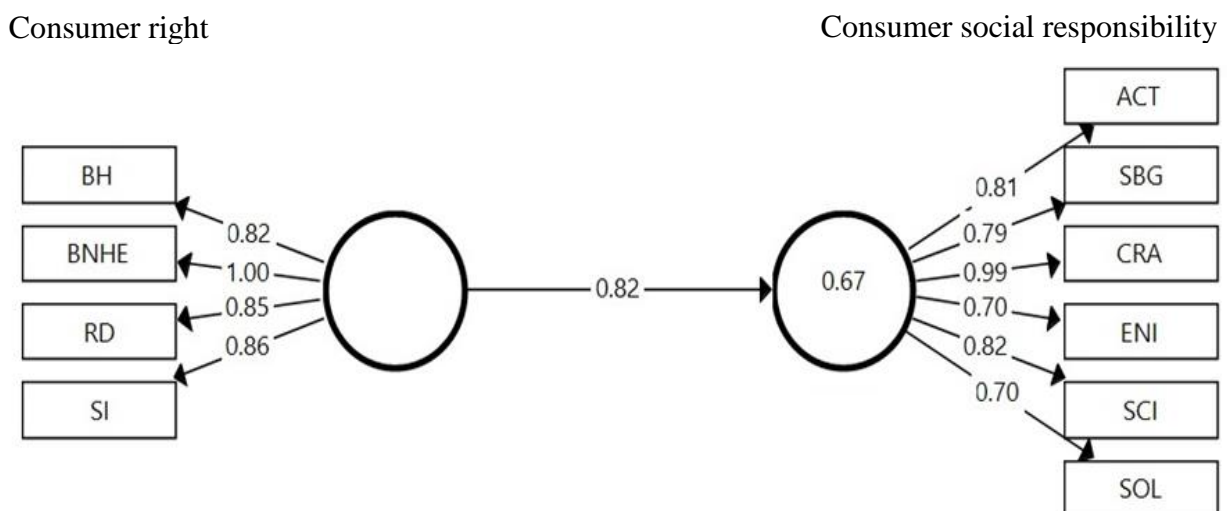
Notes: BH: Rights for being heard; **BNHE:** Rights for basic needs and healthy environment; **RD:** Rights for access to redress; **SI:** Safety and responsibility; **ACT:** Responsibility for action; **SBG:** Responsibility for supporting business growth; **CRA:** Responsibility for critical appraisal; **ENI:** Responsibility for environmental impacts; **SCI:** Responsibility for social impacts; **SOL:** Responsibility for solidarity.

Conclusion and Implications

This seminal research has revealed some interesting findings impacting on consumers' consciousness of their rights and the accompanying social obligations that they are required to undertake for the market system to operate in a balanced manner. The study found a positive link between consumer rights overall and consumer responsibilities. This lends support to the conventional wisdom that consumers enjoying rights cannot afford to ignore their obligation to certain social responsibilities. In specific terms, consumers are willing to take greater responsibility in the marketplace provided their fundamental needs are ensured in a healthier, safer and informed environment. This finding implies that health and safety issues are paramount in consumers' minds when assuming greater social responsibilities. This research also revealed that consumers are concerned about their safety and information needed to make purchase decisions which translate into critical evaluation of products/services they buy from the market. This finding points to the need for dissemination of adequate information to customers concerning the safety of products and services for human consumption or use so enable consumers to make informed purchase decisions. Interestingly, consumers do not see their right of seeking compensation as an important issue impinging on their social responsibility. Furthermore, consumers seem not to bother as to whether businesses pay any attention to consumers' complaints and this view does not have anything to do with their perceived social responsibility. These findings would not only trigger further research in these emerging fields but also provide guidelines to consumers and public policy makers in designing consumer protection mechanisms making provision for consumers to assume responsibilities to complement their rights in the marketplace. Marketers may now expect consumers to behave responsibly in the marketplace while demanding protection of their rights in the above mentioned areas where significant relationships have been established. Conversely, consumers should also recognise that exercising their rights now implies taking on responsibilities in a number of areas where rights and responsibilities are linked. These findings will guide marketers to design consumer policies relating to protection of their rights vis-à-vis their reciprocal social responsibilities. Public policy makers and legislators can also take into consideration the areas where nexus between consumer rights and their social responsibilities were observed while formulating consumer protection legislations. In particular, consumer protection mechanism should emphasise ensuring protection of consumer rights relating to consumption of basic goods and services that are beneficial to consumer health and physical wellbeing.

Limitation and future research

This research has a number of limitations that are to be taken into account in generalising the findings of this study. First, the sample for this research has been drawn from a single country–Malaysia. Future research should draw samples from multiple countries and regions towards broadening the generalisability of the findings internationally. Second, this study has not used any mediating and moderating factors nor has it tested the impacts of CnSR on the consumer right dimensions. Future research can integrate moderating factors such as consumer culture, country context, and state of consumer laws and the degree of consumer activism into the research framework towards capturing the complexities associated with consumer rights and responsibility link.

Appendix 1: Measurement scale for consumer rights

Right 1: Safety and Information
- I should be assured that products/services I buy are safe.
- It is reasonable for me to expect that the products/services I buy are hazard free.
- I have the privilege to raise questions about the safety of products/services that I consider buying.
- I have the freedom of purchasing safe products/services.
- I should have the option not to buy unsafe goods/services.
- I should be assured of the safety standards of the products/services I buy.
- I have the privilege to know the composition of the products/services I buy.
- I reserve the privilege of seeking disclosure of information about products/services.

Right 2: Basic Needs and Healthy Environment
- I have the privilege to see businesses address my essential needs.
- I should have the liberty to ask for adequate food, clothing, shelter, and healthcare.
- I can legitimately ask businesses to supply basic goods/services.
- Businesses are obliged to supply the vital goods and services.
- It is my privilege to question the impact of products/services on the environment.
- Businesses should assure me that their operations are free from environmental pollution.
- I reserve the right to live in a pollution free environment.
- I have the privilege to be assured that the products/services that I buy are environmentally friendly.

Right 3: Being Heard
- Businesses should give a patient hearing to my products/services related concerns.
- I should have the privilege to share my concerns about products/services with corporations.
- There should be a channel to express my dissatisfaction on products/services.
- I should be given the opportunity to have my concerns considered by businesses.
- Organizations should recognize my privilege to express concerns on products/services.
- There should be a forum to voice my product complaints.
- I should have the freedom to lodge my legitimate complaints to forums set up by businesses.

Right 4: Access to Redress
- My complaints about products/services should be addressed by businesses.
- I should have the freedom to ask for a remedy for the problems I have experienced.
- I should have the freedom to seek compensation.
- Businesses should develop a mechanism to register consumer complaints.

Source: Quazi, A., Nejati, M., and Amran, A. (2015) "Conceptualizing and Measuring Consumer Rights", Australia New Zealand Marketing Academy Conference (NZMAC) proceedings

Appendix 2: Measurement scale for consumer social responsibility

Responsibility 1: Responsibility for Social Impacts
- I should behave in the most socially desirable way.
- I should ensure that my decisions have minimum bearing on societal issues.
- My decisions are directed to ensure social sustainability.
- I should care for the societal consequences of my actions.
- My buying decisions should be based on socially-desirable principles.
- I have to consider the social outcomes of my decisions.

Responsibility 2: Responsibility for Solidarity
- I am aware of my obligation to share my consumption experience with peers.
- I am in favor of joining consumer forums to express harmony with fellow consumers.
- I should share my consumption experience with peers as part of my citizenship responsibility.
- I encourage fellow consumers to support consumer activism.
- I remind my fellow consumers to support consumer activism.
- I should actively support campaigns on consumer issues.

Responsibility 3: Responsibility for Critical Appraisal
- I review the available information before I make a buying judgment.
- I take a conscious approach to information used for my buying decisions.
- My buying decisions are based on rational judgments.
- I assess goods/services before I buy them.
- I should examine the information in buying decisions.
- I should scrutinize the information on products/services

4: Responsibility for Supporting Business Growth
- I support the fundamental right of businesses to make profit.
- I unconditionally support responsible businesses practices.
- I support responsible business profit-making activities.
- I support business practices within moral limits.
- I believe it is the right thing to support growth of businesses.

Responsibility 5: Responsibility for Environmental Impacts
- I integrate environmental issues into my buying decisions.
- I am ready to pay a reasonable premium on environmentally friendly products.
- I am conscious about the effects of my consumption behaviour on the environment.
- Reducing environmental risk by reading the product label should be my priority in purchasing.
- I should only purchase product with green labelling.

Responsibility 6: Responsibility for Action
- Buying socially sustainable products should be my priority.
- I have to commit to support socially viable products/services.
- My purchase decisions should be based on my support for green products/services.
- I should practice in buying green products/services, even at a premium.

Source: Quazi, A., Amran, A., & Nejati, M. (2016). Conceptualizing and measuring consumer social responsibility: a neglected aspect of consumer research. *International Journal of Consumer Studies*, 40(1), 49-58.

References

Delgadillo, L. M. (2013). "An Assessment of Consumer Protection and Consumer Empowerment in Costa Rica." Journal of consumer policy no. 36, 59-86.

Fazal, A. (2011) Consumer Power: Anywhere, Anytime, Anyone, New Sentuhan Sdn. Bhd., Penang, Malaysia.

Kucuk, S., U. (2016). "Consumerism in the digital age." Journal of Consumer Affairs, 50, 515-538.

Larsen, G., & Lawson, R. (2013). Consumer rights: an assessment of justice. Journal of Business Ethics, 112, 515-528.

Quazi, A., Amran, A., & Nejati, M. (2016). Conceptualizing and measuring consumer social responsibility: a neglected aspect of consumer research. International Journal of Consumer Studies, 40, 48-56.

Quazi, A., Nejati, M., & Amran, A. (2015). Conceptualizing and Measuring Consumer Rights. Paper presented at the Australian and New Zealand Marketing Academy Conference, Sydney, Australia.

Quazi, A. M. (2002). "Managerial views of consumerism: A two-country comparison." European Journal of marketing no. 36, 36-50.

Stemler, S. (2001). "An overview of content analysis." Practical assessment, research & evaluation" 7, 137-146.

Unlocking drivers and barriers for circular business

Nina Tura*, Lappeenranta University of Technology, Finland, nina.tura@lut.fi

Abstract:
Circular economy is increasingly attracting the interest of business, policy makers and academia in the search for answers to sustainability challenges. While earlier studies have presented several drivers that support the introduction of new business concepts promoting circular economy, and barriers that hinder the rate of innovation in the field, no systematic categorizations of such factors have been brought forward. Drawing on current literature we introduce key emphasis areas of drivers and barriers, including *environmental, economic, social, political and institutional, technological and informational, supply chain,* and *organizational* factors. The appearance and content of these areas in practice is further examined in the context of four case organizations, providing managerial implications on better execution of circular business.

Keywords: circular business, innovation, sustainability

Track: Macromarketing and Marketing and Public Policy

Introduction and Research Aim

Circular Economy (CE) is a system that aims at value creation by minimizing waste, energy and the use of natural resource. This is done through slowing, closing and narrowing the loops of material and energy. (Geissdoerfer et al., 2017) These principles work as a base for sustainability-oriented innovations with system -level impact (Adams et al., 2016), collaborative business models (e.g. Bocken et al., 2016) and gaining competitive advantage simultaneously for sustainability benefits. Circular business includes solutions (such as products and services) that aim to enhance circular economy; to respond the resource scarcity, to minimize adverse environmental impacts and to produce economic benefits both in short-term and long-term. Despite the importance of executing these types of innovations, the implementation of the circular business has been relatively slow. The current research of the possible drivers and barriers for circular business has been scattered and focusing only on single perspectives (e.g. energy efficiency). To promote CE innovations, we put together the relevant literature on different drivers enhancing and barriers hampering the design and development of innovations for CE. The research question, guiding our research is: *What are the key barriers and drivers for developing innovations around circular economy?* The empirical part of our study provides additional insights into the nature of individual drivers and barriers and identifies areas of high heterogeneity and high homogeneity. The research is conducted in close collaboration with four case organizations. Acknowledgement of drivers and barriers and categories affecting to them helps in setting the attention on the possible deficiencies on company strategy, innovation processes as well as collaborative actions supporting open innovation.

Background and/or Conceptual Model

The CE business is accelerating due to resource scarcity (e.g. Lacy and Rutqvist, 2015; Murray et al., 2015) and the pressure for preventing environmental impacts (Linder & Williander, 2015). CE is also seen to provide possibilities for new value creation, business growth and increased cost efficiency, margin and profits (e.g. Ghisellini et al., 2015). However, there exist also economic barriers such as lack of financial support (e.g. Ilic & Nicolic, 2016) and difficulties in defining and measuring monetary benefits (e.g. Rizos et al., 2015). Furthermore, CE is driven forward by increased worldwide awareness of sustainability (Mathews & Tan, 2011), as well as supporting funds, taxation and regulations (Ilic & Nicolic, 2016). On the other hand, CE is claimed to lack of governmental support, market mechanisms and complex and overlapping regulations (Gumley, 2014; Ilic & Nicolic, 2016). Also the consumer responsiveness for CE solutions is seen highly uncertain (Adams et al., 2017; Liu & Bai, 2014). New technologies and information systems together with open collaboration, communication and multi-disciplinarity present clear drivers for CE (e.g. Andrews, 2015; Esposito et al., 2015; Linder & Williander, 2015). However, companies may face situations, where network support, partners, information, knowledge, available technologies or other resources are missing hampering the development of circular business (e.g. Rizos et al., 2016; Kraaijenhagen et al., 2016). There exists also organizational drivers such as supporting strategies, potential for differentiation and strengthening company brand, and the development of skills and capabilities targeted for CE (Geng et al. 2012; Bocken et al., 2016; Lacy & Rutqvist, 2015). Similarly, organizational barriers include incompatibility with existing operations and targets, silo thinking and fear of risks, conflicts with existing business culture and lack of cooperation, heavy organizational hierarchy and lack of management support (Liu & Bai, 2014; Rizos et al., 2016).

Methodology

The data comprises 29 qualitative and explorative, semi-structured interviews in four case companies in Finland: Fortum (energy), BMH Technology (waste management), Solita (ICT) and UPM (forest). The case study was selected as a research method to get rich empirically grounded descriptions of the topic in their real-life contexts (Yin, 1994). Purposeful sampling was used to identify and select information-rich cases. Data comprises insights from 33 informants with different managerial positions from sales, services, strategic management, R&D, communication, asset and technology management. The interview duration varied between 39-104 minutes and were conducted in 2016-2017. All interviews were recorded and transcribed (total no. of pages 329). The data analysis followed the content analysis method, by textual coding, and looking for emerging categories from the data (Bazeley, & Jackson, 2013).

Results and Discussion

Drawing on existing literature we classified the drivers and barriers into seven distinct categories: *environmental, economic, social, institutional, technological and informational, supply chain and organizational factors.* These groups, supported also by empirical findings, are presenting different perspectives and emphasis areas to be considered in circular business development.

There exists a high degree of homogeneity across the cases in the context of environmental and economic categories, thus these are also more likely to be generalizable outside the observed contexts. For example, resource scarcity is seen as a major environmental driver in all firms to develop and search for CE solutions. Utilization of production side streams (e.g. ashes) and waste (e.g. separation of metals), allow better material usage and cycle of valuable resources, thus generating economic and environmental value. Economic potential is also seen in business renewal and new service business enabled by increased availability and reliability of CE related data and information management solutions. However, the dominance of economic indicators in decision-making and lack of tools to measure CE benefits, create difficulties in convincing customers of CE benefits. Furthermore, firms with a large installed base of machinery and equipment consider high initial investment costs as a major barrier for CE. Increasing awareness of sustainability at both societal and individual customer level presents a key social driver for CE. However, there exists still high uncertainty of customer and stakeholder response to CE solutions. For many companies the focus remains still on improving their traditional (linear) businesses. From institutional perspective, the EU and national laws, regulations and new standards such as bans for landfilling create opportunities and demand for CE solutions. However, there exists a strong need for the harmonization of laws and regulations and improve the consistency of subsidy and taxation policies. Technological and informational drivers include emerging technologies and the development of IoT, platforms and analytics that enable the collection, analysis and utilisation of knowledge. The barriers consist of a highly diverse (heterogeneous) set of individual challenges hindering the processing and transfer of information. Organization specific drivers and barriers such as access to customer's waste management processes or challenges relating to IT-infrastructure, technology maturity and supply chain transparency, are more likely addressed at the level of individual firms (or supply chains) rather than at the level of the entire industry. From supply chain perspective, collaboration was seen to drive CE solutions by increasing the availability of knowledge and technological resources. Organizational barriers and drivers are related to available resources, risk-averse, organizational culture and strategy. In order to promote circular business, CE should be emphasized in the firm strategy including such values that could harmonize the objectives of

several business units inside firm and bring organizational support for the development of CE solutions. Furthermore, active international collaboration is a tool to address several of the identified barriers (such as fragmented legislative frameworks).

Implications for Theory and Practice
The seven-fold categorization provides a holistic understanding of different types of barriers and drivers, which previously may have been at least partly neglected. Especially the descriptions of drivers provides input for managers to develop new business models for CE. On the other hand, managers may use the list of barriers to understand why their efforts of launching circular business projects are not "taking off". Increasing the understanding of drivers and barriers for circular business opens also interesting avenues for future research. From academic perspective, our research aims to work as a trigger for discussion related to the value co-creation involving variety of actors as well as possibilities of current innovation methods, processes and management practices in executing such solutions.

References

Adams, R., Jeanrenaud, S., Bessant, J., Denyer, D. & Overy, P. (2016). Sustainability-oriented innovation: a systematic review. *International journal of Management Reviews*, 18(2), 180-205.

Adams, K. T., Osmani, M., Thorpe, T., & Thornback, J. (2017). Circular economy in construction: current awareness, challenges and enablers. In *Proceedings of the Institution of Civil Engineers-Waste and Resource Management*, 170(1), 15-24.

Andrews, D. (2015). The circular economy, design thinking and education for sustainability. *Local Economy*. 30(3), 305–315.

Bazeley, P. & Jackson, K. (2013). Qualitative data analysis with NVivo. Sage, London.

Bocken, N.M.P., De Pauwc, I., Bakkera, C. & Van Der Grintenc, B. (2016). Product design and business model strategies for a circular economy. *Journal of Industrial and Production Engineering*. 33(5), 308–320.

Esposito, M., Tse, T., & Soufani, K. (2015). Is the Circular Economy a New Fast-Expanding Market? *Thunderbird International Business Review*. 49(5), 630–631.

Geissdoerfer, M., Savaget, P., Bocken N. M.P. & Hultink, E. J. (2017) The Circular Economy - A new sustainability paradigm? *Journal of Cleaner Production*. 143, 757-768.

Geng, Y., Fu, J., Sarkis, J., & Xue, B. (2012). Towards a national circular economy indicator system in China: an evaluation and critical analysis. *Journal of Cleaner Production*. 23(1), 216-224.

Ghisellini, P., Cialani, C. & Ulgiati, S. (2015). A review on circular economy: the expected transition to a balanced interplay of environmental and economic systems. *Journal of Cleaner Production*. 114, 11–32.

Gumley, I. (2014). An Analysis of Regulatory Strategies for Recycling and Re-Use of Metals in Australia. *Resources,* 3, 395-415.

Ilić, M., & Nikolić, M. (2016). Drivers for development of circular economy–A case study of Serbia. *Habitat International*. 56, 191-200.

Kraaijenhagen, C., van Oppen, C., & Bocken, N. (2016). *Circular Business: Collaborate and Circulate*. Circular Collaboration.

Lacy, P. & Rutqvist, J. (2015). Waste to Wealth: The Circular Economy Advantage. Palgrave Macmillan UK. 264.

Linder, M., & Williander, M. (2015). Circular Business Model Innovation: Inherent Uncertainties. *Business Strategy and the Environment,* 26(2), 182-196.

Liu, Y., & Bai, Y. (2014). An exploration of firms' awareness and behavior of developing circular economy: An empirical research in China. *Resources, Conservation and Recycling.* 87. 145-152.

Mathews, J.A. & Tan, H. (2011). Progress toward a circular economy in China. *Journal of industrial ecology.* 15(3). 435-457.

Murray, A., Skene, K., & Haynes, K. (2015). The Circular Economy: An Interdisciplinary Exploration of the Concept and Application in a Global Context. *Journal of Business Ethics,* 140(3), 369–380.

Rizos, V., Behrens, A., Van Der Gaast, W., Hofman, E., ... & Topi, C. (2016). Implementation of Circular Economy Business Models by Small and Medium-Sized Enterprises (SMEs): Barriers and Enablers. *Sustainability,* 8(11), 1212-1230.

Yin, R.K. (1994) Case study research: design and methods, 2nd ed., Thousand Oaks: Sage, Applied Social Research Methods Series, 5.

MARKETING COMMUNICATIONS

ABSTRACTS

How television advertising avoidance differs across devices

Yolanda Nguyen*, University of South Australia – yolanda.nguyen@marketingscience.info
Professor Steven Bellman, University of South Australia –
Steven.Bellman@marketingscience.info
Dr Virginia Beal, University of South Australia – Virginia.Beal@marketingscience.info
Dr Cathy Nguyen-Tsoutouras – Cathy.Nguyen@marketingscience.info
Professor Byron Sharp, University of South Australia – Byron.Sharp@marketingscience.info

Abstract:
Television ad avoidance research has until now focused only on the traditional television set. However, television programs can now be viewed on other devices, such as laptops, tablets, and smartphones. While this presents new opportunities for advertisers, there is no research that compares ad avoidance across these devices. Qualitative research was conducted to identify the types of avoidance behaviours associated with each device. Specifically, in-home observation and self-reported viewing diaries were used. The findings identified one new avoidance behaviour unique to one of these new devices: tab switching on laptop computers. Otherwise, the avoidance behaviours associated with these new devices were subsets of traditional television ad avoidance behaviours. Potential explanations are that traditional television is often a background activity engaged in by multiple people, while viewing on laptops, tablets, and smartphones is intentional and completed as a solo activity.

Key words: Ad avoidance, Television, Advertising

Track: Marketing Communication

Media User Profiles Differ – Reality or Rhetoric?

Zachary Anesbury*, Zachary.Anesbury@MarketingScience.info
Michael Gallo, Galma002@mymail.unisa.edu.au
Bill Page, Bill.Page@MarketingScience.info
Ehrenberg-Bass Institute, Business School, University of South Australia

Abstract:
Since its conception in the early 1950s, there have been debates on the effectiveness of targeting specific segments or a mass marketing approach to brand growth. Despite empirical findings that support the latter, the view that segmentation and targeting is effective remains part of the traditional media planning environment. This paper investigates the heterogeneity of user profiles of media consumers in Australia, and if/how they change over time. The findings suggest that consistent with user profiles for consumer-packaged goods, media user profiles seldom differ and do not alter over time. As a result, marketers should use the medium with the highest reach, rather than skew media choices to reach a specific segment.

Keywords: Media, reach, segmentation.

Track: Marketing Communications

How Charity Ads Underperform in Effective Branding

Natalie Sampson, Ehrenberg-Bass Institute, University of South Australia,
samnl002@mymail.unisa.edu.au
*Dr Cathy Nguyen, Ehrenberg-Bass Institute, University of South Australia,
cathy.nguyen@marketingscience.info
Dr Margaret Faulkner, Ehrenberg-Bass Institute, University of South Australia,
margaret,faulkner@marketingscience.info

Abstract:
This study examines branding execution within advertisements for 25 Australian charities, providing comparisons to effective branding techniques suggested in the literature. We audited 236 advertisements across video, print and online medias. For each ad, we recorded direct (verbal and visual brand mentions) and indirect (distinctive elements such as: logo and colour) branding executions. Overall, charities were more likely to show their brand visually than verbally, and few do so simultaneously. More than two-thirds of video advertisements included no verbal mentions, and increased duration of an advertisement only slightly increased verbal mention frequency. Logos were the most used form of indirect branding, followed by colour, font, tagline, characters, and celebrities. Logos covered less than 25% of space in the majority of advertisements. Static logos were more prevalent than non-static logos. This research adds to existing knowledge through providing an assessment of the effectiveness of branding execution in the charity sector.

Keywords: Branding, Advertising, Charity

Track: Social Marketing

Effect of DTC Advertising on Inexperienced Customers

Stephen Goodall,CHERE,University of Technology
Sydney,stephen.goodall@chere.uts.edu.au
Rosalie Viney, CHERE University of Technology Sydney, Rosalie.Viney@chere.uts.edu.au
Deborah Street, CHERE University of Technology Sydney, Deborah.Street@uts.edu.au
David S. Waller*, University of Technology Sydney, David.Waller@uts.edu.au
Fei Li Zhao, CHERE University of Technology Sydney, Feili.Zhao@chere.uts.edu.au

Abstract:
Direct-to-consumer (DTC) pharmaceutical advertising is currently banned in Australia for 'prescription only' and 'pharmacist only' (Schedule 3) medicines, which means they cannot be advertised to the public. This paper examines the potential effect of DTC advertising on consumers' behavioural intentions in relation to a particular medical issue. Using an online experiment, one group watched an advertisement, which promoted the use of a particular medicine and encouraged visiting a pharmacist, then answered questions on dealing with cold sore symptoms, while a second (control) group did not view the advertisement. Further, the responses were analysed based on whether or not the respondents had experience with cold sores. The results indicate that the advertisement had similar but larger effects for inexperienced consumers, plus differences were evident between those who viewed the advertisement and the control group. Therefore, the advertisement raised awareness of the extent of pharmacy services, as opposed to visiting a GP.

Keywords: Direct-to-Consumer, Advertising, Pharmaceuticals.

Track: Marketing Communications

Brands in Video Games: Prominence vs Plot Integration

Shinyi Chin* RMIT University, s_chin@student.rmit.edu.au

Abstract:
Brands seeking new avenues to reach consumers have prompted a growth in research surrounding marketing communication in newer media platforms such as video games. This research seeks to investigate the different brand placements strategies in a video game and their effects on consumers' brand attitudes. Brand placements were categorised by two key characteristics: prominence and plot integration. Participants' responses were observed before and after exposure to a stimuli to measure any changes in brand attitudes. Preliminary analysis found that prominence levels of a brand placement bore no effect on brand attitudes while level of plot integration has a significant effect. As advertising and marketing communication objectives evolve, results from this research will help provide better understanding of brand placements and its workings. This will also help facilitate and illuminate practical implications for marketers to make more effective managerial decisions when placing brands in newer media platforms.

Keywords: Brand placement, Brand Attitudes, Video Games

Track: Marketing Communication

Attention to advertising: Eye-tracking and brand usage

Lucy Simmonds*, University of South Australia, lucy.simmonds@marketingscience.info
Steven Bellman, University of South Australia, steven.bellman@marketingscience.info
Rachel Kennedy, University of South Australia, rachel.kennedy@marketingscience.info
Magda Nenycz-Thiel, University of South Australia, magda@marketingscience.info
Svetlana Bogomolova, University of South Australia,
svetlana.bogomolova@marketingscience.info

Abstract:
For brand advertisers, attracting at least some attention for their advertising is important, as this provides an opportunity for the advertisement to affect memory and nudge consumers to purchase the brand. Respondents with prior brand experience have better memory for that brand's advertising than those without such brand experience. Marketers have surmised that respondents with prior brand experience must have thus paid greater attention to advertising for their brand. There is a need to systematically compare the attention users of a brand versus non-users pay to advertisements to fully understand this. Our results across over 600 participants and more than a dozen brands conducted in a simulated setting using eye-tracking suggest visual attention to advertisements does not differ between users or non-users. These puzzling results call for further investigation of what drives better advertising recall for brand users, if the level of ad attention does not vary.

Keywords: Advertising, Eye-tracking, Brand usage.

Track: Marketing Communications

Leveraging Sponsorships with Advertising: Affiliation or Contribution?

Reinhard Grohs*, Seeburg Castle University, reinhard.grohs@uni-seeburg.at
Sabine Schneider, University of Innsbruck, sabine.schneider@student.uibk.ac.at

Abstract:
No doubt remains that leveraging sport sponsorship with other communication tools, like advertising or product packaging, is crucial to increase sponsorship effectiveness. Yet, little is known how these leverage activities should communicate the relationship between the sponsor and the sponsored property. This study contrasts the effects of two communication approaches – affiliation and contribution – on consumers' response to advertising that leverages sport sponsorship. An experiment shows a more positive effect of the contribution approach on attitudes toward the sponsor that is qualified by the consumers' level of identification with the sponsored property. Perceived fit between the sponsor and the sponsored property and attributions of sponsor motives mediate these effects but only for consumers' with an at least moderately high level of identification with the sponsored property. Theoretical and practical implications for sponsorship and leveraging are discussed.

Keywords: Sponsorship, Leverage, Sport

Track: Marketing Communications

Making Green Innovation/Advertising Profitable across B2B Contexts

August Grupp, Sophia University, august.grupp@outlook.com
Björn Frank, Sophia University, frank@genv.sophia.ac.jp
Yingfei Hu*, Sophia University, breanna-hu@eagle.sophia.ac.jp

Abstract:
The literature reports contradictory findings for the relationship between environmental sustainability and profitability, which may imply the existence of contextual moderators. Extending this literature, this study explores the moderating effects of the country/industry context on the effects of green innovation performance and of green advertising strategy (intensity, channels, customer interaction frequency, and eco-labels) on profitability in B2B contexts. Using hierarchical linear modelling of survey data from 330 managers representing 250 strategic business units, this study finds that green innovation performance positively affects profitability on average, and more strongly in less green countries and in industries with more production stages (i.e., longer value chains). Green advertising is more effective when delivered through offline than online/media channels, when used in developed economies, and when it involves more frequent customer interaction. Eco-labels boost profitability, but less strongly when green innovation performance results from collaborative development.

Keywords: Green Innovation Performance, Green Advertising, Profitability

Track: Social Marketing

The Effects of Emotional Expression on Brand

Xuemei Bian*, Northumbria University, xuemeibian1@yahoo.com
Alex Curtis, PHD Media, alexcurtis@hotmail.co.uk
Changhong Liu, Bournemouth University, liuc@bournemouth.ac.uk

Abstract:
Convergent findings in both the psychology and neurobiology literature reveal that exhibiting positive emotions via a smiling expression enhances perceived attractiveness. However, there are discrepancies between the emotional expressions favoured by different brands. Low status brands tend to favour positive expressions, whereas high status brands typically prefer neutral expressions to maintain their high status image. Adopting an experimental research design, this research investigated these discrepancies by exploring the effects that different facial expressions have on brand attitude. The results reveal that consumer attitude to both high and low status brand is significantly higher for adverts using a positive expression than adverts using a neutral expression. However, positive expressions improve brand attitude more for low status than for high status brands. Managerial and theoretical implications, limitations, and future research are also discussed.

Keywords: Facial expression, brand status, brand attitude

Track: Marketing Communications

Testing the Moderating Role of Metaphoric Thinking Ability

Paul Wang*, University of Technology Sydney, paul.wang@uts.edu.au
Anurag Hingorani, University of Technology Sydney, anurag.hingorani@uts.edu.au

Abstract:
A metaphor is the use of one concept to represent another. Metaphor as an artful deviation from expectation appears frequently in contemporary advertising. The ability to think metaphorically is useful when processing advertisements by marketers who communicate their brand messages via verbal and/or visual metaphors. Despite its theoretical relevance, there is limited empirical research on the extent to which individual differences in metaphoric thinking ability affect consumer engagement with such advertisements. Hence, the aim of this research is to help fill the research gap by conducting an empirical test of the moderating role of metaphoric thinking ability on the relationship between advertising visual structure and ad evoked imagery elaboration. An online field experiment was conducted in the context of advertising visuals for skincare products with 510 female Australians. The study results confirm both the main effect of advertising visual structure and the moderating effect of metaphoric thinking ability.

Keywords: Metaphoric Thinking Ability, Visual Metaphor, Imagery Elaboration

Track: Marketing Communications

Product packaging language for bilingual Muslim consumers

Dr Abou Bakar*, Director Campus, Bahawalnagar Campus, The Islamia University of Bahawalpur, Pakistan, aboubakar02@hotmail.com
Associate Prof Richard Lee, Associate Professor / Associate Director: Australian Centre for Asian Business, School of Marketing, University of South Australia, Australia, Richard.Lee@unisa.edu.au

Abstract:
While past research has discussed the use and influence of language in advertising, research into the use of language on product packaging is very scarce. This study examines the role of language on product packaging for product preference of bilingual Muslim consumers. Malaysian individuals (n=200) responded to a product package either in local language (Malay) or a foreign language (English) resulting in a between-subject design. Contrary to previous research in advertising, choice modelling results showed no differential effects of language on product packaging for bilingual Muslim consumers. Besides extending marketing communications research from advertising to packaging, this study's findings would also help international marketers and package designers who are targeting the emerging Islamic markets, touted as the 'third billion' in terms of market population.

Key words: Bilingual consumers, Choice modelling, Log likelihood Ratio

Track: Marketing Communications

Advertising industry response to the digital era

Julie Bilby*, RMIT University, Julie.bilby@rmit.edu.au
Lukas Parker, RMIT University, lukas.parker@rmit.edu.au

Abstract:
This cross-national study compares responses from the Australian advertising industry with those from advertising practitioners in emerging and evolving markets, such as China, to determine whether – and how - the global advertising industry is changing in response to the digital era. Drawing on a series of depth interviews with advertising professionals in Australia and China, the research examines what digital communication and data mean to contemporary advertising practice. In particular, it compares the impact of digital on Australia's established advertising industry and the relatively new industry in China, which appears to have evolved around digitisation as a matter of course. The study responds to the question of whether digital merely represents another channel to add to a media portfolio or whether, as some have suggested, it represents a seismic shift in the way advertising is understood and implemented?

Keywords: Digitisation, advertising agency, cross-national

Track: Marketing Communications

Consumers' affective responses towards elements of advertisements

Tej Pochun*, RMIT University, tej.pochun@rmit.edu,au
Linda Brennan, RMIT University, linda.brennan@rmit.edu.au
Lukas Parker, RMIT University, lukas.parker@rmit.edu.au

Abstract:
Most advertisements are a collection of signs, comprising both linguistic (word) and iconic (visual/image). By employing signs, advertisers and marketers have the ability to better communicate and evoke the desired responses from their audiences. The use of semiotics in advertising taps into the mythic level of people's minds due to advertising's use of allegorical themes. In this paper, we review the impact of semiotics on consumers' affective responses to advertising. The study employed four web-based experiments designed to explore the causal relationships between consumers' affective responses and both textual and visual elements of advertising. The study showed that both visual and textual elements (image, headline, body copy, typography) employed in print advertising influenced viewers' emotional experiences. For advertisers, the results show that consumers' emotional responses to semiotic elements have differential effects. As such, these elements require distinct strategies when it comes to creating effective advertising.

Keywords: advertising response; advertising creativity; semiotics

Track: Marketing Communications

MARKETING COMMUNICATION

FULL PAPERS

Marketing the Contested Belief System of Science

David R. Low, James Cook University david.low@jcu.edu.au,
*Lynne Eagle, James Cook University, lynne.eagle@jcu.edu.au

Abstract
Challenges to scientific evidence impacts negatively on a range of health, well-being and environmental issues and can hamper the development of effective policy in these areas. Using the examples of climate change, renewable energy and vaccine hesitancy, we review the main factors that can impair effective science communication, highlighting areas where further research is needed to aid communication effectiveness and to strengthen the theoretical foundations of science communication. We note commonalities in the rejection of scientific consensus and in the way opposition is organized and communicated. Recommendations for combating this and improving the way risk and uncertainty are communicated to lay audiences conclude the paper.

Keywords: science communication, risk communication, skepticism

Track: Marketing Communication

Introduction and Research Aim
We examine the challenges of acceptance of scientific evidence, using examples from three areas: climate change, renewable energy and vaccine hesitancy, with emphasis on the latter. All three are examples of sectors where denial of science has had significant impact on health and well-being as well as the development and implementation of appropriate policies.

The aim of the study is to analyze the actual and potential future impact of what appears to a growing trend of denial of science. We address three research questions, RQ1 and RQ3 through a review of the extant literature and RQ2 through website information analysis:
RQ1: What are the factors that impact on the communication of science?
RQ2: What evidence is there regarding the need to address readability, message framing and tone in science communication?
RQ3: What are the priority areas where additional research is needed to improve communication effectiveness?

Background
It is recognized that there is a well-organized "industry", adept at using new digital technology for communication, to deny scientific findings in several areas including climate change and vaccine hesitancy (Boussalis & Coan, 2016; Glanz, Kraus, & Daley, 2015). Organized "disinformation" activity to "manufacture" uncertainty is claimed to be supported by industrial interests, especially fossil fuel-based industry sectors in the case of both climate change and renewable energy (Brulle, 2014; Dunlap, 2013).

There are other factors that impact on communication effectiveness, such as the way that scientific certainty is phrased. For example the IPCC uses the term 'very likely' to express .90% likelihood, in spite of evidence that lay public's understanding of the meaning of the phrase may not match those of the authors (Budescu, Por, & Broomell, 2012). Science communication theories are fragmented, being claimed to be "*reduced to an 'ad hoc' toolbox, from which theories are randomly picked to provide studies with a fitting framework*" (Ballantyne, 2016, p. 329). Many mass communication theories were developed before digital media forms began to develop and thus do not offer strong explanatory or predictive power for determining strategies within the rapidly evolving digital environment, particularly in relation to the impact of user-generated content and dialogue between social media networks (Dahl, 2015).

The news media also frequently gives equal coverage to both sides of the debate, regardless of the nature or volume of evidence to support or refute claims (Lewandowsky et al., 2012). The consequence of 'balanced reporting' has been shown to "*make the science seem more controversial and uncertain than it actually is*" (Kortenkamp & Basten, 2015, p. 288) and "disproportionate visibility" being given to denialists / contrarians (Boykoff, 2013).

In addition to these factors, there are also several cognitive barriers to effective communication. There is evidence that a considerable proportion of 'official' government communication is written in language too complex for the majority of populations to fully understand it (Abel et al. 2015; Kemp & Eagle, 2008). The way that communications are framed and the tone used has been inadequately studied in science communication. People tend to be loss averse, being prepared to take risks to avoid losses but avoid risk if there is potential gain from an action (Van de Velde et al., 2010). This has implications for the way that communications is framed, with different effects determined by, among other factors, whether motivation is high or low, perceived efficacy of actions and overall risk of taking or

not taking action (Eagle et al., 2013). Message tone effects have received less attention than framing and is largely restricted to the health sector (Clark, 2014) It is an area that, along with the use of visuals, warrants further research, given evidence that they can communicate more effectively than words alone (Dixon et al.2015; Lazard & Atkinson, 2014).

Methodology

In order to illustrate some of the issues relating to literacy, framing and tone, we provide a brief analysis of American and Australian government and sceptics website material relating to vaccines. We have used the 'SMOG' readability index (years of formal schooling needed to be able to understand material) because of its repeated validation and status as the 'gold standard' in readability analysis (Fitzsimmons, Michael, Hulley, & Scott, 2010).

Results and Discussion

All material reviewed (see Table 1) fails to meet the readability level recommended (9 or less) to enable the majority of the population to be able to comprehend it (Carbone & Zoellner, 2012). Official government sites provided information, largely in the form of printed brochures simply placed on an electronic platform. Anti-vaccine sites were assertive, using case studies, repeating long discredited claims regarding links between vaccines and issues such as autism or doubting scientific evidence regarding vaccine safety.

Table 1: Comparison of American and Australian Government versus Sceptics Website Communication re Vaccines
Key: Tone: If: Information only. A: Assertive
Evidence: S: Scientific / technical evidence. C: case study. CS: Conspiracy. D: doubting science

Measles, Mumps and Rubella Vaccines

Originator	SMOG	Tone	Evidence
USA: Centre for Disease Control and Prevention	13.28	If	S
Australian Government	15.04	If	-
Australian Vaccination-skeptics Network Inc	12.31	A	C
Diphtheria, tetanus and pertussis (DTP) * pertussis = whooping cough			
USA: Centre for Disease Control and Prevention	11.81	If	-
Australian Government Department of Health	14.84	If	S
Australian Vaccination-skeptics Network	15.08	A	CS
Vaccine risk awareness Network	12.11	A	C
Hepatitis B			
USA: Nat. Centre for Immunization Rsrch & Surveil.	19.5	If	S
Hepatitis Australia	19.12	If	-
Australian Vaccination Skeptics Network	16.06	A	D

Implications for Theory and Practice

It is clear that science communication and its explanation of scientific findings are not accessible to the lay person. Our findings indicate that a 'plain English' abstract should be included in lay language for all scientific outputs and that communications training should be included in all science post-graduate programmes. Further, the scientific community needs to engage more, and be more engaging, in community debates around scientific concepts and findings to ensure the concept of 'evidence based' is understood.

References

Abel, T., Hofmann, K., Ackermann, S., Bucher, S., & Sakarya, S. (2015). Health literacy among young adults: a short survey tool for public health and health promotion research. *Health promotion international, 30*(3), 725 - 735.

Ballantyne, A. G. (2016). Climate change communication: what can we learn from communication theory? *Wiley Interdisciplinary Reviews: Climate Change, 7*(3), 329-344.

Boussalis, C., & Coan, T. G. (2016). Text-mining the signals of climate change doubt. *Global Environmental Change, 36*, 89-100.

Boykoff, M. T. (2013). Public enemy no. 1? Understanding media representations of outlier views on climate change. *American Behavioral Scientist, 57*(6), 796-817.

Brulle, R. J. (2014). Institutionalizing delay: foundation funding and the creation of US climate change counter-movement organizations. *Climatic Change, 122*(4), 681-694.

Budescu, D. V., Por, H.-H., & Broomell, S. B. (2012). Effective communication of uncertainty in the IPCC reports. *Climatic Change, 113*(2), 181-200.

Carbone, E. T., & Zoellner, J. M. (2012). Nutrition and health literacy: a systematic review to inform nutrition research and practice. Journal of the Academy of Nutrition and Dietetics, 112(2), 254-265.

Clark, J. K. (2014). Antecedents of message processing in persuasion: Traditional and emergent perspectives. *Social and Personality Psychology Compass, 8*(10), 595-607.

Dahl, S. (2015). *Social Media Marketing*. London: SAGE.

Dixon, G. N., McKeever, B. W., Holton, A. E., Clarke, C., & Eosco, G. (2015). The power of a picture: Overcoming scientific misinformation by communicating weight-of-evidence information with visual exemplars. *Journal of Communication, 65*(4), 639-659.

Dunlap, R. E. (2013). Climate change skepticism and denial: An introduction. *American behavioral scientist, 57*(6), 691-698.

Eagle, L. C., Dahl, S., Hill, S., Bird, S., Spotswood, F., & Alan, T. (2013). *Social Marketing*. Harlow: Pearson.

Fitzsimmons, P., Michael, B., Hulley, J., & Scott, G. (2010). A readability assessment of online Parkinson's disease information. *The journal of the Royal College of Physicians of Edinburgh, 40*(4), 292.

Glanz, J. M., Kraus, C. R., & Daley, M. F. (2015). Addressing Parental Vaccine Concerns: Engagement, Balance, and Timing. *PLoS Biol, 13*(8), 1 - 8.

Kemp, G., & Eagle, L. (2008). Shared meanings or missed opportunities? The implications of functional health literacy for social marketing interventions. *International Review on Public and Nonprofit Marketing, 5*(2), 117-128.

Kortenkamp, K. V., & Basten, B. (2015). Environmental science in the media: effects of opposing viewpoints on risk and uncertainty perceptions. *Science Communication, 37*(3), 287-313.

Lazard, A., & Atkinson, L. (2014). Putting Environmental Infographics Center Stage The Role of Visuals at the Elaboration Likelihood Model's Critical Point of Persuasion. *Science Communication, 83*, 726 - 735.

Lewandowsky, S., Ecker, U. K., Seifert, C. M., Schwarz, N., & Cook, J. (2012). Misinformation and its correction continued influence and successful debiasing. *Psychological Science in the Public Interest, 13*(3), 106-131.

Van de Velde, L., Verbeke, W., Popp, M., & Van Huylenbroeck, G. (2010). The importance of message framing for providing information about sustainability and environmental aspects of energy. *Energy Policy, 38*(10), 5541-5549.

The Lyrical Planning of Idea Behaviour

Roel Wijland*, University of Otago
Stephen Brown, University of Ulster
Robin Canniford, University of Melbourne

Abstract:
Planners in the creative industries produce insights in the combined worlds of shared cultural and individual algorithmic consumer connections. The communication concepts that are destined to propagate in this experiential and digital space are meant to change behaviour in brand contexts. The ability to locate affect switches in order to make behavioural ideas work not least requires an intuitive assemblage of the quality of disparate moments in which humans and stuff interact. This article introduces the construct of lyrical planning to access the consumer's contemporary autopoietic ability to enter and leave social systems at any time, and participate in many different ones without deep mythical or symbolic relationships. The insights of planners to sense the temporary lyrical stances in real and virtual experiences requires a presentation of engaged, temporary and situational instants that inspire the creation of great ideas. The argument connects the lyrical qualities of poetics in a post-co-creative digital reality, after the bygone age of marketing rhetoric.

Keywords: Lyricism, poetics, planning

Track: Marketing Communications

Introduction

Planning has been perceived as 'external' to marketing management, residing in the shadowy, incantatory witch-world of agency management and thereby escaping the attention of marketing academics (Keith and David, 2003). Insights are the outcome of a very complex qualification process (Ariztia, 2015) by which we shape the qualities of goods and consumers (Ariztia, 2015), helped by original and lateral thinking (Keith and David, 2003). Planners contribute their insight to serve conceptual innovativeness, involving an entirely new way of looking at things as a creative act (Nyilasy et al., 2013). For practitioners, achieving a high level of expert intuition is a destination. (Nyilasy et al., 2013) and they work as truth seekers and verisimilitude inspectors (Powell, 2011). In the act of sense-making, their aim is the imaginative construction of reality rather than mirroring a 'reality out there' (Hill et al., 2014). The creative profession is suspicious of aggregated data, and thrives on unearthing the singularities of behaviour, supplied from the participatory observation of experiential cultural phenomena, or the traceable algorithmic journeys of idiosyncratic online behaviour.

Research Aim

Previously, academic researchers have argued for poetic (Wijland, 2011) and distributed (Hill et al., 2014) constructs of agency and how we may assemble insights and representations on consumers and the meaningful stuff that surrounds them in brand contexts. These assemblages emerge in intuitive ways for planners who generate insights to create purposive ideas for future worlds, rather than retrospectively analyse the complied data of traditional research. Poetic representation and transcription (Canniford, 2012) has been deemed to be able to capture moments (Wijland and Fell, 2009) in superior ways. Brands, as cultural continuous platforms for a continuous flow of purposive ideas, themselves have been blessed with poetic qualities (Brown and Wijland, 2015). The question then, is not only how the profession and praxis of planning may benefit from the poetic and lyrical approaches developed in academic circles, but also how the poetic art of lyricism can provide fresh views on the individual journeys that plot how ideas behave in current often virtual platforms. distribution.

Conceptual Models for Lyricism and Idea Behaviour

Lyricism in consumer behaviour has been exceptionally elegantly advocated by the doyen of interpretivists in an emotional speech against the positivism of the day (Holbrook, 1990). Holbrook associated lyricism with the songlike expression of feeling, and suggests to adopt a lyric style of communication in dealing with the emotional phenomena. Planners may find sustenance in his call to transcend the limitations of their conventional impoverished language in a business world that cherishes facts and cognitions. Holbrook's jazzy lyricism has evolved and found occasional followers (Brownlie, 2015, Holbrook, 2015), but the ethnographic habits of planning in combination with a longstanding tradition of cultural and mythical brand concepts has more often led to an imposition of narrative structures on phenomena and consumer experiences (Cayla and Arnould, 2013) in an attempt to produce stories as constructed redesriptions (Cayla and Arnould, 2008). There is a clear need to respect the differentiated customer journeys that may lead to the same marketing outcome and rediscover the new potential for the beneficial currency of lyrical engagement. In the lyric, as an application that accepts the old-school planning opportunity for preconceived brand storytelling liquefies in increasingly autonomous micro-moments, only the image of the situation matters (Abbott, 2007). The lyrical stance is defined as engaged, located and momentary and having an anti-narrative character. Planners as lyrical articulators revere the chief intent to convey a brand's emotional relation to a certain kind of social moment. Where loyalty is fragmented in a continuous sequence of moments of recruitment for attention

(Yakob, 2015), a consumer of experiential and digital instances is placed in situations, and is not a subservient to pre-conceptualised stories in which co-creation is the maximum form of engagement. Lyrical engagement dissolves brand narrative (Abbott, 2007). In the same way that lyrical sociology embraces the anti-narrative character, the forging of a brand's emotional relation to a certain kind of social moment. For planners, these moments are the building blocks for the type of behavioural ideas that re-conceptualise brand engagement as a lyric pursuit. Lyricism, as a poetic approach, is capable of incorporating hard to measure experiences and feelings of communitas, flow, pleasure or desire (Canniford, 2012).

Discussion and Contribution
The re-calibration of the highly current value of Holbrook's soulful over-25-year-old plea for lyricism (Holbrook, 1990) may not seem the most obvious recourse to deal with the new landscape of the autocratic consumer. However: the lyricists in marketing theory who so heroically wrestled with the rampant positivism in 1980's and 90's, may now be succeeded by a new generation of planners who have to distil inspiring song lines on the coalface of aggregated data from calculative media engagement. A trans-temporal traveller of the heritage of the planning profession may be forgiven to be proclaim: *plus ça change, plus c'est la même chose*. The same improv may be called upon to conceptualise the idea behaviour of brands when it come lyrically navigating the relative proximity to accidents and incidents (Abbott, 2007) in consumer's lives. This warrants fresh reconsideration of a brand discourse which operates through a personal lyric (Crozier, 1983). Perhaps counterintuitively, last century's plea for lyricism provides a future-oriented conceptualisation to shape idea behaviour for contemporary constructs of the brand as a cultural and calculative machine driven by affections (Brodmerkel and Carah, 2016), in a planning environment in which multi-modal, multi-sensory representation to conceptualise new idea behaviour is increasingly challenging (Hill et al., 2014). Digital and novel modes of audience engagement present new opportunities (McStay, 2013) which can only develop with a new set of theoretical constructs. The typically condensed representation of lyrical moments involves mediation, but also a poetic selection as a means of 'purification' towards idea behaviour (Ariztia, 2015). Figures of poetic diction are arrived at when we strip down to an essence, a core concern of the planner to achieve brand articulation, across a wide range of implicatures (Pilkington, 2000).

Implications for Theory and Practice
In the pursuit of behavioural change, experiences of advertising are mined by planners and generated by consumers as a concatenation of traces (McStay, 2011), created in journeys across digital platforms and artefacts that act as a medium (McStay, 2013). Planners become sensitive and 'present' in a very broad assemblage of things through which action and experience emerge (Hill et al., 2014) in a quest to locate the affective switches (Brodmerkel and Carah, 2016) that give rise to ideas for behavioural advertising. The consequence of the acceptance of lyricism rather than narrative as a way to understand the poetic agency (Wijland, 2011) of consumers, is that the co-creative concepts market theorists have seen as a cornerstone of service dominant logic, are substituted by the construct of the consumer as an autopoietic system (Maturana, 1980). The objective of planners no longer to discipline consumers into co-creating particular meanings (Brodmerkel and Carah, 2016), but find new opportunities in the premise that consumers are autonomous entities in living systems, and their activities as social organisms must satisfy their autopoiesis. The accelerated environment enables immediate empathy and rejection in situated lyrical instants in which they realize their individual worlds. As dynamic and adaptive participants in the generation of social creativity (Maturana, 1980) they change the modes of conduct of brands and define

interactions. This conference presentation of an evolved lyrical portfolio places this extension of lyrical constructs for idea behaviour in multi-modal evocations of instant brutality (Wijland, 2014, Wijland, 2015) and offers poetic choreography of idea behaviour (Wijland, 2016). In the process, we show how lyrical approaches supports planners as tunesmiths (Brownlie, 2015, Holbrook, 2015) and scope sensuous intelligence in tuning and sensing (Carah, 2014) the agentic possibilities that shapes autopoiesis in lyrical instants.

References

Abbott, A. (2007). Against narrative: a preface to lyrical lociology. *Sociological Theory, 25*(1), 67-99.

Ariztia, T. (2015). Unpacking insight: how consumers are qualified by advertising agencies. *Journal of Consumer Culture, 15*(2), 143-162.

Brodmerkel, S., & Carah, N. (2016). *Brand Machines, Sensory Media and Calculative Culture*. London: Palgrave Macmillan.

Brown, S., & Wijland, R. (2015). Profit from poetry: bards, brands, and burnished bottom lines. *Business Horizons, 58*(5), 551-561.

Brownlie, D. (2015). As narrative capital: jazz tropics and the marketing imaginary. *Marketing Intelligence & Planning, 33*(7), 972-980.

Canniford, R. (2012). Poetic witness. *Marketing Theory, 12*(4), 391-409.

Carah, N. (2014). Brand value: how affective labour helps create brands. *Consumption markets and culture, 17*(4), 346-366.

Cayla, J., & Arnould, E. (2013). Ethnographic stories for market learning. *Journal of Marketing, 77*(4),

Cayla, J., & Arnould, E. J. (2008). A cultural approach to branding in the global marketplace. *Journal of International Marketing, 16*(4), 86-112.

Crozier, A. (1983). Thrills & frills: poetry as figures of empirical lyricism. In A. Sinfield (Ed.), *Society and Literature 1945-1970* (pp. 199-234). London: Routledge.

Hackley, C. (2003). From consumer insight to advertising strategy: the account planner's integrative role in creative advertising development. *Marketing Intelligence & Planning, 21*(7), 446-452.

Hill, T., Canniford, R., & Mol, J. (2014). Non-representational marketing theory. *Marketing Theory, 14*(4), 377-394.

Holbrook, M. (2015). The marketing manager as a jazz musician. *Marketing Intelligence & Planning, 33*(7), 958-965.

Holbrook, M. B. (1990). Presidential address the role of lyricism in research on consumer emotions: Skylark, Have You Anything to Say to Me ? *Advances in Consumer Research, 17*, 1-18.

Keith, C., & David, P. (2003). Marketing intelligence and account planning: insights from the experts. *Marketing Intelligence Planning, 21*(7), 410-415.

Maturana, H. R. (1980). Autopoiesis and cognition the realization of the living. In F. J. Varela (Ed.). Dordrecht: Dordrecht : Springer Netherlands.

McStay, A. (2011). Profiling Phorm: an autopoietic approach to the audience-as-commodity. *Surveillance & Society, 8*(3), 310-322.

McStay, A. (2013). *Creativity and advertising*. London: Routledge.

Morrison, M., & Haley, E. (2006). The role of account planning in U.S. agencies. *Journal of Advertising Research, 46*(1), 124-131.

Nyilasy, G., Canniford, R., & Kreshel, P. J. (2013). Ad agency professionals' mental models of advertising creativity. *European Journal of Marketing, 47*(10), 1691-1710.

Pilkington, A. (2000). *Poetic effects*. Amsterdam: Benjamins.

Powell. (2011). "The Verisimilitude Inspector ": George Saunders as the New Baudrillard? *Critique: Studies in Contemporary Fiction, 52*(4), 460-478.

Wijland, R. (2011). Anchors, mermaids, shower-curtain seaweeds and fish-shaped fish: the texture of poetic agency. *Marketing Theory, 11*(2), 127-141.

Wijland, R. (2014). In brutal times. *Advances In Consumer Research, 42*, 22'48".

Wijland, R. (2015). Bad blood and tender nomadics: the returns of poetic brutality. *Advances in Consumer Research, 43*, 433-437.

Wijland, R. (2016). The style is the brand: the poetic choreography of idea behaviour. *Advances in Consumer Research, 44*.

Wijland, R., & Fell, C. (2009). Critical brandpPoetics: from the M at the End of the Earth. *Journal of Marketing Management, 25*(7-8).

Yakob, F. (2015). *Paid attention: innovative advertising for a digital world*. London: Kogan Page.

Political Communication at the Bottom of the Pyramid

Subhojit Sengupta*, VGSOM, IIT Kharagpur, India, subhojitsengupta1991@gmail.com
Srabanti Mukherjee, VGSOM, IIT Kharagpur, India, srabanti@vgsom.iitkgp.ernet.in

Abstract:
The Bottom of the Pyramid (BoP) segment remains constrained and tangled within their own problems that hinder their cognitive ability of processing political information. This leads them towards making irrational political voting decision. This study identifies the factors affecting the brand (political) image of the party or candidate taking into consideration the characteristics of the BoP segment that lead them towards constrained information processing. The distinct characteristics of the BOP segment as electorates call for formulation of special political strategies for them. The study was carried out by synthesis of the literature available on political communication and BoP characteristics which directed towards the development of the conceptual framework. The synthesis of literature also highlighted pertinent questions that arise out of the constrained behavior of the BoP segment leading towards further research directions in future.

Keywords: Political Communication, marketing, Bottom of the Pyramid

Track: Macromarketing and Marketing and Public Policy

Introduction and Research Aim
The application of marketing techniques in the political process and electoral behaviour has been highlighted in the extant research (O'Cass, 2001). The poor electorate segments forming the bottom of pyramid (BOP) customers is widely estimated to be around 4 billion people. Their annual income is around $3000 (Subrahmanyan et al., 2008). They are subjected to severe resource limitations, mutual dependence, access limitations and group conformity (Viswanathan et al, 2014). Given their illiteracy, resource constraints, information asymmetry, political influence, peer pressure, community indulgence etc., they remain quite vulnerable which manipulates the decision-making criteria in their minds (Dayaratan-Banda, 2007). Further, the lack of information among the voters about the performance of politicians, existence of social fragmentation among the voters (manifested as identity based voting), lack of credibility of political promises to citizens act as constraints for them while processing information for making voting decisions.

Therefore, the aim of this study is:
To identify the factors that affect the brand image of the political party at the BoP?
To understand how do those factors affect the political voting decision making amongst the BoP segment of electorate?

Background
Political marketing is analogous to commercial marketing as far as political organizations are concerned. Similar to the promotion of goods, the political promotion helps the citizens to evaluate the political brands (parties and partisans) and elect them (McNair, 2017). The BOP segment displays unique cognitive tendencies arising out of low literacy accentuated by low income (Viswanathan et al, 2014) that contradict the applicability of Defining Advertising Goals for Measured Advertising Results (DAGMAR). A review of the advertising and marketing literature leads to the conclusion that there is not one, but many hierarchy of effects models (Barry, 1987). The hierarchy of effects model is a dynamic area of research and is still evolving field of study for researchers (Brinberg and Hirschman 1986). While many of these models were developed in the personal selling literature, measuring advertising effectiveness and cognition of message, involvement in the high and low situation (Barry 1987), there is still scope for further exploration in the field of BoP segment. In case of the BoP segment, this theory is still in the nascent stage leading to scope for future research. The lack of empirical evidence that a consumer goes through each of the steps (Egan, 2007) of the Hierarchy of Effects model makes it insufficient while addressing it in context of the BoP segment. The Innovation adoption model falls short in considering the lack of cognitive ability of the BoP segment which raise the quest for analysing this segment's political communication process (Pitta, et.al. 2008) separately. On a similar thread, these features of the BoP segment lead to missing information strategies (Bruke, 1996) which is left unexplored in all the communication models.

Methodology
Synthesis of literature was done in two halves because of the scarcity of available literature on the topic (O'Cass, 2001). First half focused on political communication part and related terms while the second half focused on BoP characteristics and information processing of the BoP. The inclusion criteria for the articles for review included: (1) peer reviewed (2) related to political communication at the BoP (3) focusing on the cognitive ability and information processing at the BoP. The exclusion criteria were applied to: (1) papers not listed in ABDC, Scopus, SCI, SSCI, and H-index (exception: Government reports). (2) Publications that dealt with a party or a candidate's political references.

Discussion and Contribution

The constrained characteristics that affect the political decision making of the BoP electorates include abject poverty (Mason et al., 2013), uncertainty in decision and restricted movement (Dinica et al., 2012), lack of literacy (Viswanathan et al., 2014), cognitive inability (based on a report by UNDP on Barriers and opportunities at the Base of Pyramid) and limited infrastructure facility (Weidner et al., 2010). Despite advances in education and an exploding number of available news sources, scholars have discovered no corresponding increase in political knowledge (Hollander, 2005) which is applicable in case of the BoP segment also and raises the following research questions:

RQ1: Does the lack of Political knowledge leads towards constrained political information processing amongst the bop segment?

Constrained political sophistication (Luskin R, 1990), lack of motivated reasoning (Lodge and Taber, 2013) and low level of cognitive capacity (Mani et. al. 2013) in the BoP segment raise the following research questions:

RQ2: Does the level of political sophistication impact political information processing in the BoP segment?

RQ3: Does the level of motivation in the BoP segment have an impact on political information processing?

RQ4: Does the low level of cognitive ability in the BoP segment affect political information processing?

Uneven distribution of political knowledge (Carpini et al., 1996) and individuals' awareness of current political events (Price and Zaller, 1993) accompanied by the inability to provide reasons for opposing points of view (Bowyer et al., 2017) leads to constrained political information processing. Due to this cognitive inability, the electorates depend upon the key opinion leaders (Valente & Davis, 1999) for making their decision.

RQ5: Does constrained information processing lead to making irrational voting decision in the BoP segment?

Implications for theory and practice

The above study indicates that the constrained characteristics of the BoP leads to constrained information processing. Therefore, the traditional marketing communication models fall short in explaining the political information processing at the BOP. Their way of cognition of the received information is significantly different from others because of the lack of awareness to the information, acceptability in the society, affordability constraints, and accessibility restrictions. This study with a synthesis of around 250 articles identifies the factors governing the BoP for shaping their processing of political communications and their implications. This study raises some pertinent research questions that can provide future empirical research. Thus, it is important for the governing institutions to understand the needs and benefits to the citizens. It is also important for the citizens to understand the political actors and help in synergising the efforts made by authorities towards the overall development of the nation. This study will help electoral mangers to understand the constraints behind political information processing and the voting decision making of the BoP electorate and accordingly frame the campaign strategies.

References:

Bowyer, B. T., Kahne, J. E., & Middaugh, E. (2017). Youth comprehension of political messages in YouTube videos. New media & society, 1461444815611593.

Brinberg, D., & Hirschman, E. C. (1986). Multiple orientations for the conduct of marketing research: An analysis of the academic/practitioner distinction. The Journal of Marketing, 161-173.

Brugmann, J., & Prahalad, C. K. (2007). Cocreating business's new social compact. Harvard business review, 85(2), 80-90.

Burke, S. J. (1996). Missing information, inferences, and evaluations. *Marketing Letters*, *7*(3), 215-224.

Carpini, M. X. D., & Keeter, S. (1996). What Americans know about politics and why it matters. Yale University Press.

Dayaratna-Banda, O. G., & Whalley, J. (2007). After the Multifibre Arrangement, the China Containment Agreements. Asia-Pacific Trade and Investment Review, 3(1), 29-54.

Dinica, I., & Motteau, D. (2012). The market of the bottom of the pyramid: Impact on the marketing-mix of companies.: A quantitative study of three African countries.

Hollander, B. A. (2005). Late-night learning: Do entertainment programs increase political campaign knowledge for young viewers? Journal of Broadcasting & Electronic Media, 49(4), 402-415.

Luskin, R. C. (1990). Explaining political sophistication. Political Behavior, 12(4), 331-361.

Lodge, M., & Taber, C. S. (2013). The rationalizing voter. Cambridge University Press.

McNair, B. (2017). An introduction to political communication. Taylor & Francis.

Mani, A., Mullainathan, S., Shafir, E., & Zhao, J. (2013). Poverty impedes cognitive function. science, 341(6149), 976-980.

Mason, K., Chakrabarti, R., & Singh, R. (2013). What are bottom of the pyramid markets and why do they matter? Marketing Theory, 13(3), 401-404.

O'Cass, A. (2001). Political marketing-An investigation of the political marketing concept and political market orientation in Australian politics. European Journal of Marketing, 35(9/10), 1003-1025.

Pitta, D. A., Guesalaga, R., & Marshall, P. (2008). The quest for the fortune at the bottom of the pyramid: potential and challenges. Journal of Consumer Marketing, 25(7), 393-401.

Price, V., & Zaller, J. (1993). Who gets the news? Alternative measures of news reception and their implications for research. Public opinion quarterly, 57(2), 133-164.

Smith, H. J., Milberg, S. J., & Burke, S. J. (1996). Information privacy: measuring individuals' concerns about organizational practices. MIS quarterly, 167-196.

Subrahmanyan, S., & Tomas Gomez-Arias, J. (2008). Integrated approach to understanding consumer behavior at bottom of pyramid. Journal of Consumer Marketing, 25(7), 402-412.

Valente, T. W., & Davis, R. L. (1999). Accelerating the diffusion of innovations using opinion leaders. The Annals of the American Academy of Political and Social Science, 566(1), 55-67.

Viswanathan, M., Echambadi, R., Venugopal, S., & Sridharan, S. (2014). Subsistence entrepreneurship, value creation, and community exchange systems: A social capital explanation. Journal of Macromarketing, 34(2), 213-226.

Weidner, K. L., Rosa, J. A., & Viswanathan, M. (2010). Marketing to subsistence consumers: Lessons from practice. Journal of Business Research, 63(6), 559-569.

Assessing Effectiveness of Slogans of Tertiary Institutions

Andriy Kovalenko, Toi Ohomai Institute of Technology, New Zealand

Abstract:
Many higher education institutions use slogans to influence their image perception by internal and external stakeholders. As the below discussion suggests, some of these slogan messages may appeal to product or purchase involvement while others refer to individualistic or collectivist cultural values. It appears that the effectiveness of slogan messages can be improved if the above factors are taken into account by slogan-writers. The discussion leads to the development of research questions which should be addressed by the researchers of higher education marketing. Possible methods for answering research questions and possible contributions of the study are also considered.

Keywords: Slogan Effectiveness, Higher Education Marketing

Track: Marketing Communications

Introduction and Research Aim

Many tertiary institution websites in Australasia have slogans on their start page. By using slogans, tertiary institutions try to become more distinctive and attractive to prospective students who consider the growing number of options (McKnight & Paugh 1999). The popularity of slogans may be interpreted as the evidence of their effectiveness. Surprisingly, this evidence is scarce and very limited research effort is put into finding it. Some practitioners even suppose that testing slogans with students is "the fastest way to kill a distinctive tagline" (Millbern 2012, p.2). Even though distinctiveness is important, it is only one of many factors contributing to the effectiveness of slogans. These factors should be identified if one attempts to increase the impact of slogans on prospective and current students.

Conceptual Model

A slogan is the short phrase associated with a brand name to present its essence more clearly (Drewniany & Jewler 2013). Research findings confirm that slogans can influence brand perception (Rosengren & Dahlén 2006) and have a priming effect on recall of brands (Homer & Kahle 1986). Slogans of higher education institutions may produce similar effects on students, especially if they are highly involved in searching information about the place of their study. Two major types of information may appear in slogan messages: (a) details about product attributes (e.g. tuition fees, number of programmes offered, and acceptance rate), and (b) information about the product category in general (e.g. the value of education, academic quality, and institutional traditions). The former type of information is used to instil involvement with a specific purchase while the latter one allows to develop involvement with a product in general (Rothschild 1979).

Because product involvement presumes enduring interest in a product category, it is logical to assume that tertiary institutions prefer slogans appealing to the long-lasting involvement with education in general rather than emphasising the unique but frequently short-lived attributes of the offering. Tertiary institutions may also favour the product involvement slogans because they do not require frequent changes, which makes them cheaper in the long run. As for prospective students, they should be looking for specific details about the institution instead of generic messages about the importance of education.

RQ1: Do prospective students prefer purchase involvement over product involvement slogan messages?

According to Zaichkowsky (1986), involvement with product and purchase decisions depends on an individual's value system. Values of independence, self-indulgency and personal success are common in individualistic societies, while conformity to social norms and commitment to tradition represent collectivist values (Schwartz & Bilsky 1987). Cultural values prevalent in a society are frequently reflected in advertising (Cutler, Erdem, & Javalgi 1997). People from collectivist societies have been found to be more persuaded by advertisements appealing to collectivist values than advertisements using individualistic values, while people from individualistic societies showed higher preference for advertisements emphasising individualistic over collectivist values (Han & Shavitt 1994). Similar preferences may be expressed by students selecting slogan messages that reflect their cultural values over messages that rely on different cultural dimensions.

RQ2: Do slogan preferences of students from collectivist societies differ from slogan preferences of students from individualistic societies?

Method
An experimental or survey research design can be used for answering the questions above. In either case, study participants need to be recruited from students who adhere to different cultural values. Scales similar to Multi-Item Measures of Values by Herche (1994) can be more useful for assignment of participants to either collectivist or individualist category than using the traditional association of certain cultures with a geographic area (e.g. expecting people from Asian countries to share collectivist values). The pool of slogans appealing to (a) collectivist or individualist values, and (b) product or purchase involvement can be used to compare slogan preferences of prospective and current students of different cultural background.

To understand the reasons for choosing one type of slogans over another, the qualitative method of metadiscourse analysis can be used. It allows researchers to interpret the textual material in terms of how writers influence readers' understanding and attitudes towards the text content (Hyland 1998).

Discussion and Possible Implications
It is logical to assume that slogans appealing to purchase involvement (e.g. the cost of tuition) can be more popular among prospective students, while current students may prefer the slogans that refer to the institution's culture and traditions (product involvement appeal), something that can be a source of pride and reassurance for making a correct choice. Provided these assumptions are supported by the evidence, slogan-writers may need to develop different slogans for different categories of students. Some tertiary institutions, e.g. Auckland University, are already using this approach by having two separate websites for prospective and current students with each of them using different slogan messages.

According to Hornikx and O'Keefe (2009), the idea of adapting advertising messages to audience values is a truism. Some writers of slogans for educational institutions must be familiar with this idea because they appear to adapt slogan messages to the cultural values prevalent in a certain society. For example, the slogan "Choosing to be great" by Boston University appeals to personal success, one of the key values of individualistic societies (Higher Education Tagline Repository 2016). In turn, the slogan "A beacon of the community" by Ehime University (Japan) refers to the community welfare, one of the core values of collectivist cultures (About Ehime University 2016). The evidence suggesting the relationship between cultural values reflected in a slogan message and the higher likelihood of this slogan being selected by a representative of corresponding culture could make slogan messages more meaningful and more appealing to the target audience. Equipped with such knowledge, slogan-writers would rely on objective criteria instead of using hunches that may result in producing slogans of questionable effectiveness.

References

Cutler, BD, Erdem, SA & Javalgi, RG 1997. Advertiser's relative reliance on collectivism-individualism appeals: A cross-cultural study. *Journal of International Consumer Marketing*, vol. 9, no. 3, pp. 43-55.

Drewniany, BL & Jewler, AJ 2013, '*Creative strategy in advertising'*. Cengage Learning.

Ehime University 2016, *About Ehime University*, viewed 17 July 2016, http://www.ehime-u.ac.jp/english/information/index.html

Han, SP & Shavitt, S 1994. Persuasion and culture: Advertising appeals in individualistic and collectivistic societies. *Journal of experimental social psychology*, vol. 30, no. 4, pp. 326-350.

Herche, J 1994, Measuring Social Values: A Multi-Item Adaptation to the List of Values (MILOV). *Working Paper Report Number 94-101*. Cambridge, MA: Marketing Science Institute.

Higher Education Tagline Repository 2016, viewed 17 September 2016, http://www.stamats.com/resources/tagline-repository

Homer, PM & Kahle, LR 1986, 'A social adaptation explanation of the effects of surrealism on advertising', *Journal of Advertising*, vol. 15, no. 2, pp. 50-60.

Hornikx, J & O'Keefe, DJ 2009. Adapting consumer advertising appeals to cultural values. *Communication Yearbook*, vol. 33, pp. 39-71

Hyland, K 1998. Persuasion and context: The pragmatics of academic metadiscourse. *Journal of Pragmatics*, vol. 30, pp. 437-455.

McKnight, OT & Paugh, R 1999, 'Advertising slogans and University marketing: an exploratory study of brand-fit and cognition in higher education', *Marketing Management Association Proceedings*, pp. 50-55.

Millbern, R 2012, 'Taglines Are Dead: Who killed them, and how we can bring them back to life', RHB, viewed 9 June, 2017 http://www.rhb.com/taglines-are-dead/.

Rosengren, S & Dahlén, M 2006, 'Brand–slogan matching in a cluttered environment'. *Journal of Marketing Communications*, vol. 12, no. 4, pp. 263-279.

Rothschild, ML 1979, 'Marketing communications in nonbusiness situations or why it's so hard to sell brotherhood like soap'. *The Journal of Marketing*, vol. 43, spring, pp. 11-20.

Schwartz, SH & Bilsky, W 1987, Toward a universal psychological structure of human values. *Journal of Personality and Social Psychology*, vol. 53, no. 3, pp. 550-562.

Zaichkowsky, JL 1986, Conceptualizing involvement. *Journal of Advertising*, vol.15, no. 2, pp. 4-34.

The Effectiveness of Contextually Congruent Television Advertising

Joanna Caruso, Ehrenberg-Bass Institute for Marketing Science, University of South Australia, Joanna.Caruso@marketingscience.info
Adam Gelzinis, Ehrenberg-Bass Institute for Marketing Science, University of South Australia, Adam.Gelzinis@marketingscience.info
*Lucy Simmonds, Ehrenberg-Bass Institute for Marketing Science, University of South Australia, Lucy.Simmonds@marketingscience.info
Svetlana Bogomolova, Ehrenberg-Bass Institute for Marketing Science, University of South Australia, Svetlana@marketingscience.info

Abstract:
Television advertising that matches the program it is scheduled to appear in is referred to as contextually congruent advertising. Advertisers are increasingly scheduling for contextual congruence, however existing literature offers little guidance on whether it increases advertising effectiveness, or is worth paying a premium for. Previous research has produced inconsistent results, particularly related to consumers' responses to the diverse elements of congruent advertising. This paper discusses the importance and value of conducting a systematic literature review of past research and concluding, through meta-analysis, the effectiveness of congruent advertising. Studies that investigate congruence between TV programs and commercials will be reviewed to indicate the associated impacts on consumer responses. Adopting the methods of a systematic review, which are uncommon in marketing research, will help to establish a robust body of empirical evidence. Findings are expected to support advertisers and media planners to make informed decisions regarding contextually congruent TV advertising.

Keywords: Advertising Effectiveness, Contextual Congruence, Systematic Review.

Track: Marketing Communications

Introduction

Television continues to be a popular and effective medium for advertising (MarketShare, 2015). Advertising on television can be a significant expense for companies, and the efficiency and accountability of marketing spending are growing concerns (Stewart, 2009). It is therefore important to seek ways to increase the effectiveness of TV advertising and the accountability of advertising decisions. One purported way of increasing the effectiveness of TV advertising is to

create and schedule advertising with the aim of matching the program it appears in (Nitschke & Bogomolova, 2012). For example, creating ads that feature TV actors or celebrities, then airing those ads during their respective programs (Myers, Royne, & Deitz, 2014).

Examples of contextually congruent TV ads are easy to find, however research into their effectiveness is limited. The elements and conditions considered to constitute congruity vary from study to study, and evidence on the effectiveness of these elements is conflicting. Nitschke and Bogomolova (2012) argue that this disparity is due to the absence of a common definition of congruent advertising, and present a typology of common elements that achieve the effect of congruity as a guide for future research. However, there currently exists no systematic inventory or meta-analysis of *past* research on the elements utilised and their effectiveness.

The scattered literature provides little support for advertisers and media planners, and many questions remain unanswered. Does contextual congruity increase the effectiveness of TV ads? What elements of the advertising/media relationship, when congruous, provide a greater effect? Answers to these questions have important managerial implications – is it worthwhile to create contextually congruent ads or pay a premium for contextually congruent media spots? Our research team sets to employ the most robust method for developing the highest level of evidence – a systematic literature review – with the aim to organise past research and examine the effectiveness of contextually congruent TV advertising, which is currently underway. This conference abstract discusses the rationale, method, and intended implications of this systematic review. Full results will be available for the presentation.

Background: Rationale for the Systematic Literature Review

Early research into congruent advertising drew on psychological principles relating to memory, attention, and comprehension. Evidence suggested that the context in which a stimulus appears influences our interpretation, attention, and memory of that stimulus (Furnham & Goh, 2014; Horn & McEwen, 1977; Whan & McClung, 1986). The application of these principles to advertising, whereby TV program contexts could potentially impact the effectiveness of commercials within it, became an important consideration for advertisers.

Research into contextually congruent advertising has been slowed by conflicting results. These conflicts likely arouse from the diverse methodologies, competing psychological theories, and inconsistent operationalization of critical variables in each study (Sharma, 2000). Nitschke and Bogomolova (2012) identified a number of elements and conditions that may contribute to congruity between TV programs and advertising. Congruent elements include direct and indirect matches between the program and ad; inclusion of program name/logo, set, actors, product placement, and program sponsorship. Congruent conditions include program and ad type, mood, genre, and product/brand category. Evidence on the effectiveness of congruity differs based on the elements and conditions that are focused on, and there is also conflicting evidence within investigation of each individual factor.

Take research into the congruent condition of "genre", for example. Murphy, Cunningham, and Wilcox (1979) and Furnham, Gunter, and Walsh (1998) indicated that *incongruent* program contexts for humorous and non-humorous ads resulted in higher unaided recall of the commercial and the advertised product. However, a later study by Gunter, Furnham, and Pappa (2005) looked at violent/action content and found *congruent* contexts improved ad recall and brand recognition. Similar conflicts exist for program mood and ad mood. Kamins, Marks, and Skinner (1991) indicated that a happy ad placed in a *congruent* context was rated more effective and more likeable by audiences, and generated a more positive attitude towards the ad. Sad ads placed in sad contexts were also viewed more favourably than the same ads placed in an *incongruent* context (Carlson & Miller, 1987). However, a study by Pelsmacker, Geuens, and Anckaert (2002) only partially supported these results. They found that positive responses were only expressed by viewers with low product category involvement. For highly involved viewers, *incongruent* mood contexts led to greater ad likeability and clarity. Across studies, there are also contentious definitions of "mood" or "genre" in advertising and TV programming, and inconsistent outcome measures (e.g. recall, likeability, etc.). Similar conflicting evidence was found for the congruent elements of setting and product placement. Myers et al. (2014) indicated that a car advertisement utilising a hospital setting was more effective when positioned in the *congruent* program Grey's Anatomy. However, *incongruent* product placement was determined to be more memorable by Russell (2002).

Addressing the above disparity in the past findings, the current systematic literature review aims to address the following questions:
RQ1: What is the magnitude and direction of the effect of contextually congruent television advertising on consumer responses?
RQ2: Which elements of congruent advertising produce stronger effects?
RQ3: Under which conditions is congruent advertising more effective?

Method
The systematic literature review follows the guidelines of the PRISMA Statement (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) (Moher, Liberati, Tetzlaff, & Altman, 2009). The statement provides guidelines to ensure that reviews are systematic, assess bias, and are transparent. Our research team developed a protocol following the PRISMA-P Statement (Moher et al., 2015) which includes the systematic search strategy, eligibility criterion for the exclusion of studies, and methods for data collection and analysis. A systematic search across eight databases including Business Source Complete, Web of Science, and Scopus found 3,457 papers (duplicates removed). Title and abstract screening resulted in 143 papers that qualified for full text review. The online software Covidence has been utilised throughout all stages to assist in data management (Veritas Health Innovation, 2017). At the next stage, meta-analysis will quantitatively assess the effects of congruent TV advertising on the respective outcome measures: free recall, cued recall, recognition, likeability, non-verbal consumer reactions, sales, and any other reported outcomes.

Implications of Prospective Results
This systematic literature review and meta-analysis will organise the existing knowledge regarding contextually congruent TV advertising. This research will allow media planners to utilise more than program ratings and audience demographics to position their ads for maximum effect. Brands can also make informed decisions regarding return on investment and determine whether context congruence is a valuable advertising tactic. For academics, this review will highlight future research directions for contextually congruent advertising. It

will also demonstrate how systematic literature reviews, which are yet uncommon in marketing research, can benefit the discipline by creating a robust body of empirical evidence (Petticrew & Roberts, 2008).

References

Carlson, M., & Miller, N. (1987). Explanation of the Relation Between Negative Mood and Helping. [Review]. *Psychological Bulletin, 102*(1), 91-108.

Furnham, A., & Goh, M. F. (2014). Effects of program-advertisement congruity and advertisement emotional appeal on memory for health and safety advertisements. *Journal of Applied Social Psychology, 44*(1), 60-70.

Furnham, A., Gunter, B., & Walsh, D. (1998). Effects of programme context on memory of humorous television commercials. *Applied Cognitive Psychology, 12*(6), 555-567.

Gunter, B., Furnham, A., & Pappa, E. (2005). Effects of Television Violence on Memory for Violent and Nonviolent Advertising. *Journal of Applied Social Psychology, 35*(8), 1680-1697.

Horn, M. I., & McEwen, W. J. (1977). The Effect of Program Context on Commercial Performance. *Journal of Advertising, 6*(2), 23-27.

Kamins, M. A., Marks, L. J., & Skinner, D. (1991). Television Commercial Evaluation In The Context Of Program Induced Mood: Congruency Versus Consistency Effects. *Journal of Advertising, 20*(2), 1-14.

MarketShare. (2015). Evaluating TV Effectiveness in a Changed Media Landscape. *Advertising Research Foundation*.

Moher, D., Liberati, A., Tetzlaff, J., & Altman, D. G. (2009). Preferred reporting items for systematic reviews and meta-analyses: the PRISMA statement. *BMJ, 339*.

Moher, D., Shamseer, L., Clarke, M., Ghersi, D., Liberati, A., Petticrew, M., . . . Stewart, L. A. (2015). Preferred reporting items for systematic review and meta-analysis protocols (PRISMA-P) 2015 statement. *Systematic Reviews, 4*(1), 1. doi:10.1186/2046-4053-4-1

Murphy, J. H., Cunningham, I. C. M., & Wilcox, G. B. (1979). The Impact of Program Environment on Recall of Humorous Television Commercials. *Journal of Advertising, 8*(2), 17-21.

Myers, S. D., Royne, M. B., & Deitz, G. (2014). Programme–ad congruence. *International Journal of Advertising, 33*(1), 61-90.

Nitschke, B., & Bogomolova, S. (2012). A typology of elements used in contextually congruent television advertising. *ANZMAC*.

Pelsmacker, P. D., Geuens, M., & Anckaert, P. (2002). Media Context and Advertising Effectiveness: The Role of Context Appreciation and Context/Ad Similarity. *Journal of Advertising, 31*(2), 49-61.

Petticrew, M., & Roberts, H. (2008). *Systematic reviews in the social sciences: A practical guide*: John Wiley & Sons.

Russell, C. A. (2002). Investigating the Effectiveness of Product Placements in Television Shows: The Role of Modality and Plot Connection Congruence on Brand Memory and Attitude. *Journal of Consumer Research, 29*(3), 306-318.

Sharma, A. (2000). Recall of Television Commercials as a Function of Viewing Context: The Impact of Program-Commercial Congruity on Commercial Messages. *Journal of General Psychology, 127*(4), 383.

Stewart, D. W. (2009). Marketing accountability: Linking marketing actions to financial results. *Journal of Business Research, 62*(6), 636-643.

Veritas Health Innovation, C. (Producer). (2017). Covidence systematic review software.

Whan, C., & McClung, W. (1986). The Effect of TV Program Involvement on Involvement with Commercials. *Advances in Consumer Research, 13*, 544-548.

An Exploration of Luxury Brands and CSR Communication

Fabrizio Mosca, University of Turin, ITALY, fabrizio.mosca@unito.it
Cecilia Casalegno*, University of Turin, ITALY, cecilia.casalegno@unito.it
Chiara Civera, University of Turin, ITALY, chiara.civera@unito.it
Tony Cooper, RMIT University, AUSTRALIA, tony.cooper@rmit.edu.au

Abstract:
Firms are under increasing pressure to contribute to societal wellbeing through a more proactive stance in relation to corporate social responsibility (CSR). Such behaviours are positively associated with enhanced consumer-brand relationships and can influence corporate image. This exploratory research examines how firms communicate their CSR position using online channels and how this is perceived by consumers. Using a theoretical framework derived from extant literature, we examine 30 leading Italian luxury fashion brands to understand whether and which CSR communications are effective in increasing consumer trust. The research determines that communications that inform consumers of concrete CSR actions and strategic philanthropy are more effective in influencing positive consumer sentiment. The findings are important on two levels; firstly in guiding marketing practitioners in the formation of effective CSR communication and also by virtue of the ability for preeminent Italian brands to influence others in the supply chain.

Keywords: corporate social responsibility, communication, luxury brands

Track: Marketing communications

Introduction

Recent decades have seen a pronounced shift in the orientation of business towards the inclusion of more sustainable, ethically responsible and environmentally friendly practices. This is reflected in both the language of corporate mission statements and a gradual realignment of business activities to meet changing consumer expectations. Of interest to researchers is the extent to which this transformation in attitudes represents a true shift towards a new mode of business. This is important to understand as such a transition may have implications for the redesign of business models and long term strategic goals. The present research seeks to identify the contemporary characterization of corporate social responsibility (CSR) in the context of international luxury fashion brands that are regarded as leaders in their industry. The research examines how the firm's CSR strategy is communicated and measures its impact on consumer perception of the brand. The social and industrial implications of the research lie in its potential to influence the CSR behaviour of high-street fashion firms downstream who supply the majority of the market volume and take guidance from global designer brands (Webster, 2013; Wulf, 2007) .

Conceptual Foundations of Corporate Social Responsibility

CSR is defined as abstract actions performed by firms which extend beyond profit maximization to contribute to the greater social good (McWilliams, 2015). The CSR literature suggests that the communication of such benefits is crucial in fostering trust and a positive perception amongst all stakeholder groups (Sen & Bhattacharya, 2001; Vallaster, Lindgreen, & Maon, 2012). Actual and potential customers are found to be more likely to approach the brand and its selling proposition when aware of its CSR position (Matute-Vallejo, Bravo, & Pina, 2011) and their purchasing intentions and attitudes are similarly influenced by such awareness (Pomering & Dolnicar, 2009). This ultimately impacts economic returns for business organizations and influences corporate image (Brammer & Millington, 2005; Demetriou, Papasolomou, & Vrontis, 2010). In practical terms, strategic communication of CSR requires the alignment of the firms CSR promise with concrete actions undertaken and is, therefore, focused on informing rather than persuading. Thus the communication of actual performance relating to specific CSR achievements is preferred to statements relating to values only (Hur, Kim, & Woo, 2014; Van de Ven, 2008).

A Theoretical Framework for CSR Analysis

A comparative analysis of the literature and examination of how firms communicate their responsibility identifies three types of CSR settings that serve as a theoretical framework for the study. Firstly the framework includes, *standards*, both national and international, relating to environment, quality, ethics, human resources, and reporting systems. Secondly, *strategic philanthropy* aimed at informing the community and stakeholders about the company's involvement with its CSR interests. And finally, *integrated output*s which comprise communications outlining specific ethical and sustainable achievements explicitly linked to products, supply chain management, processes and policy implementation. The adoption of such integrated CSR communications frameworks allows managers to achieve a strategic balance in their communication.

Methodology

The investigation is based on a case study analysis of 30 brands owned by the top ranked Italian luxury fashion companies nominated in Deloitte's *The Global Powers of Luxury Goods Top 100,* report (Deloitte, 2015). Italy was chosen as it represented the country of origin of the majority of brands on the list (29%) and provided a convenient sample for the researchers. Stage one of the study examined both the online presence of the brands and the

existence of CSR content shared by the brands with their online audience. A score was allocated to each brand according to whether the firm had an official web CSR page and provided visitors the chance to download the firm's sustainability report from the site. A further score was added to each brand based on the presence in their communication of the three factors from the conceptual framework outlined previously, with each factor assigned a weight in order to reach a final ranking (expressed as a mean). In stage two, to understand how each of the CSR communication settings in the conceptual framework influenced brand perceptions, a survey was administered to 100 consumers testing their commitment towards the brands both before and after they were made aware of the brand's CSR actions.

Results

The analysis provides an indication of the extent to which the brands adopt a strategic approach to online CSR communication. Table 1 (below) shows the higher ranked brands are deemed to have the most effective CSR communication integrating elements from the framework. It should be noted that some of the brands made no CSR communication through their official web site, instead, referring visitors to the CSR section of the corporate parent company's site. Survey results indicated that consumer's perceptions were influenced more by *integrated outputs* and *strategic philanthropy* than by communication of *standards*.

Table 1. CSR Communication Scores by Brand

Mean	FIRM	Mean	FIRM	Mean	FIRM
2.625	BRUNELLO CUCINELLI	1.125	ERMENEGILDO ZEGNA	0.125	EMILIO PUCCI
2.3	PRADA	0.875	MAX MARA	0.125	MARNI
2.15	GUCCI	0.825	VERSACE	0	BRIONI
1.925	BULGARI	0.7	BOTTEGA VENETA	0	SERGIO ROSSI
1.925	GIORGIO ARMANI	0.5	REPLAY	0	MIUMIU
1.75	TODS'	0.375	MOSCHINO	0	FERRAGAMO
1.425	MONCLER	0.25	FURLA	0	HOGAN
1.35	VALENTINO	0.25	ROBERTO CAVALLI	0	FAY
1.25	LOROPIANA	0.2	DOLCE & GABBANA	0	ETRO
1.15	DIESEL	0.125	FENDI	0	LUIJO

Practical Implications and Future Research

The focus of online strategic CSR communication presents interesting questions for marketing practitioners. Is corporate social responsibility a new driver for fashion luxury brands? What do consumers expect from the luxury players in terms of CSR and its web communication? The present study suggests luxury fashion firms may strengthen their online communication strategically by going beyond sustainable performance in their products, process development and value chain management. The communication of *integrated outputs* and *strategic philanthropy* appears to lead to more favourable brand perception and should

ultimately have broader social and environmental repercussions for the wider community. The extent to which fashion's trickle down model sees the lead role of these international influencers affect the behaviour of high street brands may be tested in future research through the application of the framework to a more diverse set of brands and in a cross cultural setting. To this end we encourage ANZMAC researchers to examine the CSR communications agendas of domestic fashion brands to understand the extent to which culture plays a role in influencing brand perception in the context of CSR actions and their communication.

References

Brammer, S., & Millington, A. (2005). Corporate reputation and philanthropy: An empirical analysis. *Journal of Business Ethics, 61*(1), 29-44.

Deloitte. (2015). *The Global Power of Luxury Goods 2015*. Retrieved from United Kingdom: https://www2.deloitte.com/au/en/pages/consumer-business/articles/global-powers-luxury-goods-2015.html

Demetriou, M., Papasolomou, I., & Vrontis, D. (2010). Cause-related marketing: Building the corporate image while supporting worthwhile causes. *Journal of Brand Management, 17*(4), 266-278.

Hur, W.-M., Kim, H., & Woo, J. (2014). How CSR leads to corporate brand equity: Mediating mechanisms of corporate brand credibility and reputation. *Journal of Business Ethics, 125*(1), 75-86.

Matute-Vallejo, J., Bravo, R., & Pina, J. M. (2011). The influence of corporate social responsibility and price fairness on customer behaviour: evidence from the financial sector. *Corporate Social Responsibility and Environmental Management, 18*(6), 317-331.

McWilliams, A. (2015). Corporate Social Responsibility *Wiley Encyclopedia of Management*: John Wiley & Sons, Ltd.

Pomering, A., & Dolnicar, S. (2009). Assessing the prerequisite of successful CSR implementation: are consumers aware of CSR initiatives? *Journal of Business Ethics, 85*, 285-301.

Sen, S., & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research, 38*(2), 225-243.

Vallaster, C., Lindgreen, A., & Maon, F. (2012). Strategically leveraging corporate social responsibility. *California Management Review, 54*(3), 34-60.

Van de Ven, B. (2008). An ethical framework for the marketing of corporate social responsibility. *Journal of Business Ethics, 82*(2), 339-352.

Webster, K. (2013). *Fashion's new world order: Reinventing the iconic fashion system*. Paper presented at the 15th Annual Conference for the International Foundation of Fashion Technology Institutes, Los Angeles, CA.

Wulf, A. (2007). A Comparative Approach to the Protection of Fashion Innovations. *Berkeley Center for Law and Technology*.

Are we paying too much attention to "Attention"?

Irene Santoso*, Massey University, I.Santoso@massey.ac.nz
Daniela Rosenstreich, Massey University, D.Rosenstreich@massey.ac.nz
Malcolm J. Wright, Massey University, M.J.Wright@massey.ac.nz

Abstract:
Capturing attention from consumers is often a priority in marketing communication strategy. However, recent research suggests that information processing in contexts of very low attention may have greater impact on consumer decision making than is suggested by popular marketing theories. It is timely therefore to re-examine some of the assumptions behind the models used in the field of marketing communications.
In this study, we investigate whether brand choice can be affected by marketing stimuli under conditions of divided or incidental attention. This addresses a recent call in marketing literature to more rigorously examine the influence of less obvious drivers of consumer behaviour. Preliminary results suggest that under low attention conditions, marketing messages can have a positive effect on consumer choice. Implications for marketing theory and practice are discussed.

Keywords: marketing communication, low attention processing, consumer choice

Track: Marketing Communication

Introduction and Research Aim

Research and practice in advertising are often focused on increasing the level of attention paid to marketing communications (Heath, Brandt, & Nairn, 2006). The concept of attention denotes a conscious engagement with marketing messages, enabling cognitive processing of content, which may lead to purchase decisions (Jansson-Boyd, 2010). Decades of research have identified ways to increase the likelihood that consumers will attend to and engage with marketing messages, including creativity (Yang & Smith, 2009), novelty (Ang, Leong, Lee, & Lou, 2014), and other design features such as images and text sizes (Pieters & Wedel, 2004).

In recent years, social media has offered attractive new channels for marketing communications (Rosario, Sotgiu, De Valck, & Bijmolt, 2016). Despite adopting these new channels, marketers continue to apply long established models which are based on capturing attention from the target audience. Popular models include the "Hierarchy of effects" models, such as the AIDA model (Strong, 1925), which assume that awareness is a critical step towards advertising effectiveness. However, since the times the models were developed, people have become more 'time poor' (Heath, 2007); attention spans have shrunk (Tutino, 2016); and the amount of information consumers are exposed to has grown exponentially (Davenport & Beck, 2013). All these conditions restrict consumers' processing of marketing communications (Grimes, 2008; Heath, 2007). It is timely to re-examine some assumptions behind the models used for marketing communication strategy and evaluation.

In this study, we focus on the concept of 'low attention', which Heath (2007) discusses in terms of situations where fully or semi-automatic attention or even zero attention is deployed to marketing stimuli, and where the consumer is unaware of the stimuli but still learns from it. In our study, we define low attention as a state where external stimuli receive minimal processing. Low attention encompasses *divided attention* (when attention is directed to processing multiple stimuli simultaneously (Spataro, Mulligan, & Rossi-Arnaud, 2013)), and *incidental attention* (when the target stimulus is not the subject of attentional focus (Shapiro, MacInnis, & Heckler, 1997)). The study explores the effects of low attention on consumer brand choice, thus addressing a recent call to more rigorously examine the influence of less obvious drivers of consumer behaviour (Williams & Poehlman, 2016). The main research question is: *Does low attention processing of brand messages have positive effects on consumer brand choice*. We examine the effects of marketing messages on brand consideration sets under different low attention conditions, and we also explore the influences of different message appeals and product categories. The study is among the first in marketing to rigorously test the effects of low attention processing of marketing messages and so provides an important advance in the understanding of advertising effects. In this paper we provide an overview of our project and present the results of the first phase of empirical work.

Background

Research on low attention processing in marketing is limited but theories from psychology and neuroscience provide useful perspectives that can enhance marketing practice. Cognitive information processing underpins most models of advertising effectiveness, for example, the Elaboration Likelihood Model (Petty & Brinol, 2014; Petty & Cacioppo, 1986), the Motivation, Opportunity, Ability Model (MacInnis & Jaworski, 1989), and the Integrative Model of Persuasion (Meyers-Levy & Malaviya, 1999). Marketers using these models focus on securing consumer attention. These models, however, cannot adequately explain why some advertisements, which apparently fail to convey informational messages, have been successful (Heath et al., 2006), and people can show preference towards a brand when they

do not recall the advertisement (Heath, 2007). Heath proposes that these effects may result from processing
which is automatic, emotional, or nonconscious occurring at low and even zero attention levels, however this was not empirically tested. Our study addresses this gap by expanding understanding of (1) the effects of brand messages under conditions of low attention, and (2) the types of message that are more likely to produce positive effects at low attention. Our study will provide valuable insights for advertisers and should stimulate debate about how to incorporate low attention processing in advertising theory, including contributions to a review of advertising models. The study also provides a starting point for a discussion about conceptions of advertising effectiveness given that nonconscious effects from low attention processing are not yet explicitly incorporated.

Methodology
To test the effects of low attention processing on consumer choice, the research design involves several phases. In this paper, we report on the first phase which involved sixty-five participants. The pilot study was designed to test the stimuli and the low attention processing manipulation through a laboratory experiment featuring a *two by two* mixed factorial design, with attentional conditions as the *between-subject* factor, and product categories as the *within-subject* factor. Tweets were the stimuli, with target brand tweets included among non-target brand tweets, and tweets unrelated to brands (e.g. tweets from celebrities). Participants were assigned to two treatment groups (divided versus incidental attention) and a control group (no exposure to target brands). In the divided attention group, participants were asked to identify different tweets, while for incidental attention, the task was to identify non-brand tweets. In both groups, target brands included one hedonic and one utilitarian product (cars versus athletic shoes). Consumer choice was measured through the proportion of target brands in the consideration set. An awareness test was used to confirm that low attention manipulation was successful. The components of the experimental design were based on validated methods from prior studies (Janiszewski, 1990; Klein & Melnyk, 2016; Shapiro et al., 1997; Yoo, 2009).

Results and Discussion
The mean proportion of target brands in participants' consideration sets under the attention conditions were compared with the control group using t-tests. Scores for incidental attention (Mi=2.6, t[20.8]=1.7, p=0.001) and divided attention (Md=2.9, t[17.1]=2.1, p=0.002) were significantly different from the control group (Mc=2.1). While the sample sizes were small, the results indicate that exposure to marketing stimuli under low attention can have a significant effect on target brands being included in the consideration set. The effects were stronger under divided compared to incidental attention, meaning low attention processing had more effect on brand preference when people were engaged in several tasks, compared to only one task. These results are consistent with work on attentional conditions in psychology (e.g. Lavie, Hirst, de Fockert, & Viding, 2004; Spataro et al., 2013). The differences for the target brands across product categories were also significant in the treatment groups but not the control group. Consistent with Klein and Melnyk (2016), the results show that subjects used different strategies to process messages for different product categories. The next phases of the project build on these findings through online experiments with a larger sample; and the addition of a 'high attention' treatment group and emotional versus rational message appeals in the stimuli.

Implications for theory and practice

This study's exploration of low attention processing confirms this as a valuable area for theory development and practice in marketing communications. The results suggest that even when attention is constrained, brand messages can produce positive effects on consumer brand choice and that high attention may not be necessary for advertising effectiveness. The pilot study confirms that nonconscious influences on consumer choice warrant further inquiry.

References

Ang, S. H., Leong, S. M., Lee, Y. H., & Lou, S. L. (2014). Necessary but not sufficient: Beyond novelty in advertising creativity. *Journal of Marketing Communications*, *20*(3), 214-230.

Davenport, T. H., & Beck, J. C. (2013). T*he attention economy: Understanding the new currency of business*. Boston, MA: Harvard Business Press.

Grimes, A. (2008). Towards an integrated model of low attention advertising effects: A perceptual-conceptual framework. *European Journal of Marketing*, *42*(1/2), 69-86.

Heath, R. (2007). Reinforcement and low attention processing. In G. J. Tellis & T. Ambler (Eds.), *The SAGE handbook of advertising* (pp. 89-104). London, England: SAGE Publications

Heath, R., Brandt, D., & Nairn, A. (2006). Brand relationships: Strengthened by emotion, weakened by attention. *Journal of Advertising Research*, *46*(4), 410-419.

Janiszewski, C. (1990). The influence of nonattended material on the processing of advertising claims. *Journal of Marketing Research (JMR)*, *27*(3), 263-276.

Jansson-Boyd, C. (2010). *Consumer psychology*. Berkshire, England: Open University Press.

Klein, K., & Melnyk, V. (2016). Speaking to the mind or the heart: Effects of matching hedonic versus utilitarian arguments and products. *Marketing Letters, 27*(1), 131-142.

Lavie, N., Hirst, A., de Fockert, J. W., & Viding, E. (2004). Load theory of selective attention and cognitive control. *Journal of Experimental Psychology: General, 133*(3), 339-354.

Maclnnis, D. J., & Jaworski, B. J. (1989). Information processing from advertisements: Toward an integrative framework. *Journal of Marketing, 53*(4), 1-23.

Meyers-Levy, J., & Malaviya, P. (1999). Consumers' processing of persuasive advertisements: An integrative framework of persuasion theories. *Journal of Marketing, 63*, 45-60.

Petty, R. E., & Brinol, P. (2014). The elaboration likelihood and Metacognitive models of attitudes. In J. W. Sherman, B. Gawronski, & Y. Trope (Eds.), *Dual-process theories of the social mind* (pp. 172-187). New York, NY: Guilford Press.

Petty, R. E., & Cacioppo, J. T. (1986). The Elaboration Likelihood Model of persuasion. *Advances in Experimental Social Psychology, 19*(1), 123-205.

Pieters, R., & Wedel, M. (2004). Attention capture and transfer in advertising: Brand, pictorial, and text-size effects. *Journal of Marketing, 68*(2), 36-50.

Rosario, A. N. A. B., Sotgiu, F., De Valck, K., & Bijmolt, T. H. A. (2016). The effect of electronic Word of Mouth on sales: A meta-analytic review of platform, product, and metric Factors. *Journal of Marketing Research (JMR), 53*(3), 297-229.

Shapiro, S., MacInnis, D. J., & Heckler, S. E. (1997). The effects of incidental ad exposure on the formation of consideration sets. *Journal of Consumer Research, 24*(1), 94-104.

Spataro, P., Mulligan, N. W., & Rossi-Arnaud, C. (2013). Divided attention can enhance memory encoding: The attentional boost effect in implicit memory. *Journal of Experimental Psychology: Learning, Memory, and Cognition, 39*(4), 1223-1231.

Strong, E. (1925). *The Psychology of Selling and Advertising*. New York, NY: McGraw-Hill.

Tutino, A. (2016). Central bank communication must overcome the public's limited attention span. *Federal Reserve Bank of Dallas, Economic Letter*, 11(06), 1-4. Retrieved from SSRN: https://ssrn.com/abstract=2783649

Williams, L. E., & Poehlman, T. A. (2016). Conceptualizing consciousness in consumer research. *Journal of Consumer Research,44*(2), 1-21. doi:10.1093/jcr/ucw043

Yang, X., & Smith, R. E. (2009). Beyond Attention Effects: Modeling the Persuasive and Emotional Effects of Advertising Creativity. *Marketing Science, 28*(5), 935-949.

Yoo, C. Y. (2009). Effects beyond click-through: Incidental exposure to web advertising. *Journal of Marketing Communications, 15*(4), 227-246.

Benchmarks for Mechanical Avoidance of Radio Advertising

Aaron Michelon*, Ehrenberg-Bass Institute for Marketing Science, University of South Australia, micaj002@mymail.unisa.edu.au
Steven Bellman, Ehrenberg-Bass Institute for Marketing Science, University of South Australia.
Justin Cohen, Ehrenberg-Bass Institute for Marketing Science, University of South Australia,
Margaret Faulkner, Ehrenberg-Bass Institute for Marketing Science, University of South Australia.
Johan Bruwer, Ehrenberg-Bass Institute for Marketing Science, University of South Australia,

Abstract:
Radio is capable of unduplicated reach outside of TV's prime time, thereby adding to TV-led advertising campaigns, as TV audiences are increasingly fragmenting. But studies over the past twenty years have wide-ranging results due to differences in geographic location, age of the study, and sampling method used (e.g. surveys vs. electronic recordings). Since little is known about how much radio advertising effectiveness is affected by advertising avoidance, this research proposes using the Persuasion Knowledge Model to explain the rate of radio advertising avoidance by channel switching, estimated using data from portable people meters. The study aims to provide clarity about how avoidance, as a coping strategy, varies across different dayparts (e.g., drivetime vs. daytime), content types (e.g. music vs. talk), and age groups. The results will provide benchmarks for US radio advertising avoidance and improve advertisers' understanding of the differences in advertising exposure across TV and radio.

Keywords: Radio Advertising Effectiveness, Mechanical Advertising Avoidance, and Benchmarks

Track: Marketing Communication

Introduction and Research Objective

Increasing television audience fragmentation makes it harder for advertisers to reach all category buyers, which is required to grow market share (Sharp, 2010). Media scheduling has increased in complexity, as advertisers need to schedule across TV programs and different media (Lin, Venkataraman, & Jap, 2013). Radio is increasingly attractive as a medium, as it adds unduplicated reach and also reaches consumers outside TV's prime time (Sharp, 2013), and it is also fragmenting. Advances in digital radio (e.g. Satellite) are growing channel options for listeners, and creating added complexity for advertisers. Radio channel proliferation encourages audience fragmentation (Callius, 2008), and as a result, audience levels per radio channel are declining (Nelson-Field & Riebe, 2011; Sharp, 2013). This mirrors TV viewing behaviour being spread across more channels and times (Warc, 2016).

Advertising exposure benchmarks allow advertisers to convert ratings, which indicate how many potential customers were reached with an opportunity-to-hear (OTH), into a more realistic, lower number of customers effectively reached with sufficient exposure quality. One feature that is believed to reduce radio ad exposure quality is the presence of mechanical ad avoidance, that is, switching channels during ad breaks (North & van Muers, 2004). Prior radio research by academics and industry shows that ad break ratings are usually lower than program ratings, due to switching behaviour (Abernethy, 1991). As with TV ratings, aggregated ratings during radio advertising breaks may overstate reach and exposure quality. Aggregate ratings offer a net effect of two audience flows (churn): switching-in and -out of a channel (van Meurs, 1998). If this rate of churn is very high, very few audience members are receiving desired exposure to any single ad. The literature is lacking research looking at the churn during a radio ad break. Given that sufficient advertising exposure is essential to nudging brand awareness and sales (Romaniuk & Sharp, 2016), providing a deeper understanding of radio advertising avoidance will contribute to the literature on avoidance behaviours.

Channel switching is just one type of advertising avoidance, which is defined as "…all actions by media users that differentially reduce their exposure to ad content" (Speck & Elliott, 1997, p. 61). Over the past 55 years, previous studies examining observed and claimed data have identified three types of advertising avoidance (Bellman, Schweda, & Varan, 2010). People can avoid advertising by ignoring it (cognitive avoidance), leaving the room (behavioural avoidance), or switching channels (mechanical avoidance) (Speck & Elliott, 1997). Estimates of the rates of each type of avoidance vary with the method used (S. Dix & Phau, 2010; S. R. Dix & Phau, 2017; McDowell & Dick, 2003; Speck & Elliott, 1997). For example, observation studies typically reveal higher rates of mechanical avoidance (55%) than electronic portable people meters (PPMs) studies (7%) (Abernethy, 1991; Generali & Kurtzman, 2015). Avoidance behaviour may be more natural when viewers are not being observed, or PPMs may understate individual avoidance by aggregating data. Mechanical avoidance is easiest to identify; and arguably improves, rather than reduces exposure quality. Mechanical avoidance of TV ads requires greater than average attention to the screen, and therefore improves memory and sales effects (Bellman et al., 2010). This same providential effect may be true for radio advertising. Switching channel exposure time is a better measure of radio-ad exposure quality than simple binary measure of whether or not the ad was avoided altogether.

This research investigates a gap in the literature regarding current benchmarks for switching behaviours during radio ad breaks. The objective of this research is to:

Benchmark the current effectiveness of radio advertising by estimating the average rate of mechanical avoidance (channel switching) during ad breaks, controlling for the influence of switching on aggregated ratings during ad breaks. Thereby contributing to the refinement of advertising effectiveness models and guidance for buying better radio spots.

Rationale and Research Questions

This study's conceptual model is based on elements of the Persuasion Knowledge Model (PKM) (Friestad & Wright, 1994). The PKM proposes that when persuasion attempts, such as advertising, are recognised, this will trigger two types of coping strategies. First, a low-involvement habitual negative reactance strategy, such as ad avoidance (East, Wright, & Vanhuele, 2013; Friestad & Wright, 1994). This suggests that when ads are more recognisable, because they contrast with the program (e.g. talk ads in a music program), they are more likely to be avoided. So it is important to test whether average radio ad avoidance varies according to content type, such as music versus talk. Other factors from the literature will also be tested, such as: listener age, time of day (daypart), and amount of listening. For example, Sensation Seeking Theory argues that younger people desire higher levels of stimulation and so may have a higher average rate of channel switching than older radio listeners (Carrol, Zuckerman, & Vogel, 1982). Second, a high-involvement and potential positive response to advertising; consumers see each ad on its merits (Stafford & Stafford, 1996). Since theory and evidence provides only limited guidance for hypotheses, the following research question is proposed:

Does mechanical avoidance of radio ads vary with content type, age, time of day, and heaviness of listening, as heavy consumers tend to have larger repertoires? (Romaniuk & Sharp, 2016).

RQ1: What is the rate of radio channel switching avoidance on average, and does it vary by: (a) content type, (b) age of listener, (c) daypart, and (d) amount of listening?

Proposed Method

The rate of mechanical avoidance will be collected electronically using portable people meter (PPM) technology. This technology is used to observe radio listening more accurately than the traditional diary method. Panel participants are given a small listening device that detects human-inaudible signals embedded in radio programs and ads. The device records the station and time in a log file, every 30 seconds. The authors have negotiated access to a sample of these PPM data from the US. These PPM data will be used to estimate audience loss during ad breaks, and how this differs across dayparts, content types, and age groups. Typically, these data are reported at the aggregate level, but as discussed above, aggregation obscures individual-level exposure. It may be possible to acquire individual-level PPM data to reveal how radio advertising mechanical avoidance varies across light and heavy listeners, and benchmark avoidance in terms of seconds of exposure to the average radio ad.

Implications

By testing whether these benchmarks reliably vary across variables such as content type and daypart, guidance can be given to media schedulers about the best times and places to buy radio spots. Consequently, the results will address calls for models of advertising effectiveness to explain the interactions between listening context and ad scheduling (Romaniuk & Gugel, 2010). In summary, this research will advance academic understanding of radio listeners' strategies for coping with advertising.

References

Abernethy, A. M. (1991). Differences Between Advertising and Program Exposure for Car Radio Listening. *Journal of Advertising Research, 31*(2), 33-42.

Bellman, S., Schweda, A., & Varan, D. (2010). The residual impact of avoided television advertising. *Journal of Advertising, 39*(1), 67-82.

Callius, P. (2008). Advertising avoidance: The quiet consumer revolt. *Sifo Research International, (1)*.

Carrol, E. N., Zuckerman, M., & Vogel, W. H. (1982). A test of the optimal level of arousal theory of sensation seeking. *Journal of personality and social psychology, 42*(3), 572.

Dix, S., & Phau, I. (2010). Television advertising avoidance: Advancing research methodology. *Journal of Promotion Management, 16*(1-2), 114-133. doi:http://dx.doi.org/10.1080/10496490903574013

Dix, S. R., & Phau, I. (2017). Predictors of Commercial Zapping During Live Prime-Time Television. *Journal of Advertising Research, 57*(1), 15-27. doi:10.2501/JAR-2017-010

East, R., Wright, M., & Vanhuele, M. (2013). *Consumer behaviour: applications in marketing* (2 ed.). London: Sage.

Friestad, M., & Wright, P. (1994). The Persuasion Knowledge Model: How People Cope with Persuasion Attempts. *Journal of consumer research, 21*(June), 1-27.

Generali, P., & Kurtzman, W. (2015). *The Components of Tuning Occaisons: Switching vs. Turning*. Retrieved from United States:

Lin, C., Venkataraman, S., & Jap, S. D. (2013). Media multiplexing behavior: Implications for targeting and media planning. *Marketing science, 32*(2), 310-324.

McDowell, W., & Dick, S. J. (2003). Switching radio stations while driving: Magnitude, motivation, and measurement issues. *Journal of Radio Studies, 10*(1), 46-62. doi:10.1207/s15506843jrs1001_6

Nelson-Field, K., & Riebe, E. (2011). The impact of media fragmentation on audience targeting: An empirical generalisation approach. *Journal of Marketing Communications, 17*(1), 51-67.

North, N., & van Muers, L. (2004, June). *Radio zapping*. Paper presented at the ESOMAR Radio Conference, Geneva.

Romaniuk, J., & Gugel, C. (2010). The ARF 360 model: Update to a human-centric approach. *Journal of Advertising Research, 50*(3).

Romaniuk, J., & Sharp, B. (2016). *How brands grow: Part 2*. Melbourne: Oxford University Press.

Sharp, B. (2010). *How Brands Grow*. Melbourne: Oxford University Press.

Sharp, B. (2013). *Marketing: Theory, evidence, practice*. Melbourne: Oxford University Press.

Speck, P. S., & Elliott, M. T. (1997). Predictors of Advertising Avoidance in Print and Broadcast Media. *Journal of Advertising, 26*(3).

Stafford, M. R., & Stafford, T. F. (1996). Mechanical Commercial Avoidance: A Uses and Gratifications Perspective. *Journal of Current Issues and Research in Advertising, 18*(2), 27-39.

van Meurs, L. (1998). Zapp! A study of switching behavior during commercial breaks. *Journal of Advertising Research, 38*(1), 43-53.

Warc. (2016). What we know about TV audiences. *Warc Best Practice*(November).

The Role of Image in Tourism Advertising

Fang Liu*, The University of Western Australia, fang.liu@uwa.edu.au
Yong Zhang, Hofstra University, Yong.Zhang@Hofstra.edu

Abstract:
Images are important to tourism advertisements, and most tourism advertisements include images of the advertised destination. Recent research suggests that image perceptions, and, in particular, image congruity and image vividness, play important roles in developing tourists' attitudes towards tourism advertisements. This study examines Chinese tourists' evaluation of Australian tourism advertisements from both meaning transfer and self-congruity perspectives. Results show that both image congruity and image vividness have positively influenced Chinese tourists' attitudes towards an Australian tourism advertisement. The influences of demographic factors are also discussed.

Keywords: image, tourism advertising, Chinese tourists, Australia

Track: Marketing Communication

Introduction and Research Objectives

Previous research has found cognitive, affective and behavioural effects of images on consumers (e.g., Vakratsas & Ambler, 1999). The Meaning Transfer Model (e.g., McCracken, 1989) suggests an object's meaning can be transferred through images. This model has been widely adopted in advertising because most advertisements contain images. Images are believed to help transfer the intended advertising meaning and the intention of the advertiser (Shimp & Andrews 2013). For example, meaning transfer can be done by using a celebrity endorsers (e.g., Campbell & Warren, 2012; Hanrahan & Liu, 2013).

Images are particularly important to tourism advertisements and most tourism advertisements include images of the advertised destination. Recent research suggests that image perceptions, in particular, image congruity (e.g., Pelsmacker et al., 2002; Rasty et al., 2013) and image vividness (e.g., Hensel & Twible, 1991), may play important roles in forming the attitude towards the advertisement. However, no research has linked these two constructs together in the same setting. In order to understand the relative importance of image congruity and image vividness in advertising processing, this study was designed to:

Examine the influences of image congruity and image vividness on tourists' attitude towards tourism advertisements.

The study attempted to address two important research questions in line with the research objectives:
RQ1: Will image congruity influence tourists' attitude towards tourism advertisements?
RQ2: Will image vividness influence tourists' attitude towards tourism advertisements?

Conceptual Development
Image congruity is an important factor that may determine the success of a meaning transfer through advertising images (Shimp & Andrews, 2013). Congruity has been widely studied in the field of consumer behaviour (Sirgy, 1990; Liu et al., 2012). Image congruity with the advertised product category (a viewer's perception about the match between the image and the product category) has been identified as one of the most important advertising congruities (Chandon et al., 2000). Congruent advertisements are better than incongruent advertisements in generating positive attitudes or feelings towards an advertisement (Mandler, 1981; Kamins et al., 1991; Rifon et al., 2004).

Image vividness is believed to be one of the important factors that can influence the success of a meaning transfer (Nisbett & Ross, 1980). However, findings from previous research on image vividness are far from consistent. Some findings suggest that image vividness facilitate imagery processing and subsequently increase advertisement and brand favourability (Fennis et al., 2012), while other findings suggest that image vividness has no direct impact on attitude formation or persuasion (Taylor & Thompson, 1982).

Method and Analysis
China is Australia's second largest international tourist market (Tourism Research Australia, 2015). Both national and state level tourism agencies in Australia have run advertising campaigns to entice the Chinese tourists. Despite the industry efforts, there has been little empirical research about the effectiveness of advertisements targeting the Chinese tourists.

Australian ecotourism advertisements are selected as the context of the current study. Ecotourism is a nature-based tourism that focuses on preserving the environment, benefiting local economies, and educating travellers (Weaver, 2008). Although ecotourism is rapidly developing in the last decade, the effectiveness of ecotourism advertising has been rarely researched, perhaps because ecotourism is still a relatively new area of tourism (Chang, 2005; Hughes et al., 2005). Data from a total of four hundred Chinese ecotourists were collected in mainland China. Multiple ad versions with different images were examined. All respondents were between twenty to fifty years of age with a good gender balance.

Confirmatory factor analyses were conducted for each of the constructs. Five items of image congruity loaded as one factor, explaining a total of 60% of the variance. The construct of image vividness was measured by three items, explaining 55% of the variance. Five items measuring attitude towards the advertisement also loaded as one factor, explaining 60% of the variance. Structural Equational Modelling was conducted using AMOS to analyse the relationship between image perceptions and attitude towards the advertisement.

Results, Discussion and Contributions

Results show that image congruity had a positive effect on Chinese tourists' attitude towards the ecotourism advertisements, and that this effect is stronger among male respondents than female respondents. Image vividness also had a significant effect on attitude towards the advertisement, but the effect is stronger among females than males. Neither education level nor income had any significant impact on the relationships between image perception and attitude towards the advertisement. These findings highlight the importance of using image in tourism advertisements. Particular attention should be paid to advertising designs when targeting the Chines tourists.

References

Campbell, M. C., & Warren, C. (2012). A risk of meaning transfer: Are negative associations more likely to transfer than positive associations? *Social Influence*, *7*(3), 172–192.

Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing*, *64*(4), 65–81.

Chang, J., Wall, G., & Tsai, C. T. (2005). Endorsement advertising in aboriginal tourism: an experiment in Taiwan. *International Journal of Tourism Research*, *7*(6), 347–356.

Fennis, B.M., Das, E.H.H.J., & Fransen, M. L., Print advertising: Vivid content. *Journal of Business Research*, 65(6), 861-864.

Hanrahan, F., & Liu, F. (2013). Celebrity Endorsers in Luxury Brand Advertising: An Empirical Test of the Match-up Hypotheses. Proceedings of 2013 ANZMAC, Auckland.

Hensel, J. S. and Twible, J. L (1991), The Vividness Effect in Services Advertising: Refinements for Strategy, Proceedings of the 1991 Academy of Marketing Science (AMS) Annual Conference, 217-222.

Hughes, M., Newsome, D., & Macbeth, J. (2005). Visitor Perceptions of Captive Wildlife Tourism in a Western Australian Natural Setting. *Journal of Ecotourism*, *4*(2), 73–91.

Kamins, M. A., Marks, L. J., & Skinner, D. (1991). Television Commercial Evaluation in the Context of Program Induced Mood: Congruency versus Consistency Effects. *Journal of Advertising*, *20*(2), 1–14.

Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). "Self-congruity, brand attitude, and brand loyalty: a study on luxury brands", *European Journal of Marketing*, *46*(7/8), 922-937.

Mandler, G. (1981). *The Structure of Value: Accounting for Taste*. University of California: San Diego.

McCracken, G. (1989). Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, *16*(3), 310–321.

Morgan, N., & Pritchard, A. (2001). *Advertising in Tourism and Leisure*. Boston: Butterworth-Heinemann.

Nisbett, R. E., & Ross, L. (1980), *Human inference: Strategies and short-comings of social judgement*. Englewoods Cliffs, NJ: Prentice Hall.

Pelsmacker, P. D., Geuens, M., & Anckaert, P. (2002). Media Context and Advertising Effectiveness: The Role of Context Appreciation and Context/Ad Similarity. *Journal of Advertising*, *31*(2), 49–61.

Rasty, F., Chou, C. J., & Feiz, D. (2013). The Impact of Internet Travel Advertising Design, Tourists' Attitude, and Internet Travel Advertising Effect on Tourists' Purchase Intention: The Moderating Role of Involvement. *Journal of Travel & Tourism Marketing*, *30*(5), 482–496.

Rifon, N. J., Choi, S. M., Trimble, C. S., & Li, H. (2004). Congruence Effects in Sponsorship: The Mediating Role of Sponsor Credibility and Consumer Attributions of Sponsor Motive. *Journal of Advertising*, *33*(1), 29–42.

Shimp, T. A., & Andrews, J. C. (2013). *Advertising Promotion and Other Aspects of Integrated Marketing Communications* (9 edition). Ohio: Cengage Learning.

Sirgy, M. J. (1990). Self-cybernetics: Toward an integrated model of self-concept processes. *Systems Research*, *7*(1), 19–32.

Taylor, S. E., & Thompson, S. C. (1982), Stalking the elusive "vividness" effect. *Psychological Review*, 89, 155-161.

Tourism Research Australia (2015). *International Visitors in Australia: December 2014 quarterly results of the International Visitor Survey*. Retrieved June 11, 2017, from http://www.tra.gov.au/research/latest-ivs-report.html

Weaver, D. (2008). *Ecotourism* (2 edition). Milton, Qld: Wiley.

Advertising Account Planning: Reflections for the Future

Park Beede*, Zayed University, park.beede@zu.ac.ae

Abstract:
After a half century of evolution, advertising account planning may have reached the end of an era. Agencies and clients alike are innovating with new functional formats intending to unlock consumer insights and creative opportunities. Account planning has been well-documented over its history, but literature now falls short of projecting its future amid changing consumer audiences and communication environments. This study offers a longitudinal content analysis of advertising account planning literature over the past 50 years. Analysis sheds light on the evolution of account planning and raises key questions for the future. Three distinct periods of evolution are identified, with four themes evident across phases. Of late, however, academic articles are in decline and advances in account planning research are limited. Future form for the discipline is rapidly changing as agencies and clients alike contend with a dynamic advertising environment.

Introduction and Research Aim

Advertising account planning emerged in the 1960's from a blend of research rigor and creative inspiration. While these two perspectives are not mutually exclusive, account planning arose in a decade of growing research information and innovative creative ideas. Bridging this gap between research and creative was the "voice of the consumer," intuitively applied by a new breed of advertising specialists called 'planners' (Pollitt 1979). Account planning sought to accumulate research-driven consumer information, decode it and impart insights into creative strategy (Pollitt 1979; King 1989). As an agency tool, early account planning aided the creative process, guiding development of distinctive ideas into fertile and focused territories. Soon, account planning was reported in key advertising trade journals such as *Campaign* and *Admap* in the U.K. (Channon 1977; Channon 1978; Bartle 1980), and later *Advertising Age* in the U.S. (Sharfman 1986; Osiatynski 1988; Lafayette 1989).

Over time, account planning has been widely reported and researched (Habberstad 2000; McCulloch & Butcher 2003; White 2008; Feldwick 2009). A firsthand historical review of the discipline is recently chronicled by John Griffiths and Tracey Follows in *98% Pure Potato: The Origins of Advertising Account Planning* (2016). Griffiths and Follows traced the origins and development of account planning through interviews with many of the pioneers in the field. In retrospect, the authors compared the history of planning with many of the challenges and opportunities agencies face today (Griffiths & Follows 2016).

Still, the planning process remains something of an enigma within scholarly research; a discipline weaving together art and science, creativity and rationality. The role may be well-defined, but process is increasingly varied and vague. And after a half century, the recent digital revolution has ushered in another transformation challenging traditional account planning. Agencies – and clients – have reached a 'crossroads' with new forms of advertising and more varied engagement consumers spend with all forms of media (Cuneo 2007). The advertising environment in the new millennium begs the question – is account planning still relevant? What is the future for account planning?

The aim of this study prompts inquiry about the future for account planning through examination of its history in literature; from origins in U.K. agencies through adoption in the U.S. and subsequent standard operating structure throughout global agencies. For conceptual focus, the process of integrating consumer insights into creative strategy and brand communications defines account planning as applied here (Meyers 1986; Hackley 2003). Morrison and Haley (2003) defined it further as three key phases in the advertising process: strategy formation, creative development and campaign evaluation. Based on this conceptualization, a comprehensive review of scholarly literature and key trade journals examines the development, adoption and now possible transformation – or demise – of traditional account planning. Through analysis of account planning's evolution, questions for its future are proposed.

Background

As defined by Fink (1998): 'A literature review is a systematic, explicit, and reproducible design for identifying, evaluating, and interpreting the existing body of recorded documents.' A thorough review of relevant literature is essential to advancing academic knowledge, assessing the topic across publication formats, research methodologies and geographic regions (Webster & Watson 2002).

Tranfield et al. (2003) proposed a systematic literature review process consisting of three stages: the planning stage, conducting stage and reporting/dissemination stage. Key to planning the review is definition of inclusive and exclusive criteria. Selection criteria in this study focused on the discipline of advertising account planning and closely related processes integrating planning input, such as consumer research, creative strategy and campaign evaluation. Articles were also screened for emphasis on the topic of account planning and relative contribution to discipline knowledge.

Given a fairly universal application of the term 'account planning' in advertising, the core concept is well-framed. The original incarnation of account planning as developed by Stanley Pollitt and Stephen King remains relatively applicable in agencies even today (Pollitt 1979; King 1989). In this study, papers available in scholarly publications and leading trade journals were included, recognizing that a number of frequently cited contributions to the discipline in research are published by leading authors in trade journals. For example, key articles describing the origins of account planning in U.K. agencies (e.g. *Admap* and *Campaign*) and adoption in U.S. agencies (e.g. *Advertising Age*) were included based on frequent scholarly citations. However, a vast majority of professional articles reporting brief mentions of, for example, account planner appointments, were excluded from content analysis.

Scholarly publications include select conference proceedings and professional reports as cited by other authors. Key books in the discipline are also examined, reflecting both authored contributions to account planning and edited volumes, which typically adopt a more scholarly approach.

Methodology

Webster and Watson (2002) recommended a structured approach to searching source material. In general, the process followed three key steps:

(1)   The major contributions are likely to be in the leading journals. It makes sense, therefore, to start with them. While journal databases like ABI/Inform (ProQuest) accelerate identification of relevant articles, scanning a journal's table of contents is a useful way to pinpoint others not caught by your keyword sieve (filter). You should also examine selected conference proceedings, especially those with a reputation for quality.
(2)   Go backward by reviewing the citations for the articles identified in step 1 to determine prior articles you should consider.
(3)   Go forward by using the Web of Science (the electronic version of the Social Sciences Citation Index) to identify articles citing the key articles identified in the previous steps. Determine which of these articles should be included in the review.

In conducting the systematic review, the search process was executed in three literature databases: ABI/INFORM Complete (ProQuest), EBSCOHost and Google Scholar. The keyword search strings "account planning" and "advertising" were used for all fields in all database searches. Results include all publication formats: scholarly journals, books, conference proceedings, professional reports and trade journals.

Parameters for excluding publications primarily reflect the degree to which account planning is central to the theme. For example, creative strategy development is also a well-defined research topic in advertising with obvious links to account planning. However, if creative is the primary topic and account planning is only mentioned in secondary incidence, the paper

is likely to be excluded. This assessment is further reinforced by comparing the prevalence of citations cross-referenced among core contributions to the discipline. Over the course of analysis, the universe of relevant literature became evident.

Having established a comprehensive list of relevant literature, the next step reviewed citations and references to further refine core contributions to the discipline and identify items not captured in the databases. Prevalence of cross-referencing and citations in Google Scholar were used as indicators of impact within the discipline.

Finally, for purposes of this study, contributions to edited volumes are considered as individual titles. With chapters published as original works, external citations tend to reference individually authored contributions. Thus, an edited volume of collective contributions (typically chapters) will be considered and counted as individual papers whereas an authored book is noted as one publication. The title of an edited volume is also included in the list as a unique reference reflecting the contribution of editors.

Given the relatively narrow and well-defined discipline of account planning (traditionally at least), a collection of 97 core contributions were identified for examination in this study. Literature includes all formats of scholarly journals, proceedings, books, and reports published between the years 1963-2016.

Results and/or Discussion and Contributions
Through content analysis of account planning literature, key themes were identified throughout the chronological evolution of the discipline. Examination of past trends aligned with significant events in the advertising environment may help predict future directions for the discipline. Overall, three distinct eras in the evolution of account planning literature are evident, reflecting a characteristic organizational 'life cycle' of business process adoption (Hanks 2015):

1977-1989: Introduction and early growth in the adoption of account planning
1990-2005: Development and maturity – understanding the craft of planning
2005-Today: Digital, diffusion and dilution – disaggregation of account planning

Across these three eras, four dominant themes emerge as driving dimensions of account planning. Together with the chronological development of the discipline, these themes give shape to the functional role of account planning in relation to the process of creating advertising.

Theme 1: Conceptualization of advertising strategy models and the account planning process
Early literature introduced the first planning models applied to advertising (Vaughn 1980; Meyers 1986; Vaughn 1986; Percy & Donovan 1991), providing strategic tools to the process of account planning and advertising strategy. Initial advertising models about consumer decision-making formed a foundation for guiding advertising strategy creation. Vaughn's presentation of the FCB Grid (Vaughn 1980) introduced the first planning tools that agencies quickly adopted and adapted to formalize the ideation process (Snyder 1999; Steel 1999). A decade later, the Rossiter-Percy Grid presented a new model of explaining consumer processing based on motivation types and involvement levels (Percy & Donovan 1991). Using a variety of practitioner and scholarly tools, agency planners became the expert advocates for consumer-driven campaigns.

Following on from early reports in trade journals, the functional role of account planning in agencies was examined in scholarly research (D'Souza 1986; Barry et al. 1987; Moran 1988). Reeve (1992) offered an early historical review, chronicling a definitive account of the role's functions within agencies at this time. Overall, the developing range of account planning activities were examined during this early period, defining the scope and function of planners within agencies. By the end of the decade, the discipline of account planning was firmly established in literature as well as agencies. Scholarly research contributed to endorsing the purpose and process of account planning in the creation of advertising.

Theme 2: Contributions to the process of creative strategy and campaign development

Initiated by agencies to infuse consumer insights into advertising, a second theme that emerged early in literature is a focus on planning inputs into the development of creative strategy. Mondroski et al. (1983) investigated creative decision-making processes within agencies, including the contribution of strategic planning. Hirschman (1989) followed this further by examining decision-making roles in the creative process. Without specifically delineating the account planner role, he described the account team's contribution to developing research insights and creative strategy (Hirschman 1989). At this stage in the evolution of account planning, the process is taking shape while the actual role is still in an early phase of definition.

Similar to Hirschman's observations, Kover and Goldberg (1995) investigated the dynamics of collaborative processes within agencies, while specifically noting the role of planners in the creative development process. Taylor et al. (1996) also noted the contribution of planners in the development of creative strategy in the context of French agencies. By the mid-nineties, account planning's contribution to creative strategy and campaign development had been convincingly established in scholarly research. Integrating the 'voice of the consumer' into creative development had become a core competency of account planners.

Haley et al. revisited the topic recently, with interviews among advertising agency creatives regarding their perceptions of the account planning process. The authors identified a set of personality factors among planners and functional factors within the planning process that lead to excellent planning (Haley et al. 2014). Nyilasy et al. (2013) applied a similar approach while focusing more on the interpersonal aspects of creativity among agency personnel and clients. The relationship and emphasis between planning and creativity remains fairly consistent throughout nearly thirty years of scholarly research.

Theme 3: Functional execution of account planning and the advertising planning process

With most global agencies having adopted account planning in some form, research attention turned toward functional execution and effectiveness. A number of scholarly articles examined the planning process in detail and its role in developing creative strategy (Banerjee 1994; Morrison & Haley 2003; Grant & McLeod 2007). As compared to earlier research focused on the creative perspective, the account planning discipline is central to this stream of study. Account planning also appears prominently in authored texts and edited volumes, crossing over both academic and professional perspectives, while the discipline is also incorporated into advertising curricula (Kelley & Jugenheimer 2006). In addition to Steel's (1998) popular account of planning, Newman edited a comprehensive examination of planning's role within account management in *What every account executive should know about account planning published by the American Association of Advertising Agencies* (Newman 1992). Cooper focused on the planning process in the compilation *How to plan*

advertising (Cooper 1997), while Jones included contributions comparing American and British perspectives on planning in his review of advertising at the end of the decade (Jones 1999). Clearly, account planning was now well-integrated into the advertising process in both industry and academe.

Theme 4: Review and reflections on account planning
Reflecting a decline in literature during the last decade, recent scholarly research has largely applied an historical perspective on account planning. Results from a national survey by Morrison and Haley (2006) observed that planning is now highly integrated into the advertising development process. Reflecting on a career in planning, Feldwick (2009) assessed the viability of account planning in the current advertising environment. Citing a range of challenging factors such as the fragmented advertising environment, measuring effectiveness and remuneration by results, Feldwick questions the future relevance for account planning in function or form (Feldwick 2009). Most recently, Griffiths and Follows chronicled the development of account planning through interviews with industry pioneers and trace how it has evolved into its current state. In the end, the authors suggest that planning may have outgrown the industry that gave birth to it (Griffiths & Follows 2016).

Implications for Theory and Practice
Today, account planners often compete with perspectives from roles defined as channel planners, connections planners and communications planners (Young 2014). A changing advertising environment is re-shaping the skills and roles contributing to the creation of advertising (Robbs & Lloyd 2016). The role defined as communications planners, in particular, has emerged as a dominant contender for the future of planning in agencies (McKenzie & Royne 2009).

So, is there a future for account planning in agencies; in advertising? The emergence of new media and digital content has posed major challenges for traditional agencies. Communications strategies are now developed across platforms and, often, across competing agency teams. At the same time, agencies face mounting pressure on profits. Traditional remuneration structures have been dismantled through media fragmentation and performance-based expectations (Robbs & Lloyd 2016). Typical agency account structures are increasingly scrutinized by clients in the dynamic digital environment. *Advertising Age* recently reported that nearly two-thirds of leading U.S. advertisers are planning agency reviews in the coming year (Stein 2017). New agency models built on flexible partnerships and staffed on core skills may replace traditional full-service account teams needing relatively high overheads to maintain profitability (Bruell 2016).

At the same time, a new generation of digitally-native consumers are driving new forms of advertising strategies. Traditional long-term campaigns are facing new pressures from short-term tactical opportunities and expectations (Watson 2016). The need for consumer insights is arguably more important than ever. However, the question of how and by who insights are integrated into advertising creation is a new challenge facing agencies and clients alike.

References

Banerjee, A. 1994. Transnational advertising development and management: an account planning approach and a process framework. International Journal of Advertising 13 (2), 95-124.

Barry, D., Peterson, R. and Todd, W. 1987. The role of account planning in the future of advertising agency research. Journal of Advertising Research 27 (1), 15-21.

Bartle, J. 1980. Account planning: What does it mean and how does it affect the way an agency works? Admap April, 153–157.

Bruell, A. 2016. The Ad Agency of the Future Is Coming. Are You Ready? Advertising Age 87 (9), 32-35.

Channon, C. 1977. Account planning: threat or promise? Admap July, n/a.

Channon, C. 1978. The account planning group and the 'problem' of planning. Admap December, 624–626.

Cooper, A. (ed.) 1997. How to plan advertising. London: Cassell in association with The Account Planning Group.

D'Souza, S. 1986. What is account planning? London: Account Planning Group. Retrieved from: http://media.wix.com/ugd/d98480_ff00b64d716846fbbd476a9f1bf925e6.pdf.

Feldwick, P. 2009. Account planning: back to the future? In Market Leader: The Journal of the Marketing Society March: 55-57. Henley-on-Thames: NTC. Retrieved from: https://www.marketingsociety.com/the-library/account-planning-back-future.

Fink, A. 1998. Conducting research literature reviews: From the internet to paper. Thousand Oaks: Sage Publications.

Grant, I. and McLeod, C. 2007. Advertising agency planning – conceptualising network relationships. Journal of Marketing Management 23 (5), 425-442.

Griffiths, J. and Follows, T. 2016. 98% pure potato: The origins of account planning. London: Random House.

Habberstad, H. 2000. The anatomy of account planning. Retrieved from: http://farisyakob.typepad.com/blog/files/the_anatomy_of_account_planning.doc.

Hackley, C. 2003. From consumer insight to advertising strategy: the account planner's integrative role in creative advertising development. Marketing Intelligence & Planning 21 (7), 446-452.

Haley, E., Taylor, R. and Morrison, M. 2014. How advertising creatives define excellent planning. Journal of Current Issues & Research in Advertising 35 (2), 167-189.

Hanks, S.H. 2015. The organization life cycle: Integrating content and process. Journal of Small Business Strategy 1 (1), 1-12.

Hirschman, E.C. 1989. Role-based models of advertising creation and production. Journal of Advertising 18 (4), 42–53.

Jones, J.P. (ed.) 1999. The advertising business: Operations, creativity, media planning, integrated communications. Thousand Oaks: Sage Publications.

Kelley, L. and Jugenheimer, D. 2006. Advertising account planning: A practical guide. Armonk: M. E. Sharpe.

King, S. 1989. The anatomy of account planning. Admap November, n/a.

Kover, A. and Goldberg, S. 1995. The games copywriters play: Conflict, quasi-control, a new proposal. Journal of Advertising Research 35 (4), 52–68.

Lafayette, J. 1989. Shops embrace 'account planning'. Advertising Age 60 (53), 28.

McCulloch, R. and Butcher, K. 2003. Account Planning. The evolution of the discipline in Australia. In ANZCA 2003, Designing Communication for Diversity, Australian and New Zealand Communication Association ANZCA: 1-12.

Meyers, B. 1986. To plan or not to plan. Journal of Advertising Research 26 (5), 25-26.

Mondroski, M., Reid, L. and Russell, J. 1983. Agency creative decision making: A decision systems analysis. Current Issues and Research in Advertising 6 (1), 57–69.

Moran, J. 1988. Account planning: a client view. Market Research Society Journal 30 (3), 361-369.

Morrison, M. and Haley, E. 2003. Account planners' views on how their work is and should be evaluated. Journal of Advertising 32 (2), 7-16.

Morrison, M., and Haley, E. 2006. The role of account planning in US agencies. Journal of Advertising Research 32 (1), 124-131.

Newman, J. 1992. What every account executive should know about account planning. New York: American Association of Advertising Agencies.

Nyilasy, G., Canniford, R. and Kreshel, P.J. 2013. Ad agency professionals' mental models of advertising creativity. European Journal of Marketing 47 (10), 1691-1710.

Osiatynski, A. 1988. In search of the American brand of account planning. Advertising Age 59 (17), 18.

Percy, L. and Donovan, R.J. 1991. A better advertising planning grid. Journal of Advertising Research 31 (5), 11-21.

Pollitt, S. 1979. How I started account planning in agencies. Campaign April, 29-30.

Robbs, B. and Lloyd, C. 2016. Account management and the changing advertising landscape. Journal of Advertising Education 20 (1), 144-151.

Reeve, B. 1992. The future of advertising agency planners. International Journal of Market Research 34 (3). In: The SAGE handbook of advertising. Tellis, G.J. & Ambler, T. (eds.). 2007. Sage.

Sharfman, W. 1986. Account planners have arrived. Advertising Age 57 (25), 18.

Snyder, B. 1999. McCann's secret: Strategic team. Advertising Age 70 (21), 26.

Steel, J. 1998. Truth, lies and advertising: The art of account planning. New York: Wiley.

Steel, J. 1999. Tests ahead for account planning. Advertising Age 70 (39), 36.

Stein, L. 2017. Agency-client therapy: How to build stronger partnerships. Advertising Age 88 (1), n/a.

Taylor, R., Hoy, M.G. and Haley, E. 1996. How French advertising professionals develop creative strategy. Journal of Advertising 25 (1), 1-14.

Tranfield, D., Denyer, D. and Smart, P. 2003. Towards a methodology for developing evidence-informed management knowledge by means of systematic review. British Journal of Management 14 (3), 207-222.

Vaughn, R. 1980. How advertising works: a planning model. Journal of Advertising Research 20 (5), 27-33.

Vaughn, R. 1986. How advertising works: a planning model revisited. Journal of Advertising Research 26 (1), 57–66.

Watson, A. 2016. Long term advertising strategy in a short term world. Retrieved from: http://www.adclarity.com/2016/07/long-term-advertising-strategy-short-term-world/.

Webster, J. and Watson, R.T. 2002. Analyzing the past to prepare for the future: Writing a literature review. MIS Quarterly 26 (2), xiii-xxiii.

White, R. 2008. Account planning: 40 years of the revolution. Admap April, 22-23.

Young, A. 2014. Brand media strategy: Integrated communications planning in the digital era. New York: Palgrave Macmillan.

Adoption of Visual Media Communication in Tourism Marketing

Surej John*. The University of Waikato,sjohn@waikato.ac.nz
Rouxelle De Villiers. Auckland University of Technology, rdevilli@waikato.ac.nz

Abstract:
Visual media plays a key role in the marketing and promotion of tourism destinations. Practitioner's and academics' understanding of visual media communication that persuades an individual to form a positive or negative attitude toward a destination is still limited. To examine the adoption of visual media communication, particularly in the context of tourism, we conducted a survey among 233 international student travellers in a leading tourism destination in the Pacific region. This study explored the major attributes of visual media communication that influence an individual's intention to travel to a destination. Results, based on structural equation modelling, confirm a positive relationship between argument quality, source credibility, audience involvement and electronic word of mouth. These findings have significant implications for destination marketers who use visual media channels to market their destinations.

Keywords: marketing communication, information adoption, visual media.

Track: Marketing Communication

Introduction and Research Aim

Visual media is an important source of tourism information. As consumers increasingly access numerous communication channels, visual content has become an integral component in marketing communication. The role of images and other visual elements including movies, cartoons, TV shows and other video formats in communication are significant in shaping an audience's thoughts and emotions regarding a travel destination as they represent the inner feelings of the tourists (Pan, Lee, & Tsai, 2014). Destination marketers increasingly use social media to communicate with current and prospective customers through their posts (Shu & Scott, 2014). Pictures, videos, posts and comments posted by the travellers over numerous social media platforms are perceived more trustworthy and credible, and they influence the way tourists plan for and consume tourism products.

Despite the increasing role of visual media in the marketing of tourism destinations, relatively little is known about how consumers adopt visual media information and what persuade them to make purchase decisions. To address this gap, we aim to investigate the characteristics of visual media representations in marketing communication and its effects on customer's perception of a brand in the context of tourism marketing. A deeper understanding of the characteristics of visual media communication and information adoption process will have huge impacts on delivering appropriate promotional messages, correcting perceptions of particular traveller groups and tailoring promotional strategies to different target audiences (Baloglu, 1997; Mercille, 2005).

The aim of the study is:

To determine the importance of visual media communication on destination marketing and branding.

Towards the above objective, following research questions were developed.

RQ1: What are the factors influencing an individual's adoption of visual media information?

RQ2: What impact do these factors (answers of RQ1) have on consumer's behavioural intention?

Conceptual Model

The concept of persuasion and the factors influencing the attitude of an individual that may lead to performing certain outcomes are considered as the theoretical basis of this paper. Elaboration Likelihood Model (ELM) helped to explain how and why individuals accept messages in a particular communication (Petty & Cacioppo, 1986; Shu & Scott, 2014). ELM suggests that depending on an individual's motivation and abilities, their elaboration likelihood may be either low or high. For those individuals with high elaboration likelihood, information processing will take a central route, and for them, resulting attitude formation about the message communicated will be based on the extensive consideration of the message arguments. In other words, central route persuasion requires more cognitive and critical thinking abilities of the audience. On the other hand, those with low elaboration likelihood may choose peripheral routes of persuasion. As peripheral routes require little cognitive skills, these individuals may rely on peripheral cues of communication such as source credibility and heuristics(Kitchen, Kerr, Schultz, McColl, & Pals, 2014) while processing a message received.

Inspired by the Elaboration Likelihood Model (Petty & Cacioppo, 1986) and integrating the concepts of Technology Acceptance Model (Davis, 1989), Sussman and Siegal (2003)

proposed the Information Adoption Model in order to explain how employees adopt advice or recommendations they receive in electronic mediated contexts. Information adoption is defined as the processes individuals undergo while they receive particular information or advice regarding a subject for the first time. Depending on the characteristics of the communication process involved, the audience may form intentions to adopt or reject particular advocated messages or ideas. According to the Information adoption model, which is the theoretical foundation of our current study, Sussman and Siegal (2003) proposed that argument quality and source credibility of media communication directly influence the information adoption of an individual.

One of the main objectives of this study is to identify the antecedents and effects of visual media based marketing on tourism destination branding. Therefore, our extensive review of the marketing and communication literature (Ashley & Tuten, 2015; Keller, 2009; Schivinski & Dabrowski, 2016) indicates that in addition to source credibility and argument quality, factors including audience involvement and word of mouth have a significant influence on an individual's adoption of marketing communication. These two additional constructs play a crucial role in the communication and promotion of high involvement, high-risk industries such as travel and tourism. Even though the significance of customer engagement (Brodie, Hollebeek, Jurić, & Ilić, 2011; Hollebeek, 2013) and word of mouth (Goodrich & de Mooij, 2014; Hussain, Ahmed, Jafar, Rabnawaz, & Jianzhou, 2017) on consumer behaviour has been addressed individually in previous studies, the need for a single comprehensive framework integrating major factors influencing an audience adoption of media communication has been rarely addressed. To address this gap, this study proposed a simple, yet comprehensive framework for successful visual media marketing by extending concepts of the information adoption model.

Method and Analysis
As the primary aim of this study was to investigate the adoption of visual media among tourists, a sample was needed that has a strong use of diverse visual media and intention to participate in tourism activities in a foreign market. Popular visual media platforms including Facebook, Twitter, Instagram, YouTube, movies, TV shows are primarily used by younger people (Danaher & Mullarkey, 2003). Given the fact that young generation who travel to an international destination for educational purposes often have a lot of experience in using web based and traditional media, use of an international student sample for measuring the effectiveness of visual media is found to be appropriate. Further, the usefulness of student sample for measuring the effectiveness of media communication is evident in the marketing literature (K Gallagher, Parsons, & Foster, 2001; Katherine Gallagher, Foster, & Parsons, 2001). Recently, King and Garinder (2015) suggested that student and youth travel market has grown and shaped similarly to other tourism market. Subsequently, international student travellers were chosen as an appropriate sample.

A self-administered online survey questionnaire of approximately four pages was developed and distributed to full-time international students in eight universities and nineteen polytechnics in New Zealand. Snowball sampling technics were employed. Initially the survey prepared by Qualtrics software were distributed to 100 international students of the corresponding author's institution. These 100 students were requested to distribute the questionnaire with their friends studying in any other Universities or polytechnics in New Zealand. Out of 450 online questionnaire links distributed via email, 252 responses were received from which 233 were found to contain data useful for analysis after screening for missing data, skewness, and kurtosis. Two screening questions were employed in the survey

to ensure that respondents were international students and they have never been to New Zealand before.

To ensure the content validity and reliability of the measures, all the items were carefully selected based on the existing literature. Five items for argument quality and four items for source credibility were adapted from Christy M.K. Cheung, Lee, and Rabjohn, (2008). Six items for word of mouth were adapted from Abubakar and Ilkan (2016) and Jalilvand and Samiei, (2012). Four items for audience involvement were developed based on the works of Fu, Ye, and Xiang, (2016) and Sood (2002). Respondent's travel intention was measured using four measurement items adapted from Abubakar & Ilkan, (2016) and Phau, Shanka, and Dhayan (2010). All responses were measured on a 5 point Likert scale ranging from "strongly disagree" to "strongly agree". For preliminary analysis, we ran various statistics including T-Tests, ANOVA, Chi-Square tests to estimate and compare mean scores across various respondent groups and other categorical variables in the study. Internal consistency of the measurement items were confirmed by measuring the Cronbach's alpha value. Further, to test the validity of the proposed conceptual model and hypotheses, structural equation modelling technics were employed (Ho, 2006; Joseph F. Hair, Black, Babin, & Anderson, 2009).

Results, Discussion and Contributions
Argument quality of the marketing communication is found to be the most significant factor influencing an individual's information adoption via visual media. However, this vary across their frequency of usage of visual media. Consumers who spent at least an hour a day on visual media find that argument quality of message received is more important in shaping their perceptions compared to those less frequent users of visual media. Our results indicated that tourists pay more attention to the visual media if the contents received more online user attention (e.g. likes, shares, re-tweets, user comments etc.). This suggests that consumers pay attention to the kind of comments and sentiments posted by the anonymous users of the media referred as word of mouth in addition to the quality of information posted by the firms. Word of mouth responses generated by the users about particular posts or videos of a provider helps the potential tourists to think critically about the merits and relevance of the arguments and help to form positive or negative perception towards a destination. These results are comparable to the findings of Wang (2015). Our findings also demonstrated the direct positive effects of source credibility and audience involvement for information adoption. Source credibility itself is positively influenced by audience involvement and argument quality. These results offer valuable insights to marketers of tourism destinations. Communication media capable of transmitting high-quality visual media contents which may evoke more user engagement will be perceived more credible and reliable than traditional one- to- many communication media like movies or Televisions. This is evidenced by the high popularity of visual media including YouTube, Facebook, Instagram, and Snapchat among our respondents compared to other media.

Current study contributes to theory and knowledge in the area of information adoption process. Our findings confirmed the central and peripheral routes to persuasion as suggested in the Elaboration Likelihood Model (Petty & Cacioppo, 1986). Our results demonstrated that individuals with higher cognitive skills regarded argument quality as an important attribute in information processing. On the other hand, consumers with lower cognitive skills relied on peripheral cues of communication such as source credibility, word of mouth and audience involvement for their information processing and attitude formation. While acknowledging the contributions of Sussman and Siegal (2003), the current study used an extended

Information Adoption Model to analyse the factors influencing the adoption of marketing communication among consumers. The study extends the information adoption model by adding two more constructs (i.e. audience involvement and electronic word of mouth), providing more clarity to the theoretical understanding of the marketing communication adoption process.

Marketing academics have extensively discussed marketing strategies for social media and other communication channels and their influence on consumer behaviour and branding. These studies individually addressed the role of all the four major constructs in successful marketing promotions. However, the lack of an integrated model that explains an individual's information adoption process in the context of marketing and promotion still exists in the literature. The current study attempts to fill that gap. In addition, considering the recent growth of dynamic communication channels utilising graphics and images (e.g. Instagram), an empirical study examining the acceptance and use of visual media based marketing communication is needed.

This study also contribute to the tourism literature. While most tourism literature focuses on the mainstream tourists, the current study examined the preferences and attitudes of a growing, yet niche, segment called international student travellers. Statistics suggest that international students bring significant economic benefits to educational tourism destinations such as New Zealand, Australia, Canada and the United States. This impact is disproportionate to their actual numbers (Weaver, 2003). More than 1 million international students travelled to the United States during the 2015-2016 academic year (Education, 2016) for higher education. Educational tourism exports were reported as the largest services export sector in Australia in 2016. They contribute nearly $20 billion, approximately 30% of all the services exports earnings (Government, 2017). From statistics, it is evident that international students constitute a key tourist segment due to their contributions towards both tourism and non-tourism sectors in a destination. However, studies targeting the marketing and communication practices of these segments are still in their infancy. This study is as first step towards understanding the preferences and characteristics of communication adoption among international student tourists.

In addition, there are a number of practical implications of this research. By properly managing the content posted on these communication channels, marketers can engage and develop an active relationship with their customers. Understanding the characteristics of visual media communication and information adoption process will have significant impact on design and delivery of appropriate promotional messages to different student traveller segments. Considering the importance of information quality, source credibility, and audience involvement in information adoption, it is recommended that destination marketers provide relevant, accurate, critical, and complete information about their travel and tourism services. Information posted via a firm's official website and social media sites should encourage users to get involved and engage with the firm. For example, posting quizzes or short informative games may encourage users to type their responses or upload pictures or videos of their product or brand experience.

References

Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, *5*(3), 1–10. http://doi.org/10.1016/j.jdmm.2015.12.005

Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, *32*(1), 15–27.

Baloglu, S. (1997). The relationship between destination images and sociodemographic and trip characteristics of international travellers. *Journal of Vacation Marketing*, *3*(3), 221–233. http://doi.org/10.1177/135676679700300304

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement. *Journal of Service Research*, *14*(3), 252–271. http://doi.org/10.1177/1094670511411703

Christy M.K. Cheung, Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research*, *18*(3), 229–247. http://doi.org/10.1108/10662240810883290

Danaher, P. J., & Mullarkey, G. W. (2003). Factors affecting online advertising recall: A study of students. *Journal of Advertising Research*, *43*(3), 252–266. http://doi.org/10.1017/S0021849903030319

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, *13*(3), 319–340.

Education, I. of I. (2016). International Student Enrollment Trends, 1948/49-2015/16. Retrieved April 12, 2017, from https://www.iie.org/Research-and-Insights/Open-Doors/Data/International-Students/Enrollment-Trends

Fu, H., Ye, B. H., & Xiang, J. (2016). Reality TV, audience travel intentions, and destination image. *Tourism Management*, *55*, 37–48. http://doi.org/10.1016/j.tourman.2016.01.009

Gallagher, K., Foster, K. D., & Parsons, J. (2001). The medium is not the message: Advertising effectiveness and content evaluation in print and on the web. *Journal of Advertising Research*, *41*(4), 57–70. http://doi.org/10.2501/JAR-41-4-57-70

Gallagher, K., Parsons, J., & Foster, K. (2001). A Tale of Two Studies: Replicating Advertising Effectiveness and Content Evaluation in Print and on the Web. *Journal of Advertising Research*, *41*(4), 71–81. Retrieved from http://elibrary.ru/item.asp?id=4275368

Goodrich, K., & de Mooij, M. (2014). How "social" are social media? A cross-cultural comparison of online and offline purchase decision influences. *Journal of Marketing Communications*, *20*(1–2), 103–116. http://doi.org/10.1080/13527266.2013.797773

Government, A. (2017). Export income to Australia from international education activity in 2015-16. Retrieved September 14, 2017, from https://internationaleducation.gov.au/research/Research-Snapshots/Documents/Export Income FY2015-16.pdf

Ho, R. (2006). *Handbook of Univariate and Multivariate Data Analysis and Interpretation with SPSS*. Chapman and Hall/CRC.

Hollebeek, L. D. (2013). The customer engagement/value interface: An exploratory investigation. *Australasian Marketing Journal*, *21*(1), 17–24. http://doi.org/10.1016/j.ausmj.2012.08.006

Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & Jianzhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior*, *66*, 96–102. http://doi.org/10.1016/j.chb.2016.09.034

Jalilvand, M. R., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice Testing the theory of planned behavior (TPB). *Internet Research*, *22*(5), 591–612. http://doi.org/10.1108/10662241211271563

Joseph F. Hair, J., Black, W. C., Babin, B. J., & Anderson, R. E. (2009). *Multivariate Data Analysis* (7th ed.). Upper Saddle River, NJ: Pearson Higher Education.

Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, *15*(2–3), 139–155. http://doi.org/10.1080/13527260902757530

King, B., & Garinder, S. (2015). Chinese International Students. An Avant-Garde of Independent Travellers? *International Journal of Tourism Research*, *17*(130–139).

Kitchen, P. J., Kerr, G., Schultz, D. E., McColl, R., & Pals, H. (2014). The elaboration likelihood model: review, critique and research agenda. *European Journal of Marketing*, *48*(11/12), 2033–2050. http://doi.org/10.1108/EJM-12-2011-0776

Mercille, J. (2005). Media effects on image. The case of Tibet. *Annals of Tourism Research*, *32*(4), 1039–1055. http://doi.org/10.1016/j.annals.2005.02.001

Pan, S., Lee, J., & Tsai, H. (2014). Travel photos: Motivations, image dimensions, and affective qualities of places. *Tourism Management*, *40*, 59–69. http://doi.org/10.1016/j.tourman.2013.05.007

Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology*, *19*, 123–205. http://doi.org/10.1558/ijsll.v14i2.309

Phau, I., Shanka, T., & Dhayan, N. (2010). Destination Image and Choice Intention of University Student Travellers to Mauritius. *International Journal of Contemporary Hospitality Management*, *22*(5), 758–764. http://doi.org/10.1108/09596111011053846

Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, *22*(2), 189–214. http://doi.org/10.1080/13527266.2013.871323

Shu, M. (Lavender), & Scott, N. (2014). Influence of Social Media on Chinese Students' Choice of an Overseas Study Destination: An Information Adoption Model Perspective. *Journal of Travel & Tourism Marketing*, *31*(2), 286–302. http://doi.org/10.1080/10548408.2014.873318

Sood, S. (2002). Audience Involvement and Entertainment-Education. *Communication Theory*, *12*(2), 153–172. http://doi.org/10.1111/j.1468-2885.2002.tb00264.x

Sussman, S. W., & Siegal, W. S. (2003). Informational Influence in Organizations: An Integrated Approach to Knowledge Adoption. *Information Systems Research*, *14*(1), 47–65. http://doi.org/10.1287/isre.14.1.47.14767

Wang, P. (2015). Exploring the influence of electronic word-of-mouth on tourists' visit intention. *Journal of Systems and Information Technology*, *17*(4), 381–395. http://doi.org/10.1108/JSIT-04-2015-0027

Weaver, D. B. (2003). The Contribution of International Students To Tourism Beyond the Core Educational Experience: Evidence From Australia. *Tourism Review International*, *7*(2), 95–105. http://doi.org/10.3727/154427203773069262

Measuring cannibalization effects during sales promotions

Renaud Macgilchrist renaud.macgilchrist@esc-rennes.com
* Rod McColl rod.mccoll@esc-rennes.com
Shuddha Rafiq, srafiq@deakin.edu.au

Abstract:
We examine cannibalization (own-effects) on a base product resulting from simultaneous sales promotion of the same brand using a structural vector autoregressive approach. Our model demonstrates that own-effects represent the majority of a sales bump, with greater effects in larger supermarkets compared with medium and smaller stores.

Keywords: Sales promotion; Cannibalization; Structural VAR

Track: Marketing Communications

Introduction and Research Aims

Packaged goods manufacturers spend more on sales promotions – discounts, contests, coupons, and catalogues – than TV and radio advertising (Armstrong et al. 2016). The subsequent sales bump, is generally immediate and substantial (Blattberg et al. 1995), resulting from three broad effects – *purchase acceleration* (consumers buy in advance through stockpiling); *increasing purchase quantity* (consumers increase consumption) and *switching behavior* (Gupta 1988). Switching may involve changing within a category from brand *A* to brand *B* (cross-brand effects), category switching from one product to another, store switching from store *X* to store *Y* and finally, cannibalization (own-effects) consisting of switching to another Stock Keeping Unit (SKU, hereafter) for the same brand, in the same store during the same period[1]. Cannibalization has been difficult to study due to industry practice of substituting the regular product with the promotion (van Heede et al. 2004). However, French supermarkets, usually continue selling the regular product (at the regular price and location) during a sales promotion, unlike in Australia where the product is removed; presenting a unique opportunity to study cannibalization effects. Estimating how much of a sales bump is derived from cannibalizing the regular product (own-effects) or other brands in the category (cross-brand effects), can have significant profit implications for marketers. *The aims of the study are to: a) develop a predictive model of the expected dynamic effects of sales promotions; and b) determine cannibalization effects in the presence of the same brand across three store types.*

Background

A significant and important body of promotions research deals with the decomposition of the promotion sales bump. Bijmolt et al. (2005) report that the average short-term sales promotion elasticity is -3.63, which implies that a 20% temporary price cut leads to a 73% rise in sales. The sales bump is therefore immediate and significant, although varies somewhat across brands and stores (Chevalier 1975). Researchers have also examined how price cuts, features and displays affect promotional response by themselves and in combination. In aggregate analyses, both features and displays show a positive effect on sales over and above the effect of a simple price cut. Normally a base product retains its original SKU in these circumstances. Negative interactions are demonstrated when price cuts are integrated with features or displays (Gupta 1988).

Cannibalization involves switching between SKUs of the same brand and is an expected outcome when the base product is substituted in store for the promotion offer. Cannibalization is revealed through reduced margin to the manufacturer, particularly for price discounts as regular customers switch to the promoted product. In perhaps the only previous study measuring cannibalization effects from a sales promotion, van Heerde et al. (2004), split cross-item effect (effect on other SKUs) into cannibalization and cross-brand effects (net sales losses of non-promoted items belonging to other brands) by comparing SKUs sales in promoted stores versus nonpromoted stores. In their study of peanut butther, cannibalization effects dominate. They report that SKU effect is largely explained by within-brand effect with a decline of 79% in base product sales.

Many studies have considered the consumer behavior associated with sales promotions. A number of these identify a market segment described as 'deal-prone' consumers who are particularly responsive to promotions (Bawa and Shoemaker 1987; Gauri et al. 2008; Teel et

---

[1] Cannibalization refers to the lost sales of the base product when a sales promotion of the same brand is offered.

al. 1980; Webster 1965). Ailawadi et al. (1998) and Bell et al. (2011) further distinguish these consumers as being active either 'out of store', i.e. checking catalogues and advertising, or active 'in-store' by looking for promotions during the shopping experience. This can lead to consumer stockpiling brand and increased consumption in the category (Ailawadi and Neslin 1998). Consumer behavior is also linked closely to shopping frequency and store choice. For example, shoppers in one type of supermarket may value an immediate discount with a bonus for loyalty compared with another store where "buy two get one free" is preferred. Consequently, the average impact of different promotions in hypermarkets can vary from 2.1 to 4 (Bell et al. 2011). While the literature provides insights into the effects of various sales promotions, relatively little is known about the relative effectiveness of promotions in the presence of an equivalent product located in another part of the store. We consider such a setting to represent a more realistic environment for assessing sales promotion effectiveness analogous to a field experiment.

Methodology
The study is based on two sources of data over 3 years covering more than 500,000 unit-monthly sales of base and promoted products from national scan data, and promotion schedules provided by a manufactuer across different supermarket chains – 219 large hypermarket stores, 1449 medium sized and 947 small supermarkets. The product studied is a french sponge cake, selected because it is regularly purchased, has wide distribution and is often on promotion. Following the recommendation of Chan et al. (2008), we rely on unit sales data rather than elasticity decomposition[2]. Table 1 reports estimates of the impact on sales and details of estimated parameters coefficents, (c_{ij}), for exogenous variables (P_{Base}, $P_{10\%}$ and $P_{15\%}$) as well as the one month lag autocorrelations, (a_{ij}), for the endogenous variables (S_{Base}, $S_{10\%}$ and $S_{15\%}$).

In the present study, analysis was based on the following endogenous variables: monthly sales of the regular product (S_{Base}), sales of promoted products at 10% ($S_{10\%}$) and at 15% discounts ($S_{15\%}$), the most common promotion type (Bijmolt et al. 2005). Datasets were standardized by setting the average base sales to 100 and analysed separately. To investigate contemporenaous and lagged effects of the simultaneous presence of the same brand at different prices and places in the same store a general AB type SVARMAX(1,1) model of the form

$$\mathbf{Y_t} = \mathbf{A_1 Y_{t-1}} + \mathbf{CX}_t + \mathbf{A_0}^{-1}\mathbf{B_0}\varepsilon_t \qquad (1)$$

was adopted. The coefficients of the exogenous variables and the auto-correlation coefficients were estimated from the reduced form equations. The structural coefficients of the model were then estimated from the reduced form innovation matrix (reduced model residuals) by minimizing concentrated log-likelihood function. The augmented Dickey–Fuller test (ADF) was conducted on the base sales time series for different time lags around the value of $\sqrt{T} = \sqrt{36}$ to test for various forms of stationarity as suggested by Kwiatkowski et al. (1992). Trend non stationarity was observed for the B data set and removed using differencing. Other detrending methods, including smoothing quadratic splines gave very similar results but are not reported here. The optimal time lag was found to be 1 for all three datasets. The maximum number of structural parameters that could be estimated was 6 from a choice set of 18. Although most possible permutaions were investigated, we will only report on the two most plausible sets of hypotheses. The IRF was calculated for a 5 month period for all three

---

Unit-based decomposition is considered to reflect stolen business, while elasticity decomposition measures the relative influence of changes in consumers' decisions on the increase in own-good demand (Steenburgh 2007).

store types using two combination of impulses, with and without promotional support, and durations of one and two months .

Results

As expected, results show strong evidence of an overall sales bump resulting from sales promotions (see Table 1). Introducing a discounted SKU of the same brand (typically by 10%) and supporting it through further sales promotion (usually catalogues), led to a sales base of 137% for large stores (*i.e.* 37% sales bump) and 154% for small stores, $(c_{11}+c_{14})$. For medium size stores this type of promotion was not sufficiently used to be statistically significant. When an equivalent discounted brand was introduced (*i.e.* regular product remains at regular price in same shelf location but the equivalent product is located elsewhere in the store), the largest sales bump in medium size supermarkets was 286% for a 10% discount, 198% for a 15%. For small stores it was 197% at 10% discount and 168% at 15%. Across large supermarkets overall sales were 116% at the 10% discount and 142% for a 15% price reduction. Table 1 also shows the estimated autocorrelations for endogenous variables $(S_{Base}, S_{10\%}$ and $S_{15\%})$ for a one month time lag where we observe no significant knock-on effect for base sales (a_{11}). The greatest effect of cannibalization was observed in large supermarkets where sales of the regular product declined by 78% with a 10% discount $(c_{12}+c_{15})$ and 62% for a 15% discount $(c_{13}+c_{16})$ when the discounted brand received extra promotion support (see Table 1.a.). In medium-size stores, cannibalization of regular product sales offering a 10% price cut leads to a fall of 28% $(c_{12+}c_{15})$. No cannibalization effects were observed for small stores (c_{12}, c_{13}), even if the discounted version receives additional promotional support (c_{15}, c_{16}).

Conclusion and Discussion

We analyzed the cannibalization (own-effects) on a regular product following sales promotion
discounts of 10% and 15% for the same brand using a structural vector auto-regressive approach. The largest own-effects were generated in large hypermarkets and were slightly higher at the 10% discount than for 15%. One possible explanation concerning the high rate of cannibalization in larger supermarkets may lie in the 'deal-prone' consumer behavior associated with those stores. Cannibalization decreases from large to medium size stores and is non-evident in small supermarkets where sales increases are due to cross-brand effects. We demonstrate that cannibalization is strongly influenced by store type, level of discount and whether the equivalent product receives promotional support. Our findings would be helpful to marketing managers making price promotion decisions concerning their frequency, scope and type.

Table 1.　　　Estimated parameters

Table 1.a: Estimated Values of Coefficients in C and Autocorrelations A1														
(c_{ij}) coefficient	Exo. Variable	Endo. Variable	**Small**				**Medium**				**Large**			
			Coef	Std E	t val	P	Coef	Std E	t val	P	Coef	Std E	t val	P
Presence of different products			Estimated coefficients of the exogenous variables linked to presence (columns 1,2 and 3 of **C**)											
c_{11}	N_{Base}	S_{Base}	**0.94**	0.02	42.58	0.00	**1.05**	0.02	58,80	0.00	**1.06**	0.05	21.13	0.00
c_{12}	$N_{10\%}$	S_{Base}	NS				**-0.28**	0.07	-3,72	0.00	NS			
c_{13}	$N_{15\%}$	S_{Base}	NS				**-0.05**	0.01	-3,64	0.00	**-0.29**	0.11	-2.57	0.02
c_{21}	N_{Base}	$S_{10\%}$	NS				NS				NS			
c_{22}	$N_{10\%}$	$S_{10\%}$	**0.92**	0.05	19.76	0.00	**1.65**	0.07	22.28	0,00	**0.88**	0.07	12,37	0.00
c_{23}	$N_{15\%}$	$S_{10\%}$	NS				NS				NS			
c_{13}	$N_{B\,ase}$	$S_{15\%}$	NS				NS				NS			
c_{23}	$N_{10\%}$	$S_{15\%}$	NS				NS				NS			
c_{33}	$N_{15\%}$	$S_{15\%}$	**0.59**	0.06	10.24	0.00	**0.97**	0.13	7.30	0.00	**0.77**	0.08	9.53	0.00
Promotional support of product			Estimated coefficients of the exogenous variables linked to promotional support (columns 4,5 and 6 of **C**)											
c_{14}	P_{Base}	S_{Base}	**0.60**	0,06	10,00	0.00	NS				**0.31**	0.05	5,64	0.00
c_{15}	$P_{10\%}$	S_{Base}	NS				NS				**-0.78**	0.16	-4.85	0.00
c_{16}	$P_{15\%}$	S_{Base}	NS				NS				**-0.33**	0.16	-2.05	0.05
c_{24}	P_{Base}	$S_{10\%}$	NS				NS				NS			
c_{25}	$P_{10\%}$	$S_{10\%}$	**0.111**	0.03	3,24	0.00	**0,44**	0,12	3.68	0.00	NS			
c_{26}	$P_{15\%}$	$S_{10\%}$	NS				NS				NS			
c_{34}	P_{Base}	$S_{15\%}$	NS				NS				NS			
c_{35}	$P_{10\%}$	$S_{15\%}$	NS				NS				NS			
c_{36}	$P_{15\%}$	$S_{15\%}$	**0.152**	0.02	7,25	0.00	NS				**0.22**	0.09	2.29	0.03
Table 1.b: Estimated autocorrelation coefficients, **A1**														
(a_{ij}) coefficient	Endogenous Variable		Coef	Std E	t val	P	Coef	Std E	t val	P	Coef	Std E	t val	P
a_{12}	S_{Base}		NS				NS				NS			
a_{22}	$S_{10\%}$		**-0.40**	0.04	10.27	0.00	**-0.23**	0.04	5.59	0.00	**-0.28**	0,09	3.10	0.01
a_{33}	$S_{15\%}$		NS				NS				**-0.25**	0.08	3.09	0.01
Table 1.c: Combined impact of promotional support and presence of discounted product														
Product			over one month		over two months		over one month		over two months		over one month		over two months	
Base product			154%		154%		105%		105%		137%		137%	

10% discount product	197%		157%		286%		263%		116%		87%
15% discount product	168%		168%		198%		198%		142%		117%

Table 1.d: Estimated coefficients of structural matrix A_0 and moving average matrix B_0 (AB type model: H_{ab})

Endogenous Variables & error terms	Coef	Std E	t val	P	Coef	Std E	t val	P	Coef	Std E	t val	P
S_{Base} 10% Sales (A_{21})	0.05	3.98	-0.04	0.97	-0.31	21.22	-0.01	0.99	0.03	0.07	0.04	0.71
S_{Base} 15% Sales (A_{31})	-0.02	3.98	0.35	0.73	-2.26	1.07	-2.11	0.05	0.12	0.09	0.14	0.20
S_{Base} ε Base Sales (B_{11})	**11.90**	3.98	6.63	0.00	**8.67**	1.07	8.12	0,00	**16.97**	2.09	8.12	0.00
$S_{10\%}$ ε 10% Sales (B_{12})	**4.43**	0.55	-8.12	0.00	**1294.6**	184.00	7.04	0.00	**8.80**	1.25	7.04	0.00
$S_{15\%}$ ε 15% Sales (B_{13})	**-1.82**	0.23	-8.12	0.00	**65.38**	9.29	7.04	0.00	**10.70**	1.51	7.04	0.00

Table 1.e: Estimated Coefficients of Moving Average Matrix B_0 (B type model: H_b)

Endogenous Variables & error terms	Coef	Std E	t val	P	Coef	Std E	t val	P	Coef	Std E	t val	P
S_{Base} ε Base Sales (B_{11})	**11.90**	1.46	8.12	0.00	**8.66**	1.07	8.12	0.00	**16.97**	2.09	8.12	0.00
$S_{10\%}$ ε 10% Sales (B_{12})	**-4.47**	0.55	-8.12	0.00	**5.46**	0.67	8.12	0.00	**8.81**	1.08	8.12	0.00
$S_{15\%}$ ε 15% Sales (B_{13})	**-1.83**	0.23	-8.12	0.00	**95.32**	11.73	8.12	0.00	**10.87**	1.34	8.12	0.00

Table 1.f: Covariances for the Reduced and Structural Form of the Model (H_b)

	Small						Medium						Large					
	Reduced			Structural			Reduced			Structural			Reduced			Structural		
S_{Base}	141	-7	2	12	2	-1	75	13	169	9	2	2	288	-8	-35	17	-1	-3
$S_{10\%}$	-7	20	0	-1	-4	0	13	30	0	1	5	0	-8	78	0	0	9	0
$S_{15\%}$	2	0	3	0	0	-2	169	0	9087	19	0	95	-35	0	118	-2	0	11

Note. Bold figures are significant to 95%. P values are given to two decimal places.

References

Ailawadi, KL & Neslin, SA 1998, ' The effect of promotion on consumption:
Buying more and consuming it faster', *Journal of Marketing Research*, vol. 35, pp. 390-398.

Ailawadi, KL & Neslin, SA., & Gedenk, K 2001, 'Pursuing the value-conscious consumer:
store brands versus national brand promotions', *Journal of Marketing,* vol. 65 no. 1,
pp. 71-89.

Armstrong, G, Kotler, P & Opresnik, MO 2016, *Marketing: An Introduction*, Pearson Higher
Ed.

Bawa, K & Shoemaker, RW 1987 ' The coupon-prone consumer: some findings based on
purchase behavior across product classes', *The Journal of Marketing*, vol. 5, no. 4, pp. 99-
110.

Bell, DR, Corsten, D & Knox, G 2011, 'From point of purchase to path to purchase: How
pre-shopping
factors drive unplanned buying', *Journal of Marketing,* vol. 75, no. 1, pp. 31-45.

Bijmolt, TH, vHeerde, HJ & Pieters, RG 2005, 'New empirical generalizations on the
determinants of price elasticity', *Journal of Marketing Research*, vol. 42, no.2, pp. 141-156.

Blattberg, R C, Briesch, R & Fox, E. J., 1995. How promotions work. *Marketing Science*,
vol. 14, no. 3, pp. 122-132.

Chan, T, Narasimhan, C & Zhang, Q, 2008 'Decomposing promotional effects with a
dynamic structural model of flexible consumption', *Journal of Marketing Research*, vol. 45,
no.   4, pp. 487-498.

Chevalier, M 1975, Increase in sales due to in-store display, *Journal of Marketing Research*,
vol. 12, no. 4, pp. 426-431.

Gauri, DK., Sudhir, K & Talukdar, D 2008 ' The temporal and spatial dimensions of price
search: Insights from matching household survey and purchase data, *Journal of
Marketing Research,*vol. 45, no. 2, pp. 226-240.

Gupta, S 1988, 'Impact of sales promotions on when, what, and how much to buy, *Journal of
Marketing Research,* vol. 25, no. 11, pp. 342-355.

Kwiatkowski, D, Phillips, PC, Schmidt, P & Shin, Y, 1992, 'Testing the null hypothesis of
stationarity against the alternative of a unit root: How sure are we that economic time
series have a unit root? *Journal of Econometrics,* vol. 54, no. 1, pp. 159-178.

Teel, JE, Williams, RH & Bearden, WO 1980, 'Correlates of consumer susceptibility to
coupons in new grocery product introductions' *Journal of Advertising, vol. 9*, no. 3,
pp. 31-46.

van Heerde, HJ, Leeflang, PS, & Wittink, DR 2004, 'Decomposing the sales promotion
bump with store data', *Marketing Science,* vol. 23, no. 3, pp. 317-334.

Webster Jr. FE 1965, 'The" deal-prone" consumer, *Journal of Marketing Research*,
vol. 11, no. 5, pp. 186-189.

Potentiality of Spokes-animals

Toyohiko Sugimoto*, Shibaura Institute of Technology, toyohiko@shibaura-it.ac.jp
Alastair Tombs, University of Queensland, a.tombs@business.uq.edu.au

Abstract:
Endorsements (e.g., celebrity endorsement, spokesperson, brand ambassador) have been utilized in business industries and become commonplace within the advertising world, but advertising practitioners now also apply spokes-animals as an advertising technique to transfer positive images of animals to an endorsed brand and achieve advertising goals (e.g., increase brand recognition, influence customer reactions) via media vehicles. Although some successful advertising effects have been observed in for-profit and non-profit sectors, academic research has been slow to investigate this topic compared to other types of endorsement advertising (e.g., celebrity endorsement). This paper reviews the literature on endorsement advertising by people, animals and animated-characters. We unpack this literature to help explain the nature of spokes-animals in endorsement advertisings, and provide a future direction of this research area from our perspective.

Keywords: Spokes-animal, Spokes-character, Spokesperson

Track: Strategic Marketing and Branding

Introduction

Endorsements (e.g., celebrity endorsement, spokesperson, brand ambassador) are now commonplace within the advertising world. By adding the positive values of endorsers to products, brand, or organisation itself, many organisations across diverse industries apply this strategy in an effort to develop consumer-brand equity. For instance, Tiger Woods endorses the worldwide sportswear corporation, Nike Inc. Nike succeeds in selling their products as Tiger Woods collections (e.g., shoes, polo shirts, hats) by leveraging his renowned reputation and popularity as a professional golfer (Nike., 2016). However, the use of celebrities in endorsement advertising extends beyond the major corporations and for-profit sector (Park 2017). Hollywood actors such as Leonardo DiCaprio, are assisting conservation activities managed by World Wildlife Fund. By acting as a spokesperson of the organisation, he leverages his fame to solicit donations from the public to conserve wild tigers (Brendan, 2016). Needless to say, a great deal of research effort has been dedicated to this area. Many scholars have investigated and tried to identify celebrity endorser effectiveness as advertising stimuli (Bergkvist & Zhou, 2016; Erdogan, 1999). As an extension to human endorsement advertising, adopting animals to fill this role (i.e., spokes-animal) has evolved over the time (Lloyd & Woodside, 2013; Spears & Germain, 2007). Recently, a spokes-animal has become a popular advertising technique to create customers' attention towards endorsed objects. It is reported that animal ads effectively attract consumers' attention and intentions in practical fields (Edan, 2012; The Department of Conservation, 2017). SoftBank Corp, a Japanese telecommunications corporation applied a dog called "Otosan" as a main character on their TV commercials, and these commercials successfully attracted customers' attention and earned "Brand of the Year" from 2007 to 2011 as the most liked TV commercial (Edan, 2012). In New Zealand, a Kakapo named Sirocco, (one of the rarest species of bird in the world) is now used in environmental conservation promotions as New Zealand's official ambassador and spokes-bird for conservation (The Department of Conservation, 2017). Via social media (e.g., You Tube, Twitter, Facebook), his charming visual advertising attained over 280,000 views and 1,000 comments, and earned over $3000 donations for environmental conservation within just two days of the advertising launch (Jordyn, 2016). Thus, strong advertising effects of spokes-animals have been observed within the business world. However, compared to the amount of studies of celebrity spokespeople, little research on spokes-animals is currently available (Lancendorfer, Atkin, & Reece, 2008). Specifically, studies investigating the advertising effects of spokes-animals on customers' conative concepts (i.e., attitudes and behaviour intentions) are under-researched. In this paper, we review the literature on endorsement advertising by people, animals and animated-characters. We unpack this literature to help explain the nature of spokes-animals in endorsement advertisings, and offer a future direction of this research area from our perspective.

Advertising endorsed by people

Scholars have contributed much to endorsement advertising by people (e.g., celebrity endorsement, spokespeople advertising) (Bergkvist & Zhou, 2016; Erdogan, 1999). To progress this research area, scales have been developed to measure endorser's characteristics (e.g., source credibility) (Ohanian, 1990). Source credibility combines two theoretical models: source credibility model and source attractiveness model. The source credibility model, proposed by Hovland, Janis, and Kelley (1953), claims that the effectiveness of a message depends on two essential items of source credibility: the consumer's perception of the expertise and trustworthiness of the spokesperson. The source attractiveness model, proposed by McGuire (1985), takes a social psychological standpoint and defines another key factor that would affect customers' perception of brand. This model explains that the effectiveness of a message depends on source's 'familiarity', 'likability', 'similarity' (i.e.,

attractiveness) to the respondents. Ohanian (1990) considers these two models and defines a scale of source credibility as consisting of three concepts (i.e., expertise, trustworthiness, attractiveness). This scale development became a trigger, stimulating further research efforts in this area. Many studies have applied this foundation to investigate the effects of spokespeople, celebrity endorsers and ambassadors on customer's reactions in various research settings (Bergkvist & Zhou, 2016; Erdogan, 1999). These studies revealed the effects of endorsement advertising by suggesting that successful endorsement affects customers' attitudes, purchase intentions, corporate credibility, consumer brand equity (Eisend & Langner, 2010; Lafferty, Goldsmith, & Newell, 2002; Spry, Pappu, & Cornwell, 2011). Studies also report that each sub-dimension of source credibility (i.e., expertise, trustworthiness, attractiveness) influences differently consumers' affective and conative reactions such as attitudes and behavioural intentions (Eisend & Langner, 2010; Lord & Putrevu, 2009). Eisend and Langner (2010) propose that expertise is the main driver to change consumer's cognitive attitudes over time (i.e., advertising effects after one or three days); however, attractiveness has a more immediate effect on affective-based attitudes and emotions. Lord and Putrevu (2009) observe that attractiveness influences customers' behavioural intentions when customers perceive transformational motives (e.g., seeking sensory gratification and social approval), whereas expertise exerts a strong effect on when they hold informational motives (e.g., seeking decision-relevant information). Thus, each endorser's characteristics may be different nature, and thus acts differently on the affective and conative processes of individual consumers. Hence, for an effective advertising strategy, it is crucial to consider the different natures of endorsers' characteristics when selecting the right person to achieve the advertising goal for the organisation.

Endorser advertising by animals and animated-characters
Using animals in advertising (i.e., spokes-animals) has become a common strategy, with many advertising agencies now applying this strategy in various media vehicles (e.g., print ad, TV commercial, online ad) (Lloyd & Woodside, 2013; Spears & Germain, 2007; Stallard, 2003). In response to the popularity of spokes-animals in business fields, some early scholars had noticed the importance and possibility of research in this area (Aylesworth, Chapman, & Dobscha, 1999; Spears, Mowen, & Chakraborty, 1996). Aylesworth, et al. (1999) point out rich room for future research in this area and suggest that researchers and practitioners investigate how advertising constructs are affected by the use of animals in advertising messages. Phillips (1996) reports the capability of animal characteristics, which could transfer the positive meanings and images to the endorsed brand. Despite the suggestions by early scholars, and compared the large amount of research efforts dedicated to spokespeople, studies of spokes-animals are still considerably limited (Connell, 2013; Lancendorfer, et al., 2008). The extent of this research focuses largely on content analysis of advertising messages (Aylesworth, et al., 1999; Kennedy & McGarvey, 2008; Spears & Germain, 2007; Spears, et al., 1996). For example, Spears, et al. (1996) apply a content analysis to 500 print advertisements from 1990s in the United States and find advertisers selectively chose certain animals to specific product categories. Kennedy and McGarvey (2008) report the advertising trend of pet animals from outdoor protectors to loved family members from 1920s to 1980s. However, there are only a few quantitative studies investigate how spokes-animals affect customer's reactions and behaviour (Connell, 2013; Lancendorfer, et al., 2008). Lancendorfer, et al. (2008) find that use of a dog in ads affects positively customers' attitude toward the advertisement through heuristic and concurrent processing based on heuristic–systematic model (HSM). Connell (2013) finds that, for animals with a low physical similarity to human, a realistic animal ad is more favourable for customers than an anthropomorphic one, and mentions a potential boundary condition if a non-anthropomorphic

image is to work. In contrast, more quantitative studies for spokes-characters (i.e., animated-characters) exist than studies of spokes-animals (Garretson & Niedrich, 2004; Huang, Hsieh, & Chen, 2011; Lin & Wang, 2012). Garretson and Niedrich (2004) observe that spokes-characters affect brand attitudes through mediation of spokes-characters' trust and brand experience (i.e., customer's knowledge of the brand). Huang, et al. (2011) inform that advertisements with spokes-characters improve impression towards the character (i.e., liking) and could lead to enhancing customer's attitudes (i.e., attitudes towards the ad, product and brand), yet it does not affect purchase intentions. Lin and Wang (2012) suggest that consumers' attitude towards a spokes-character mediates two relationships; 1) the attitude towards the spokes-character and patronage intention, and 2) the attitude towards a brand retailer and patronage intentions toward the brand retailer's store.

Distinct nature of spokes-animals comparing to spokes-characters
Compared to the advertising effects of spokes-characters, customers' reactions to spokes-animals would be stronger and more sympathetic because of the symbolic meanings, wide target audience and physical attractiveness (Aylesworth, et al., 1999; Lloyd & Woodside, 2013; Spears, et al., 1996; Stallard, 2003). Firstly, some animals hold strong familiarities or symbolic meanings, built through historical and cultural interactions with humans. Historically, the linkage between animals and humans has been expressed in myths, literature, paintings, and regional cultures (Spears, et al., 1996). The interactions with humans have given some animals symbolic meanings and are used pictorial metaphors (e.g., an eagle is a symbol of the United States), leading to building unconscious emotional bonds in human minds (Lloyd & Woodside, 2013; Stallard, 2003). For instance, dogs and cats have familiarity (e.g., durables) with people as a pet or a family member. Horses also hold positive meanings (e.g., virility, masculinity) as livestock helping our lives. Even some wild animals create certain images (e.g., untamed and exotic) in the human mind (Spears, et al., 1996). Conversely spokes-characters are designed for a specific purpose or brand therefore do not possess the historical, cultural and or symbolic meanings that animals do. Secondly, the target audience of spokes-animals will be larger than spokes-characters. Spokes-characters are usually designed for the young and are more influential on children due to the characteristics (e.g., cartoonish, humourous, pleasant, lovely) (Shuja, et al., 2016; Neeley & Schumann, 2004). In contrast, spokes-animals should be accepted by much wider generations since the images have built through human interactions from the past (Spears, et al., 1996), and these interactions occur with adults as well as children. Aylesworth, et al. (1999) also notes some companion animals (e.g., dogs, cats) create positive feelings in children, adolescents and adults alike, due of their current or past ownership experience. Finally, as Lloyd and Woodside (2013) highlight, physical attractiveness and likeability are significant characteristics we can borrow from some animals to advertising products or brands. Kim, Lim, and Bhargava (1998) find an attractive animal advertising could influence on customer's reactions even if the stimulus does not directly relate to the product or product information. Physical attractiveness is one of the features of spokes-characters, but that is more appealing to children (Neeley & Schumann, 2004). Accordingly, although some studies have already reported advertising effects of spokes-characters (Garretson & Niedrich, 2004; Huang, et al., 2011; Lin & Wang, 2012), the effects of spokes-animals could be different from these due of the distinct nature of spokes-animals described above (i.e., symbolic meanings, wide target audience and physical attractiveness). Therefore, if we try to evaluate the advertising effects, we will need to consider an approach to capture these characteristics and investigate the effectiveness of spokes-animals in creating attitudinal and behavioural change toward the advertised product or brand.

Conclusion & Future research directions

Via various media vehicles (e.g., print ad, TV commercial), advertising practitioners have applied spokes-animals as an advertising technique (e.g., consumer goods, beverage, banking, government) to transfer positive values of animals to endorsed objects to achieve advertising goals (e.g., increase brand recognition, stimulate customer reactions) (Lloyd & Woodside, 2013; Spears & Germain, 2007; Stallard, 2003). The advertising effects of spokes-animals have observed in for-profit and non-profit sectors (Edan, 2012; The Department of Conservation, 2017). Despite the popularity in the commercial world, academic research has been slow to investigate this topic compared to other types of endorsement (e.g., celebrity endorsement) (Lancendorfer, et al., 2008). Some studies for spokes-characters are available (Garretson & Niedrich, 2004; Huang, et al., 2011; Lin & Wang, 2012), but we are uncertain that we can apply the outcomes of these studies directly to spokes-animals due to some of the distinct features of animals (i.e., familiarity, wide target audience, physical attractiveness). Further research efforts on spoke-animals and the implications that have on advertising effectiveness is still needed. Further investigation into this area will contribute theoretically be drawing human-animal interaction psychology into marketing as a way of explaining consumers responses to the artificial notion of animals endorsing products and brands. Further research should also help advertising managers, as outcomes of research should identify which psychological triggers, in the target consumers, are affected by a spokes-animal strategy and therefore provide guidance on how best to use spokes-animals to engage consumers with the brand. This understanding should lead to a further increase in the effectiveness of applying a spokes-animal strategy as an advertising tool. Hence, the outcomes of future studies will be meaningful from both theoretical and practical perspectives. As a future direction, the development of new ways to measure spokes-animal advertising effectiveness will be important for further development in this area. The development of specific measures of spokes-animal advertising effectiveness should enable scholars to understand further the effects on consumers' attitudes, brand equity, loyalty. That could be a trigger for further research activities and lead to further development in this area.

References

Aylesworth, A., Chapman, K., & Dobscha, S. (1999). Animal companions and marketing: Dogs are more than just a cell in the bcg matrix! *Advances in Consumer Research, 26*(1), 385-391.

Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: A literature review and research agenda. *International Journal of Advertising, 35*(4), 642-663.

Brendan, R. (2016). Statements by WWF and Leonardo DiCaprio regarding increase in wild tiger population, from https://www.worldwildlife.org/press-releases/statements-by-wwf-and-leonardo-dicaprio-regarding-increase-in-wild-tiger-population

Connell, P. M. (2013). The role of baseline physical similarity to humans in consumer responses to anthropomorphic animal images. *Psychology & Marketing, 30*(6), 461-468.

Edan, C. (2012). Otosan, Japan's top dog, from http://www.japantimes.co.jp/life/2012/04/29/general/otosan-japans-top-dog/#.WNr58zvyjb1

Eisend, M., & Langner, T. (2010). Immediate and delayed advertising effects of celebrity endorsers' attractiveness and expertise. *International Journal of Advertising, 29*(4), 527-546.

Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management, 15*(4), 291-314.

Garretson, J. A., & Niedrich, R. W. (2004). Spokes-characters : Creating character trust and positive brand attitudes. *Journal of Advertising, 33*(2), 25-36.

Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion; Psychological studies of opinion change*: : New Haven, CT: Yale University Press.

Huang, W.-S., Hsieh, T., & Chen, H.-S. (2011). The advertisement effectiveness of animated spokes-characters. *African Journal of Business Management, 5*(23), 9971-9978.

Jordyn, R. (2016). Kakapo post on meme-site generates donations, adoptions after going viral, from https://www.tvnz.co.nz/one-news/new-zealand/kakapo-post-meme-site-generates-donations-adoptions-after-going-viral

Kennedy, P. F., & McGarvey, M. G. (2008). Animal-companion depictions in women's magazine advertising. *Journal of Business Research, 61*(5), 424-430.

Kim, J., Lim, J.-S., & Bhargava, M. (1998). The role of affect in attitude formation: A classical conditioning approach. *Journal of the Academy of Marketing Science, 26*(2), 143-152.

Lafferty, B. A., Goldsmith, R. E., & Newell, S. J. (2002). The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions. *Journal of Marketing Theory and Practice, 10*(3), 1-12.

Lancendorfer, K. M., Atkin, J. L., & Reece, B. B. (2008). Animals in advertising: Love dogs? love the ad! *Journal of Business Research, 61*(5), 384-391.

Lin, K.-W., & Wang, Y.-J. (2012). The influence of animated spokes-characters on customer orientation. *International Journal of Organizational Innovation, 4*(4), 142-154.

Lloyd, S., & Woodside, A. G. (2013). Animals, archetypes, and advertising (A3): The theory and the practice of customer brand symbolism. *Journal of Marketing Management, 29*(1-2), 5-25.

Lord, K., & Putrevu, S. (2009). Informational and transformational responses to celebrity endorsements. *Journal of Current Issues and Research in Advertising,, 31*(1), 1-13.

McGuire, W. (1985). Attitudes and attitude change (In G. Lindzey & E. Aronson (Eds.). *The handbook of social psychology* (Vol. 2, pp. 233–346): New York: Random House.

Neeley, S. M., & Schumann, D. W. (2004). Using animated spokes-characters in advertising to young children: Does increasing attention to advertising necessarily lead to product preference? *Journal of Advertising, 33*(3), 7-23.

Nike. (2016). Tiger woods to wear tw' 17 at hero world challenge. *NIKE NEWS*, 2017, from http://news.nike.com/news/tiger-woods-tw-17-golf-shoe

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising, 19*(3), 39-52.

Park, S-Y. (2017). Celebrity Endorsement for Nonprofit Organizations: The Role of Experience-based Fit between Celebrity and Cause. *International business Research, 10*(1), 8-21.

Phillips, B. J. (1996). Advertising and the cultural meaning of animals. *Advances in Consumer Research, 23*(1), 354-360.

Shuja, K., Ali, M., Anjum M. M., & Rahim, A. (2016). Effectiveness of animated spokes character in advertising targeted to kids. *European Journal of Business and Management, 8*(22), 16-24.

Spears, N. E., & Germain, R. (2007). 1900-2000 in review: The shifting role and face of animals in print advertisements in the twentieth century. *Journal of Advertising, 36*(3), 19-33.

Spears, N. E., Mowen, J. C., & Chakraborty, G. (1996). Symbolic role of animals in print advertising: Content analysis and conceptual development. *Journal of Business Research, 37*(2), 87-95.

Spry, A., Pappu, R., & Cornwell, B. T. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing, 45*(6), 882-909.

Stallard, T. D. (2003). *A content analysis of animal spokes-characters in print advertisement.* Texas Tech University.

The Department of Conservation. (2017). Sirocco the kākāpō conservation superstar, from http://www.doc.govt.nz/sirocco

MARKETING EDUCATION

ABSTRACTS

Asynchronous Simulations Influence Student Engagement & Academic Outcomes

Patrick van Esch*, Moravian College, vaneschp@moravian.edu
Gavin Northey, University of Auckland, g.northey@auckland.ac.nz
Jason Pallant, Swinburne University, jipallant@swin.edu.au
Tania von der Heidt, Southern Cross University, tania.vonderheidt@scu.edu.au

Abstract:
Engaging and motivating students remains a challenge for todays' educators. Online asynchronous marketing simulations are an alternative to traditional learning styles. They provide an active, deep learning environment that stimulates higher order thinking. Research findings focused on the connection between technology (e.g. simulations) and students' academic outcomes have been mixed. A pre-post field experiment with treatment and control groups involving 45 marketing management students was undertaken at an American university. Three key components of engagement were assessed: Conscious attention, Enthused participation and Social connection. The research indicates that students knowingly participating in an asynchronous online simulation started the course with high initial enthused participation. By being more engaged early on, students generally performed better academically. While it is important to keep students engaged throughout the learning process, students with simulation tasks appear to be more likely to exceed their grade point average (GPA) by an entire mark or more.

Key words: academic outcomes, asynchronous simulations, student engagement

Track: Marketing Education

The (Comparatively) Quiet Voice of Marketing Education

Elizabeth Snuggs*, Monash University, elizabeth.snuggs@monash.edu
Colin Jevons, Monash University, colin.jevons@monash.edu

Abstract:
Marketing education research is difficult to publish in high ranked journals. There are no education journals ranked A* or A within marketing's field of research (FoR) code 1505 in the Australian Business Deans Council's master journal list, in contrast to other business disciplines. The implications of this are profound. Either high quality research activities are focused elsewhere in order to publish in high ranked marketing journals or marketing education work benefits other disciplines (e.g. management) which have high ranked education journals. Drawing on the 'So What' theme of ANZMAC 2017, a robust research culture surrounding marketing education would encourage high quality development of marketing education research without detriment to personal career progression or priorities of the academic institution. In highlighting this we hope to encourage open dialogue within the marketing academy to influence for positive change at the systemic level.

Keywords: Marketing Education, Research Publication, Australian Business Deans Council (ABDC)

Track: Marketing Education

Creating impact via student research translators.

Vincent Wayne Mitchell* Sydney University, vince.mitchell@sydney.edu.au

Abstract:
Despite some research-led teaching relying heavily on an individual's research, we find very few impact cases studies from the UK's REF 2014 which use this mechanism for impact. This paper questions this absence and identifies problems and challenges of ignoring and recognising students as research translators to create change. Using REF2014 as a case, we define research-led teaching and use Boyer's scholarship of application as our pedagogical base arguing that ignoring this impact pathway is unjustifiable, demotivating, and a missed opportunity which underrepresents the impact of management research. The paper provokes thinking for faculty, research managers, universities, and international impact assessment organisations.

Keywords: Social Impact; Research-led teaching; Research evaluation.

Track: Marketing Education

University-Hosted Events Facilitate Social Brand Engagement

Dr. Teagan Altschwager*, Deakin University, t.altschwager@deakin.edu.au
Dr. Rebecca Dolan, University of Auckland, rebecca.dolan@auckland.ac.nz
A/Prof Jodie Conduit, University of Adelaide, jodie.conduit@adelaide.edu.au

Short Abstract:
Student engagement is well established as a critical factor to enhance student learning, however, the importance of engaging students in a broader university context is often overlooked. This study examines students' social brand engagement; which is the student's interactions and connections with the university (brand) based on interactions with other students with respect to the university. University-hosted events provide opportunities for students to interact in a way that is facilitated by, and relevant to, the university in this manner. Specifically, we investigate the role of four experiential components (i.e. cognitive, emotional, pragmatic, and sensorial experiences) in facilitating social brand engagement and the subsequent effect on word of mouth behaviour. A questionnaire was conducted with 223 students across 10 orientation events held at an Australian university. Path analysis indicates that event experiences have a significant impact on social brand engagement, which in turn positively impacts word of mouth behaviour.

Keywords: Student engagement, events, social brand engagement

Track: Marketing Education

The value of a peer-to-peer mentoring experience

Kathleen Griffiths*, RMIT University, kathleen.griffiths@rmit.edu.au
Foula Kopanidis, RMIT University, foula.kopanidis@rmit.edu.au
Marion Steel, Deakin University, m.steel@deakin.edu.au

Short Abstract:
Universities must evolve to meet the demands of global business. Employers require cross-cultural skills and abilities, as most graduates will work in a multicultural domestic environment or with multicultural stakeholders. Research has found that external international experiences such as study abroad programs or internships can build participants' inter-cultural skills however, less is known about the internationalisation-at-home activities for all students. Many Australian universities have established student peer-to-peer mentoring, but there is little research on the cross-cultural effect of these experiences. This study uses a quasi-experimental pre and post-test to investigate whether students who undertake a cross-cultural mentoring experience at home results in a change in their ability to adapt to cross-cultural environments. All students need to develop these skills and this study will give universities feedback on whether this mentoring experience is an at home experience that enables students to develop "work ready cross-cultural skills".

Keywords: cross-cultural adaptability, peer-to-peer mentoring, graduate global employment

Track: Marketing Education

Student engagement and satisfaction in blended courses

Angela Bowles*, Griffith University, a.bowles@griffith.edu.au
Park Thaichon, Griffith University, p.thaichon@griffith.edu.au
Sara Quach, Griffith University, s.quach@griffith.edu.au
Scott Weaven, Griffith University, s.weaven@griffith.edu.au

Short Abstract:
The purpose of this research was to consider student's perspectives around the move away from traditional face-to-face classes to more blended learning designs. This study is seeking to gather student perceptions of the Internet use in their learning to consider how to more effectively use blended mode to aid in engagement and satisfaction. The goal of this research was to use quantitative methods to explore the extent to which students feel engaged and satisfied when adopting blended techniques within a variety of courses in an Australian University. This study used both an in person and an online survey of the same questions. The results of this research have identified that despite the high daily use of the Internet among students this is not necessarily their first preference for learning. This study highlighted implications around the way universities design courses in the move to blended mode.

Keywords: Student Engagement; Student Satisfaction; Blended Vs Face-to-face Mode.

Track: Marketing Education

Work Integrated Learning in International Marketing

Vinh Lu, The Australian National University, vinh.lu@anu.edu.au
Brett Scholz, University of Canberra, brett.scholz@canberra.eud.au
Long Nguyen*, RMIT Vietnam, long.nguyenvanthang@rmit.edu.vn

Short Abstract:
This study explores students' perspectives on live business projects, a form of experiential learning, as an assessment component in the curriculum for the International Marketing course. Twenty-two focus groups were held with students participating in a competitive initiative at an Australian university. Using thematic analysis, we identified three dominant themes, namely how live business projects prepared students for the future, how such projects motivated students to engage with and take pride in their work, and how the students linked the projects to the wider world outside of the university context. While live business projects contribute to improving employability of students and their engagement with course content, students also indicated that the increased workload may be a source of stress. Educators should feel confident in the benefits of live business projects, but they may also need to consider how to ensure appropriate levels of work and responsibility on students.

Keywords: experiential learning, live business projects, marketing education

Track: Marketing Education

MARKETING EDUCATION

FULL PAPERS

Digital Divide: The Student Skill Gap

Michael Mehmet, Charles Sturt University
Felicity Small, Charles Sturt University

Short Abstract:
Business leaders expect their current organisational practices to become further orientated towards digital business models, however a lack of digital literacy skills in current marketing graduates is a concern. This study will examine the digital skills gap and provide recommendations for Universities. Data were collected using six semi-structured in-depth interviews. Participants were practitioners in separate digital marketing agencies located in a major Australian capital city and analysed using Rubin and Rubin (2011) framework for interview analysis. Key finding suggests that many graduates lack a good understanding, or ability to apply creativity that can leveraged business strategy. The overall findings suggest that academics need to more holistic and authentic in their course offerings to enhance students creativity and business skills. One recommendation is to offer courses embedded within organisations through industry placement for students to learn specific practical applications of digital marketing strategies from creative design to implementation and measurement.

Keywords: Digital and Social Media Marketing, Graduate skill gap, Education

Track: Marketing Education

Digital Divide: The Student Skill Gap

Introduction and Aim

Digital marketing, defined as *the use of digital channels, including webistes, social media and application to achieve strategic marketing success*, has become a central component for businesses (Duffy & Ney, 2014). A survey commissioned by Accenture authors, Laurenceau & Sloman (2015) revealed that 44% of respondents reported a clear lack of employee and organisational digital literacy and claimed this would hinder the successful achievement of digital marketing objectives. The report also indicated that current employees have a skills gap in developing and implementing effect digital marketing strategy, defined by Heinze et al (2016, p. xxiii) as *the ability the create long term priorities for engagement of an organisation with their target audience*. This subsequent digital media skills gap has considerable ramification for industry (Alexander, 2016; Duffy & Ney, 2014), including but, not limited to, loss of potential profit, poor relationship marketing, customer retention and customer relations.

Nearly all Australian universities that offer an undergraduate marketing course, give students access to a digital and/or social media subject. The subject is available either within the business school directly or via an elective option (external to the school) or as part of double degrees (public relations, information systems, or communications). Despite this, Barker (2014) indicates that a divide between industry needs and expectations and academia offerings still exists. Therefore, the aim of this study is to *explore what major digital marketing knowledge and skills gap exist for graduating undergraduate students in Australia* and *to provide potential mechanisms to rectify these gaps.*

Method and Analysis

Data were collected for this study using six semi-structured in-depth interviews. Participants were practitioners in digital marketing agencies located in a major Australian capital city. Each participant possessed more than five years' industry experience and held, as a minimum, an undergraduate degree. Participants actively employed or interned a graduate in the past 12 months. Interviews were conducted during December 2016 and April 2017 via phone or Skype, recorded and transcribed. All participant identification was de-identified, with analysis of findings conducted using Rubin & Rubin (2011). Analysis was extended by using systemic functional theory experiential meaning, which aids in identifying key thematic elements of text and understanding subject positions (see Eggins, 2008).

Results

The interviews revealed five (5) key strategic and tactical skills that participants feel graduates lack. The key themes include (i) commercially aligned creativity, or creativity that leveraged business strategy was the most emphasised skills gap in marketing graduates. High importance was placed in rectifying this shortfall, with the majority of participants urging for action from Higher Education Providers and Universities in this space.

> "*We get students that expect everything to fit a process…sometimes you have to think creatively to be noticed but commercially creative like Apple*"

(ii) Independent; cohesive and adaptive thinking - Many participants complained that students are not "job-ready" and are very dependent on the employer to 'guide' them and teach them. Further, graduates lacked the ability to cohesively align strategies and tactics and be adaptive in strategic application.

> "*They just can think from a digital perspective, they just expect things will come together…they have a lot of trouble understanding multi-channel planning in particular, especially from a brand perspective*"

(iii) Active digital listening/big data analytics - A common complaint was students do not know how to 'actively listen', meaning they cannot incorporate community sentiment for strategy purposes. In addition, other digital literacy issues were identified as limited such, using pattern and big data analysis to inform their strategic and creative ideas.

> "We hardly get any marketing grads that even know what big data is let alone know how to use it in decision making"

(iv) Content co-creation - Participants also identified that many organisations had adopted visual and video storytelling as part of their digital commercial tactics, but graduates still do not possess the skills in incorporating these skills into practice.

> "they're ok with word, but just don't get the idea of images and narrative, we usually look at creative arts students for these position, but they don't get business"

(v) Experience in applying digital strategies - Finally, all participants were critical of the lack of experience in graduates' ability to develop and implement digital media strategy.

> "They think that if they use it themselves they can apply it to business, they really do need more experience in applying digital strategies from a brand perspective, it's so different"

Discussion

The findings of a gap in creativity (i), content co-creation (iv) and big data skills (iii) support industry reports (see Holmes Report, 2015), which also identified analytics, creativity and multimedia content creation as core requirements of graduates. Further, the findings align with Pilkington (2015) industry skills report, which also acknowledges content co-creation (iv) and data analytics (iii) as key the skills required for those entering the job market. Where this study differs is the identification of active digital listening (iii), defined as the ability to provide the brand important consumer insights (Macnamara, 2015). This skills is advocated by Macnamara (2015) as he see it as the core for community aligned strategy and policy. Finally, this study highlights commercially viable creativity (v) and the ability to apply it in a practical setting (v) as a key skills shortfall. This position is supported by Alexander (2016) and Barker (2014) which state student digital marketing experience is lacking but necessary for employment.

Implications for Theory and Practice

The evolution of digital media represents an important challenge for those teaching subjects where these channels are central. Academics will need to shift both their research focus and practical immersion to accommodate the five key identified themes. Alexander (2016), Duffy and Ney (2015), and Reisz (2015) have suggested that academics will also need to engage with industry to better understand the up-to-the-minute practices of digital marketing. Further, academics should consider exploring connections with the creative industries and arts schools within their institutions to support creativity. In addition, further experimentation and research into problem/practiced based learning models, which intertwine industry placement specific to digital marketing will be needed. For example, organisations could participate in course which address their specific needs and provide the much needed industry placements for students This combination has proven successful in improving the strategic thinking of students in other managerial areas (see Barrows 1986; Boud & Feletti 1997; Strati, 2007). In this way, Universities can incorporate relevant experiences into their curriculum, to allow students to gain the applied skills which are being called for by industry.

References

Alexander, D. M. (2016). What digital skills are required by future public relations practitioners and can the academy deliver them? *Prism, 13*(1): Retrieved from

Barker, B. (2014). Employability skills: Maintaining relevance in marketing education. *The Marketing Review*, *14*(1), 29-48.

Barrows, H. S. (1986). A taxonomy of problem-based learning methods. *Medical education*, *20*(6), 481-486.

Boud, D., & Feletti, G. (1997). The challenge of problem-based learning. Psychology Press.

Duffy, K., & Ney, J. (2015). Exploring the divides among students, educators, and practitioners in the use of digital media as a pedagogical tool. *Journal of Marketing Education*, *37*(2), 104-113.

Eggins, S. (2004). Introduction to systemic functional linguistics. A&C Black.

Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2016). Digital and Social Media Marketing: A Results-Driven Approach. Routledge.

Holmes Report., (2015). *What does the PR professional of the future look like?*

Laurenceau, C. & Sloman, C. (2015). Being digital: Embrace the future of work and your people will embrace it with you.

Macnamara, J. (2015). Creating an 'architecture of listening'in organizations: The basis of engagement, trust, healthy democracy, social equity, and business ustainability. *Sydney, NSW, University of Technology Sydney*.

Pilkington, A. (2015). Measurement remains a key challenge for communicators according to PR Academy research, PR Academy (United Kingdom).

Reisz, M. (2015). Tips for academics on blogging and social media.

Rubin, H. J., & Rubin, I. S. (2011). Qualitative interviewing: The art of hearing data. Sage.

Strati, A. (2007). Sensible knowledge and practice-based learning. *Management learning*, *38*(1), 61-77.

Do peer reviews improve marketing scholarship?

Francis Buttle, Macquarie Graduate School of Management, francis@francisbuttle.com.au
Lawrence Ang*, Macquarie University, lawrence.ang@mq.edu.au

Short Abstract:
Peer review is regarded as critical to ensuring the quality of published scholarly research. But how sound is the peer review process? We have evaluated the performance of reviewers in identifying errors in the citations embedded in published marketing papers. We read and evaluated 105 papers that cite our own work. We found 44 citation errors in those papers; 29% of the papers were infected with errors, some multiple times. Many of these errors occur when the authors' paraphrasing misrepresents our work, sometimes by drawing inappropriate inferences and conclusions, and sometimes by simply misstating our findings. Furthermore, 14% of the citing papers contained errors in the endnote reference citing our work. We believe that the quality of marketing scholarship would be improved by publishers' allowing reader reviews and commentary to be appended to online versions of papers that have already passed through the conventional editorial review process.

Keywords: Peer Review, Citations, Quotations.

Track: Marketing Education

Introduction and Research Aim

Anyone who has submitted papers for publication in scholarly journals will have received reviews from members of the journal's editorial board or *ad hoc* reviewers, unless, of course, they get the dreaded desk reject letter from the editor first. Peer review is regarded as critical to ensuring the quality of scholarly research, reducing the likelihood of journals publishing mediocre or incompetent work (Crane 1967). Olson (1990) defines peer review as "the assessment by an expert of material submitted for publication". Peer review aims to examine and comment on research outputs before they are disseminated to the broader scientific community. The reviewer's lot is not easy. Reviewers typically don't get paid and their institutions rarely give enough credit for such voluntary service. The number of journals has increased as publishers find niches to fill, and institutions are putting more pressure on academics of all stripes to publish. More papers from more contributors in more journals places an increased burden on reviewers. Mulligan (2008) estimates 3 days to create a sound review, but Armstrong (2003) finds that reviewers spend just 3-6 hours on the task.

The aim of this research is: *to provide a quantitative insight into reviewer performance by identifying whether reviewers spot incorrect or inappropriate referencing of literature in scholarly marketing papers submitted for review.*

Literature Review

Ortinau (2011) stresses that it is the responsibility of authors to convince reviewers to make positive evaluations of the importance and relevancy of the research topic and findings, and to endorse the submission's scientific rigor in methodology, measures and analytics. Reviewers in turn can improve quality by offering "advice to enhance the manuscript's quality, plausible ideas to address research problems, comments on both positive and negative aspects of the manuscript, and thoughts on the manuscript's potential contributions" (Min 2014). Peer review is flawed. Armstrong (2003) notes that reviewers are typically less expert on subject matter and methodology than the paper's authors. Mulligan (2008) criticizes peer review for maintaining the status quo, and faltering when confronted with new theories or alternative methods. Novella (2008) grumbles that reviewers may only give a paper a "cursory read" and "fail to chase down every reference or check all the statistics". In our own field of marketing, Bailey *et al* (2012) reported: "little research has explored the marketing scholars' perceptions of the [peer review] process" (p. 264).

Much of the published research reports perceptions and opinions of participants in the peer review process. Whilst this has merit we sought an objective measure of peer reviewer performance. Some of the authorities cited above have suggested that one of the tasks of the peer reviewer is to ensure that relevant literature is reported and cited correctly. We therefore decided to investigate the following research question:

> **RQ**: Do reviewers identify incorrect or inappropriate referencing of literature in academic papers submitted for review?

Methodology

We evaluate papers citing our own sole or co-authored publications that 1) appear in the Google Scholar citations database, 2) are published in journals featured in the ABDC journal list 2017, and 3) are available in full-text form on the Business Source Premier database. We identified papers within the h-index subset of our own Google Scholar citations records, and then selected at random journal articles that cited these papers. We read the citing papers and evaluated whether the authors of those papers had correctly cited our own work. We

identified and assessed several types of citation, as follows:

        Type A: Verbatim extracts from our original paper.
        Type B: Citations that paraphrase our original paper.
        Type C: Other general in-text citations, e.g. 'A number of authors have explored this
        issue including Foot (1971) and Hand (2002)'

We also checked the accuracy of the endnote associated with the cited content. As we are making a first attempt to identify the scale of the problem, we apply simple descriptive statistics. We read and evaluated 105 papers that cited our work; our work was cited 154 times in these 105 citing papers; some citing papers cited more than one of our works; and some citing papers cited our work more than once. We detected errors in 44 (29%) of the 154 citations. The table below summarizes our findings:

Citation type	Frequency observed	Number incorrect	Percent incorrect
Type A	2	1	50%
Type B	111	31	28%
Type C	35	1	3%

The biggest problem is with Type B citation. Our work was paraphrased a total of 111 times in the 105 citing papers, sometimes multiple times in a single paper. The paraphrasing often (28%) misrepresented our work, sometimes by drawing inappropriate inferences and conclusions, and sometimes by simply misstating our findings. Here are two examples of misrepresentation: 1. The citing authors claim that in 2006 paper we say that complaints drive customer retention. This is incorrect. We only say that companies with a documented complaints handling process achieve better customer retention results than companies without. 2. The citing authors wrote: "Over time, organisations' CRM systems hinder customer acquisition activities and become ineffective (Our names, 2006)". Our 2006 paper did not investigate this issue at all, and given ours was a cross-sectional study, could not have drawn a conclusion that would have to rely on longitudinal research. Finally, the endnote errors covered a range of issues, some more significant than others: missing or incorrect page numbers, missing Volume or Issue numbers, misspelt or missing authors' names, double entries, and incorrect Journal names.

Discussion

We have identified a significant problem: authors make many errors in their journal submissions that are not identified by reviewers. These citation errors might persist when later authors quote the erroneous paper (e.g. Harzing 1995). The number of references per citing paper ranges between 24 and 244 (in JM!), with a median of 63 and mode of 64. Can we really expect reviewers to be so familiar with the literature that they can identify misquotes and misrepresentations of others' work? We think it is too much to expect the most dedicated reviewers to be so well informed. Baker (2010) comments in a special edition of *Marketing Theory*: "In a matter of a couple of decades, articles in the leading/top Journal of Marketing changed from five or six page conceptualizations with few if any references to formulaic presentations with extensive literature reviews….". We believe that the quality of marketing scholarship would be improved by publishers' allowing reader reviews and commentary to be appended to online versions of papers that have already passed through the conventional editorial review process. We invite ANZMAC members to perform a similar analysis of their own cited work. Please contact the authors for guidance on how to conduct

your analysis. Your data will be part of a larger study to be published in a leading marketing journal (subject to review, of course!)

References

Armstrong, J.S. (2003). Discovery and communication of important marketing findings: evidence and proposals. *Journal of Business Research, 56*, 69– 84.

Baker, Michael, J. (2010). Quis custodiet ipsos custodes? In A. Fuat Firat (Ed,), Commentaries on the State of Journals in Marketing, *Marketing Theory*, *10(4),* pp. 447- 8.

Bailey, Charles D., Hair, Jr., Joe F., Hermanson, Dana R., and Crittenden, Victoria L. (2012). Marketing academics' perceptions of the peer review process. *Marketing Education Review*, 22(3), Fall, 263–278.

Crane, Diana (1967). The gatekeepers of science: some factors affecting the selection of articles for scientific journals. *American Sociologist, 2(4),* 195–201.

Harzing, Anne-Wil K. (1995). The persistent myth of high expatriate failure rates. *International Journal of Human Resource Management*, *6(2),* 457-474.

Min, K.S. (2014). Reviewers are not perfect but could they try harder? *Journal of Business Research*, *67*, 1967–1970.

Mulligan, A. (2008). Quality, certification and peer review. Perceptions and misperceptions: attitudes to peer review. *Information Services and Use*, *28,* 197-214

Novella, S. (2008). The importance and limitations of peer review. https://sciencebasedmedicine.org/the-importance-and-limitations-of-peer-review/ (Accessed 20 March 2017).

Olson, C.M. (1990). Peer review of the biomedical literature. *American Journal of Emergency Medicine*, 8(4), 356–358.

Ortinau, D.J. (2011). Writing and publishing important scientific articles: a reviewer's perspective. *Journal of Business Research*, *64*, 150–6.

Exploring Indigenous Undergraduate Students' 'University Place' Attachment

Maria M. Raciti, University of the Sunshine Coast, mraciti@usc.edu.au*
Jennifer Carter, University of the Sunshine Coast, jcarter@usc.edu.au
David Hollinsworth, University of the Sunshine Coast, dhollins@usc.edu.au
Kathryn Gilbey, University of the Southern Queensland, kathryn.gilbey@usq.edu.au

Abstract

While access to university for Indigenous Australians has been the focus of much research, there is only a small body of research about the factors that support persistence throughout their university experience. The role of the university environment (or 'place') is under-researched yet a recurrent factor in the literature. 'Third places' possess special significance leading to enhanced engagement. Third place attachment results from the accumulation of positive service experiences. A case study approach comprising two universities collected exploratory, qualitative data via focus groups with 17 Indigenous undergraduate students finding that third place attachment was characterised by a) transformation of self, b) sense of community, c) being or becoming authentic self and professional self; and d) engagement with teaching staff. In addition to addressing a gap in the literature, these findings offer meaningful insights for universities that can be used to cultivate a 'place' that enhances the engagement of Indigenous Australians.

Keywords: Indigenous Australians, university, third place attachment

Track: Marketing Education

Introduction and Research Aim

Indigenous Australian's higher education participation and success has been a stated priority for past and present Australian governments (see Behrendt et al., 2012) and underpins the Council of Australian Governments (COAG) (2009) 'Closing of the Gap' national priority. The benefits of enhancing the success of Indigenous Australians in higher education extends beyond the individual students, to the wider Indigenous community because of enhanced capabilities that can lead to substantial autonomy and intergenerational change (Behrendt et al., 2012). Increasing Indigenous peoples access to higher education has been the focus of many endeavours (see Bennett et al., 2015) with little investigation into what happens beyond enrolment (e.g. Wilks and Wilson, 2014). The university environment or 'place' has been noted in research as an influencing factor in the engagement of Indigenous students in higher education (e.g. Pechenkina, Kowal and Paradies, 2014), yet there have been few empirical investigations. Hence, the aim of this research was: *To explore Indigenous Australian undergraduate students' third-place attachment to their university campuses.*

Indigenous Australian's Participation in Australian Higher Education

A university education is regarded as a main strategy for attending to Indigenous socio-economic disadvantage in Australia (Hunter and Schwab, 2003). In Australia, there are approximately 1.4 million university students of which 74.2% (1,046,835) are undergraduates and a miniscule 1.1% (16,136) self-identify as Indigenous Australians (Department of Education and Training, 2016). The participation rate of Indigenous Australians across universities varies markedly (Gale and Parker, 2013). It is not clear why there is such disparity. An examination of population data of where Indigenous Australians live (see SCRGSP, 2014) does not reveal an explicit link between the geographic population distribution and percentage participation in higher education. Furthermore, universities located in the same geographic catchment areas often report different percentages of Indigenous participation (see Department of Education and Training, 2016). Hence, there are other influencing factors including the role of the university as a third 'place' (see Pechekina, Kowal and Paradies, 2011).

University Campuses as 'Third Places' for Indigenous Australians

Place is a transdisciplinary notion that emerged in marketing most notably in the work of Kotler (1973), Bitner (1992) and, most recently, Rosenbaum (2006; 2009). Place is broadly defined as 'space + meaning' (Harrison and Dourish, 1996) and is regarded as the experiential service setting comprised of a specific location, its social context and the psychological processes occurring within its parameters (Relph, 1976). Importantly, it is people who give places meaning and, as such, place is intertwined with peoples' identity (Sack, 1997). 'Third places' are regularly frequented by people and are beyond home and work places (Odenburg, 1999). In third places, people can transform themselves, be part of a community and can be their authentic self (Rosenbaum, 2006). In such places, positive experiences lead to 'place attachment' (Manzo, 2005) and place attachment may result in higher consumer engagement (see Brodie et al., 2013). In a higher education service context, for example, such higher engagement by students' is known to lead to improved learning and persistence (Kuh, 2009).

Method and Analysis

This exploratory study collected qualitative data via focus groups. Data was collected concurrently from two universities with all Indigenous undergraduate students invited to participate via email. Participants were both new and continuing students, over 18 years of age, enrolled in a full-time capacity across a range of programs offer by the two universities

(University 1 = seven participants; University 2 = ten participants). Data were digitally audio recorded with the verbatim transcripts subject to manual, thematic analysis.

Results, Discussion and Contributions
Four themes emerged from the data, being:

- **Transformation of self** was an apparent theme as exemplified by statements such as '*it's not the end, it's the beginning*', '[I'm] *moving onto the next chapter* [in life]' and '*First I was like 'oh, I'm out of my comfort zone'...but most people are welcoming and happy to talk to you, point you in the right direction*'. Intergenerational transformation was also apparent — '*...but now the university is even changing my Mum through me*'— and intergenerational recognition of transformation: '*my daughter turned to me and she said 'Mum, before you went to uni I would have never have heard that come out of your mouth...but now uni has given you the confidence and insight that you never had before*'.

- **Sense of community** was a strong theme among participants who framed 'community' being the 'university's Indigenous community' comprised of Indigenous staff and students. Indicative quotes include: '*So this is like family for me*'; '*It's like I've got a new family*' and '*...it was just like a big family reunion, someone's birthday party*'.

- **Being or becoming authentic self and professional self** emerged as a theme. First, affirmation of self was expressed by participants — '*I think it's only strengthened who I knew I was*'; and, poignantly: '*...growing up was kind of shameful* [to be Aboriginal] ... *I think actually the degree has helped me, and meeting other Aboriginal people*'. Second, the multifaceted nature of identity was reflected in statements like: '*...to be honest, I don't know who 'myself' is*'. Professional identity, as opposed to personal identity, emerged: '*I don't know about who I want to be, but it has enabled me to find out what I want to do*'.

- **Engagement with teaching staff** was a key theme with teaching staff central touchpoints and potent influencers of the engagement of Indigenous undergraduate students. Without prompting, participants in different focus groups effectively distinguished between two types of teaching staff. First, congenial-type staff were supportive, respectful, responsive and encouraging, displaying compassion and flexibility '*...they've gone well and truly above and beyond*'; and '*...don't make assumptions* [about Indigenous peoples] *or generalise* [Indigenous peoples' experiences]. Second, uncongenial-type staff lacked cultural awareness, were unempathetic, inconsistent and ignorant as to the impact they had on the experience of Indigenous students. As one participant expressed: '*...there are quite a few out there...who are devaluing us and our experience through their attitudes*'.

First, this study extends our understanding of service place attachment by demonstrating that transformation occurs for Indigenous Australians when at university and that this change is intergenerational. In practice, universities are encouraged to promote the holistic benefits (beyond a degree) that may be gained by Indigenous peoples' participation. Second, third place attachment for Indigenous Australians is enhanced via the fostering of a 'university Indigenous community'. Universities will be advantaged by understanding that such Indigenous communities meet cultural and identity needs of a wide range of Indigenous students. Third, for Indigenous students, the 'university place' is self-affirming and a source of an emerging professional identity. Ergo, activities such as celebratory events or Indigenous exhibitions are meaningful and efforts to enhance professional identify for Indigenous students would be advantageous to engagement. Finally, the cultural competency or proficiency of teaching staff needs to be valued, and often enhanced. Future research may focus upon replicating this study in other universities as well as with different minority or

disadvantaged groups. Furthermore, a quantitative survey is encouraged, with a longitudinal study likely to yield useful findings.

References

Behrendt, L., Larkin, S., Griew, G., & Kelly, P. (2012). *Review of higher education access and outcomes for Aboriginal and Torres Strait Islander people: Final report*. Department of Industry, Innovation, Science, Research and Tertiary Education.

Bennett, A., Naylor, R., Mellor, K., Brett, M., Gore, J., Harvey, A., Munn, B., James, R., Smith, M., & Whitty, G. (2015). *The Critical Interventions Framework Part 2: Equity Initiatives in Australian Higher Education: A Review of Evidence of Impact*. Report for the Australian Government Department of Education and Training, Canberra.

Bitner, M.J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *The Journal of Marketing*, 57-71.

Brodie, R., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community. *Journal of Business Research*, 66 (1), 105-14.

Coalition of Australian Governments (COAG) (2009). *National Integrated Strategy for Closing the Gap in Indigenous Disadvantage.* Canberra.

Department of Education and Training (2016). *2015 Indigenous students, higher education statistics*. Australian Government, Available at: https://docs.education.gov.au/

Gale, T., & Parker, S. (2013). *Widening participation in Australian higher education*. Report to the Higher Education Funding Council for England (HEFCE) and the Office of Fair Access (OFFA), England. CFE (Research and Consulting) Ltd, Leicester, UK and Edge Hill University, Lancashire, UK.

Harrison, S., & Dourish, P. (1996). *Re-place-ing space: the roles of place and space in collaborative systems*. In Proceedings of the 1996 Association for Computer Machinery Conference on Computer Supported Cooperative Work, November, 67-76.

Hunter, B., & Schwab, R. (2003). Practical reconciliation and continuing disadvantage in Indigenous education. *Australian Review of Public Affairs*, 4 (2), 83-98.

Kotler, P. (1973). Atmospherics as a marketing tool, *Journal of Retailing*, 49 (4), 48-64.

Kuh, G. (2009). What student affairs professionals need to know about student engagement? *Journal of College Student Development*, 50 (6), 683-706.

Pechenkina, E., Kowal, E., & Paradies, Y. (2011). Indigenous Australian students' participation rates in higher education: Exploring the role of universities. *The Australian Journal of Indigenous Education*, 40, 59-68.

Manzo, L. (2005). For better or worse: Exploring multiple dimensions of place meaning. *Journal of Environmental Psychology*, 25 (1), 67-86.

Oldenburg, R. (1999). *The great good place: Cafes, coffee shops, bookstores, bars, hair salons, and other hangouts at the heart of a community*. Marlowe & Company, New York.

Relph, E. (1976). *Place and placelessness*. Pion, London.

Rosenbaum, M. S. (2006). Exploring the social supportive role of third places in consumers' lives. *Journal of Service Research*, 9 (1), 59-72.

Rosenbaum, M. S. (2009). Restorative servicescapes: Restoring directed attention in third places. *Journal of Service Management*, 20 (2), 173-91.

Sack, R. D. (1997). *Homo geographicus: A framework for action, awareness, and moral concern*. Johns Hopkins University Press, Baltimore.

SCRGSP (2014). *Overcoming Indigenous Disadvantage: Key Indicators 2014*. Commonwealth of Australia, Canberra.

Wilks, J., & Wilson, K. (2014). *'Can't be what you can't see': The transition of Aboriginal and Torres Strait Islander students into higher education.* Literature review 2014. University of Notre Dame Australia, Broome, Australia.

AoL in marketing major: A case study

Tania von der Heidt, Southern Cross University, tania.vonderheidt@scu.edu.au

Abstract

Business schools are exploring ways to meet AACSB Accreditation standards and Assurance of Learning (AoL) outcomes. Despite its growing importance, AoL remains a relatively under-researched area in marketing. Sampson & Betters-Reed's (2008) AoL of the marketing curriculum at Simmons College, USA suggests following four steps: (1) Program review, (2) development of learning goals, (3) curriculum design/redesign and (4) implementation. This paper highlights how these steps and corresponding AACSB standards can be applied to the marketing curriculum of a small, young Australian university. The results show each of the University graduate attributes emphasised in each of the major's eight units across all three AQF levels of learning (introductory, intermediate, advanced). Further, students' achievement in a range of marketing plan-related goals is directly assessed in four of the eight marketing major units across the three learning levels. The paper provides guidance for marketing academics in the design of and continuous improvement in marketing major curricula.

Key words: curriculum, marketing major, assurance of learning

Track: Marketing Education

Introduction, theoretical background and aim
Higher education institutions now face an increased burden of proof with regard to students achieving the aims of university (Brooks, Benton-Kupper, & Slayton, 2004). Business schools, in particular, are exploring ways to achieve Assurance of Learning (AoL) outcomes (Aurand & Wakefield, 2006) and AACSB accreditation standards (2012). Sampson & Betters-Reed (2008) address the gap in knowledge about "what an entire program on assurance of learning like and how the marketing curriculum fits into that process" (p. 29). Based on their two decades of AoL experience at Simmons College, Sampson et al. prescribe four basic steps - (1) program review, (2) development of learning goals, (3) curriculum design/redesign and (4) implementation – and show at hand of the College's marketing curriculum how they are "time-tested and workable" (p 29). The purpose of this paper is to (1) relate these four AoL steps to the AACSB's (2012) latest 15 accreditation standards and (2) to extend our understanding of how the steps can be applied to the undergraduate marketing major of a regional university in Australia.

A case study of School of Business and Tourism (SBAT): Focus on the marketing major
SBAT is a multi-campus School within the Southern Cross University – a regional, and one of the top 150 Gen Y universities in the world (Times Higher Education, 2017). The University has specified seven graduate attributes (see Table 1), which describe "*the attitudes, behaviours, values and ethics built into the learning process that are often similar as those expected in a professional capacity*" (Southern Cross University, 2017a). The way in which each of the model's steps is applied in relation to SBAT's marketing major is outlined below.
Step 1 (Program review) fits with *AACSB Standard 1 (Mission, impact innovation):* As at Simmons College, SBAT formally reviews its mission statement and programs every five years and seeks input from internal and external stakeholders, e.g. staff & students and industry practitioners respectively (Southern Cross University, 2017b).

Step 2 (Generating learning goals) fits with *AACSB Standards 8 (Curricula management and AoL) and 11 (Degree program educational level, structure & equivalence):* With reference to the University graduate attributes, the School's mission statement, the Australian Qualifications Framework (AQF) and the ABDC Learning Standards, and in consultation with the School's staff, five course goals have been identified. They are related to (1) discipline knowledge, (2) critical thinking, (3) communication & collaboration, (4) ethical and social responsibility and (5) innovative problem solving (Southern Cross Business School, 2017). Unlike Simmons College, the School does not have a learning goal for the BBus at the course level. Rather it has developed Course Learning Outcomes (CLOs) at undergraduate (and postgraduate) levels for each of the School's goals. The CLOs indicate what a student should be able to do by the end of the course. An example of a CLO is "*Graduates will demonstrate a critical understanding of ethical, socially responsible and cultural business practices informed by a global perspective*".

Following Sampson et al. (2008), a simple audit table can be generated for each course or major. Table 1 presents such a table for the marketing major at the School. It shows each of the University graduate attributes emphasised in each of the major's eight units (or subjects) across all three AQF levels of learning: (1) *Introductory* - Marketing Principles (MP); (2) *Intermediate* - Marketing Communications (MC), Services Marketing (SeM), Global Marketing (GM), Marketing Research (MR), Competition and Consumer Law (C&CL); and (3) *Advanced* - Entrepreneurship and Innovation (EI) and Strategic Marketing (StM), the capstone unit. Because 'assessment is learning' (Earl, 2003), it is important to consider how

graduate attributes are assessed at the unit level. Table 2 illustrates this next assessment for several graduate attributes from Table 1. Knowledge and intellectual rigour are key traits. *Step 3 (Curriculum design/redesign for a marketing plan) fits with AACSB Standard 9 (Curriculum content):* Several marketing educators have argued strongly for the use of experiential learning projects - often in teams - such as marketing plans (Goodnight, Elam, & Russell, 2008). Hence, one of the key goals of the marketing major is to develop, implement and control a marketing plan. Table 3 shows how this goal can be unpacked to determine where each component of the goal is delivered and how it is assessed in the marketing curriculum to ensure constructive alignment (Trelaven & Voola, 2008). As shown, students' achievement in a range of marketing plan-related goals is directly assessed in four of the eight marketing major units across all three levels of learning.

Table 1 Graduate attributes audit of the marketing major curriculum

Graduate attribute	Delivered in unit
Intellectual rigour	MP, CB, StM, GM, MR, C&CL, E&I
Creativity	MP, MC, E&I
Ethical practice	GM, StM
Knowledge of a discipline	CB, MC, SeM, GM, MR, C&CL,StM, E&I
Lifelong learning	CB, StM, MR
Communication and social skills	MP, MC, StM, MR, SeM
Cultural competence	CB, StM, GM

Table 2 Measuring traits (sample) in the marketing major curriculum

Sample Graduate attribute	Unit	Assessment
Creativity	MP	Marketing project with marketing plan; Oral presentation
	E&I	New venture report
	MC	Exam
Ethical practice	GM	Case study, exam
	SM	Case study, marketing plan, exam
Cultural competence	CB	Research proposal & interview;
	GM	Case studies, exam
	StM	Case study, marketing plan, exam

Table 3 Measuring marketing plan learning in the marketing major curriculum

Learning goal	Unit	Assessment
Define a consumer problem	MP	Collaborative writing in wiki
Profile the SBU	StM, E&I	Project reports
Undertake creative problem solving	MP	Collaborative writing in wiki
Secure seed funding	E&I	Project report
Develop a new product profile	MP, E&I	Collaborative writing in wiki,
Analyse the environment/SWOT	MP, StM	Collaborative writing in wiki, project report
Analyse market & customer	MP, StM	Project reports
Determine SMART objectives	MP, StM	Project reports
Develop the marketing mix	MP, StM, MC	Project reports
Budget & implementation	MP, StM,	Project reports

		E&I	
Evaluate and control the plan		MP, StM, MC	Project reports

Step 4 (Implementation & feedback) fits with AACSB Standards 10 (Student & faculty interaction) and 12 (Teaching effectiveness): As mentioned by Sampson et al., use of rubrics to assess achievement of learning goals in assessment can help assure proper implementation. At the School, there is no prescribed rubric format; a range of rubric formats are in use. This may be due to faculty resistance or lack of guidance given. As at Simmons College, student feedback is systematically gathered, best practices identified and occasional peer review undertaken.

Discussion and conclusion

Compared with Simmons College, the stage of the School's process of review, generating learning outcomes, implementation & feedback is more developmental. Clearly, the process contributes to improving the quality of the units, the major and the course and, hence, increases the prospects of AACSB accreditation. Design of the capstone unit, Strategic Marketing for the marketing major, is critical, so that it effectively integrates prior learning in the major (Holdsworth, Watty, & Davies, 2009; Kift et al., 2013; Mummalaneni, 2014).

References

Aurand, T., & Wakefield, S. (2006). Meeting AACSB assessment requirements through peer evaluatoins and rankings in a capstone marketing class. *Marketing Education Review, 16*(1), 41-46.

Brooks, R., Benton-Kupper, J., & Slayton, D. (2004). Curricular aims: Assessment of a university capstone course. *The Journal of General Education, 53*(3-4), 275-287.

Earl, L. (2003). *Assessment as Learning: Using Classroom Assessment to Maximise Student Learning*. London: Sage.

Goodnight, J. E., Elam, E. L. R., & Russell, D. L. (2008). The rolling learning cell model: An application and evaluation. *Marketing Education Review, 18*(3 (Fall)), 1-13.

Holdsworth, A., Watty, K., & Davies, M. (2009). *Capstone Experience Report*. Retrieved from

Kift, S., Butler, D., Field, R., McNamara, J., Brown, C., & Treloar, C. (2013). *Curriculum renewal in legal education*. Retrieved from Sydney NSW: www.lawcapstoneexperience.com/

Mummalaneni, V. (2014). Reflective essay and e-portfolio to promote and assess student learning in a capstone marketing course. *Marketing Education Review, 24*(1), 43-46.

Sampson, S., & Betters-Reed, B. (2008). Assurance of learning and outcomes assessment: A case study of assessment of a marketing curriculum. *Marketing Education Review, 18*(3 (Fall)), 25-36.

Southern Cross Business School. (2017). *Postgraduate and Undergraduate Course Goals and CLOs*. unpublished internal document. Southern Cross University. Gold Coast.

Southern Cross University. (2017a). Learning Outcomes and Graduate Attributes. Retrieved from http://scu.edu.au/scupathways/index.php/88

Southern Cross University. (2017b). *Strategy 2020 School of Business and Tourism*. Retrieved from http://scu.edu.au/business-tourism/index.php/42

The Association to Advance Collegiate Schools of Business. (2012). *Eligibility Procedures and Accreditation Standards for Business Accreditation*. Retrieved from http://www.aacsb.edu

Times Higher Education. (2017). Top 50 Generation Y universities. *The World University Rankings.* Retrieved from https://www.timeshighereducation.com/files/top-50-generation-y-universities-0

Trelaven, L., & Voola, R. (2008). Integrating the development of graduate attributes through constructive alignment. *Journal of Marketing Education, 30*(2), 160-193.

The Integrated Curriculum: Bridging Rigor and Relevance

Ilkka Ojansivu, The University of Melbourne
Tom Whitford, The University of Melbourne

Short Abstract

Higher education institutions, especially business schools, face the challenge of integrating academic rigor and managerial relevance into their curriculums. These are being criticized for being too static; failing to provide marketing students essential professional competencies (such as leadership and teamwork skills) and the contemporary industry knowledge needed to navigate their future professional life. We propose a novel approach to overcome the dichotomy of such rigor and relevance with an 'integrated curriculum' approach; where current industry topics and challenges are presented alongside subject content, and teaching is delivered together by academics and industry representatives. Our approach contributes to assisting academics who have limited industry experience to improve their teaching methods by being more informed by real-world professional and practical guidance. This research will have a bearing on the ongoing debate around the 'great divide' between rigorous theory and the relevant practical knowledge required of future marketing graduates.

Keywords: Integrated Curriculum, Industry Relevance, Marketing Teaching Innovation

Track: Marketing Education

Introduction and Research Aim

Chia and Holt (2008) provide a contextual and illustrative example whereby a retired academic reluctantly agrees to give a lecture in an Executive MBA program without having any previous management expertise. On the way to the teaching venue, the academic casually observes an airline logo, and through considered reflection, develops a new lecture plan revolving around his newly gained insight of the logo and the practical example of the airline as a grounding metaphor for his teaching session outcomes. The lecture turns out to be the highlight of the two-year MBA program for the students witness to the special class.

This situation bears resemblance to the recent trends in academia; newly graduated academics begin teaching with limited practical and industry know-how, yet, the business schools employing them are obligated to cater for more relevant industry understanding for their students. We describe how marketing academics can reproduce the above story's intuitive and somewhat spontaneous approach, but in more systematic manner, by using an 'integrated curriculum' approach. Through an integrated approach, the curriculum is designed from the ground-up in collaboration with an industry partner, and the integration builds from the first lecture to the last; and importantly, across all assessments. More so, the entire course structure is shaped by both the academic and industry partner needs; a course-long student group assignment is designed together explicitly with the acknowledgment of shared teaching delivery. Similar approaches, combining the expressed needs of the industry partner and the academy, have yet to be outlined decidedly by marketing scholars (Bove & Davies, 2009; Elam & Spotts, 2004).

The aim of this research is to propose the concept of an integrated curriculum and to explore whether or not this approach is possibly beneficial or more effective for student learning in comparison to traditional knowledge-by-representation approaches (Chia & Holt, 2008). These traditional approaches include experiential learning, or work-integrated-learning approaches (Franz, 2007, 2008; Spotts, 2004), with no co-teaching or curriculum integration.

Ergo, our research question in line with this aim:

> **RQ1:** What are the benefits and challenges of knowledge-by-representation approaches to teaching, and how can they be addressed through the proposed integrated curriculum approach?

Conceptual Model

Our model seeks to frame three distinct approaches to marketing syllabus structuring and design: *traditional approaches*, *knowledge-by-representation approaches*, and our proposed *integrated curriculum.*

The Traditional Approaches

A typical solution to the prominent "relevance" challenge is to follow the Harvard approach and adopt a case-based method of teaching at acute moments in the course for practical reinforcement of seemingly abstract theoretical concepts. This approach is now almost a "taken-for-granted feature" of marketing education (Mesny, 2013, p. 56), presenting students with business dilemmas and requiring them to make decisions as a mechanism for exploration and development (Menna, 2010; Williams, 1992). However, the usefulness of case-based method has been questioned (Shugan, 2006). This is largely because it is lacking a common conceptual basis explaining the relationship between research, case studies and teaching (Christensen & Carlile, 2009); and because of the mere representative-nature of information attached to it (Chia & Holt, 2008; Savery & Duffy, 1995).

Knowledge-By-Representation Approaches

Often, we see curriculums infuse marketing practice into teaching through the adoption of a problem-based learning (PBL) approach (e.g., Boud & Feletti, 1997), where the role of the teacher transforms towards a facilitator (Barrows, 1985; 2000; Savery & Duffy, 1995; Savery, 2006). In problem-based learning, students have a more active role in developing new understanding and synthesis, as opposed to case-based teaching, where students are viewed mainly as being able to test their current understanding (Williams, 1992; Sherwood, 2004). The downside of PBL is that it is very resource consuming, and the minimal instruction provided for problem-solving can prove difficult for less-experienced students (Kirschner, Sweller & Clark, 2006; Peterson, 2004). Another solution into increasing relevance of teaching is to use industry guest lecturers to cover topics that require practical elaboration, such as personal selling and public relations management. While convenient for the academic, guest speakers do not solve the curriculum-wide challenges and the curriculum is still teacher-oriented and far removed from the marketing industry reality (Wee, Kek & Kelley, 2003).

Proposal of An Integrated Curriculum Approach

In this approach, lectures are composed as a joint effort between the academic and the industry partner feeding into a semester long student group assignment, designed to bring the theory into its natural industry context. We argue that such an approach provides a platform for the academic to strive for what Chia and Holt (2008) refer as *knowledge-by-exemplification.* In short, when the marketing industry context is built into the lectures, the academic can comfortably elaborate on the concepts and theories she-or-he knows the best. Thus, practical knowledge of the industry partner feeds into the examples of the academic, leading into classroom experiences whereby students benefit from "…elevating detached explanations over practical knowledge…" (Chia & Holt, 2008, p. 473).

Methodology

This integrated curriculum has been tested as a pilot program during Semester 1, 2017: a third-year undergraduate marketing course - Product Management - within the Faculty of Business and Economics at *The University of Melbourne*. The duration of the unit was twelve weeks, four of the twelve lectures were co-taught with the industry partner and a semester-long student group assignment (including a presentation and a written component) was designed with the industry partner. Additionally, the curriculum was scoped and mapped alongside the industry partner prior to course commencement for sites of collaboration. Finally, a workshop was organized involving the industry partner for the top performing student groups, and an industry feedback session in the end of the course. Primary data of the research includes a standard subject experience survey (SES), a more specific student survey, semi-structured individual and group interviews with students, industry partners, and faculty members. Data analysis is currently being undertaken; however, initial informal feedback has been overwhelmingly positive from all those surveyed.

Results, Discussion and Contributions

Broadly speaking, students should be introduced all dimensions of scholarship; that is, discovery (research), integration (synthesis), application (practice) and teaching (Boyer, 1990). Yet, business schools once celebrating these many aspects of scholarship have steadily lost sight of the practical relevance in their teaching over the last 30 years (Bennis & O'Toole, 2005; Chia & Holt, 2008; Ghoshal, 2005; Mintzberg, 2004). Our integrated curriculum approach seeks to address these challenges in a systematic manner. This research

seeks to embody the very theme of this conference, and to address the broader "so what" question, by going beyond mere rhetoric and instead focusing on actual teaching purpose.

References

Barrows, H. S. (1985). How to design a problem-based curriculum for the preclinical years (Vol. 8). Springer Pub Co.

Barrows, H.S. (2000). Problem-Based Learning Applied to Medical Education, Springfield, IL: Southern Illinois University School of Medicine.

Bennis, W. G., & O'Toole, J. (2005). How business schools lost their way. Harvard business review, 83(5), 96-104.

Boud, D., & Feletti, G. (1997). The challenge of problem-based learning. Psychology Press.

Bove, L. L., & Davies, W. M. (2009). A case study of teaching marketing research using client-sponsored projects: Method, challenges, and benefits. Journal of Marketing Education, 31(3), 230-239.

Boyer, E. L. (1990). Scholarship reconsidered: Priorities of the professoriate. Princeton University Press, 3175 Princeton Pike, Lawrenceville, NJ 08648.

Chia, R., & Holt, R. (2008). The nature of knowledge in business schools. Academy of Management Learning & Education, 7(4), 471-486.

Christensen, C. M., & Carlile, P. R. (2009). Course research: Using the case method to build and teach management theory. Academy of Management Learning & Education, 8(2), 240-251.

Elam, E. L., & Spotts, H. E. (2004). Achieving marketing curriculum integration: A live case study approach. Journal of marketing education, 26(1), 50-65.

Ghoshal, S. (2005). Bad management theories are destroying good management practices. Academy of Management Learning & Education, 4(1), 75-91.

Kirschner, P. A., Sweller, J., & Clark, R. E. (2006). Why minimal guidance during instruction does not work: An analysis of the failure of constructivist, discovery, problem-based, experiential, and inquiry-based teaching. Educational psychologist, 41(2), 75-86.

Menna, A. (2010). The business case method: an examination of a 2009 case competition. Management in Education, 24(2), 74-79.

Mesny, A. (2013). Taking Stock of the Century-long Utilization of the Case Method in Management Education. Canadian Journal of Administrative Sciences, 30(1), 56-66.

Mintzberg, H. (2004). Managers, not MBAs: A hard look at the soft practice of managing and management development. Berrett-Koehler Publishers.

Peterson, T. (2004). So you're thinking problem based learning?: Three critical success factors for implementation. Journal of Management Education, 28(5), 630-647.

Savery, J. R. (2006). Overview of Problem-based Learning: Definitions and Distinctions. Interdisciplinary Journal of Problem-based Learning, 1(1), 3.

Savery, J. R., & Duffy, T. M. (1995). Problem based learning: An instructional model and its constructivist framework. Educational technology, 35(5), 31-38.

Sherwood, A. (2004). Problem-based learning in management education: a framework for designing context. Journal of Management Education, 28(5), 536-557.

Shugan, S. M. (2006). Editorial: Save research—Abandon the case method of teaching. Marketing Science, 25(2), 109-115.

Wee, L. K. N., Alexandria, M., Kek, Y. C., & Kelley, C. A. (2003). Transforming the marketing curriculum using problem-based learning: A case study. Journal of marketing education, 25(2), 150-162.

Williams, S. M. (1992). Putting case-based instruction into context: Examples from legal and medical education. The Journal of the Learning Sciences, 2

The Death of the Digital Native

*Kerry Russo, James Cook University, kerry.russo@jcu.edu.au
David R. Low, James Cook University, david.low@jcu.edu.au
Lynne Eagle, James Cook University, lynne.eagle@jcu.edu.au*

Abstract
The arrival of the Digital Native in higher education was predicted to produce a hyper connected digitally fluent student cohort. The Digital Native would navigate the digital learning environment with great ease and use technologies to create and reformulate knowledge. This study aims to identify the impact of a digital divide, defined as the gap in digital knowledge, within business education and ascertain if a student's prior experience influences digital fluency. Many researchers now acknowledge a digital divide is contributing to societal inequity. What influence is this divide having on business education and are graduates equipped with 21st century skills? Preliminary results indicate access to a school issued laptop in secondary schooling has not increased digital fluency. Business students in higher education may be a wired and hyper connected cohort but social medial engagement does not equate to digital fluency. The Digital Native has not arrived.

Keywords: Digital Fluency, Digital Divide, Digital Native

Track: Marketing Education

Introduction and Research Aims

This paper discusses if the introduction of digital learning environments created a new hurdle in business education. A widening gap between those who have knowledge and those who do not is starting to emerge with the "*technological haves and have-nots*" (Wei & Hindman, 2011). Have how we as educators use digital technologies contributed to inequality and a broadening of a digital divide? Broadbent and Papadopoulos (2013); Selwyn (2009) found the digital divide contributed to an increase to youth disengagement and alienation from formal institutions. The paper aims to contribute to an understanding of the digital learning environment's impact on student retention and success.

Research Question: What is the relationship between the business student and digital fluency in higher education?

Background

The explosion of digital device ownership and social media has led to a wired and connected student cohort (D. G. Oblinger, 2010; Palfrey & Gasser, 2008). Defined by Prensky (2001) as Digital Natives, this digitally fluent cohort was to come of age immersed in technology. Digital natives would be radically different from previous cohorts and would overwhelm universities and workplaces ill-prepared for their expectations of a digital environment (D. Oblinger, Oblinger, & Lippincott, 2005; Palfrey & Gasser, 2008; Prensky, 2001).

However, it has been suggested ownership of an array of digital devices and social media engagement does not develop digital fluency nor does it provide the skills necessary to successfully complete tertiary studies and gain employment in the business sector (Bennett & Maton, 2010; G. Kennedy, Judd, Dalgarno, & Waycott, 2010). Many business students are neither prepared nor proficient at navigating the digital environment and lack the technical skills to effectively participate in online and blended educational programs (Burck, 2005; Manca & Ranieri, 2013). Navigating the digital learning environment requires a level of digital ease. Digital competence and self-efficacy is identified as digital fluency. Digital fluency is achieving goals through a digital environment to create/reformulate knowledge, problem-solve and collaborate and differs from digital literacy defined as the ability to use technology tools (Wang, Myers, & Sundaram, 2013, p. 409). The digitally fluent can move from one digital platform to another and understand how to perform in the differing platforms with ease.

John Dewey, the forefather of constructivist pedagogy and Theory of Knowledge on past and prior experience influencing future performance (Shulman, 1987); Noddings (2011) application of Dewey's theory in educational practice in constructing knowledge from personal meaning and; Briggs and Makice (2012) four stages of fluency to base the digital context, informed the investigative area of the study. This enabled the study to propose, design and test digital fluencies through the observation of prior experiences.

Methodology

The sample surveyed 117 first year Bachelor of Business students. The identification of digital fluency indictors was based on Briggs and Makice (2012) four stages of fluency as Anti-Literacy; Pre-Literacy' Literacy; and Fluency. The two measurements of online enrollment and creating Blogs, Forums or Wikis were applied to demonstrate if students were able to move across different digial platforms with ease and use the digital environment to create/reforumlate knowledge. The creation of online mediums is a fundamental 21st Century skill for marketing graduates, a skill a digital native should be able to accomplish.

Results and Discussion

An analysis of the sample determined 43% were the first in their family to participate in higher education, 67% were from a low to medium socio-economic status and 50% had attended State Schools. Based on access to digital devices during secondary schooling, the study established 51% had a school issued laptop, 76% had a personal computer/laptop and 97% responded they had used computers/digital technologies throughout secondary schooling. Furthermore, 79% agree they were well prepared by school to study in a digital learning environment which suggests even though an overrepresentation of lower socio-economic status, this sample were identifying as having access to technology during school. Online enrolment data demonstrated 67% of students with school issued laptops had difficulty enrolling at university and needed help to complete their enrolment compared to 33% of students without school issued laptops. This finding was replicated in the creation of blogs, forums and wikis. Students were asked to rate themselves from 0 (not competent at all) to 5 (proficent). Overall 47% rated themselves as having low proficiency with only 8% rated as proficent. Further analysis showed that those with a laptop consistently rated themselves lower than those without a laptop. These initial findings were counter intuitive since the researchers anticipated a finding that access to a school issued laptop would have increased digital fluency. Yet the study found access to a school issued laptop did not equate to an increased digital fluency. The second phase of this study will use a digital testing and usability laboratory to identify the level of digital fluency by comparing self-reported with actual digital skills.

Implications for Theory and Practice

The design of digital learning environments assumes students are digitally fluent, especially school leavers who had access to school issued laptops. This study reveals the digital native has not arrived; in particular the sample reveals anomalies in the proficiency of students with school issued laptops. The sample will be further tested for perceived and actual proficiency in a laboratory setting however, to validate these preliminary findings, further analysis is required. Additionally, the findings would have to be replicated in future studies. Further research is also required to identify what support structures could be implemented to enable business students to participate fully in a digital learning environment. However the bottom line is that a shift is required in the higher education sector to build digital fluency. Further investment is also required to build educators' digital skills to facilitate a learning environment that promotes digital fluency and prepares students for a 21st century workforce (Gallardo-Echenique, Janaina Minelli de, Marqu, amp, & Esteve-Mon, 2015; I. G. Kennedy, Latham, & Jacinto, 2015; Voogt & Knezek, 2013). Future proofing business graduates has become a priority in higher education. Universities must graduate digitally fluency students to meet the 21st century workforce needs (Crockett, Jukes, & Churches, 2012). The new workforce reality demands educators produce business students with 21st century skills (Dede, 2010). There is some evidence of employer dissatisfaction with graduates entering the workforce. (Jackson & Chapman, 2012; McMurray, Dutton, McQuaid, & Richard, 2016). Today's business labour force requires skills in meta-cognition, problem solving, collaboration and critical analysis (Dede, 2010; Silva, 2009). Therefore a 21st century learning environment is vital to create opportunities for higher-level thinking (Crockett et al., 2012). Change as a constant in higher educations, business educators are navigating the digital divide and preparing students to take their place in a new workforce without appropriate support structures (White, 2013). Business educators need to design curricula and teaching strategies that are responsive to the fast paced and constantly changing digital environment of marketing and not make assumptions of digital fluency (Crittenden & Crittenden, 2015). The digital native is dead; it's time to level the playing field.

References

Bennett, S., & Maton, K. (2010). Beyond the 'digital natives' debate: Towards a more nuanced understanding of students' technology experiences. *Journal of Computer Assisted Learning, 26*(5), 321-331. doi:10.1111/j.1365-2729.2010.00360.x

Briggs, C., & Makice, K. (2012). *Digital fluency: Building success in the digital age*: SociaLens.

Broadbent, R., & Papadopoulos, T. (2013). Bridging the Digital Divide--An Australian Story. *Behaviour & Information Technology, 32*(1), 4-13. doi:10.1080/0144929X.2011.572186

Burck, S. (2005). ONLINE STUDENT SUPPORT SERVICE. *Community College Journal, 76*(2), 26.

Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum: SAGE Publications Sage CA: Los Angeles, CA.

Crockett, L., Jukes, I., & Churches, A. (2012). 21st Century Fluencies for the Digital Age. *Middle Ground, 15*(3), 9.

Dede, C. (2010). Comparing frameworks for 21st century skills. *21st century skills: Rethinking how students learn, 20*, 51-76.

Gallardo-Echenique, E. E., Janaina Minelli de, O., Marqu, amp, L., & Esteve-Mon, F. (2015). Digital Competence in the Knowledge Society. *Journal of Online Learning and Teaching U6*

Jackson, D., & Chapman, E. (2012). Non-technical competencies in undergraduate business degree programs: Australian and UK perspectives. *Studies in Higher Education, 37*(5), 541-567.

Kennedy, G., Judd, T., Dalgarno, B., & Waycott, J. (2010). Beyond natives and immigrants: exploring types of net generation students. *Journal of Computer Assisted Learning, 26*(5), 332-343. doi:10.1111/j.1365-2729.2010.00371.x

Kennedy, I. G., Latham, G., & Jacinto, H. l. (2015). *Education Skills for 21st Century Teachers: Voices From a Global Online Educators' Forum*. Cham: Springer International Publishing.

Manca, S., & Ranieri, M. (2013). Is it a tool suitable for learning? A critical review of the literature on Facebook as a technology-enhanced learning environment. *Journal of Computer Assisted Learning, 29*(6), 487-504. doi:10.1111/jcal.12007

McMurray, S., Dutton, M., McQuaid, R., & Richard, A. (2016). Employer demands from business graduates. *Education+ Training, 58*(1), 112-132.

Noddings, N. (2011). *Philosophy of Education*. Boulder, UNITED STATES: Westview Press.

Oblinger, D., Oblinger, J. L., & Lippincott, J. K. (2005). *Educating the net generation*: Boulder, Colo.: EDUCAUSE, c2005. 1 v.(various pagings): illustrations.

Oblinger, D. G. (2010). The next generation of educational engagement. *Journal of Interactive Media in Education, 2004*(1), Art. 10.

Palfrey, J., & Gasser, U. (2008). *Born digital: understanding the first generation of digital natives*. New York: Basic Books.

Prensky, M. (2001). Digital Natives, Digital Immigrants Part 1. *On the Horizon, 9*(5), 1-6. doi:doi:10.1108/10748120110424816

Selwyn, N. (2009). The digital native – myth and reality. *Aslib Proceedings: New Information Perspectives, 61*(4), 364-379. doi:10.1108/00012530910973776

Shulman, L. (1987). Knowledge and teaching: Foundations of the new reform. *Harvard Educational Review, 57*(1), 1-23.

Silva, E. (2009). Measuring Skills for 21st-Century Learning. *The Phi Delta Kappan, 90*(9), 630-634. doi:10.2307/27652741

Voogt, J. M., & Knezek, G. (2013). Building a global community of policymakers, researchers and educators to move education systems into the digital age. *Journal of Computer Assisted Learning, 29*(5), 399-402. doi:10.1111/jcal.12028

Wang, Q., Myers, M. D., & Sundaram, D. (2013). Digital Natives and Digital Immigrants: Towards a Model of Digital Fluency. *Business & Information Systems Engineering, 5*(6), 409-419. doi:10.1007/s12599-013-0296-y

Wei, L., & Hindman, D. B. (2011). Does the digital divide matter more? Comparing the effects of new media and old media use on the education-based knowledge gap. *Mass Communication and Society, 14*(2), 216-235.

White, G. (2013). Digital fluency : skills necessary for the digital age (pp. 8-10).

Cultivating Critical Thinking in Multi-cultural Marketing Education

*Malcolm Green, Massey University, NZ. m.d.green@massey.ac.nz
Loren Stangl, Massey University, NZ. l.stangl@massey.ac.nz
Simon Cope, Massey University, NZ. s.w.cope@massey.ac.nz
Frances Denz, Stellaris, NZ. fdenz@stellaris.co.nz*

Short Abstract:
Critical thinking, based on Western European cognitive models, is a commonly expected and desired skill in students in institutions with a Western European academic tradition. How do marketing educators cultivate the required critical thinking skills in non-Western thinkers? This study aims to develop a theoretical framework blending socio-cultural, cognitive, cultural, and educational theories to empower multi-cultural students with the ability and self-authority to transform their thinking processes. The framework builds on the Zones of Proximal Development Model and various co-construction and cultural models to guide students from an externally regulated, extrinsic motivation mind-set into an internally regulated, intrinsically motivated one. In addition, the framework addresses a gap in the marketing education literature by providing marketing educators with a toolset of techniques that can be applied in the classroom to enable them to achieve their course and university objectives based on pedagogically-driven logic.

Keywords: Critical Thinking, Multi-cultural, Education.

Track: Marketing Education

Introduction and Study Aim

Marketing graduates should be critical thinkers. Tertiary institutions teaching marketing in the Western European academic tradition routinely declare that their graduates will be critical thinkers, especially at the post-graduate level (Egege & Kutieleh, 2004). In addition, assessment of critical thinking is often a prerequisite for institutions hoping to achieve and maintain international accreditation status (Cavaliere & Mayer, 2012). However, educational theories indicate that the definition of, and assessments for, critical thinking may be culturally defined and biased towards Western European cognitive processes. Therefore, the question arises: 'How do Australian and New Zealand marketing educators cultivate critical thinking skills in non-Western students?' The globalisation of educational services produces multi-cultural, tertiary classrooms as an endemic moderator that significantly challenges the effective teaching of critical thinking in marketing education (Rao, 2006). Although many marketing instructors are faced with achieving a critical thinking learning outcome, there is a dearth of pedagogically based conceptual frameworks to support their efforts.

In this paper, we develop a pedagogically based, conceptual framework through which marketing educators with significant international student cohorts can cultivate critical thinking skills. Our theoretical framework includes two theoretical models that blend socio-cultural, cognitive, cultural, and educational theories that empower multi-cultural students with the ability and self-authority to transform their thinking processes. In addition, our framework addresses a gap in the literature by providing marketing educators with tools to apply in the classroom that enable them to achieve their course and university objectives based on pedagogically-driven logic.

Thus, the aim of this study is:

> *To investigate the cultivation of critical thinking skills in the multi-cultural, tertiary marketing classroom.*

In the pursuit of this aim, we address the following questions:

Q1: How is cultivation of expected cognitive and behavioural outcomes best achieved in the multi-cultural, tertiary marketing classroom?

Q2: How can a construct of critical thinking appropriate to tertiary marketing education be developed and presented to international students?

Q3: What cultural paradigms affect the enactment of critical thinking in tertiary marketing education classrooms?

Q4: What educational approaches are relevant to promote the engagement of international marketing students in critical thinking?

Background and Conceptual Models

This project takes a multi-disciplinary approach to create a holistically guided, critical thinking framework whilst avoiding implications of cultural or academic superiority or deficiency (Egege & Kutieleh, 2004).

The cultivation process is based on the Zones of Proximal Development Model (Vygotsky, 1978) that guides students, through the use of constructivist scaffolding (Bruner, 2009), from what they already know, to what they can discover through co-constructing understanding with teachers and peers (Foucault, 1982), to what they can confidently understand and apply to their academic activity in the foreign tertiary institution. We follow Self-determination Theory (SDT; Ryan & Deci, 2000) which guides students to move from an externally regulated, extrinsic motivation mind-set for studying to adopting an internally regulated,

intrinsically motivated mind-set through a teacher facilitated process of permission giving, challenging, enabling and encouragement.

The proposed framework incorporating theories of pedagogy, andragogy and cultural inclusivity, provides a means of guiding the development and implementation of culturally appropriate coursework tools (course design, learning and teaching content and delivery, assessment creation, and assessment grading); and student engagement tools (a critical thinking advisor, pre-course quiz, pre-course workshop, mid-course mini workshops, critical thinking clinics) in the multi-cultural tertiary marketing classroom. These are mapped against Bloom's (1956) Learning Taxonomy to provide educators with a basis for challenging students to focus on analysing, evaluating and creating in their learning activities.

Critical thinking skills' understanding is facilitated using Argyris' Ladder of Inference Model (Senge, 1994) and Argyris' and Schon's (1974) Single and Double Loop Learning Models. These provide students with processes to enable them to comprehend, analyse, interpret, and synthesise the data they have created, or been presented with, so that they can theorise and draw conclusions.

The effect of culture on the goal of this project is informed by Cultural Dimensions Theory (Hofstede, Hofstede, & Minkov, 2010), Cultural Context Theory (Hall, 1976), and the Structure and Community Cultural Bias Model (Silzer, 2011). The inclusion of culturally diverse, nuanced perspectives in the process of cultivating critical thinking skills is based on Croucher's and Kramer's (2017) Cultural Fusion Theory.

In addition to integrating these established educational theories, our framework includes two novel conceptual models to provide the theoretical basis for the tools used in the framework. A Spiralinear Model of Psycho-social Cognitive Growth (Green, 2016b) presents an integrated model of growth and development, needs, and learning theory to support learning activity design and implementation, assignment writing, and reflective practice, achievement of competence, acquisition of knowledge, and understanding of culture. A Dynamic Intercultural Competencies Development Spiral Model (Green, 2016a) follows a cultural humility approach (Tervalon & Murray-Garcia, 1998) to build upon Bennett's (1993) theory of ethno-relativism thus creating a framework for participants in a multi-cultural setting to become more culturally sensitive and inclusive and responsive to cultural nuances in the generic "non-Western thinkers" construct.

A pilot study is being implemented that will capture data from staff evaluations of workshops, anecdotal evidence from unsolicited student and staff responses to workshops and clinics, analysis of pre-course quizzes, and feedback from student focus groups.

Implications for Theory and Practice
Theoretically, our framework addresses a gap in marketing education by applying multi-disciplinary learning to a specific marketing challenge. Providing a sound epistemological and theoretical justification for a pedagogical approach to meeting this challenge, gives assurance that the conceptual framework we propose can be implemented confidently in practice.

Furthermore, our theoretical framework contributes to marketing education practice in four ways. Firstly, the framework enables marketing educators to become more proficient in cultivating critical thinking skills in a multi-cultural, tertiary classroom. In doing so, their

institutes will satisfy more comprehensively the duty of care demands and standards of quality mandated by university policy, industry and government regulations (Cavaliere & Mayer, 2012; Ministry of Education, 2017). Secondly, through using our framework, international students will gain better outcomes to meet personal goals and expectations of success from their families and communities. Thirdly, lecturers and tutors will enjoy a teaching environment in which distraction from their content delivery goals is mitigated and the capability of students to be able to synthesize concepts and data is enhanced. Finally, industry stakeholders will benefit internationally from employing graduates who can apply critical thinking skills with currency in more than one culture.

References

Argyris, C., & Schon, D. A. (1974). *Theory in practice: Increasing professional effectiveness.* San Francisco, CA: Jossey-Bass.

Bennett, M. J. (1993). Towards ethnorelativism: A developmental model of intercultural sensitivity. In R. M. Paige (Ed.), *Education for the intercultural experience* (2nd ed., pp. 21–71). Yarmouth, ME: Intercultural Press.

Bloom, B. S. (1956). *Taxonomy of educational objectives. Vol. 1: Cognitive domain.* New York: McKay.

Bruner, J. S. (2009). *The process of education*. Cambridge, MA: Harvard University Press.

Cavaliere, F., & Mayer, B. W. (2012). Flooding the zone: A ten-point approach to assessing critical thinking as part of the AACSB accreditation process. *Education, 133*(2), 361-366.

Croucher, S. M., & Kramer, E. (2017). Cultural fusion theory: An alternative to acculturation. *Journal of International and Intercultural Communication*, *10*(2), 97-114.

Egege, S., & Kutieleh, S. (2004). Critical thinking: Teaching foreign notions to foreign students. *International Education Journal*, *4*(4), 75-85.

Foucault, M. (1982). The subject and power. *Critical Enquiry, 8*(4), 777-795.

Green, M. (2016a). Dynamic intercultural competence development spiral. In *Conference proceedings: Annual Symposium of Management and Social* Sciences (pp. 240-241). Seoul, Korea.

Green, M. (2016b). Spiralinear model of psycho-social cognitive growth. In *Conference proceedings: Annual Symposium of Management and Social* Sciences (pp. 186-188). Seoul, Korea.

Hall, E. T. (1976). *Beyond culture*. Garden City, N.Y: Anchor Press.

Hofstede, G. H., Hofstede, G. J., & Minkov, M. (2010). *Cultures and organizations: Software of the mind*. Maidenhead: McGraw-Hill.

Ministry of Education. (2017). *The international student well-being strategy*. Wellington: NZ Government. Retrieved from https://education.govt.nz/assets/Documents/Ministry/Strategies-and-policies/internationlStudentWellbeingStrategyJune2017.pdf

Rao, C. P. (Ed.). (2006). *Marketing and multicultural diversity*. Aldershot: Ashgate.

Ryan, R. M., & Deci, E. L. (2000). Intrinsic and extrinsic motivations: Classic definitions and new directions. *Contemporary Educational Psychology*, *25*(1), 54-67.

Senge, P. M. (1994). *The Fifth discipline fieldbook: Strategies and tools for building a learning organization*. New York: Currency, Doubleday.

Silzer, S. T. (2011). *Biblical Multicultural Teams*. Pasadena, CA: WCIU Press.

Tervalon, M., & Murray-Garcia, J. (1998). Cultural humility versus cultural competence: a critical distinction in defining physician training outcomes in multicultural education. *Journal of Health Care for the Poor and Underserved*, *9*(2), 117-125.

Vygostsky, L. (1978). *Mind and society: The development of higher mental processes.* Cambridge, MA: Harvard University Press.

Effectiveness of Blended Learning through Flipped Class

Fazlul K. Rabbanee, Curtin University, f.rabbanee@curtin.edu.au
Rajat Roy, Bond University, rroy@bond.edu.au
Revadee Vyravene*, Curtin University, revadee.vyravene@curtin.edu.au

Abstract
Blended pedagogy and flipped method of teaching have received academic attention across the world in recent times. Yet only a limited body of research sporadically has looked into the benefits and barriers of flipped class that are likely to influence the effectiveness of flipped setting from student point-of-view. This research identifies a number of factors reflecting the benefits and barriers of flipped class, develops the measures of these factors and examines their effects on the usefulness of flipped class in terms of enhancing student learning. Data were collected from students enrolled in flipped classes of a large Australian university. The findings reveal that 'personalized learning' and 'resources & engagement' promote usefulness of the flipped class, whereas feeling of 'disconnection' adversely affects the usefulness of the flipped class. Implications of the findings are discussed.

Key words: Blended pedagogy, Flipped class, Student learning

Track: Marketing Education

Introduction

Blended learning occurs when a portion of learning takes place face-to-face and another portion of the same takes place online (McCue, 2014). Flipped method of teaching is one of the ways of offering blended learning where faculty members create online learning environment for students using video lectures, lecture slides, threaded discussion groups, online quizzes, live chat rooms, related video clips, sound files such as audio interviews with experts, and online tutors through the use of web-based unit or course management systems (Tucker, 2012). Due to inevitable cultural and structural change offered by information technology (Kaput, 1992), educators are changing pedagogical practices in fundamental ways. An example of such pedagogical change is the extensive use of educational technology to deliver course or unit content outside of class in a flexible manner, which is the central idea of a flipped class (Al-Zahrani, 2015). There is a growing interest about flipped class due to the demand of utilising digital technology for teaching and learning (Juhary, 2015). However, there is a lack of consensus on nature and scope of a flipped classroom. A wide variety of instructional techniques are available that can be applied in creating a flipped classroom, based on which Sams (2011) mentioned that, "there is no such thing as the flipped classroom". There is also a limited amount of scholarly research on its effectiveness (Wallace et al., 2014). Existing research is relatively silent regarding the effectiveness of the flipped class in terms of its benefits and barriers; and how these factors influence students' learning experience. This study attempts to examine the effectiveness of a flipped class in terms of its capacity to enhance students' learning experience through the trade-off between a bundle benefits and barriers that flipped class is likely to offer.

Literature Review

Pioneered by Bergmann and Sams (2011) during 2007-2008, flipped classroom inverts the conventional instructional paradigm, where relevant discussion and activities happen during the class and homework occurs outside of the classroom. It requires students to acquire foundational knowledge before class, creates space during class for other learning activities where students apply that knowledge (Wallace et al., 2014). However, flipping the classroom requires a reconsideration of student and faculty interaction because the lectures are conducted through videos outside of scheduled classes (Pierce & Fox, 2012). Besides, the effectiveness of the flipped classroom in enhancing learning environment is yet to be confirmed.

Extant literature pointed out some benefits and barriers of flipped class that promote or prohibit the learning environment consisting of the three dimensions discussed above. Flipped class offers more personalized learning to students compared to the conventional face-to-face learning system. Bergmann and Sams (2012) pointed out that flipped class puts more onus on learners to actively learn and individualizes the experience so students learn what is pertinent to them and their learning needs. The learning materials offered under flipped class are more accessible than the conventional class. Students can easily access video recordings of lectures and other materials through internet and thus this can be done from work, home, or mobile device and while traveling (McDonald et al., 2013). On the other hand, under the negative side of flipped class, past research (e.g. Walsh, 2013; McCue, 2014) argued that students may experience lack of self-control which eventually affect their learning experiences. Another potential critical drawback of flipped classroom is that it can be poorly executed (Juhary, 2015).

Extant literature provides a sporadic view of the benefits and barriers of flipped class; and there is limited research on the effectiveness of the flipped classroom. It is still not known to

what extent the benefits and barriers of flipped class discussed in the literature really affect students' learning experience. This study attempts to explore benefits and barriers perceived by the students regarding flipped class and examine their influence on usefulness of flipped class from students' viewpoint. Understanding the effects of benefits and barriers of flipped class on students' learning experience will certainly be valuable to understand its effectiveness from students' view point.

Method

The data for the study has been collected from student sample through a self-administered survey using a structured questionnaire. Students were approached conveniently at the campus and were screened whether they are currently enrolled or have enrolled in a flipped unit earlier. A total of 183 usable responses were collected and were used for further analysis. The effectiveness of the flipped class was measured using existing scale (Alraimi et al., 2015). Based on the existing literature (e.g. Al-Zahrani, 2015; Tune et al., 2013), we developed a total of 12 items relating to the benefits and 18 items relating to the barriers of a flipped class, which were tested through EFA and CFA in order to find a set of statistically valid and reliable measures for benefits and barriers of flipped class.

Data Analysis and Results

We ran an exploratory factor analysis to identify the underlying dimensions of perceptions of benefits and barriers of flipped class. Principal component factor analysis with Varimax rotation (criteria: Eigen value ≥1 and factor loading of ≥.40) was used under factor analysis to explore the respondents' perception towards a flipped class. Finally, two dimensions for benefits and three dimensions of barriers of flipped class were derived. The dimensions of benefits were named as *'personalized learning'* and *'resources & engagement'* whereas the dimensions of barriers were named as *'freedom', 'disconnection',* an*d 'lack of support'*. The two dimensions of benefits accounted for 76.87% of total explained variances with factor 1 *'personalized learning'* consisted of 7 items and accounted for 47.59% of the total explained variance. Factor 2 *'resources & engagement'* consisted of 4 items and accounted for 28.28% of total explained variance. On the other hand, the three dimensions of barriers accounted for 65.95% of total explained variance. The first factor of barriers, *'freedom'* included 6 items accounting for 28.31% of the total explained variance; the second factor, *'disconnection'* consisted of four items and accounted for 22.53% of explained variance. Finally, the third dimension of barriers, *'lack of support'* consisted of three items and accounted for 19.12% of explained variance. The alpha values for all factors ranged from 0.89 to 0.94, which shows a satisfactory level of consistency among the items.

Next, we tested the reliability and validity of the dimensions of benefits and barriers of flipped class and their capacity to predict students' perception regarding the effectiveness of the flipped class (i.e. its usefulness). The fit indices of both measurement and structural model were found to be satisfactory. The results reveal that both the dimensions of benefits significantly (personalized learning: $\beta = .62$; t = 6.92; resources & engagement: $\beta = .20$; t = 63.24) influence usefulness of the flipped class; whereas out of the three dimensions of barriers, only disconnection significantly ($\beta = - .29$; t = -4.64) hinders (i.e. negatively influence) the usefulness of the flipped class. The rest two dimensions of the barriers (freedom: $\beta = .08$; t = .77; and lack of support: $\beta = .062$; t = .77) do not have any influence on the usefulness of flipped class.

Discussion and Implications

The present work delves into the factors that facilitate or hinder the effectiveness of flipped classroom. Our findings show that compared to a conventional face-to-face teaching, students actually find the personalized flipped learning method as more enriched and enjoyable. The

preparation time allowed enables students to have an enriched discussions in class room, and interact with fellow students, rather being a passive listener in the conventional lectures. The active engagement and participation allows students to consider various resources (e.g., pre and post class activities), which in turn help them to understand better application of relevant theories. On the barrier side, it is important to encourage students to motivate them and to deal with their feeling of disconnection, as it is possible that the self-paced style of learning may lead to procrastination. It should therefore be necessary to create unique resources e.g., videos with interactive quizzes, and link some of the online lectures with the class exercises (which are graded), so that students take an active interest and find a reward for their efforts. Besides, both teachers and students should be trained on online learning tools in order to deal with technological anxiety as a bottleneck of effective learning.

References

Alraimi, K. M., Zo, H., & Ciganek, A. P. (2015). Understanding the MOOCs continuance: The role of openness and reputation. *Computers & Education*, *80*, 28-38.

Al-Zahrani, A. M. (2015). From passive to active: The impact of the flipped classroom through social learning platforms on higher education students' creative thinking. *British Journal of Educational Technology*, *46*(6), 1133-1148.

Bergmann, J., & Sams, A. (2012). *Flip your classroom: Reach every student in every class every day*. Eugene, OR: International Society for Technology in Education.

Juhary, J. Flipped Classroom at the Defence University: A Pilot Study. Available at http://eli.elc.edu.sa/2015/sites/default/files/(51)%20Jowati%20Juhary.pdf ; accessed 25th September 2016.

Kaput, J. J. (1992). Technology and mathematics education. In D. A. Grouws (Ed.), *Handbook of research on mathematics teaching and learning*. New York, NY: MacMillian Publishing Company.

McCue, R. (2014). Does a Blended Learning, Flipped Classroom Pedagogy Help Information Literacy Students in the Long Term Adoption of Research Skills? Retrieved from http://www.llrx.com/features/blendedlearning.htm on Sept 28, 2016.

McDonald, K., & Smith, C. M. (2013). The flipped classroom for professional development: part I. Benefits and strategies. *The Journal of Continuing Education in Nursing*, *44*(10), 437-438.

Pierce, R., & Fox, J. (2012). Vodcasts and active-learning exercises in a "flipped classroom" model of a renal pharmacotherapy module. *American journal of pharmaceutical education*, *76*(10), 196.

Sams, A. (2011). The flipped class: Shedding light on the confusion, critique, and hype. *The Daily Riff*. Retrieved from www. thedailyriff.com/articles/the-flipped-class-shedding-light-on-the-confusion-critique-and-hype-801.php

Tucker, B. (2012). The flipped classroom: Online instruction at home frees class time for learning. *Education Next*, *Winter*, 82-83.

Tune, J. D., Sturek, M., & Basile, D. P. (2013). Flipped classroom model improves graduate student performance in cardiovascular, respiratory, and renal physiology. *Advances in physiology education*, *37*(4), 316-320.

Wallace, M. L., Walker, J. D., Braseby, A. M., & Sweet, M. S. (2014). Now, what happens during class? Using team-based learning to optimize the role of expertise within the flipped classroom. *Journal on Excellence in College Teaching*, *25*(3&4), 253-273.

Walsh, K. (2013). Flipping the Classroom Facilitates Active Learning Methods – Experiential, Project Based, Problem Based, Inquiry Based, Constructivism, Etc. *Emerging Ed Tech*.

Guest Lectures & Authentic Learning in Marketing

Edwin Rajah, Sultan, Qaboos University, erajah@squ.edu.om,
Helena Knight*, Sultan Qaboos University, helenaknight@squ.edu.om,
Aisha Wood Boulanoar, Sultan Qaboos University, aboulanouar@squ.edu.om,

Short Abstract:

Authentic learning is a student-centred approach enabling students to learn by doing, through some form of engagement that reflects a real-life situation **Invalid source specified.** (Herrington & Boase-Jelnick, 2014). The aim of this study is to explore the efficacy of introducing authentic learning in an undergraduate first level marketing course class to enhance deeper level(s) of learning, and to stimulate students' interest in studying marketing in the College of Economics and Political Science (CEPS) at Sultan Qaboos University (SQU) in the Sultanate of Oman. From student responses, our findings show that the majority of the Omani students found this form of learning more motivating compared to abstract (classroom) forms of learning, lending support to **Invalid source specified.Invalid source specified.** the stance that students prefer authentic, applied learning environments.

Keywords: authentic learning, academic-industry collaboration

Track: Marketing Education

Introduction and Research Aim

Up until recently, students studying business studies in the College of Economics & Political Science (CEPS) of Sultan Qaboos University (SQU) in Oman have experienced the study of marketing primarily from a narrow and siloed perspective, where concepts and theory are less well connected to its real life application(s). This approach to learning has tended to encourage rote-learning which does not equip graduates with real world skills and competencies. This disconnect has led to an overall perception that the marketing function and its associated activities do not require higher level competencies, and the marketing function and tasks may be subsumed into other more "important" functions, such as accounting, finance, operations management, and information systems. The aim of this study is to explore the efficacy of introducing authentic learning in an undergraduate first level marketing course class to enhance and develop deeper levels of learning competencies, and to stimulate students' interest in studying marketing in the business school (CEPS) at SQU in the Sultanate of Oman.

Background and/or Conceptual Model

We outline our rationale for the relevance for an authentic learning approach for students studying marketing in the CEPS, SQU. First, business practices in Oman (this applies to the Gulf region as well), tend towards a seller-centric or company-centric approach. The key economic driver in Oman is oil revenues and the economy is characterised by a few large dominant businesses, while most other businesses fall into the small and medium sized category. Hence, the overall level of competition in the economy is low, and this creates a context where marketing is, in the main, practiced as sales and advertising activities. At the same time, these sales and advertising jobs generate job opportunities skewed towards lower level and lower remunerated positions in the private and public sectors. Over time these prospective employment opportunities in marketing have contributed to wider negative connotations towards believing that marketing is simply a process of selling or advertising, neither of which purportedly results in a 'desirable' career.

Second, a cultural context provides another layer as to why marketing is not 'desirable'. Oman tends towards a 'collective' society, where the emphasis is not on the individuated 'self', but on the collective 'us'. The overarching Islamic belief firmly advocates the notions of 'hayya' (modesty) and honour. There is an emphasis on modesty, on privacy, on propriety between men and women. In particular, females working in marketing are perceived to be 'selling themselves' and this is potentially damaging to their personal and family reputation. The combined effect of the lower level employment perceptions and the risk of reputational damage, provides a cultural context believing marketing is not an attractive career path, nor does it requires higher level skills and competencies as other professions such as accounting, finance, and information management do.

Thirdly, Omani university students have had limited opportunities to take on part-time work - until early 2016 part-time work was illegal (Tanfeedh, 2016). Hence, students have had few opportunities to experience or observe real world business practices, or to understand the strategic link and role of marketing theory to practice within the Omani business context. Fourthly, up until very recently, tertiary business education in Oman has centred on an instructor-centred learning environment, where student learning has focussed on short term goals of grade achievement, and less on long term skills and competencies development. Additionally, many of the assessments focus on providing the "right answer". The idea that business issues are not often 'black and white' presents challenges for Omani students studying marketing. As a result, many students view marketing as fuzzy and vague, and are less enthusiastic and interested in choosing marketing studies as a preferred area of study.

Methodology
The approach to authentic learning adopted in this study consisted of developing a link with a real-world business venture, and assigning a major assessment task in conjunction with it. The aim of the assessment was to develop a targeting and positioning strategy for the business, hence making the assessment "real" for the students. The organisation, AWASR, is a major telecommunications start-up in Oman, and one which was about to commercially launch its fibre optic, high speed broadband service to the market. Senior management representatives presented a guest lecture to students enrolled in a first level compulsory marketing course, where they introduced the company, and students were given an opportunity to ask questions and interact with the company representatives. Additionally, students were availed the opportunity to email and interact with the organisation to enable them to complete the assessment task. On completion of the assessment task, the students were asked to voluntarily complete a small set of open-ended, self-reflective questions pertaining to their experience of the authentic learning exercise. We received a total of 127 written reflective statements. The open-ended questions focussed on how the guest lecture had enhanced their understanding of how business works in practice, and whether interactions with the guest speakers had been useful in completing the assessment task. The impetus was on teasing out how the task affected the students' motivation to learn.

Results and/or Discussion and Contributions
Our overall findings from the self-reflections qualitative data showed that the majority of the students found the guest lecture approach to authentic learning more motivating than more abstract (classroom) forms, lending support to **Invalid source specified.** 's stance that students prefer authentic, applied learning environments. The knowledge that the assessment task was "real world and had the potential to contribute to the development of the company strategy" provided an impetus to students' enthusiasm and efforts in completing the assessment task. The knowledge that the students' hard work would contribute to a real-world company made them approach the assessment more seriously and study the subject with more rigour. The findings concur with **Invalid source specified.Invalid source specified.** who believe that authentic learning situations linked to "real" contexts enable students to connect to their assessment tasks as relevant and real.

Implications for Theory and Practice
The adoption of an authentic learning approach presents the opportunity to enhance students learning throughout the course of university studies, and make the discipline 'real' in the eyes of the students by bringing the theoretical concepts to life. The operational knowledge and skills which our students gained through the assessment guided by the principles of cognitive authenticity (Smith, 1987), demonstrably equipped them with, and/or improved, their interpersonal life-long skills and improved their understanding of the practical applicability of the learnt theories and concepts. The highly realistic proxy of the actual real life environment used for the assessment proved sufficient to achieve a higher level of learning, lending support to **Invalid source specified.Invalid source specified.**. By engaging actively with the higher education institutions from which the workforce is drawn, industry leaders can significantly influence the quality of the graduates. As is widely acknowledged in literature **Invalid source specified.** and demonstrated in our findings, it is the access to, and ability to interact with, communities of practice that enables students to 'join the dots' between theory and practice.

References
There are no sources in the current document.

Marketing Education Renaissance Through Big Data Curriculum

Suresh Sood, University of Technology, Sydney, suresh.sood@uts.edu.au
*Hugh Pattinson, Western Sydney University, H.Pattinson@westernsydney.edu.au

Abstract:
The future of marketing education and marketing practice is re-inventing around social networks, internet, big data including unstructured data and new forms of marketing analytics. A big data-driven marketing curriculum is critical for developing students for jobs in marketing through to 2030. Big data marketing is not just marketing research blending with statistics but a re-invention using new-generation online analytics and applications. As such, this paper outlines a new course as a primer for debating a pathway for developing marketing education ensuring effective "future marketers".

Keywords: Marketing, Big Data, Education

Track: Marketing Education

The State of Marketing Education

In line with the sentiments of fellow marketing academics in Australia, the current foundation of marketing education in Canada is questionable with "the Xs and Os we teach are not delivering value to our market… must be reinvented or risk becoming irrelevant" (Finch, Nadeau & O'Reilly 2012, 51). Expressed otherwise, "…the State of Marketing Education is Pathetic" (Osinubi 2017).

This paper is a conversation starter initiating discussions and research helping inform strategy for development of a new, innovative, and dynamic Australian/New Zealand undergraduate and by extension, postgraduate marketing curriculum. But, marketing is not alone as a discipline with accounting finding itself in a similar situation:

> The results of this paper represent a call on the professional accounting bodies in Australia to re-examine the adequacy of their current degree accreditation process. This call for action is warranted because although all degree programmes that are analysed in this paper are accredited by CPA Australia and CAANZ, most programmes failed to even be loosely aligned with the profession's expectations (Bayerlein and Timpson, 2017, 318).

Global megatrends (Hajkowicz 2015) directly impact marketing with this assessment recognising the external environment generating global demand at an unprecedented rate for analytics skills, driven by dramatic growth of big data from social media, mobile phones and online customer data with acquisition and storage by organizations in every industry. This encompasses all aspects of society through a diverse array of data structures including medical records, aquarium data, plant sensors, websites, mobile locations, social networks and local government information. In fact, by 2020, the expectation is four times more digital data in bytes than grains of sand existing on the entire planet (Phillips (2013).

Big data and marketing requires analytic skills to generate value for organisations and society. Individuals require data literacy, knowledge of new tools and techniques well before organisations process the data, extract knowledge and generate data driven decision-making or provide evidence based solutions. Much of this big data is unstructured in contrast to transactional structured data making up tables or spreadsheets and financial reports. Marketing education typically focuses on transactional structured data. Yet no significant signs of the marketing profession adapting to big data exists as it grows exponentially. The key dilemma for marketing is the data of unstructured data including tweets, videos, photographs and oceans of text will play an increasingly important role in the daily lives of professionals, people and organisations (Mayer-Schonberger and Cukier 2013).

As big data transforms businesses (ibid), the opportunity exists for a re-invention of marketing to a more strategic future forward facing role in organisations. Today, marketing requires distilling vast amounts of information into actionable insights. Surprisingly, little or no entire undergraduate award courses have been found to date focusing on the "new" marketing analytics or analytics in marketing. Some glimpses of subjects do exist. For example, University of NSW MARK 3054- Marketing Analytics and Big Data (UNSW 2016). However, the subject is essentially a statistics/marketing research primer but does not include Google and Facebook Analytics nor the handling of cloud-based big data analytics tools. This subject is representative of offerings from other Australian and New Zealand businesses schools. Why Google analytics? This is a free tool providing marketers with not

only the performance of their own website but an ability to gain individual user behaviour and insights and look at individual customer journeys of buyers (McGee 2015). This near ubiquitous tool serves over 30-50 million websites (ibid).

The sea change of moving from statistical sampling of data to handling an entire population (big data) requires future leaders and associates in the marketing profession with as a minimum beyond soft skills (Brooke 2017), the skills of analytics (Hopkinson 2016) and data scepticism (Loukides 2013). Now, the critical success factor for new marketing professionals is the usage of data analytic skills to solve business problems while effectively communicating data insights and recommending actions for a business to undertake.

New Marketing Education

So, what should we provide in a new degree? The key driving force for students is gaining skills and experiences for jobs of the future. Deloitte Access Economics (2017) predicts soft skills intensive jobs will contribute towards 63% of all jobs by 2030. According to Martin (2016) (Vice Chancellor of Anglia Ruskin University, U.K.) the World Economic Forum provides guidance with the Future of Jobs report (2016) citing the need for core skills (O*NET 2017) to blend with the marketing professional. The model for marketing occupations (ibid), highlight Search Marketing Strategists and Market Research Analysts and Marketing Specialists having a bright outlook from 2014-2024 with new marketing education required to meet these developments.

For discussion and debate, the authors propose a Bachelor of Marketing Analytics Risk & Innovation (BMARI) course. This name covers the proposed areas of focus for new marketing. New delivery models and timeframes breaking free from the traditional semester timings help formulate the degree offering. In the 21st century individuals have access to globally portable micro credentials (Fowler 2017) representing certificates, badges, continuous professional points, nanodegrees or e-portfolios highlighting the accomplishment of a skill, competency or small piece of work. The New Zealand Qualifications Authority is already undertaking micro-credential pilot projects (NZQA 2017). Any degree program not mindful of micro credentials will be deemed less attractive over a credential differentiated program if albeit in marketing terms. But the benefits of credentialing are possibly more useful to an education provider. The credential represents an opportunity to monitor progress at a much more granular than subject pass/fail grades representing sufficient granularity to help predict the future performances of students and if relevant apply interventions well in advance of a student feeling inadequate preparation or flagging course materials as unsatisfactory. The interventions can be built into the education program or form optional support capability helping establish a new business model for degrees.

Recent course developments in advanced analytics and data science at various universities have been expressed as subject, short courses, nano-degrees and microcredits, with specific skills and applications offered within certificate courses. A major aspect of generating value from data is using big data and analytics in a specific discipline context (Hay et al, 2009). Therefore, a Marketing Science or Marketing Big Data or Marketing Analytics including Innovation course focusing on developing students with knowledge and skills for 'marketing jobs of the future".

References

Bayerlein, L. & Timpson, M. (2017), Do accredited undergraduate accounting programmes in Australia meet the needs and expectations of the accounting profession? *Education + Training, 59:3*, 305-322

Brooke, Z., (2017), How Soft Skills Can Propel Your Job Search, 28 August, https://www.ama.org/publications/eNewsletters/Marketing-News-Weekly/Pages/soft-skills-in-hot-demand.aspx

Fowler, T., (2017), Tertiary education – preparing New Zealanders for the jobs of today and tomorrow, 28 September, http://www.tec.govt.nz/news-and-consultations/tertiary-education-preparing-new-zealanders-for-the-jobs-of-today-and-tomorrow/

Finch, D., Nadeau, J. & O'Reilly, N. (2012), Marketing Education, *Marketing*, v117:12, 48, 50-51

Hajkowicz, S., (2015), Seven Patterns of Change Shaping Our Future, CSIRO Publishing

Hay, T., Tansley, & Tolle, K. (2008), Foreword: Jim Gray on eScience: a transformed scientific method, in Hay, T., Tansley, & Tolle, K. (2008), The Fourth Paradigm: Data Intensive Scientific Discovery, Microsoft Press, Redmond, Wa.

Hopkinson, N., (2016), Top 10 digital marketing skills you need now, 14 September, https://www.adma.com.au/resources/top-10-digital-marketing-skills-you-need-now

Loukides, M., (2013), Data scepticism, 11 April, http://radar.oreilly.com/2013/04/data-skepticism.html

Martin, I. (2017), Blended and Hybrid Global Delivery - sustainable options for Higher Education & Skills Training in 21st Global Mindset Conference on The New World Order, Global Mindset, 27 June, http://www.globalmindset.com.au/conferences/the-new-world-order

Mayer-Schonberger, V. & Cukier, K. (2013), Big Data: A Revolution That Will Transform How We Live, Work and Think, /Houghton Mifflin Harcourt

McGee, M. (2015), As Google Analytics Turns 10, We Ask: How Many Websites Use It? 12 November, https://marketingland.com/as-google-analytics-turns-10-we-ask-how-many-websites-use-it-151892

NZQA, (2017), Micro-credential pilots, http://www.nzqa.govt.nz/about-us/future-state/quality-assurance/micro-credential-pilots/

O*NET Online (2017), Bright Outlook Occupations, https://www.onetonline.org/help/bright/

Osinubi, T, (2017), Why the State of Marketing Education is Pathetic, Podcast interview with Mark Schaefer, January 17, http://marketingdisenchanted.com/ep-012/

Phillips, J. (2013), Building a Digital Analytics Organization: Create Value by Integrating Analytical Processes, Technology, and People into Business Operations, Pearson FT Press, Upper Saddle River, Nj

UNSW, School of Marketing, 2016, MARK3054 Marketing Analytics and Big Data Course Outline, Semester 1, 2017 https://www.business.unsw.edu.au/Programs-Courses-Site/Courseoutlines/MARK3054_Marketing_Analytics_and_Big_Data_S12017 .pdf

World Economic Forum (2016), The Future of Jobs Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution, Global Challenge Insight Report, January, http://www3.weforum.org/docs/WEF_Future_of_Jobs.pdf

MARKETING THEORY AND RESEARCH

ABSTRACTS

Consumer perception of flavour, food and consumption

Usha Pappu*, The University of Queensland, u.pappu@business.uq.edu.au
Neal Ashkanasy, The University of Queensland, n.ashkanasy@uq.edu.au
Alastair Tombs, The University of Queensland, a.tombs@business.uq.edu.au

Abstract:
Understanding the joint effect of flavour and extrinsic cues in the consumer consumption contexts of food or beverage is critical, yet the present literature on sensory perception is generally focused on the effect of visual stimuli. To address this problem we present a theoretical framework, which we refer to as *consumer-flavour model* (CF Model) and its relationship with flavour acuity, emotional intelligence and extrinsic cues. Our model comprises *consumer-flavor decision-making hierarchy* (CF Hierarchy) describing the nexus of relationships between flavour perception, decision-making and consumption choices. The aim of this research is to determine the drivers of flavour perception and perceived value that lead to key consumption choices and behavioural outcomes. We suggest that consumers' flavour perceptions positively relate to their ability to conceive flavours and perceived value through common connections of emotion and cognition. The practical implications of this model include improved awareness and understanding of how consumers perceive flavours and make subsequent choices.

Keywords: Sensory marketing, taste, flavour

Track: Marketing Theory and Research

Respondent Characteristics and Survey Data Bias

Saku Hirvonen*, Business School, University of Eastern Finland, saku.hirvonen@uef.fi
Tommi Laukkanen, Business School, University of Eastern Finland, tommi.laukkanen@uef.fi

Abstract:
Studies examining company performance using subjective survey data (data from key informants) are challenged by the question of how accurate is such data compared to objective data (verifiable data from secondary sources). However, little is known about the reasons behind the inconsistencies between these data sources. Addressing this matter, the authors compare subjective and objective data obtained from 141 managers. The results show that more than 50 percent of the respondents fail to indicate correctly how their company profitability has developed. In order to identify potential reasons for such inaccuracy, the authors use logistic regression analysis to study whether the respondents' gender, work history in the company, general educational background, and the level of marketing education predict whether the subjective data they report corresponds with objective data. Surprisingly, none of the tested characteristics is a statistically significant predictor, suggesting that managers' responses are somewhat inaccurate irrespective of their personal traits.

Keywords: Company Performance, Objective Data, Subjective Data

Track: Marketing Theory and Research

Capturing codified and tacit knowledge when measuring research impact

Vincent Wayne Mitchell* Sydney University, vince.mitchell@sydney.edu.au

Abstract:

With governments, organizations and universities placing increasing emphasis on research impact, we question the over reliance on codified knowledge at the expense of tacit research knowledge. We first suggest an inputs, processes, outputs, outcomes framework which provides a clearer, less confusing context for impact measures and show how processes might vary between codified and tacit knowledge. Second, we focus on processes which externalize and socialize tacit knowledge to increase impact outcomes and help reduce timescale and attribution issues. Third, we outline important future methodological considerations to help provide guidance for researchers, research managers and assessors of research impact.

Keywords: UK REF, Research impact; Evaluation; Tacit and explicit knowledge.

Track: Marketing Theory and Research

MARKETING THEORY AND RESEARCH

FULL PAPERS

Advance in Marketing Research

Robert East*, Ehrenberg-Bass Institute, R.East@kingston.ac.uk
Lawrence Ang, Macquarie University, lawrence.ang@mq.edu.au

Abstract
This paper draws attention to the challenges faced by marketing and other disciplines in generating new ideas. New ideas are stimulated by unexpected findings. Thus, we should be more positive about methods that produce substantial amounts of data from which connections, contradictions and novelties may emerge and oblige new thinking. Surveys provide substantial amounts of evidence while experiments, particularly controlled experiments, are more limited in the data they provide. Paradoxically, the advance in our subject may assisted if we give more time to less exact methods.

Key words: Insight, progress, research method

Track: Marketing Theory and Research

Introduction

In the social sciences, much attention has been given to the status of theories and how these theories should be tested (e.g., Kuhn, 1962; Popper, 1980; Wilkinson, 2012; Kenworthy and Sparks, 2016, Yadav 2010). Rather less attention is directed to the genesis of these theories. How do new ideas come into the minds of researchers in the first place? What will assist the production of such ideas? We argue that we should invest more effort in methods that produce large amounts of data because it is here that new findings may emerge that require new explanations. We suggest that survey work is undervalued as a source of new ideas in social science.

Forming New Ideas

If we can show how our subject advances in practice, we may be able to stimulate such advance by focusing on methods that assist progress. In particular, we need to know how much insights arise through abstract theorising, trial and error or are compelled by weight of data. Summarily, we consider two fields where advances have been made.

The first field is the research on stationary markets (Ehrenberg 1988). Here, research began with the discovery that brand purchase rates are closely predicted by a negative binomial distribution (NBD). This work was extended to all the brands in a category where a Dirichlet distribution was shown to fit. There were insights but these seemed to emerge from the accumulation of findings. Ehrenberg (undated) credits his colleagues Chatfield and Goodhardt with the insight that the Dirichlet distribution would model category-level data (Goodhardt, Ehrenberg and Chatfield 1984).

The second field is the research on heuristic mechanisms (Kahneman, Slovik and Tversky 1981). This work, summarised by Kahneman (2012), has focused on the automatic processes in thinking that often displace more rational analysis. Kahneman's (2012) account of how the research evolved indicated that there was an extensive period of discussion and speculation between him and Tversky which resulted in many "what if" scenarios, simple experimental trials and the eventual assembly of a corpus of findings, many of which were contrary to assumptions made by those who assumed that thinking proceeded in a rational manner. From Kahneman's account of this work, it appears that the findings were not always anticipated and much of the research work was driven by curiosity rather than a clear idea of what might be expected.

Massing the Evidence

In these cases, two facts stand out. First, it was the mass of consistent evidence that led to generalisations about purchase patterns in stationary markets and heuristic decision making. Second, abstract theorising that that has led to some developments in the physical science, does not seem to be necessary in social science. Often the data comes first. Sometimes a theory is tested but, often, this theory is sketchy. At other times, research is designed to answer practical questions or is conducted out of simple curiosity. Regarding heuristic decision making, it looks to us as though Tversky and Kahneman lacked a well-formed theory about what they would find; if so, the insights came after the evidence. Patterns of this sort have led to an emphasis on an evidence-first approach by some leaders in marketing research. This position was developed by Ehrenberg (1993, 1995) and Bass (1995); they claim that scientific advance in marketing comes about mainly by the gathering of evidence from which empirical generalisations are made; then, more abstract explanations or theories may follow. There is, however, still a jump from the evidence to the explanation. This process of insight has been studied by Klein (2013).

Research on Insight
Insight is a sudden realisation that a problem can be solved or a task accomplished by the application of one or more new ideas/practices. Klein (2013) has studied this by gathering examples where insight was involved in everyday activity. He found that these naturally occurring insights were stimulated under five novel conditions: connections, coincidences, curiosities, contradictions, and creative desperation. Of these, connections were involved in 82% of his 120 examples of insight (sometimes more than one condition was involved). Klein cited Darwin's development of the theory of natural selection as a case where connections were made. Another might be the fit between the littorals of America and Africa which suggested the theory of continental drift to Wegener (1912). Klein suggests that people have more insights when they are exposed to large amounts of evidence. The more data one is exposed to, the more the possible connections. One other advantage of plenty of evidence is that there is more scope for exceptions to stand out and, here, contradiction may be the basis of insight.

Two Methods of Investigation Compared
We ask if some methods are better than others in generating such insights. We restrict ourselves to the comparison of the two most established methods of research: experiments and surveys.

Controlled Experiments
In the social sciences, there are many variables, populations and settings and multiple causes are at work (Campbell and Stanley 1963). By using controls, it is possible to gather findings for one set of conditions but a finding for one category, segment and context may not apply to other categories, segments or contexts so that many studies may be required to establish large sets of data. This limits generalisation from laboratory findings as has been discussed by East (2016); it is also one explanation why the attempts to replicate work in psychology and marketing are often unsuccessful (Open Science Collaboration, 2015, Hubbard and Armstrong 1994, Evanschitzky et al, 2007).

Surveys
Unpredicted findings are common in surveys which provide a substantial quantity of data. All the variables measured in a survey can be tested for association and unexpected correlations may be revealed. Many of these may be chance effects but further studies can be done to establish previously unknown connections that require explanation. In this way, serendipitous findings from surveys may contribute to advance in our subject.

Implication
The experimental design tests causal connections but may be relatively unproductive of with respect to new ideas. Surveys may speed our advance in marketing research by generating new findings. When selecting methods, should use look to the data yield, as well as the precision of the method.

References

Bass, F.M. (1995). Empirical generalizations and marketing science: A personal view, *Marketing Science*, 14(3), Part 2 of 2, G6–G18.

Campbell, D.T. & Stanley, J. (1963). *Experimental and Quasi-Experimental Designs for Research*. Rand McNally, Chicago.

East, R. (2016). Bias in the evaluation of research methods, *Marketing Theory*, 16(2), 219-231.

Ehrenberg, A.S.C. (undated). My Research in marketing : How it happened, Contribution to the "Life and Times" column of *Marketing Research*, AMA. https://archive.ama.org/archive/ResourceLibrary/MarketingResearch/Pages/2004/16/4/MRWinter04Ehrenberg.aspx

Ehrenberg, A.S.C. (1993). Theory or well-based results: Which comes first? In Laurent, G., Lilien, G.L. and Pras, B. *Research Traditions in Marketing*, 79-108, Kluwer Academic Publishers, Dordrecht.

Ehrenberg, A.S.C. (1988). *Repeat Buying: Theory and Applications*, 2nd edition, London: Charles Griffin & Co., London.

Ehrenberg, A.S.C. (1995). Empirical generalisation: Theory and method, *Marketing Science* 14(3), G20-G28.

Evanschitzky, H., Baumgarth, C., Hubbard, R., & Armstrong, J. S. (2007). Replication research in marketing revisited: A note on a disturbing trend, *Journal of Business Research*, 60(4), 411-415.

Goodhardt, G.J., Ehrenberg, A.S.C. and Chatfield, C. (1984). The Dirichlet: A comprehensive model of buying behaviour, *Journal of the Royal Statistical Society*, 147, 621-655

Hubbard, R. & Armstrong, J.S. (1994). Replications and extensions in marketing: Rarely published but quite contrary, *International Journal of Research in Marketing*, 11(3): 233-248.

Kahneman, D. (2012). *Thinking Fast and Thinking Slow*, Penguin Books, London.

Kahneman, D., Slovic, P. and Tversky, A. (1982). J*udgment under Uncertainty: Heuristics and Biases*, Cambridge University Press, Cambridge, 117–28.

Kenworthy, T.P. and Sparks, J.R. (2016). A scientific realism perspective on scientific progress in marketing: An analysis of theory testing in marketing's major journals, *European Management Journal*, 34, 466-474

Klein, G. (2013). *Seeing What Others Don't: The Remarkable Ways We Gain Insights*, Public Affairs, New York.

Kuhn, T. (1962). The Structure of Scientific Revolutions, University of Chicago Press, Chicago.

Lomax, W. and East, R. (2016). Talking about durables. *Australasian Marketing Journal*. 24(4), 262-66.

Open Science Collaboration (2015). Estimating the reproducibility of psychological science, *Science,* 349(6251), 943-954.

Popper, K. (1980). *The Logic of Scientific Discovery* (10th ed.). Hutchinson, London.

Wegener, A. (1912). 'Die Herausbildung der Grossformen der Erdrinde (Kontinente und Ozeane), auf geophysikalischer Grundlage', *Petermanns Geographische Mitteilungen* 63: 185–95, 253–6, 305–9, URL:http://epic.awi.de/Publications/Polarforsch2005_1_3.pdf.

Wilkinson, M. (2013). Testing the null hypothesis: The forgotten legacy of Karl Popper? *Journal of Sports Sciences*, 31 (9), 919-920.

Yadav, M. (2010). The decline of conceptual articles and implications for knowledge development. *Journal of Marketing*, 74(1), 1-19.

Formation of Emotional Confidence

Wajid H Rizvi, Institute of Business Administration, wrizvi@iba.edu.pk

Abstract

Influence of consumer confidence on economic activity and buying behaviour is well documented. Consumer confidence can be based on cognition and emotion, predominantly the consumer confidence is defined and measured as a cognitive construct. This paper investigates emotions as determinant of emotional confidence. The result sought in this study shows that both valence (direction of an emotion) intensity (strength) of an emotion influence emotional confidence. Six different emotions (happy, pleased, content, excited, satisfied and thrilled) were used in context of car buying. The empirical evidence sought in this paper using structural equation modelling suggests that emotional response (positive valence) influence emotional confidence (affect based state of certainty). The results also reveal that intensity of the emotional response increase variance explained in emotional confidence therefore it can be used an additional dimension, in addition to valence of an emotion. This paper also highlights theoretical and managerial implications.

Keywords: Emotional Confidence, Emotional Intensity, formation of confidence,

Track: Marketing Theory and Research

Introduction

Consumer confidence became a popular topic over the last decades and has gained attention of academics and practitioners in the area of behavioral sciences. Previous researches have indicated that consumer confidence is an important indicator for health of an economy. Despite its importance and popularity, confidence is overused construct without clear understanding. The existing literature does not define what really confidence is and how it is formed. Mostly confidence is conceptualized as a cognitive construct and the way it is measured (i.e. certainty about abilities, beliefs and attitudes) is metacognitive in nature (i.e. cognition about cognition). Alternative conceptualizations are being put forward whether confidence is cognitive or emotion based. The conceptual domain of confidence based on emotions still perplexed with diverse and often conflicting explanations and our understanding of the way in which it influences behavior is at the early stages.

This paper is an initial attempt to provide a conceptual framework for the "emotional confidence" construct; specifically focus of this study is to accumulate evidence regarding formation of emotional confidence. Emotional confidence is defined as "an affective state of certainty". It is argued that both valence (direction of an emotion) and intensity (strength) of an emotion influence emotional confidence. The intensity of an emotion is used as an overall emotional experience that consists both valence and arousal, so intensity of an emotion is used as an additional dimension to measure formation of emotional confidence. Six different emotions (happy, pleased, content, excited, satisfied and thrilled) were used in context of car buying. The empirical evidence sought in this paper using structural equation modelling suggests that emotional response (positive valence) influence emotional confidence (i.e. affective state of certainty). The results also reveal that intensity of the emotional response increase variance explained in emotional confidence therefore it can be used an additional dimension, in addition to valence of an emotion. This paper also highlights theoretical implication of formation of the emotional confidence.

Background

Confidence as a construct has received widespread attention (Bandura, 1977; Dominitz and Manski, 2004; Gross et al., 2009; Stajkovic, 2006). The importance of confidence in consumer behaviour is highly recognized (Smith, 1988; Berger, 1989). In addition to other economic indicators consumer confidence is considered as an important indicator to predict future economic activity (Curtin, 1982; Dees and Brinca, 2013; Ludvigson, 2004). There is evidence to suggest that confidence influences purchase intentions directly (Howard, 1969; Laroche, 1996). People with higher confidence reflect higher intentions to buy rather than just attitudinal responses (Johnson, 1945; cited in Sample, 1973). Despite confidence has gained attention in the literature, its scope and predictive impact on consumer behaviour have been limited to attitude strength (Ajzen & Fishbein, 2005; Petty et al, 2002).

The concept of confidence was pioneered by Howard (1969), he argued that confidence should not be restricted to a dimension of attitude strength rather it should be conceptualized as a separate construct and there is need to layout its theoretical framework in order to assess its influence on buying behavior. Lack of progress in developing a theoretical framework of confidence can be linked to its conflicting explanations. On the one hand, confidence is conceptualized as feeling based construct (Compte, 2004) and on the other hand it is conceptualized as a cognitive construct (Smith, 1988). Likewise, formation of confidence is associated with diverse antecedents that includes both beliefs and emotions. For instance Smith (1988, p.6) argues that "confidence (or certainty) is a cognitive construct that reflects one's conviction in one's belief" and antecedents of confidence are quantity of information,

credibility of information and consistency of information. Whereas, Gross (2009) states that positive emotions such as pride and hope influence confidence.

Predominantly confidence is conceived as a cognitive construct (Bearden et al., 2001; Berger, 1992; Kahneman and Lovallo 1993; Krosnick et al, 1993; Petty et al., 2002; Siegrist et al., 2005; Stajkovic, 2006; Sniezek et al., 1990). Alternative explanations are beginning to emerge such as conceptualization of emotional confidence. Academic literature on emotional confidence is sparse; only in the area of emotional calibration the nature of emotional confidence has been addressed. Specifically, Kidwell et al., (2008) has postulated that consumers who are emotionally calibrated not only possess high levels of emotional ability but also are confident in their feelings of self-assurance and conviction. Despite coining the construct (i.e. emotional confidence), they did not specify how it is formed rather they measured emotional confidence in a metacognitive way (certainty in emotional responses).

The emotional confidence can be defined as "affective state of certainty" and the emotional confidence is a consequence of feelings towards an object over period of time, specific emotions can elicit depending on context. Brinol et al., (2007) concluded that emotions can influence confidence. In order to assess influences of specific emotional response on the emotional confidence, it is important to understand the underlying structure of an emotional response. According to Russell (1980) both valence and arousal are essential dimensions of an emotion. The both dimensions of an emotion have been widely recognized and it is important to note that both arousal and intensity of an emotion is interchangeably used (Smith & Ellsworth, 1985; Russell, 1988; Izard, 2007; Anderson et al, 2003). However, other academics argue that intensity of an emotion reflects combined effect of both valence and arousal (Sonnemans and Frijda, 1994; Strauss and Allen, 2008; Talarico et al., 2004). For example, both happiness and excitement are positive valence emotions with different arousal level presumably excitement reflects higher arousal than happiness. If one is excited towards an object the feelings of the excitement can further be expressed by its intensity.

Emotional intensity can be defined as how strong an emotional experience combines the effect of both valence and arousal (Reisenzein, 1994). In this study, intensity is used as an additional dimension in the formation of the emotional confidence which reflects emotional experience including both valence and arousal. It is hypothesized that only valence of an emotional response will have positive influence on the emotional confidence, it is further hypothesized that combined effect of both valence (of emotion) and its intensity will have higher influence on the emotional confidence than only valence.

Research Methods and Measures
The data was collected from citizens of Swansea City UK using stratified random sampling, the strata were based on income level after identification of three areas higher-middle and lower levels random streets numbers were generated for the data collection. A survey questionnaire was used for the data collection, context was specified as their emotional response towards their current car, respondents were asked to specify make and model of their cars and specific emotions were used to assess their emotional response on a scale ranging from 1 to 7.

Rigorous pre-testing was applied to ensure readability, understanding and comprehension of all questions. Data collected over a period of four months. In total, 675 subjects were approached and 222 have agreed to participate; a response rate of approximately 32.8%. The sample comprised 135 males (60.8 %), and 87 females (39.2 %) with a mean age of 47.

Measures

Six emotions were used in the study: unhappy-happy, bored-excited, annoyed-pleased, disappointed-thrilled, regretful-content, unsatisfied-satisfied using semantic differential scale 1 to 7. Emotional confidence was measured by emotional confidence scale (ECS) the scale consists of 5 items Likert scale 1 to 7 (Rizvi, 2014).

Results and Discussion

The results were extracted using structural equation modeling (AMOS v 20), before testing the structural model the measurement model of the emotional confidence was tested. The goodness of fit statistics indicates that, the proposed model fits the data well. The values of the indices are within the suggested thresholds representing the model fit. Table 1.1 shows factor loading, average variance extracted (AVE), composite reliability (CR), Cranach's Alpha.

Table 1.1 Emotional Confidence Measurement Model

Emotional Confidence	Loadings	Reliability and Convergent Validity
ECS_1	.86	
ECS_2	.76	
ECS_3	.95	
ECS_4	.64	
Average variance Extracted		.70
Composite Reliability		.73
Cronbach Alpha		.89

The structural model graph 1.1 shows the hypothesized model only valence of an emotion and combined effect of an emotion.

Graph 1.1
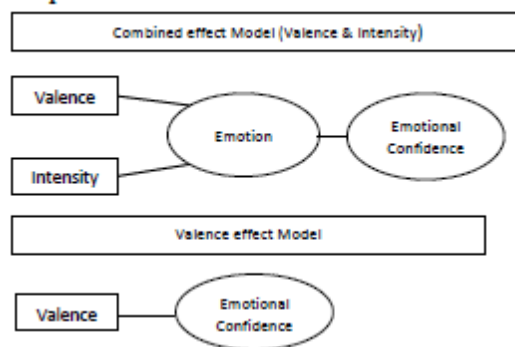
The influences of emotions on the emotional confidence are presented in Table 1.2, shows beta coefficient, its statistical significance and variance explained by a model for both only valence effect and valence & intensity effect.

Table 1.2 Beta coefficient, significance and variance explained

Emotion	Valence effect model β and P value	Combined effect model (Valence & Intensity) β and P value	Variance explained Valence effect model	Variance explained Combined effect model (Valence & Intensity)
Happy	.22 (p < .05)	.35 (p < .05)	.05	.12
Thrilled	.30 (p < .05)	.47 (p < .05)	.13	.22
Pleased	.31 (p < .05)	.43 (p < .05)	.10	.13
Excited	.32 (p < .05)	.42 (p < .05)	.11	.18
Content	.37 (p < .05)	.53 (p < .05)	.13	.29
Satisfied	.27 (p < .05)	.48 (p < .05)	.07	.23

The model fit indices for the combined effect model is presented in table 1.3

Table 1.3 Model Fit Indices: combined effect model (Valence & Intensity)

Emotion	CMIN	CFI	GFI	RMSEA	SRMR
Happy	2.3	.98	.97	.07	.02
Thrilled	2.8	.98	.96	.09	.02
Pleased	2.6	.98	.96	.08	.03
Excited	3.7	.97	.95	.11	.05
Content	2.9	.98	.96	.09	.02
Satisfied	2.6	.98	.96	.08	.03

The evidence observed in this study suggests that emotional response (positive valence) influence the emotional confidence. It was further investigated that if intensity of corresponding emotion enhance influence and the variance explained by the model. The result suggests that inclusion of intensity to the corresponding emotion enhance both beta coefficient and the variance explained by the model and the result was consistent for all emotions (see table 1.2). This result is just an initial indication that intensity of an emotion can be used as an additional dimension along with its valence. However, more research needs to be carried out. If substantial evidence is accumulated that inclusion of intensity in emotion measures and attitudinal responses then it can be a huge theoretical break through further intensity as an additional dimension can be tested in attitude related models of buying behavior.

Conclusion and Managerial implication
The result sought in this paper suggests that valence has a positive influence on emotional confidence. It was further investigated whether or not intensity of an emotion increases influence and variance explained in the emotional confidence. The combined effect of both valence and intensity was higher than only valence. The results related to all emotions were consistent, both influence and variance explained were increased after adding intensity of an emotion in the model. However, this result is preliminary more empirical evidence is required to affirm the conceptual bases that intensity of an emotion influence the emotional confidence.

Use of intensity as an additional measure is very essential that will help marketing managers to look into consumers' experience that elicit strong (high intense) emotions that may presumably form affective certainty (i.e. emotional confidence) towards a brand. Intensity (as an additional measure) of an emotion can be employed to assess other constructs like attitude towards a brand, intensity of an attitude towards can be sued as moderating variable. Apart from the emotional confidence research stream, influence of emotions on brands is widely tested, intensity of an emotions can be used as complimentary dimension (as results sought in this study) to assess its impact on a brand or product.

References

Ajzen, I. (2005). *Attitudes, Personality and Behavior.* 2nd edn. New York: Open University Press, McGraw Hill Education.

Bandura, A. (1977). Self-efficacy: Toward a Unifying Theory of Behavioral Change. *Psychological Review*, 84(2), 191-215.

Berger, I. E., and Mitchell, A. A. (1989). The Effect of Advertising on Attitude Accessibility, Attitude Confidence, and the Attitude-Behavior Relationship. *The Journal of Consumer Research*, 16(3), 269-279.

Curtin, R. T. (1982). Indicators of consumer behavior: The University of Michigan surveys of consumers. *Public Opinion Quarterly*, *46*(3), 340-352.

Dees, S., & Brinca, P. S. (2013). Consumer confidence as a predictor of consumption spending: Evidence for the United States and the Euro area. *International Economics*, *134*, 1-14.

Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate data analysis: A global perspective* (Vol. 7). Upper Saddle River, NJ: Pearson.

Howard, J. A., & Sheth, J. N. (1969). *The theory of buyer behavior* (Vol. 14). New York: Wiley.

Kahneman, D., & Lovallo, D. (1993). Timid choices and bold forecasts: A cognitive perspective on risk taking. *Management science*, *39*(1), 17-31.

Kidwell, B., Hardesty, D. M., and Childers, T. L. (2008). Emotional Calibration Effects on Consumer Choice. *Journal of Consumer Research*. 35, 611-620.

Laroche, M., Kim, C., and Zhou, L. (1996). Brand familiarity and confidence as determinants of purchase intention: An empirical test in a multiple brand context. *Journal of Business Research*, 37(2), 115-120.

Ludvigson, S. C. (2004). Consumer confidence and consumer spending. *The Journal of Economic Perspectives*, *18*(2), 29-50.

Petty, R. E., Briñol, P., and Tormala, Z. L. (2002). Thought Confidence as a Determinanat of Persuasion: The Self-Validation Hypothesis. *Journal of Personality and Social Psychology*, 82(5), 722-741.

Reisenzein, R. (1994). Pleasure-Arousal Theory and the Intensity of Emotions. *Journal of Personality and Social Psychology*, 67(3), 525-539.

Rizvi, HW. (2014). Nature of emotional confidence and its influence on purchase intentions. Doctoral Thesis, *Swansea University UK.*

Smith, R. E., and Swinyard, W. R. (1988). Cognitive Response to Advertising and Trial: Belief Strength, Belief Confidence and Product Curiosity. *Journal of Advertising*, 17(3), 3-14.

Stajkovic, A. D. (2006). Development of a core confidence-higher order construct. *Journal of Applied Psychology*, 91(6), 1208-1224

Modern data analysis: some principles and paradigms

John Williams. Department of Marketing, University of Otago

Abstract

Research results that are valid and reliable are more likely to have impact. Quantitative data analysis methods have advanced dramatically in the last decades, driven largely by advances in computing power. However in most business schools, newer and superior methods are seldom taught; methods that were invented over 100 years ago, when analysis was done literally by hand or with a mechanical adding machine, are still taught. However these methods have little relevance to business practice in the age of "big data", and are also becoming less relevant to the marketing academic who wishes to exemplify best practice.

What, then, is "best practice"? Arguably, modern data analysis eschews statistical significance in favour of predictive validity, goodness-of-fit and effect sizes (i.e. practical or substantive significance) and triangulation over data and models. This paper discusses and demonstrates some of these principles, and shows how they can be easily implemented using Free software.

Keywords: Quantitative Data Analysis, Triangulation, Best Practice, Ensembles, Cross-validation

Track: Marketing Theory and Research

Introduction

In a recent ANZMAC session, Williams (2014) pointed out some problems with current quantitative data analysis in Marketing and advocate refreshing the teaching and research practices in business schools. Modern best practice in quantitative data analysis exploits the advances in statistical methods that have been made in recent years, largely based on increased computing power (Efron & Hastie, 2016; Harrell, 2015; Hastie, Tibshirani, & Friedman, 2009; James, Witten, Hastie, & Tibshirani, 2013). Modern methods combined with modern data sets (which tend to be larger than in the past) emphasise the decreasing importance of null-hypothesis significance testing (NHST) in favour of learning from data via machine learning, resampling methods and Bayesian statistics, primarily Empirical Bayes, which is highly relevant for streaming data in commercial contexts. Modern methods of data analysis have the following main features:

1. In increased emphasis on predictive validity, especially goodness-of-fit (hence the rise of the term "Predictive Analytics")
2. A de-emphasis on statistical significance and an increased emphasis on effect size
3. Employing resampling methods to estimate shrinkage and select parameters, and post-hoc methods of estimating shrinkage
4. Employing multiple statistical methods of analysis

These features have been engendered partially by the "big data" revolution, and partially by the mounting evidence of false positives in all branches of science and quantitative research due to the universal "gold standard" or statistical significance ($p < 0.05$), and the conflation of statistical with substantive ("clinical") significance. On the big data side two things are relevant: in large sample sizes, trivial effects are statistically significant, so some other way of assessing *importance* is needed. Secondly, in commercial applications prediction is almost always prioritised over "explanation".

The last two items on the list above are partially a result of first two items, but more closely a result of the rise of cheap computing power. Resampling from data, computationally expensive algorithms and triangulation with methods have long been advocated in the methodological literature, but were until recently not often implemented due to the time, financial expense and cognitive effort involved. However with cheap computing power and open source software (which speeds development of useful software for applications), those barriers have largely disappeared. The remaining barrier for implementation of best practice methods appears to be simply lack of knowledge, either of best practices, or of the fact that they can now be implemented so cheaply and easily.

The aim of this paper is therefore:

> *To demonstrate the ease with which modern methods of data analysis can be employed, especially the use of multiple methods, with the aim of encouraging adoption of their teaching and use for academic research and preparing students for commercial research.*

Although the main aim of this paper is didactic, we accomplish this by addressing two research questions in line with this aim:

> **RQ1:** What factors influence active transport to school (ATS), e.g. walking and cycling among secondary school students?

RQ2: Are other competing methods that address RQ1 able to achieve comparable or better explanatory power? And if so, do different methods agree on "feature selection" and relative impact?

Background

The first two items on the list above have been discussed at a recent ANZMAC conference (Williams 2014), and are the subject of a substantial stream of literature. However the last two items have had much less discussion in the Marketing and Social Science literature. Regarding item 3 on the list above, there is an increasing realisation of the phenomenon of statistical *shrinkage*, i.e. the situation where a model is developed using a data set and fits acceptably, but when new data are gathered the model fits less well, often much less well. In other words, the goodness-of-fit measures "shrink". This is directly relevant for the generalisability aim of marketing knowledge generation. Estimating likely shrinkage is a useful way of assessing the trustworthiness of any conclusions derived from data analysis Regarding the last item on the list above, there is an increasing realisation that in many situations there is no single algorithm or method that could be regarded *a priori* as being "optimal", and hence triangulating over methods (as opposed to triangulating over data in resampling approaches) is a useful way of assessing the trustworthiness of any conclusions derived from data analysis.

Triangulation over methods

Modern approaches to data analysis strongly suggest that, for anything but the most trivial models, fitting several different statistical models and examining their congruence should be standard practice. (For a good overview of of this approach, see Efron & Hastie (2016), who provide underlying theory as well as many examples). For example, if we wish to examine influences on a binary outcome (e.g. a customer buys, or not) there are several classical statistical models that are applicable, e.g. discriminant analysis or logistic regression, or even classification and regression trees (CART). How can we, as researchers, assess the possibility that our results depend not only on our sample, but our chosen analysis method? One way to assess this is to triangulate over methods. However this principle, which common in the machine learning discipline, has not yet made its way into the mainstream methodological toolbox of modern academic Marketing researchers, despite the fact the machine learning is mainstream in many enterprises and some academic disciplines. One reason for that is probably that the methods are not available in many affordable commercial software packages in use by many business schools. However most, if not all, currently popular methods are available in free and open source software, notably Python and R.

One formalisation of this approach is known as *ensembles*. Some methods and algorithms are known to have deficiencies, in particular to be sensitive to permutations or trivial changes in data, notably the original CART algorithms and *k*-means. The idea behind ensemble modelling is to run multiple instances of these so-called weak learners, and then aggregate the results. There are different ways of doing this, each resulting in what is usually terms a strong learner. Although there is little theoretical support for why this should improve predictions, decades of practice has shown that it can work very well, such that random forests (i.e. an ensemble of trees) is now probably the most used method of machine learning. A closely allied method of combining weak learners is known as gradient boosting, which has more theoretical support.

Triangulation over data

Even if you have a single model, for example a regression model that's been developed by paring down a list of possible predictor variables to a smaller and more interpretable set, it's still possible to assess (partially) the degree to which your conclusions depend on your methods, rather than the properties of the phenomenon under investigation.

A method for assessing the generalisability of models that used extensively in modern data analysis is cross-validation, which is an extension of a very old idea: split-half testing. Textbooks from 1990s and earlier advocated splitting your data into half, developing your model based on one half, and then testing it on the other half and comparing the estimates and goodness of fit. This is good advice, but some of us were wondering "would the results be any different if we used different halves?", i.e. selecting the halves at random, perhaps more than once. With cheap computing power one can apply the split-half multiple times, then average or aggregate the results. This "borrows power" from replication, so the fraction of the data left out on each replication can be smaller. The modern application of this procedure is known as *cross-validation*, and the most common method is *k*-fold validation, where one leaves *n/k* of the data out as a test sample and the remaining cases for the "training" data). Most commonly *k*=10, i.e. 10% of the cases for testing and 90% for training at each iteration, and there are 10 iterations. A key use of cross-validation is to estimate *shrinkage*, i.e. the tendency of models to fit worse for new data sets than the data set with which a model was developed. Another method for assessing generalisability is bootstrapping. Many readers will already be familiar with the fundamentals of bootstrapping, so the details will not be repeated here. Bootstrapping is an old idea (Efron, 1979, 1981) but it took a very long time before it was implemented in commercial software (notably SPSS), and even today it is not available at the click of a mouse everywhere that it could, or should be used. Most researchers familiar with the ideas of the bootstrap will probably think of it as an alternative to asymptotic *p*-values when the assumptions of some parametric procedure, e.g. maximum likelihood estimation of a SEM, are not met. (However the fundamental basis of inference from sample to population differs between asymptotic and bootstrap *p*-values, and this is rarely acknowledged or discussed.) But bootstrapping is not just a way to obtain *p*-values or confidence intervals, but can be used to study other aspects of models, such as goodness of fit.

A new paradigm for quantitative data analysis?

These developments, among others, have lead to what might be described as a new paradigm of quantitative data analysis. ML methods allow fitting "black box" models that have a high degree of fit but low interpretability. Such a model may be perfectly acceptable in some commercial settings, but less than useful for academia. However a close to perfectly fitting model that incorporates non-normality, non-linear relationships and model-free high-order interactions can be viewed as analogous to a saturated linear model, e.g. in logistic regression or structural equation modelling. Then a traditional model, that has high interpretability to the target audience, can be fitted to the data, perhaps using insights from the ML model, and being careful to avoid over-fitting, for example using cross-validation. Using this paradigm, we have another way to assess the quality of our modelling efforts.

Methods

The first research question listed above is part of a wider study known as BEATS (Built Environment and Active Transport to School), which is fully described by Mandic et al. (2016). Data from every secondary school in Dunedin, New Zealand were gathered via a self-completion online questionnaire, resulting in 1,072 usable responses. R v3.4.0 was used for this analysis, especially the **caret** and **h20** packages, which are frameworks for using large number of alternative methods and summarising the results via a single user interface. A logistic regression model was fitted to the data using the **rms** package, with the dependent variable being whether the student regularly takes active transport (Walking, cycling, etc.) to school (ATS) as a binary variable.

There were a large number of independent variables (63), derived from the literature, that were posited to be influential. All theoretically relevant variables were entered into the model, and then variables were removed, one at a time, depending on a combination of collinearity, the highest *p*-value and the lowest contribution to deviance reduction. Due to the large sample size and large number of NHST tests, the stopping criterion (for variable removal) was a combination of the criteria that all independent variables were significant at the 1% level, and a likelihood ratio test for the next

variable to be removed. In other words, if removing a covariate did not result in a significant reduction in deviance, it was not removed.

Results and Discussion

Table 1 shows the resulting model, which has a Nagelkerke R^2 of 81% and an area under the ROC curve of 98%. Firstly, we examine the generalisability of the model, i.e. the degree to which the results depend on the data at hand. Table 2 shows the mean quality indices and the shrinkage estimates, using 1,000 bootstrap replications. D_{xy} is Somer's D (i.e. the correlation between a continuous variable, here the predicted probability, and a binary outcome) and R^2 is the Nagelkerke R^2. The column labelled "Optimism" is the inverse of shrinkage. For these results, shrinkage does not appear to be an issue. Briefly, if we fit a model $C(Y \lor X) = \beta X$ and then fit another model $C(Y \lor X) = \gamma_0 + \gamma_1 \beta X$ on the same data, then γ_0 will be 0 and γ_1 will be 1. However if we fit the same model on a different data set, i.e. not estimating β from the new data, then $\gamma \equiv \{\gamma_0, \gamma_1\}$ will almost certainly not be $\{0,1\}$. Hence γ is an estimate of the degree to which the model does not fit new data, or, equivalently, the degree of over-fitting. The Corrected column is the Original index corrected for estimated shrinkage/optimism.

Table 1: logistic regression results

Index	Original	Training	Test	Optimism	Corrected	n
D_{xy}	0.96	0.96	0.96	0.01	0.95	1000
R^2	0.83	0.84	0.82	0.01	0.82	1000
γ_0	0.00	0.00	0.00	0.00	0.00	1000
γ_1	1.00	1.00	0.93	0.07	0.93	1000

This model was compared with several other models (20, but only a few are shown below due to space restrictions), including bagged classification trees (bagEarth), conditional classification and regression trees (ctree), flexible discriminant analysis (fda), generalised boosted regression (gbm), multinomial logistic regression, partial least squares (pls), random forests (rf), and randomized partitions (rpart). The methods are compared on several metrics in the table below. Because these methods learn from data in an iterative process, the area under the ROC curve (AUC) for test data sets is 100%, so it's more meaningful to focus on the average training AUC. The "Accuracy" column is balanced accuracy, i.e. correct predictions of both the positive and negative states. The models were run on an i7×8 core computer with 16MB RAM, running Fedora 25 (GNU/Linux).

A DNN (Deep Neural Network, i.e. "Deep Learning") model was also trained on these data using the **h20** package for R, and also the capability of **h20** to conduct automatic modelling ("Driverless AI") was explored. This method applies Gradient Boosted and Random Forest decision trees as as well as DNNs in a method bake-off similar to **caret**. but with additional flexibility and usability. The automatic machine learning process ran for over two hours and the winning model (GBM) had an AUC of 98.7%, i.e. the same as the GBM run by **caret**. We can see that with the exception of random forests, all the other methods have either a similar predictive accuracy to the manual logistic regression model, and the individual decision tree methods have much lower AUC. The outstanding performance of random forests is no accident: it is one of the preferred methods in commercial practice, however because the structure of trees in the forest can vary so dramatically, it can often not be used to identify important predictors (i.e. high prediction but low explanation). All the methods also agreed on the most influential explanatory variables (which include distance to school, parental support for ATS, peer support for ATS whether school is on the way parental commute to their work).

Table 2: Machine learning results

Method	Run time	Accuracy (train)	Accuracy (test)	Accuracy Shrinkage	AUC train
rf	17.32	100.00	92.13	7.87	100.0
bagEarth	58.78	94.16	90.64	3.52	98.7
gbm	5.84	95.40	93.63	1.77	98.7
multinom	2.28	93.91	88.39	5.52	98.7
fda	2.86	91.43	91.39	0.04	97.2
pls	0.96	90.43	91.76	-1.33	96.4
ctree	2.73	89.44	85.77	3.67	94.9
rpart	1.33	88.32	86.89	1.43	86.6

So, which model should be retained and interpreted? because the logistic regression model is relatively well-known, and academic audiences can be expected to be comfortable interpreting odds ratios, this would be the desirable model to report in the academic literature. However in a commercial context, where accurate prediction is paramount and financially valuable, a more model-free machine-learning approach might be preferred over classical methods, i.e. beta coefficients, path loadings, odds ratios etc. Decision trees are intuitively understandable to managers, and also recent advances have been made in an effort to address the "black box" stigma of neural networks, particularly Locally Interpretable Model-agnostic Explanation (LIME) and methods of assessing variable importance.

Implications for Theory and Practice

For statistical models to have impact, they must be valid, reliable and accurate. Due to advances in computing power and easy to use software, it is now very easy to estimate shrinkage and compare any model to the best possible model obtained by cutting edge methods. This paradigm, i.e. triangulation of statistical models, should be used whenever possible to directly estimate the robustness of results. Moreover, now that, thanks to freely available software, it is so straightforward to implement this analytic paradigm, which is best practice in commercial research, there seems to be little reason to continue to refrain from teaching it, which would help prepare our students for both the modern reality of Marketing work, and the cutting edge of academic research.

My own experience in exposing postgraduate students to classification trees and neural networks has shown that many students find these methods more intuitively understandable than, for example, factor analysis or OLS regression, and for a smaller number of students, the newer methods are no more difficult to understand than classical methods. If we are training students to be effective consumers of quantitative analysis, then it's our duty to train them in methods they will encounter in their working life. For the smaller proportion of students who will become academics, it's also our duty to teach them the best methods available, and not merely the methods that we learned when we were students (decades ago for many of us). The crucial point is that recent advances in software (especially free an open source software) and hardware (GPUs) mean that cheap computing power has changed these methods from being expensive and esoteric to commonplace. So why wouldn't we use them?

References

Breiman, L. (1996a). Bagging predictors. *Machine Learning*, *24*(2), 123–140.

Breiman, L. (1996b). Heuristics of instability and stabilization in model selection. *The Annals of Statistics*, *24*(6), 2350–2383.

Breiman, L. (2000). Randomizing outputs to increase prediction accuracy. *Machine Learning*, *40*, 229–242.

Breiman, L. (2001). Random forests. *Machine Learning*, *45*, 5–32.

Breiman, L., Friedman, J. H., Olsen, R. A., & Stone, C. J. (1984). *Classification and regression trees*. New York: Chapman; Hall.

Efron, B. (1979). Bootstrap methods: Another look at the jackknife. *Annals of Statistics*, *7*(1), 1–26.

Efron, B. (1981). Nonparametric estimates of standard error: The jackknife, the bootstrap and other methods. *Biometrika*, *68*(3), 589–599.

Efron, B., & Hastie, T. (2016). *Computer age statistical inference: Algorithms, evidence, and data science*. New York, NY, USA: Cambridge University Press.

Friedman, J. H. (1991). Multivariate adaptive regression splines (with discussion). *Annals of Statistics*, *19*(1), 1–141.

Harrell, F. (2015). *Regression modeling strategies* (Second edition). New York: Springer.

Hastie, T., & Tibshirani, R. (1995). *Generalized additive models*. London: Chapman; Hall.

Hastie, T., Tibshirani, R., & Friedman, J. H. (2009). *The elements of statistical learning: Data mining, inference, and prediction* (Second Edition). New York: Springer.

James, G., Witten, D., Hastie, T., & Tibshirani, R. (2013). *An introduction to statistical learning: With applications in R* (1st ed. 2013, Corr. 5th printing 2015 edition). New York: Springer.

Kuhn, M., & Johnson, K. (2013). *Applied predictive modeling*. Springer.

Mandic, S., Williams, J., Moore, A., Hopkins, D., Flaherty, C., Wilson, G., García Bengoechea, E. and Spence, John C. (2016). Built Environment and Active Transport to School (BEATS) Study: protocol for a cross-sectional study. *BMJ Open,* 6(5). doi:10.1136/bmjopen-2016-011196

Tibshirani, R. (1996). Regression shrinkage and selection via the lasso. *Journal of the Royal Statistical Society Series B (Methodological)*, *58*(1), 267–288.

Tibshirani, R. (2011). Regression shrinkage and selection via the lasso: A retrospective. *Journal of the Royal Statistical Society. Series B (Statistical Methodology)*, *73*(3), 273–282.

Williams, J. (2014). Some pitfalls of statistical analysis and the progress of knowledge accumulation in marketing. In S. Rundle-Thiele, K. Kubacki, & D. Arli (Eds.), *Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) annual conference: Agents of change* (pp. 742–748). ANZMAC.

Reconsidering single-item measurement in C-OAR-SE

Thomas Salzberger, WU Vienna, Austria, Thomas.Salzberger@wu.ac.at

Abstract:
Single-item measures, once common in marketing, have been superseded by multi-item measures as the state-of-the-art. Moving from concrete phenomena to abstract latent variables has contributed to theory building in marketing but has also led to an asserted over-reliance on statistical indicators at the expense of content validity. With C-OAR-SE, a controversially discussed approach has been suggested emphasising content validity and treating statistical evidence as dispensable. Specifically, C-OAR-SE proposes single-item measures when the construct is doubly-concrete. We critically revisit some of the propositions in C-OAR-SE and reach conclusions in terms of the definition of constructs focusing on objects, the relationship between a construct being doubly-concrete and the appropriateness of single-item measures, and how a reinterpretation of items and persons may allow for statistical data analysis in case of single-item measures. From an ontological point of view, the focus on objects raises serious concerns, though.

Keywords: Single item measurement, Construct definition, C-OAR-SE.

Track: Marketing Theory and Research

Introduction and Research Aim

With seminal papers by Jacoby (1978) and Churchill (1979), the focus in marketing research has shifted from single item (SI) measurement to multi-item (MI) measurement, or scale formation. The paradigm shift also meant a move from concrete phenomena of interest to more abstract ideas, or in other words from manifest variables to latent variables. The statistical analysis became part of validity assessment; and the internal behaviour of items in a scale became at least as important as their content. This development has not met with undivided approval. The result is an "over-reliance on statistical models at the expense of construct definition" (Rigdon et al., 2011, p.1591). The harshest critic of mainstream MI measurement has been John Rossiter, who proposed the C-OAR-SE method (Rossiter, 2002) as an alternative. While Rossiter's criticism has been acknowledged and appreciated, the assessment of the C-OAR-SE method was less favourable (e.g. Finn and Kayande, 2005; Diamantopoulos, 2005; Rigdon et al., 2011). C-OAR-SE strongly advocates SI measures for many constructs where marketing scholars would typically envisage MI measures (Rossiter, 2002; Bergkvist and Rossiter (2007). While Rossiter's (2011) marketing measurement revolution appears to be a counterrevolution, one cannot deny that SI measures are simple, straightforward, cost-saving and user-friendly in terms of response burden. The main objectives of this paper are to revisit SI measures, the definition of the construct, and reassess some key elements of the C-OAR-SE method.

SI Measures and the Construct Definition in C-OAR-SE

C-OAR-SE defines a construct in terms of three components (Rossiter, 2002, 2011). First, the *attribute* refers to the characteristic measured, e.g. whether a brand is good-versus-bad. Second, the *object* denotes the entity the characteristic applies to. Third, the *rater* entity is the respondent who judges the object on the attribute. Attitude towards the brand could then be defined as *brand A rated, or perceived, by consumers in terms of good-versus-bad*.

Rossiter (2002) and Bergkvist and Rossiter (2007) argue that in case of so-called 'doubly concrete' constructs only one item is needed for valid measurement. A construct is doubly concrete when "both the object of measurement and the attribute of measurement are clear and unambiguous for those rating the object on the attribute." (Bergkvist and Rossiter, 2009, pp.607f). Nobody would deny that, when respondents rate an object using a given item, a clear and unambiguous understanding of both the object (brand A) and the content of the item are essential. A legitimate question, though, would be whether every consumer, or expert, really equates attitude towards the brand with the good-versus-bad attribute of the brand. Many scholars would argue attitude is more comprehensive (e.g., Solomon, 2009).

In principle, the abstract concept perspective of attitude towards the brand and the single-item view that attitude can be measured by one item "good-versus-bad" do not really disagree on whether the construct *brand A rated by consumers in terms of good-versus-bad* is doubly concrete. Rather, the two views differ in terms of whether this construct is identical to the construct of *brand attitude*. The dispute can be avoided by refraining from using the label *brand attitude* for the construct actually defined as *brand A rated by consumers in terms of good-versus-bad*. This would accommodate Rossiter's position as for example the alternative item *like-versus-dislike* could not possibly define brand attitude anyway since the latter has already been defined in terms of *good-versus-bad*. Proponents of the abstract brand attitude

view would possibly object to the notion that a definition in terms of a single item constitutes a construct. If one were prepared to accept relaxing the requirement that constructs need to be abstract, every SI could legitimately be referred to as a construct. Whether this is meaningful and in the interest of science is a different question. These considerations also show that Rossiter's view that a construct being doubly-concrete justifies, indeed requires, SI measurement is untenable. Rather, the decision to confine the definition of a construct to a single item makes the construct doubly-concrete. In the end, without any loss in terms of usefulness of the measure, one could just refer to a measure of the *attribute good-versus-bad applied to a brand A and rated by consumers* and not invoke the idea of a construct.

SI measures are often considered poor specifically in terms of precision (e.g., Fuchs and Diamantopoulos, 2009). This view assumes that we are interested in the judgement of an individual and that measurement error therefore refers to the individual respondent. However, the definition of the construct/attribute *good-versus-bad applied to brand A rated by consumers* actually suggests we are interested in measuring brand A (good-versus-bad as a property of the object) rather than the individual consumers' perceptions. This perspective implies that the role and function of items and respondents (raters) have to be reversed. As a consequence, there would, in fact, be no SI measurement as respondents take on the role of items. Reliability with respect to the measurement of objects is expected to be considerably higher than reliability in terms of respondents.

The Object as the Focus of Measurement

Traditionally, the items are instrumental in the estimation of person measures. However, when attempting to measure a property of brand A (good-versus-bad) rather than the individual consumers' perceptions, the raters are instrumental in the assessment of the brand. This perspective implies that the role and function of items and respondents (raters) have to be reconsidered. In a way, consumers correspond to items (raters-as-items), whereas the brand (or rather the attribute applied to the brand) takes on the role of the person (items-as-persons). As a consequence, there would, in fact, be no SI measurement.

Figure 1: Setup of a data set involving raters and objects

(a) Traditional setup: data matrix involving single-item measurement of objects k

(b) Transposed setup: data matrix involving respondents as items and objects as persons
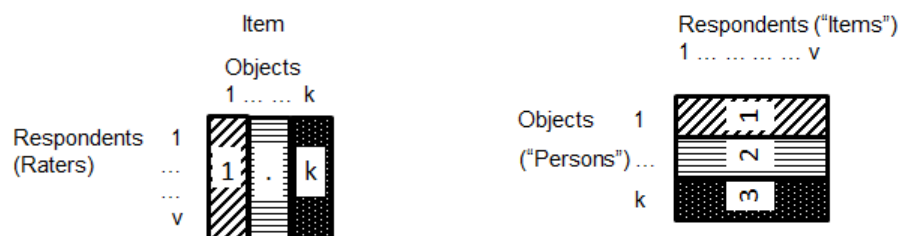
In Figure 1, panel a shows the traditional setup of data in case of SI measurement. Respondents appear in rows, items are represented in columns. If there is only one object, the data would consist only of section 1. In contrast, if raters take on the role of items, the data

matrix needs to be transposed (Figure 1; panel b). In case of SI measurement, the respondents are now represented in columns, while the objects (attribute/item applied to the object) appear in rows. Obviously, if there is only one object involved, transposing the data matrix is of no use. But in practice, the assessment of one brand in isolation is not very informative anyway, particularly in case of SI measurement. More informative is the comparison of one brand to other brands. Taking C-OAR-SE literally, brand A and brand B (respectively rated by consumers in terms of a particular attribute) are different constructs by definition and, hence, incommensurable. This limitation appears to be overly restrictive and unnecessary. After all, the rater entity also consists of a multitude of individuals. There is no logical reason why objects should not vary in the same manner. With respect to objects, the population of objects needs to be defined accordingly. For example, it makes little sense to compare soft drinks and car manufacturers, but brands within the soft drink or the car industry should be comparable.

The transposed setup of the data has consequences for the assessment of measurement precision. Traditional reliability assessment would be misleading as we are not interested in the measurement precision at the level of the individual rater. In the transposed setup, reliability is assessed at the level of the object. It reflects the consistency of the ratings. As there are many more raters involved as we typically have items in MI measurement, reliability is expected to be extremely high even when using dichotomous items. As mentioned above, even in traditional data analysis one typically calculates means for objects across raters. The precision of such an estimate would be based on the standard error of the mean rather than reliability. Thus, the standard error of measurement accounts for the number of raters. However, the transposed data setup makes the goal of measurement explicit, and reliability is informative of the measurement precision at the level of the object.

Illustrations

In the following, we exemplify the analysis using four simulations. We compare the outcome of a traditional data analysis (raters as persons and objects as items) and the analysis of the transposed matrix (raters as items, objects as persons). We use the Rasch model of measurement (Rasch, 1960; Equation 1) as implemented in RUMM2030 (Andrich et al., 2010) as well as traditional reliability assessment. The model lends itself perfectly as it specifies parameters for both items (□) and persons (□) scaled onto the same continuum with the same metric. In principle, person and item parameters are equivalent and symmetrical. As a consequence of parameter separation in the Rasch model (Fischer and Molenaar, 1995), the item parameter estimates are conceptually independent of the person parameters. However, items are estimated first. In the context of the transposed data setup, this implies that first rater parameters (raters-as-items) are estimated. These parameters reflect the harshness-versus-leniency of the raters, or, in other words, whether raters see brands generally favourable or not. Four simulated data sets are to illustrate the suggested approach. All simulated data sets were generated using RUMMss (Marais and Andrich, 2012), which allows for data generation according to the Rasch model.

$$P(+) = \frac{e^{\beta-\delta}}{1+e^{\beta-\delta}} \qquad \text{Equation [1]}$$

Example 1

The first data set consisted of 300 respondents (normally distributed, mean of 0, standard deviation of 2), who were supposed to have rated four different brands on a single dichotomous item (e.g., on a good-versus-bad scale with good scored 1 and bad scored 0). The four brands A to D were located at -1, -0.5, 0.5, and 1 (□ parameters). Thus, brand A was the most favoured (it was easier for respondents to score high), brand D the least favoured. At first, a traditional analysis was run with respondents as persons and brands as items. The location estimates revealed the simulated values fairly well, given the fact that 109 respondents scored extreme (all brands rated bad or all good) providing no information on the location of the objects. Cronbach's □ based on Classical Test Theory (CTT) was 0.67, while the Person Separation Index (PSI, Andrich, 1982), which is the Rasch version of reliability, was only 0.2. Thus, traditional reliability was massively inflated by extreme scores. Next, the data matrix was transposed. The location estimates for objects (brands) as persons accurately reflected the order in which they were simulated. The sign was now reversed as a higher value implied a better rating of the brand. Now, both traditional and Rasch-based reliability estimates were 0.98. In other words, with respect to the the brand measure, reliability was very high.

Table 1 Example 1 (n=300 [0;2]; 4 brands)

Object (simulated location □□	Location for object as item (□)	Location for object as person (□)
Reliability CTT: Cronbach's □	0.67	0.98
Reliability Rasch: PSI	0.20	0.98
Model fit	□²=14.6 (df=8, p=0.07)	□²=474.3 (df=382, p=0.001)

Example 2

As in example 1, the data set consisted of 300 respondents, who were supposed to have rated ten different brands on a single dichotomous item. The results (see Table 2) confirmed the findings in example 1. In case of the traditional analysis, Cronbach's □ was less inflated as only 25 respondents scored extreme (same response to all ten brands).

Table 2 Example 2 (n=300 [0;2]; 10 brands)

Object (simulated location □)	Location for object as item (□)	Location for object as person (□)
Reliability CTT: Cronbach's □	0.81	0.99
Reliability Rasch: PSI	0.77	0.99
Model fit	□²=42.0 (df=40, p=0.39)	□²=600 (df=550, p=0.07)

Example 3

Example 3 explored the case of a four-category item rather than a dichotomous item. The same item overall locations were simulated as in example 2. The thresholds marking the transition points between adjacent categories were located at the overall location -1, the overall location, and the overall location +1. Again, 300 respondents were simulated. The

traditional analysis showed a reliability of 0.92 (both under CTT and the Rasch model), whereas the analysis of the transposed data matrix showed an almost perfect reliability of 0.998 (CTT and Rasch). The traditional model's fit was χ^2=28.7 (df=40, p=0.91), the transposed model's fit was χ^2=590.7 (df=571, p=0.28).

Example 4

The previous examples were all based on the assumption that all respondents have the same relative perception of the brands. In practice, this may not be true. Example 4 simulated two sets of 150 respondents each (mean of 0, standard deviation of 1) who perceived the brands A to D being located at -1.5,-0.5, 0.5, and 1.5 (group 1), and at -0.5, -1.5, 1.5 and 0.5 (group 2), respectively. In both the traditional analysis as well as the transposed analysis, brands A and B had very similar locations due to the average of their simulated locations in the two groups being the same. The same applied to brands C and D. The reliability estimates mirrored the findings of example 1 (traditional analysis: α=0.67, PSI=0.28; transposed analysis: α=PSI=0.99). The conclusion, one might have drawn from the data, would have been that brands A and B (and C and D) were similarly good (as perceived by consumers). However, this would have been an average across two heterogeneous groups with one preferring brand A and the other brand B. An indication of this problem could be found in the fit statistics. The traditional model's fit was χ^2=23.4 (df=8, p=0.003), the transposed model's fit was χ^2=478.1 (df=396, p=0.003). An explicit test for differential item functioning would have revealed the difference between the groups in the traditional analysis. In practice, this test would only be possible if one had identified the two groups beforehand.

Discussion, Conclusion, and Further Research

The paper explored an alternative approach to the analysis of data based on SI measurement, where one attribute was assessed by consumers repeatedly for multiple brands. The approach reverses the role of respondents and items. As expected, reliability estimated across respondents-as-items was extremely high bordering on perfection (with 300 respondents, for a dichotomous and a four-category item). This qualifies the argument that SI measurement lacks precision. In fact, from a CTT point of view, we practically know the true score. This seems to confirm Rossiter's argument (2011) that the observed score should be (almost) the true score. However, Rossiter bases his argument on content-validity. In our case, almost perfect reliability refers to brand (object) measures, and is a function of the large number of persons. If one deems MI measurement essential, it still means we more or less know the true score of one item. In this case, Rigdon et al. (2011) argue, we do not need any other item. This, however, is true only under perfect unidimensionality. If one deems the term construct exaggerated in case of a one-item-attribute, one could also call it attribute-measurement. With regard to Rossiter's (2002, 2011) idea that doubly-concrete constructs require SI measurement, we conclude that it is actually reversed. If one subscribes to SI measurement, one measures doubly-concrete constructs. A more general conclusion with regard to C-OAR-SE, with which Rossiter would very likely not agree, seems to be that C-OAR-SE is targeted towards object measurement where respondents are instrumental as opposed to standard, or conventional, psychometrics, which is ultimately interested in respondent measures and items are merely tools. Obviously, the focus on the measurement of the object implies that we do not possibly measure brand attitude, which is by definition an

individual's feeling or opinion about the brand. By treating respondents as items, we presume that respondents are exchangeable inasmuch as all view different brands in the same order with respect to the attribute in question. Indeed, in simulations 1 to 3 homogeneity among respondents with regard to the attribute (good-versus-bad) was assumed. This may not be realistic but it is the requirement for a meaningful measure of where a brand lies on a good-versus-bad continuum. The concept of a property of a brand that is still "perceptual", i.e. the property has only meaning with respect to human consumers, raises serious ontological questions. Where does the property actually exist? In the collective mind of the consumers?

The idea of transposing the data matrix and focusing on objects rather than respondents is reminiscent of Thurstone's (1927) method of paired comparisons. However, in Thurstone's model, there is no person parameter involved, whereas in the Rasch model there is. The transposed analysis based on the Rasch model yields person-as-item measures which indicate a person's harshness when it comes to assessing the brands. Furthermore, the relationship between the transposed analysis and choice modelling, such as Best-Worst-Scaling (Marley and Louviere, 2005), should be investigated, too. The transposed data setup could not only be applied to the comparison of brands but also to the same brand rated by consumers over time. Another particularly interesting application of the transposed analysis could be the measurement of brand personality. The individual items reflecting different brands in the simulations would then be different personality attributes of the same brand. Finally, further research is needed to test the transposed analysis with real data and to explore how heterogeneity in the respondents can be reliably detected and dealt with.

References

Andrich, D. (1982). An Index of Person Separation in Latent Trait Theory, the Traditional KR-20 Index, and the Guttman Scale Response Pattern. *Education Research and Perspectives*, 9 (1), 95-104.

Andrich, D., Sheridan, B., Luo, G. (2010). Rasch models for measurement: RUMM2030. Perth, Western Australia: RUMM Laboratory Pty Ltd.

Bergkvist, L., Rossiter, J. R. (2007). The predictive validity of multiple-item versus single-item measures of the same constructs. *Journal of Marketing Research*, 44(2), 175-184.

Bergkvist, L., Rossiter, J. R. (2009). Tailor-made single-item measures of doubly concrete constructs. *International Journal of Advertising*, 28(4), 607-621.

Churchill, G.A. (1979), A Paradigm for Developing Better Measures of Marketing Constructs. *Journal of Marketing Research*, XVI (February), 64-73.

Diamantopoulos, A. (2005). The C-OAR-SE procedure for scale development in marketing: a comment. *International Journal of Research in Marketing*, 22(1), 1-9.

Finn, A., Kayande, U. (2005). How fine is C-OAR-SE? A generalizability theory perspective on Rossiter's procedure. *International Journal of Research in Marketing*, 22(1), 11-21.

Fischer, G.H., Molenaar, I.W. (eds) (1995). Rasch Models, Foundations Recent Developments, and Applications, New York: Springer.

Fuchs, C., Diamantopoulos, A. (2009). Using single-item measures for construct measurement in management research: Conceptual issues and application guidelines. *Die Betriebswirtschaft*, 69(2), 195-210.

Jacoby, J. (1978). Consumer Research: a State of the Art Review. *Journal of Marketing*, 42 (April), 87-96.

Marais, I., Andrich, D. (2012). RUMMss09. Simulation of Polytomous Cumulative Data with the Rasch model. Computer Software. The University of Western Australia, Perth.

Marley, A. A., Louviere, J. J. (2005). Some probabilistic models of best, worst, and best–worst choices. *Journal of Mathematical Psychology*, 49(6), 464-480.

Rasch, G. (1960), Probabilistic Models for Some Intelligence and Attainment Tests, Copenhagen: Danish Institute for Educational Research, expanded edition (1980) with foreword and afterword by B.D. Wright. Chicago: The University of Chicago Press.

Rigdon, E. E., Preacher, K. J., Lee, N., Howell, R. D., Franke, G. R., Borsboom, D. (2011). Avoiding measurement dogma: a response to Rossiter. *European Journal of Marketing*, 45(11/12), 1589-1600.

Rossiter, J. R. (2002). The C-OAR-SE procedure for scale development in marketing. International Journal of Research in Marketing, 19(4), 305-335.

Rossiter, J. R. (2011). Marketing measurement revolution: The C-OAR-SE method and why it must replace psychometrics. European Journal of Marketing, 45(11/12), 1561-1588.

Solomon, M.R. (2009). Consumer Behaviorı Buying, Having and Being. 8th ed, New Jersey: Pearson Education.

Thurstone, L.L. (1927). A law of comparative judgment. *Psychological Review*, 34(4), 273-286.

Regression modelling strategies: Stepwise, Gold Standard, Other?

John Williams, Department of Marketing, University of Otago

Abstract

Despite advice from the statistical literature that automatic stepwise selection, especially in OLS regression, is fraught with danger, it continues to be used. Several issues are involved, including the desire for parsimony and the claim that inclusion of irrelevant variables in regression models leads to undesirable statistical properties, e.g. inflation of confidence limits. In situations where accurate prediction of an outcome is highly desirable (e.g. predictive analytics) the case for including all theoretically relevant covariates of an outcome is compelling. Also, although among philosophers it is well known that the widely quoted principle of Occam's Razor is nothing more than an aphorism, stepwise algorithms continue to be used as if they was some kind of guarantee that simple models (i.e. models with few variables and few relationships between them) are more likely to be correct. Sadly, the empirical world does not work that way. Harrell's (2015) "Gold Standard" appears superior.

Keywords: Regression modelling, Stepwise algorithms, Model selection, Best Practice

Track: Marketing Theory and Research

Introduction and Research Aim

For research to have impact, it's important that quantitative analysis is reliable, valid and accurate. Part of achieving this aim can be achieved by analysts having a plan to remain current with the state-of-the art methods. This paper examines issues relevant for quantitative analysts who use linear models, especially those that fall under the regression framework, and are faced with the challenge of modelling a single outcome as function of a large collection of correlates (explanatory variables, independent variables). The challenge is of the form: given a large number of potential correlates, how to reduce them to only those that "significantly" effect the outcome? The word "significantly" is in scare quotes because null-hypothesis significance testing (NHST) is only a part of the puzzle, and an unreliable part at that. (See Williams (2014) for some thoughts on this issue.) One method to address the parsimony challenge are various methods of implementing automatic removal of correlates, known as "stepwise" procedures. Stepwise algorithms are deprecated, but continue to be used, e.g. a recent ANZMAC paper (Rahmani, Gnoth & Mather 2015). Also it is well known in the statistics literature that omission of relevant explanatory variables in OLS regression biases the parameter estimates, while inclusion of irrelevant variables inflates the standard errors (so that "significant" correlates will be judged as non-significant, i.e. false negatives). Relatively recently, Harrell (2015) has advocated an interesting new approach to regression, and which will be explained and demonstrated in this paper.

The aim of this paper is therefore:

> *To demonstrate the superiority of the "Gold Standard" approach to regression modelling and encourage its adoption in teaching and use for academic as well as commercial research.*

Although the main aim of this paper is didactic, we accomplish this by addressing two research questions in line with this aim:

> **RQ1:** What factors influence the use of active transport to school (ATS) by adolescents attending secondary schools?

> **RQ2:** Do different methods of eliminating non-significant potential correlates agree on the final set of correlates, are the parameter estimates similar?

The first research question listed above is part of a wider study known as BEATS (Built Environment and Active Transport to School), which is fully described by Mandic et al. (2016). Data from every secondary school in Dunedin, New Zealand were gathered via a self-completion online questionnaire, resulting in 1,072 usable responses.

Background

The common method of estimating a linear model based on all theoretically valid correlates, and then removing non-significant terms in a search for parsimony, or even validity, is intuitively appealing and is in widespread, if not totally mainstream, practice. However there are a number of difficulties with this approach, as is widely acknowledged in the statistical methodology literature.

The biggest problem is that of over-fitting. This refers to the fact that the multitude of decisions that are made during this model-reduction process may be appropriate for the data at hand, but not for any new data that may be collected following the exact same protocol. It is a consistent finding that measures of model quality, such as forms of AIC or R^2, are typically lower in new data than the data being modelled. This phenomenon is known as *shrinkage*. It is so common and pervasive that most

modern approaches to linear modelling (and other quantitative data analysis) are primarily motivated by, and designed to, ameliorate the effects of shrinkage, either by using shrinkage-resistant estimation algorithms or by estimating shrinkage post-hoc.

One regression modelling strategy to address these problems is to use the full model, i.e. the model containing all the theoretically relevant correlates, as the "Gold Standard" unless there is a compelling reason not to. The pros and cons of this approach are as follows:

- Pros
  - ◦ The full model will usually be the one that has least shrinkage
  - ◦ It is also the model that is most likely to have accurate statistics, e.g. *p*-values, fit statistics and so on.
- Cons
  - ◦ It is usually not very parsimonious
  - ◦ If it's used for new data, it may contain too many correlates than future investigators are prepared to gather
  - ◦ Predicted values must be conditional on *all* the correlates, whether they are statistically significant or not, which can increase the variance of predictions.

When the full model has several variables that, when removed, do not affect the predictions to substantively relevant degree, it's reasonable to search for parsimony. However during this process it's essential to assess the accuracy to which the reduced model approximates the full model. Then we can use different reduced models for different audiences, and include a statement of how well it approximates the full model. Some audiences may require very accurate predictions, while others may prefer to trade off accuracy against simplicity. In particular, future investigators planning to use the same protocol will be able to decide for themselves how much accuracy they are prepared to forgo by collecting measurements of fewer correlates.

Harrell (2015: 87) recommends calculating the estimated shrinkage factor LR_p - LR where LR is the log-likelihood ratio χ^2 for the full model, and *p* is the number of parameters in the model (*not* the number of covariates, but not including the intercept), and considering shrinkage-resistant methods or data reduction if this ratio is below 0.9.

If shrinkage-resistant methods are necessary, there are several alternatives. Any algorithm that incorporates penalisation is a candidate, but the most commonly used framework used by most modern shrinkage-resistant estimators are based on the *lasso* (Least Absolute Shrinkage and Selection Operator), developed Rob Tibshirani (1996, 2011).

The lasso not only produces shrinkage-resistant estimates, it also offers an alternative to the NHST paradigm: this is the "selection operator" part of the acronym. The algorithm works by "encouraging" small parameter estimates to be exactly 0. Then in the final model, all the non-zero betas can be considered "significant": more in the bootstrapping vs. asymptotic sampling theory meaning of that word.

Methods

To address RQ 1, a logistic regression model was fitted to the data using the **rms** package for **R** 3.4.0, with the dependent variable being whether the student regularly takes active transport (Walking, cycling, etc.) to school (ATS) as a binary variable. Consonant with similar published studies, school was used as a cluster variable in order to calculate robust standard errors based on within-school correlation. There were a large number of independent variables (63), derived from the literature, that were posited to be influential. All theoretically relevant variables were entered into the model, which was retained as the "Gold Standard", following Harrell (2015). Then alternative strategies of seeking parsimony were used. The next strategy was manual, with correlates being removed, one at a time,

depending on a combination of collinearity, the highest *p*-value and the lowest contribution to deviance reduction. Due to the large sample size and large number of NHST tests, the stopping criterion was a combination of the criteria that all independent variables were significant at the 1% level, and a likelihood ratio test for the next correlate removed.

In the general regression context, the strategies for deciding which terms to include in which model, when the model is either reduce or *built up* by stages, determine which terms will remain in the final model unless the data-generating process is purely additive. Additivity is difficult to assess: e.g. VIF statistics often do not reliably detect collinearity, and including every possible two-way interaction term often spends so many degrees of freedom that numerical problems are encountered. Hence, four relatively simply strategies are considered here:

1. **Univariate screening**: When preparing to add a list of terms to the model, first conduct "univariate" tests to see if the term is significant. The word univariate is in scare quotes here because the screening test employed is actually a binary logistic regression model with robust standard errors calculated by clustering on school, so technically two variables are involved.

2. **Multivariate screening**: When preparing to add the terms from a previous model to the current model, first eliminate those terms that were not significant in the previous multivariate model.

3. **Both** univariate and multivariate screening

4. **The Gold Standard**: Harrell (2015, p. 119), refers to the full model, i.e. the model with all theoretically relevant correlates, as the "Gold Standard" to which all other models should be compared. He advocates that the GS model should be used for prediction and classification, and only reduced if parsimony is more important than accuracy of those outcomes.
5. **Automatic stepwise**, both forward and backward, based on *p*-values alone

Results and Discussion

Firstly, all five methods described above were implemented. Fit statistics, parameter estimates (odds ratios) and associated confidence intervals are shown in the table below. The goodness of fit indices of each model are very similar, but the included correlates differ. We can see the all non-Gold Standard strategies did not include "Traffic for pedestrians" and that the Univariate and Both strategies did not include "The route is boring". Automatic stepwise procedures (not tabulated) fared much worse, retaining only two or three correlates.
This phenomenon can be seen as another example of the equivalent models phenomenon that plagues much research, both quantitative and qualitative. Although qualitative research is often touted as being more "objective", the fact is that equivalent models introduce a strong element of subjectivity (or "expertise") into not only interpreting statistical results, but producing them in the first place. These problem are particularly pervasive in the context of factor analysis and structural equation modelling, and hence dual strategies are needed to guard against it. Firstly, education of users and consumers of these techniques (i.e. analysts and their audiences) to avoid over-interpreting statistical procedures as "proving" anything, and secondly to employ domain-specific expertise regarding the data-generating process (both the empirical phenomenon being studied, and the methods of mapping the empirical word to a data matrix) in order to judge the face validity of the results.

Table 1: Comparison of parsimony and gold standard models

	Both	**Multivariate**	**Univariate**	**Gold Standard**
AUC	97.9	97.9	97.9	98.0
Somer's D	95.7	95.9	95.7	96.0
Brier score	0.05	0.05	0.05	0.05
Nagelkerke R^2	82.5	82.9	82.5	83.2
Distance	0.00 (0.00-0.01)	0.00 (0.00-0.01)	0.00 (0.00-0.01)	0.00 (0.00-0.01)
Traffic for pedestrians				1.58 (1.23-2.04)
Deprivation	1.75 (1.39-2.21)	1.71 (1.30-2.25)	1.75 (1.39-2.21)	1.64 (1.23-2.18)
On the way	0.36 (0.21-0.63)	0.30 (0.18-0.51)	0.36 (0.21-0.63)	0.28 (0.17-0.46)
The route is boring		2.19 (1.28-3.74)		2.29 (1.34-3.91)
Walking is cool	1.88 (1.35-2.61)	1.70 (1.18-2.44)	1.88 (1.35-2.61)	1.70 (1.20-2.43)
Conflicts with plans	0.25 (0.12-0.52)	0.26 (0.13-0.53)	0.25 (0.12-0.52)	0.24 (0.12-0.46)
Conflicts with schedule	0.28 (0.19-0.43)	0.28 (0.18-0.43)	0.28 (0.19-0.43)	0.27 (0.18-0.40)
Makes me sweat	2.85 (1.37-5.95)	2.96 (1.33-6.63)	2.85 (1.37-5.95)	3.06 (1.40-6.69)
I can chat with friends	1.58 (1.12-2.23)	1.71 (1.18-2.49)	1.58 (1.12-2.23)	1.72 (1.18-2.51)
Friends walk to school	1.96 (1.35-2.83)	1.91 (1.36-2.68)	1.96 (1.35-2.83)	1.98 (1.38-2.85)
I just don't want to	0.54 (0.37-0.81)	0.49 (0.32-0.77)	0.54 (0.37-0.81)	0.48 (0.31-0.74)
My parents say I should	16.31 (9.12-29.18)	16.55 (8.82-31.04)	16.31 (9.12-29.18)	17.79 (9.53-33.22)
My parents walk often	1.58 (1.12-2.23)	1.64 (1.20-2.23)	1.58 (1.12-2.23)	1.60 (1.17-2.20)

The final model

The final model is the "Both" model above, with the addition of the additional covariate "Traffic for pedestrians" that is included in the Gold Standard model. Fit statistics are shown in the Table 2, which shows the mean quality indices and the shrinkage estimates, using 1,000 bootstrap replications. D_{xy} is Somer's D (i.e. the correlation between a continuous variable, here the predicted probability, and a binary outcome) and R^2 is the Nagelkerke R^2. The column labelled "Optimism" is the inverse of shrinkage. For these results, shrinkage does not appear to be an issue. Briefly, if we fit a model $C(Y \vee X) = \beta X$ and then fit another model $C(Y \vee X) = \gamma_0 + \gamma_1 \beta X$ on the same data, then γ_0 will be 0 and γ_1 will be 1. However if we fit the same model on a different data set, i.e. not estimating β from the new data, then $\gamma \equiv \{\gamma_0, \gamma_1\}$ will almost certainly not be $\{0,1\}$. Hence γ is an estimate of the degree to which the model does not fit new data, or, equivalently, the degree of over-fitting. The Corrected column is the Original index corrected for estimated shrinkage/optimism.

In this example, shrinkage-resistant methods do not appear to be necessary, for example re-estimating using the lasso or penalised regression.

Table 2: logistic regression results

Index	Original	Training	Test	Optimism	Corrected	n
D_{xy}	0.96	0.96	0.96	0.01	0.95	1000
R^2	0.83	0.84	0.82	0.01	0.82	1000
γ_0	0.00	0.00	0.00	0.00	0.00	1000
γ_1	1.00	1.00	0.93	0.07	0.93	1000

Now we are faced with interpreting the model: do some variables influence the outcome (or at least covary with it) more than others? In logistic regression it is traditional to interpret the odds ratios, however in practice they are almost always *mis*interpreted. They are very often interpreted as if they were probabilities, and even when not, the problem of comparing the effect of covariates measured on different scales remains. One way to address issue is to compare the reduction in deviance due to inclusion of each covariate. This approach is shown in Figure 1, which shows, that, as expected, distance has the largest influence. However what might be more surprising is that parental encouragement to use ATS is more influential than convenience factors, such as school being on the route of the parental commute to work.
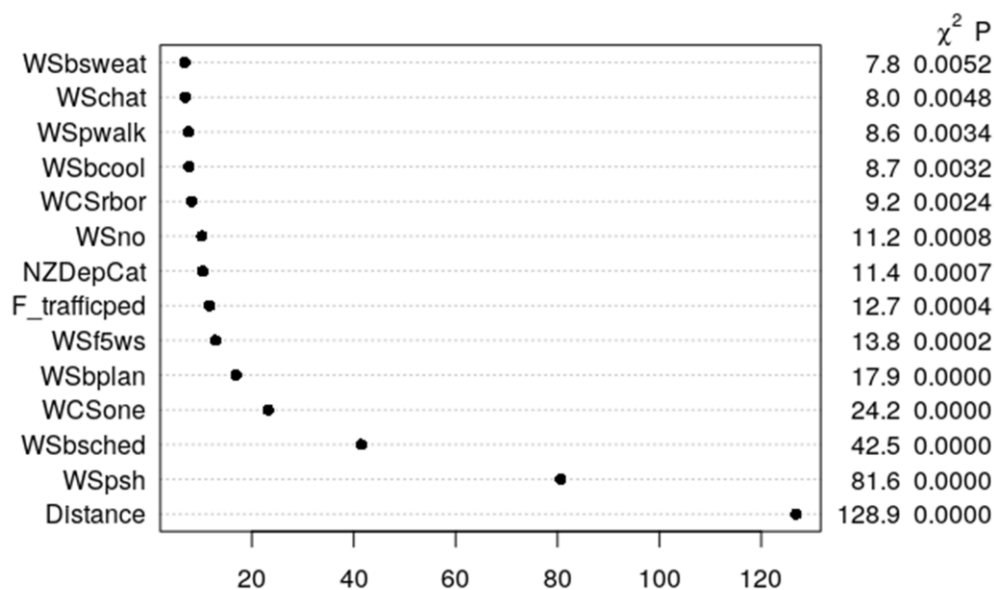

Figure 1: Variable importance by deviance reduction

Implications for Theory and Practice
Consonant with the long-standing advice from the methodological literature, we can see that automatic stepwise algorithms should not be used, especially if the only rule is based on *p*-values. Alternative rules are also available, e.g. deviance reduction, however in this instance those alternatives fared equally badly. But the lesser-known approach, the so-called "Gold Standard" method advocated by Harrell (2015), has intuitive appeal and should be considered by researchers interested in exemplifying best practice in quantitative data analysis, and who wish their results to have impact.

References

Harrell, F. (2015). *Regression modeling strategies* (Second edition). New York: Springer.

Harrell, F. (2001). *Regression modeling strategies* (First edition). New York: Springer.

Mandic, S., Williams, J., Moore, A., Hopkins, D., Flaherty, C., Wilson, G., García Bengoechea, E. and Spence, John C. (2016). Built Environment and Active Transport to School (BEATS) Study: protocol for a cross-sectional study. *BMJ Open,* 6(5). doi:10.1136/bmjopen-2016-011196

Williams, J. (2014). Some pitfalls of statistical analysis and the progress of knowledge accumulation in marketing. In S. Rundle-Thiele, K. Kubacki, & D. Arli (Eds.), Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) annual conference: Agents of change (pp. 742–748). ANZMAC.

Rahmani, K., Gnoth, J., Mather, D. (2016). Applying corpus linguistics to study tourism experiences. In D. Fortin & L. Ozanne (Eds.), *Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) annual conference: Marketing in a post-disciplinary era* (pp. 1046–1053). ANZMAC.

Tibshirani, R. (1996). Regression shrinkage and selection via the lasso. *Journal of the Royal Statistical Society Series B (Methodological)*, *58*(1), 267–288.

Tibshirani, R. (2011). Regression shrinkage and selection via the lasso: A retrospective. *Journal of the Royal Statistical Society. Series B (Statistical Methodology)*, *73*(3), 273–282.

Data challenges in forecasting rapidly diffusing technologies

Murray MacRae*, Massey University, Email: M.S.MacRae@massey.ac.nz
Malcolm Wright, Massey University, Email: M.J.Wright@massey.ac.nz
Kesten Green, University of South Australia, Email: Kesten.Green@unisa.edu.au

Abstract:
Predicting diffusion of new technology products is critical for managers. Recent studies improve prediction by adding to model complexity and additional rules for their application. However, this focus on complexity and rules increases the data requirements for prediction. This study investigates data typically available to forecasters undertaking technology product diffusion forecasts. It asks three questions: What is the available length of typical diffusion data series? Will models in common use suit typically available data? Are the most common recommendations on applying models suitable for the task? The logistic, Gompertz, Bass and log-logistic models were applied to six generations of dynamic random access memory (DRAM) chosen to provide common diffusion and sampling rates, and illustrate model performance with short series. Results indicate that common guidelines are too restrictive; that complex state of the art models violate data sufficiency rules; and that simple models can predict well, even when guidelines are ignored.

Keywords: technology, diffusion, forecasting

Track: Marketing Theory and Research

Introduction

Successful new product introductions are important to managers, and with many products dependent on emerging technologies the early prediction of a technology's diffusion is essential. Critical to predicting technology diffusion outcomes is access to models that suit those early data. Typically, diffusion data are reported annually, meaning that often few data points are available, as Emmanouilides (2006) found when seeking diffusion data. In his search, he located 926 series from 50 countries, covering household appliances, home electronics and telecommunication equipment, all introduced after 1950. Only eight percent of the series had 20 or more observations, and 39 percent of the series had his minimum of seven observations. Additionally, it seems that over time the observed rates of diffusion are accelerating at a compound rate of two percent per annum (Van den Bulte, 2000), thus making early prediction more imperative while also decreasing the number of data points available. Related to diffusion and data sampling rate is the data density at different points on the diffusion curves and its impact on available estimation data, as illustrated in Figures 1 and 2. This lack of length in typical diffusion series is very rarely, if ever, mentioned in the diffusion literature.
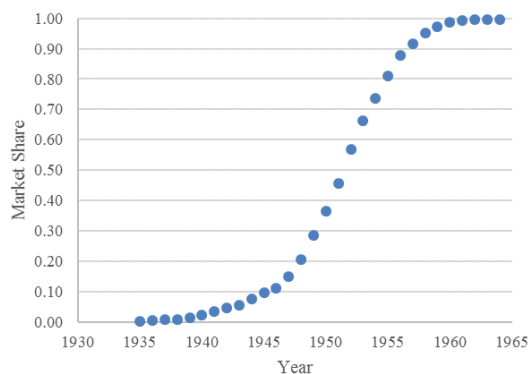

Figure 1. Diesel locomotive diffusion, with annual sampling (US. Bureau of the Census, 1975)
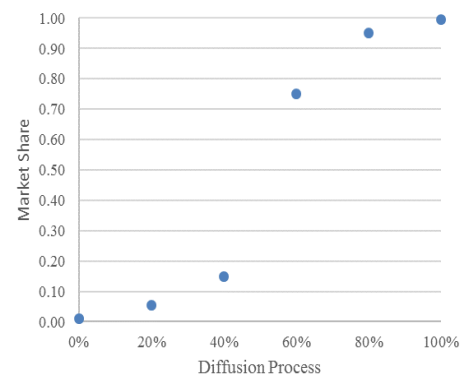

Figure 2. Simulated data for diffusion pattern over six years, with annual sampling.

Forecasting challenges

Nowadays, technologies like OLED screens, smartphones diffuse completely in 5-6 years, resulting in few data points. This has important implications for forecasting technology diffusion, as this limits data to parameterise advanced diffusion models. If Emmanouilides' (2006) data are representative, and given that estimation data are usually terminated at points before 0.5 penetration, often there will be only 3-4 data points available. Because of noise in early data, it is recommended that the initial 10 percent be avoided, further restricting data for model fitting. As a robust test six DRAM data series (Victor & Ausubel, 2002) were chosen to represent this problem. There is an argument that the DRAM producer controlled the rate of diffusion by withdrawing access to the early generation, resulting in fast diffusion, thus the choice of this data to represents an issue that faces technological product forecasters, as data is sparse, the level of diffusion required to gain stable estimations of parameters is high. This investigation aims to explore whether, it is possible to predict technology diffusion with common diffusion models under conditions of short data series, even when ignoring the recommendations to trim early data.

Method

The DRAM series in Figure 3 were normalised to a market share proportional to the total sales for all technologies in that market; in the process, all earlier and later technology's data were summed to avoid multigenerational effects. Time was standardised to a start year of

one. Using data from the first observation, to the first point before 50% share, model fit was achieved by minimising SSE, with Microsoft Excel's Solver add-in function. All models had good fit, with R^2 typically 0.99 with a mean of 0.98, but this fit was expected given so few data points. Forecasts for out-of-sample data were generated, forecast errors were compared, with MAPE but also with UMBRAE (Chen, Twycross, & Garibaldi, 2017) using a straight-line "naïve" benchmark forecast fitted to last 3 in-sample points.

Table 1.

The four functional forms (used in test models)

Logistic (Pearl & Reed, 1923)	Gompertz (Gompertz, 1825)	Bass (Bass, 1969)	Log-logistic (Tanner, 1978)
$Y_t = \dfrac{M}{1 + ae^{-bt}}$	$Y_t = \dfrac{M}{1 + ae^{-bt}}$	$F_{(t)} = (M)\dfrac{1 - e^{-(p+q)t}}{1 + \dfrac{q}{p}e^{-(p+q)t}}$	$Y_{(t)} = \dfrac{M}{1 + ae^{(-b\ln(t))}}$

Selected for parsimony, the models in Table 1, given normalised data, had their market potential *"M"* set to one, this reduced the parameters to two and lowered the parameterisation burden on the data.
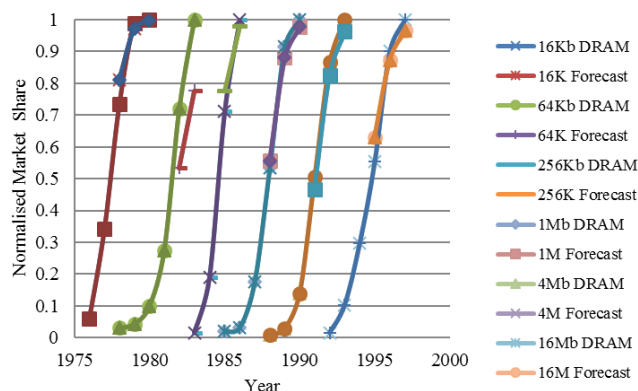
Results

Figure 3. DRAM shipments normalised to their peak share with logistic model forecasts

All models performed similarly in relative terms (UMBRAE), see Table 2, as horizons extended. The Bass and logistic performed slightly weaker on early horizons. In terms of MAPE the Bass and the logistic were the best, both with MAPE reducing with time; both starting at about 12% and reducing to 5%. The Gompertz and log-logistic performed similar and worse, with MAPE in the 20% to 25% range. The logistic model's forecasts can be seen overlaid actual data in Figure 3, where 5 out of 6 cases demonstrate what is managerially useful performance.

Table 2.
Relative performance of the four models across all series, all horizons (measured with UMBRAE)

	Logistic		Gompertz		Bass		Log-Logistic	
Horizon	Mean UMBRAE	SD	Mean UMBRAE	SD	Mean UMBRAE	SD	Mean UMBRAE	SD
1	0.40	0.29	0.23	0.13	0.34	0.24	0.22	0.11

2	0.29	0.23	0.25	0.11	0.28	0.23	0.24	0.09
3	0.27	0.24	0.24	0.11	0.26	0.24	0.23	0.08

Discussion

Generalising from this limited test is not possible. However, the hypothesis that models may predict well on short series, and when rules for data trimming are ignored, looks worthy of study. Initial results indicate current rules are too conservative, and managerially viable results can be achieved, with simple diffusion models, even when over-fitted, and fed data from the first 10%. Moreover, given the observations of the Emmanouilides (2006) data, that series are significantly shorter than generally thought, then researchers may refocus on short series until the time when techniques improve or data are reported more frequently for diffusing technologies. The authors are seeking data sets representative of the length of contemporary technology diffusion series.

References

Bass, F. M. (1969). A new product growth for model consumer durables. *Management Science, 15*(5), 212-227. doi:10.2307/1252170

Chen, C., Twycross, J., & Garibaldi, J. M. (2017). A new accuracy measure based on bounded relative error for time series forecasting. *PloS one, 12*(3), e0174202.

Emmanouilides, C. J. (2006). *Determinants of diffusion models' forecasting accuracy*. Paper presented at the 35th European Marketing Academy Conference, Athens, Greece.

Gompertz, B. (1825). On the nature of the function expressive of the law of human mortality, and on a new mode of determining the value of life contingencies. *Philosophical transactions of the Royal Society of London, 115*, 513-583. doi:10.1098/rstl.1825.0026

Pearl, R., & Reed, L. J. (1923). On the mathematical theory of population growth. *Metron, 3*, 6-19.

Tanner, J. C. (1978). Long-term forecasting of vehicle ownership and road traffic. *Journal of the Royal Statistical Society. Series A (General)*, 14-63.

Van den Bulte, C. (2000). New product diffusion acceleration: Measurement and analysis. *Marketing Science, 19*(4), 366-380. doi:10.1287/mksc.19.4.366.11795

Victor, N. M., & Ausubel, J. H. (2002). DRAMs as model organisms for study of technological evolution. *Technological Forecasting & Social Change, 69*(3), 243-262. doi:10.1016/s0040-1625(01)00149-4

Lego® Serious Play™ :Brick Collage Qualitative Data Collection

Stephen Dann, Australian National University

Abstract

Lego® Serious Play™ is an untapped opportunity for marketing research to do qualitative data collection using a bricolage projective research technique. Lego Serious Play is an industry derived facilitation technique created by the Lego Corporation which can adapt to the marketing academic circles – with a little work. This paper explores certain adaptations required to enable the process of physical metaphors and projective storytelling to be adapted for academic data output potential. The paper covers concepts and parameters of LSP, bringing together a summary position on how these elements interface with facets of projective research technique, and how it can be applied for data collection. It concludes with a discussion of limits and ethics of the use of LSP for data gathering.

Keywords: lego serious play

Track: Marketing Theory and Research

Introduction

This paper outlines the practice of using Lego® Serious Play™ (LSP) facilitation methodology for qualitative academic market research data collection. LSP has been an applied toolkit for solving business strategy problems beginning within the Lego corporation, and extending into an open source shared platform (Kristiansen and Rasmussen 2014). It began as a problem-solving mechanism which was solely dependent on practical outcomes for its survival within the Lego corporation. Given the trial by fire evolutionary process Lego undertook with LSP outlined by Kristiansen and Rasmussen 2014, it is an industrial strength facilitated method adapted to academia, rather than a theory that might hold water with the right combination of bricks. Finally, as Lego Serious Play was initiated in 1996, and open sourced in 2010, it has functioned through economic downturns, post-9/11 America, and a range of conditions that are ill-suited to the survival of a faddish management technique with technicolour toy sets (Kristiansen and Rasmussen 2014). Prior adaptations of LSP in academia includes as a pedagogical review system (Nerantzi et al. 2015) and in assisting ethnography (Hinthorne, 2012 in Kristiansen and Rasmussen 2014). Based on a comprehensive review of 141 marketing identified journals uncovered two references to Lego Serious Play - Angell and Angell (2013) notes LSP as a compatible technique to the Draw-Write-Tell approach, and Rowley (2012) acknowledging the reinvention of a Lego Wheel in their method mirroring the existing LSP platform.

Blair and Rillo (2016) outline seven potential states for Lego Serious Play as: framework where it enables participatory performance; language where it communicates meaning, message and metaphor; method which involves being systematic in application; process which invokes a structured approach to the method; product where it resides within the packages of bricks; service where it provides as specific outcome from engaging in the process; and a toolkit where it functions to create different applications. Of relevance is the ability of LSP to result in knowledge discovery, metaphors and purpose driven outcomes. Knowledge discovery emerges from using Lego to visualise ideas, and the necessity to explain those ideas through metaphor and story (Kristiansen and Rasmussen, 2014). Participants experience a distributed social cognition process of uncovering the answer within the system, and the unlocking the knowledge within the room (Blair and Rillo, 2016). Using the LSP brick working removes the requirement of realism by emphasising the value of metaphor (Gauntlet 2007 in Nerantzi et al. 2015; Dixon 2016) and engages constructionism and constructionist learning (Kurkousky 2015). Constructionism is a form of learning and discovery that occurs through the process of building something tangible (Roos and Victor 1999 in Kurkousky 2015). LSP is purpose driven by design as a problem solving and solution generating system which combines the hand-mind connection to create learning state in participants to captures and reimagines existing knowledge (Nerantzi et al. 2015). From the marketing research perspective, LSP can be commissioned to produce a knowledge-based outcome to a specific problem requiring user insight, and as equally, can be used for knowledge discovery to unpack feeling towards brands, products and experiences. As projective techniques to elicit salient issues and unconscious attitudes respondents can be encouraged to bypass their usual conscious defences (Banovic et al. 2016)through unstructured and ambiguous stimuli as means to engage different cognitive processes (Guerrero et al. 2010 in Vidal et al. 2013). LSP's constructionism and thinking "Hands on, Mind on" approach (Blair and Rillo, 2016) engages a structured (and reusable) collage techniques (Collier and Dunn 2014).

Lego Serious Play presents a reusable projective technique that can unlock initially non-communicable unconscious information (Donoghue 2000 in Banovic et al. 2016) as

participants attributing meaning, intentions and metaphor to their assembly of plastic bricks (Jones et al. 2015). Blair and Rillo's (2016) "unlocking the knowledge in the room" parallels Banovic et al's (2016) view of projection as a means to capture unconscious attitudes which supports Collier and Dunn (2014)'s use of collage for discovery of implicit perceptions, and the value of unstructured and ambiguous stimuli as a strength of projective technique (Guerrero et al 2010 in Vidal et al 2013).

Potential Points of Visual Data and Meaning Collection
Data can be collected as individual metaphor and meaning. Respondents can be recorded explaining their thinking, the meaning of the model, and exploratory questions can be used to probe the use of metaphor, piece selection and the story. Photos of the model can be presented to the participant again later to have them re-explain the story at a later point to test for sense-making over time. Within a single story telling session, metaphor capture can be through audio/video recording of story telling, photography and open-ended survey questions. In larger exercises, individual models are created and explained as a process step towards a collective storytelling exercise. Data captured at this point as can be followed into the larger storytelling exercise to track the development of the individual ideas into the collective negotiated meaning. Keywords and concepts, short sentences or passages of text can be collected to support insight and analysis. Collective storytelling introduces the commonality and shared understanding of the question, and the total holistic meaning can be tracked to see the contribution of individual stories within the consensus model. Video, audio and written data can be collected from participants in the process.

Limitations
Within Lego Serious Play, one sacrosanct rule of conduct limits the post-facto analysis potential of the collage projective technique. During the building and sharing processes, the maker always owns the meaning of their model. As Lego is the language for articulating complex and tactic knowledge, the participants need the safety of being able to be vulnerable (Kurkousky (2015). Ownership of the model and its meaning creates a safety net whereby another participant cannot ascribe meaning to an element, model or component – inclusive of researchers engaging observation of builds during and after data collection events. No data resides within the brick, and potentially to the bane of quantitative post-facto analysis; there are no inherent data points to be uncovered in n-counts of bricks, selections of colours, or styles of bricks chosen (or avoided). This approach prevents metaphoraging expeditions from looking to find messages within the models that were not placed, explained or otherwise created by the builder.

Lego Serious Play has been in development for twenty years and in open source for the better part of a decade. In that time, expansions have been proposed, developed and implemented by the community. This paper sets out to provide a starting point to discuss the how qualitative marketing research can stand to benefit from the merge of projective techniques of construction and collage with the LSP platform The paper overviewed LSP as a framework, projective technique as a protocol, and illustrated several areas of possible data extraction that have been observed with the use of the Lego Serious Play Facilitated Methodology.

Reference List

Angell, R. J., & Angell, C. (2013). More than Just "Snap, Crackle, and Pop". *Journal of advertising research*, *53*(4), 377-390.

Banović, M., Krystallis, A., Guerrero, L., & Reinders, M. J. (2016). Consumers as co-creators of new product ideas: An application of projective and creative research techniques. *Food Research International*, *87*, 211-223.

Blair and Rillo (2016) *Serious Work: How to Facilitate Lego Serious Play Meetings and Workshops*, Promeet (November 1, 2016)

Collier, J., & Dunn, S. W. (2014). Candidates as Brands: Examining College Students' Perceptions of Political Candidate's Brand Identities Using Traditional and Projective Qualitative Techniques. *Florida Communication Journal*, *42*(1).

Dixon, Liz (2016) Use of LEGO® Serious Play® : a novel research method for exploring the lived

experience of volunteers and paid staff within a professional workplace. In: 2016 VSSN Con ference, 10-11th September 2013, Sheffield Hallam University. (Unpublished)
http://eprints.hud.ac.uk/id/eprint/29748/1/VSSN%20presentation%20final%20liz%20dixon.pdf

Donoghue, S. (2000). Projective techniques in consumer research. *Journal of Consumer Sciences*, *28*(1).

Guerrero, L., Claret, A., Verbeke, W., Enderli, G., Zakowska-Biemans, S., Vanhonacker, F. Issanchou, S, Sajdakowska M, Granli, B-S, Scalvedi, L, and Contel, M. (2010). Perception of traditional food products in six European regions using free word association. *Food quality and preference*, 21(2), 225-233.

Kristiansen, P., & Rasmussen, R. (2014). *Building a better business using the Lego serious play method*. John Wiley & Sons.

Kurkovsky, S. (2015, June). Teaching Software Engineering with LEGO Serious Play. In *Proceedings of the 2015 ACM Conference on Innovation and Technology in Computer Science Education*(pp. 213-218). ACM.

Nerantzi, Chrissi, Haleh Moravej, and Floyd Johnson. "Play brings openness or using a creative approach to evaluate an undergraduate unit and move forward together." *Journal of Perspectives in Applied Academic Practice* 3, no. 2 (2015).

Rowley, E. (2012). Protocol for a qualitative study exploring the roles of 'Diffusion Fellows' in bridging the research to practice gap in the Nottinghamshire, Derbyshire and Lincolnshire Collaboration for Leadership in Applied Health Research and Care (CLAHRC-NDL). *BMJ open*, *2*(1), e000604.

Changing markets: market shaping practices

Jonathan J. Baker, University of Auckland Business School jonathan.baker@auckland.ac.nz
Roderick J. Brodie*, University of Auckland Business School r.brodie@auckland.ac.nz

Abstract
This study responds to the call by Vargo and Lusch (2016) to develop mid-range theory for service-dominant logic. Specifically, we draw on Axiom 5. We focus on the impact of institutional arrangements on markets, and the way market actors can manage these institutional arrangements to assist in the creation of markets. By adopting an abductive theorizing approach using systematic combining (Dubois & Gadde, 2002) we place the institutional work (Lawrence & Suddaby, 2006) and markets-as-practice (Kjellberg & Helgesson, 2007) frameworks before the collection of secondary data associated with the novel illustrative case of the circus field in North America during the 20th century, culminating in the emergence of *Cirque du Soleil*. Our resulting integrated framework – 'market shaping practices' – enables a more concrete conceptualisation of the interaction between market actors and institutions. We illustrate opportunities that market actors can realise to shape institutional factors and create new markets.

Keywords: Service-dominant logic, institutional work, markets-as-practices

Track: Marketing Theory and Research

Introduction and research aim

When first proposed by Vargo and Lusch (2004), service-dominant logic (S-D logic) marked a paradigm shift in marketing, unifying a growing disquiet amongst numerous marketing scholars at the incumbent 'goods-dominant' focus of marketing that had so dominated the 20th century (Normann & Ramirez, 1993). However, S-D logic has drawn criticism for its abstract nature and lack of practical application for marketers (e.g., Grönroos, 2011). Hence, S-D logic is in need of mid-range theories for its foundational axioms that will allow for its application and testing (Brodie, Saren, & Pels, 2011; Brodie, Glynn, & Little, 2006; Vargo & Lusch, 2017).

The aim of this study is:

> *The development of mid-range theory for S-D logic's Axiom 5: "Value cocreation is coordinated through actor-generated institutions and institutional arrangements" (Vargo & Lusch, 2016, p.8).*

Integral to the ability to coordinate co-creation activities and the way value is interpreted are institutions. Put simply, institutions are "the rules of the game or, more formally… the humanly devised constraints that shape human interaction" (North, 1990, p.3). Institutions provide the structures within which human interaction takes place which lends certainty, predictability, and psychological security to entities at all levels, including individuals, organizations, communities, societies, nation-states, and even trans-nationally (DiMaggio & Powell, 1991). Hence, by extension institutions shape the manner in which value co-creation is enacted. However, institutions are themselves structured – generated and shaped – by the practices enacted within them (Giddens, 1984; Lawrence & Suddaby, 2006).

We address the following research question to satisfy our research aim:

> **RQ1:** "How do market actors respond to, influence, or manage institutional arrangements when shaping markets?"

Background and conceptual models

One manner in which mid-range theory may be generated is through the integration of mid-range theories from other disciplines (Brodie & Löbler, forthcoming). In an attempt at providing the foundations for mid-range theory for S-D logic's Axiom 5, this study adopts an inter-paradigmatic perspective by integrating two frameworks – *institutional work* (Lawrence & Suddaby, 2006) and *markets-as-practice* (Kjellberg & Helgesson, 2007; Wieland, Koskela-Huotari, & Vargo, 2016), from an S-D logic perspective. Our area of focus is the impact of institutional arrangements on markets, and the way market actors can manage institutional factors to assist in the creation of markets.

Institutional work is defined as "the purposive action of individuals and organizations aimed at creating, maintaining and disrupting institutions" (Lawrence & Suddaby, 2006, p.215). The framework recognises that institutionalized practices and understandings are the product of the activities of individuals and organizations. Institutional work can be carried out at all levels, e.g. by social collectives at a macro-level, a meso-level regulator, or by an individual at a micro-level.

The *markets-as-practice* framework was developed by Kjellberg and Helgesson (2006; 2007), and specifies three classifications of practices in which market actors engage. In this research, we adopt the S-D logic re-classification of the markets-as-practice framework – *normalizing*, *re-presentational*, and *integrative* practices (Lusch & Vargo, 2014; Wieland et

al., 2016). Markets are not fixed in time but are an ongoing process always in development, generated by the practices performed by those actors operating within them. Markets, then, are socially constructed (Kjellberg & Helgesson, 2007). By extension, as social constructs markets are plastic, and open to manipulation and shaping by those actors who collectively generate their form (Nenonen et al., 2014; Storbacka & Nenonen, 2011). Like the institutional work framework, this sociological view of the market recognises that the micro-level practices of market actors collectively shape the institution of the market.

Method and analysis

By adopting an abductive theorizing approach using systematic combining (Dubois & Gadde, 2002) we place the institutional work and markets-as-practice frameworks before the collection of secondary data associated with a novel, rich illustrative case. We examine the circus field in North America during the 20th century generally, and, more specifically, the institutional factors that enabled the emergence of the most successful example of what became known as *'new circus' – Cirque du Soleil* (*'Cirque'*). The data informs the integration and refinement of the initial theoretical frameworks to allow for the emergence of a new framework that we call 'Market Shaping Practices'. The study explores the purposive actions of market actors (institutional work manifesting as market practices) when managing and responding to contextual institutional factors during the creation of markets.

Results, discussion and contributions

Cirque seemingly recognises the power of value co-creation by multiple stakeholders – performers, fans, strategic partners and others. It has been lauded as a great example of entrepreneurial flair and strategic genius (Kim & Mauborgne, 2005). However, we discover many institutional factors have played a critical role in enabling such success. At a macro-level, favourable policies (such as the erection of temporary platforms that enable testing of the new), and a growing ecosystem of complementary actors, enabled the creation of the market for *new circus*. Additionally, we see new integrative practices such as embracing the idea of peripheral actors, and building novel inter-organizational networks drives market creation. Educating actors in new practices increases the availability of operant resource (an integrative practice), and assists in legitimating a new field (a normalizing practice). However, the representational practice of engaging in mimicry of traditional service providers overcomes cognitive dissonance experienced by new adopters. Also, the representational practice of a new field positioning itself as successful drives new adopters to engage and accept it. Lastly, the normalising practice of advocating for new resource allocation, or the reallocation of existing resource, assists in the creation of the new market.

Implications for theory and practice

The contributions of this paper are significant from both a theoretical and practical perspective. Our theoretical contribution is the initial iteration of a mid-level theory for S-D logic's fifth axiom through the adaptation and refinement of institutional work and markets-as-practice frameworks. Our resulting framework – market shaping practices – enables a more concrete conceptualisation of the interaction between market actors and institutions, and the role of institutions in guiding the coordination of co-creation activities. We also demonstrate the validity of drawing on a variety of historic secondary sources as a means to understand developments that occur through time. For those in practice, our historic case delivers a rich and unique illustration of the opportunities that may be available or developed by market actors to shape institutional factors and create new markets.

References

Brodie, R. J., & Löbler, H. (forthcoming). Advancing knowledge about service-dominant logic: The critical role of mid-range theory. *Sage handbook on service-dominant logic* ()

Brodie, R. J., Saren, M., & Pels, J. (2011). Theorizing about the service-dominant logic: The bridging role of midrange theory. *Marketing Theory, 11*(1), 75-91.

Brodie, R. J., Glynn, M. S., & Little, V. (2006). The service brand and the service- dominant logic: Missing fundamental premise or the need for stronger theory? *Marketing Theory, 6*(3), 363-379. doi:10.1177/1470593106066797

DiMaggio, P. J., & Powell, W. W. (1991). Introduction. In W. W. Powell, & P. J. DiMaggio (Eds.), *The new institutionalism in organizational analysis* (pp. 1-38). Chicago, IL: The University of Chicago Press.

Dubois, A., & Gadde, L. (2002). Systematic combining: An abductive approach to case research. *Journal of Business Research, 55*(7), 553-560.

Giddens, A. (1984). *The constitution of society: Outline of the theory of structuration*. Berkeley and Los Angeles, CA: University of California Press.

Grönroos, C. (2011). Value co-creation in service logic: A critical analysis. *Marketing Theory, 11*(3), 279-301.

Kim, W. C., & Mauborgne, R. (2005). *Blue ocean strategy: How to create uncontested market space and make the competition irrelevant*. Boston, MA.: Harvard Business School Press.

Kjellberg, H., & Helgesson, C. (2006). Multiple versions of markets: Multiplicity and performativity in market practice. *Industrial Marketing Management, 35*(7), 839-855. doi:10.1016/j.indmarman.2006.05.011

Kjellberg, H., & Helgesson, C. -. (2007). On the nature of markets and their practices. *Marketing Theory, 7*(2), 137-162. doi:10.1177/1470593107076862

Lawrence, T. B., & Suddaby, R. (2006). Institutions and institutional work. In S. R. Clegg, C. Hardy, T. B. Lawrence & W. R. Nord (Eds.), *The SAGE handbook of organization studies* (pp. 215-254). London, UK: SAGE Publications.

Lusch, R. F., & Vargo, S. L. (2014). *Service dominant-logic: Premises, perspective, possibilities*. Cambridge, UK: Cambridge University Press.

Nenonen, S., Kjellberg, H., Pels, J., Cheung, L., Lindeman, S., Mele, C., . . . Storbacka, K. (2014). A new perspective on market dynamics: Market plasticity and the stability–fluidity dialectics. *Marketing Theory, 14*(3), 269-289. doi:10.1177/1470593114534342

Normann, R., & Ramirez, R. (1993). From value chain to value constellation: Designing interactive strategy. *Harvard Business Review, 71*(4), 65-77.

North, D. C. (1990). *Institutions, institutional change, and economic performance*. Cambridge ; New York: Cambridge ; New York : Cambridge University Press 1990.

Storbacka, K., & Nenonen, S. (2011). Scripting markets: From value propositions to market propositions. *Industrial Marketing Management, 40*(2), 255-266. doi:10.1016/j.indmarman.2010.06.038

Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: An extension and update of service-dominant logic. *Journal of the Academy of Marketing Science, 44*(1), 5-23. doi:10.1007/s11747-015-0456-3

Vargo, S. L., & Lusch, R. F. (2017). Service-dominant logic 2025. *International Journal of Research in Marketing,*

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing, 68*(1), 1-17.

Wieland, H., Koskela-Huotari, K., & Vargo, S. L. (2016). Extending actor participation in value creation: An institutional view. *Journal of Strategic Marketing, 24*(3-4), 210-226. doi:10.1080/0965254X.2015.1095225

Introducing Knowledge Management to the Marketing Mix

Peter Massingham, University of Wollongong, peterm@uow.edu.au
Alan Pomering, University of Wollongong, alanp@uow.edu.au

Abstract:
Given the increasing recognition of the importance of knowledge management, a deeper understanding of its contribution to marketing strategy is imperative. This paper develops a paradigm that views knowledge management as a systemic, socially-constructed, context-specific representation of the reality of marketing in today's professional practice. We add this socio-cognitive model (*Platform*) to the marketing mix. Platform is the organisational DNA which allows the development of the knowledge resources necessary to implement marketing strategy and the structure to facilitate knowledge flows within the marketing professional's internal and external social networks. The need for Marketing to create value for society at large (AMA, 2013) has increased the complexity confronting marketing strategy. The paper explores how knowledge management may improve the professional practice of marketing using a socio-cognitive model to examine co-creation of value and marketing's societal responsibility. Knowledge management, as Platform, is proposed as necessary for successful marketing mix execution with impact.

Keywords: Knowledge management, marketing mix, platform.

Track: Marketing Theory and Research

Introduction and Research Aims

The knowledge economy explains how knowledge is the main driver of economic value (Drucker, 1988, 1999). The knowledge-based view of the firm (KBV) argues that knowledge is the most valuable resource (Grant, 1996). The management of knowledge is considered the engine for competitiveness and sustainability (Schiuma, 2012). Given the increasing recognition of the importance of knowledge management, a deeper understanding of its contribution to marketing strategy is imperative.

While there is previous research on the role of knowledge management in marketing (e.g., Darroch & McNaughton, 2002; Davenport, De Long & Beers, 1998; Shaw, Subramaniam, Tan & Welge, 2001), this is often limited to a focus on the resource rather than the capability. The focus on knowledge as informing decision-makers when making choices associated with marketing strategy, i.e. the marketing mix activities, represents a technocratic conceptualization of work (Aakhus, 2007). This conceptualization sees work as information seeking behaviour. Previous research has not adequately addressed contemporary views of work as professional practice. This involves cognitive processes of problem-framing and problem-solving based on the individual's theory of practice. In this way, marketing professionals' knowledge involves their technical knowledge but also judgment, i.e. the competence of handling complexity, uncertainty, and value-conflict when engaging people and problems associated with marketing strategy. Researchers have examined these processes using a socio-cognitive approach; suggesting that meaning is mediated by private and cultural models generated by the individual's own cognitive dispositions, including memory and emotions, as well as socio-cultural interaction (Ringberg and Reihlen, 2008). This introduces knowledge management as a capability which enables the marketing professional to manage the cognitive processes associated with the broader strategy, structure, and culture of their organization to help them find meaning, and make good marketing mix decisions. This thinking develops a paradigm that views knowledge management as a systemic, socially-constructed, context-specific representation of the reality of marketing in today's professional practice. We call this socio-cognitive model the *Platform*, and conceptualise it as a controllable marketing variable and part of the marketing mix. It is the organisational DNA which allows the building of knowledge resources necessary to implement marketing strategy and the structure to facilitate the flow of knowledge within the marketing professional's internal and external social networks.

The aim of this study is:

> *To develop a theory of the role of knowledge management in the execution of impactful, co-created, societally-responsible marketing strategy.*

We pose two research questions in line with this aim:

> **RQ1:** How may knowledge management help organisations create value for individuals and execute a societally responsible marketing strategy?
> **RQ2:** How may knowledge management help organisations facilitate co-creation of value with, and for, customers, clients, partners, and society at large?

Conceptual Model

In order to answer the research questions, a conceptual model is proposed, based on the Marketing for Sustainability expanded marketing mix framework (Pomering, 2017), which recognises that consumers are no longer choosing brands on functional and emotional grounds only, but also on how companies meet their social responsibilities, by creating value for society at large. This has increased the complexity of marketing strategy to ensure the

creation of economic value and also social value Layton (2016). We explore the impact of knowledge management on creating societal value. For example, we include factors such as Partnership, Process and Principles, which previous research has found contribute to effective marketing for sustainability strategy execution (Pomering, 2017).

One of the aims of this study is to consider how knowledge management may facilitate co-creation of value with key constituents. This fits with contemporary thinking about marketing strategy, which includes creating value within networks (i.e., partners) and for society at large, as well as for individual consumers (Gundlach and Wilkie, 2008). This research will explore how the professional practice of marketing may develop the internal and external social capital necessary for co-value creation, using the socio-cognitive model of knowledge management, i.e. the Platform concept.

Methodology

The conceptual approach in this paper is based on inductive research, taking from critical case examples (e.g., Yin, 2014) of contemporary marketing practice. It is an exercise in theory development, rather than theory testing, and, therefore, is based on qualitative assessment of several case studies.

Results and/or Discussion and Contributions

The theoretical model developed in this paper introduces knowledge management as a new element of the marketing mix, via Platform. The paper has explored the role of knowledge management in marketing strategy from the perspective of professional practice, i.e. how marketing professionals make sense of complex problems and then make sensible marketing mix decisions. However, the paper is not about the role of knowledge (or information) in enabling decision-making. This technocratic perspective of work has been done. Marketing needs new thinking. The paper contributes with a socio-cognitive view of professional practice, focusing on building social capital, i.e., co-creation of value. In this way, it looks at how to develop and sustain social capital across multiple internal and external constituents necessary to develop, often co-created, marketing strategy.

It also develops ideas on how to use the social capital emerging from co-creation of value to enhance marketing for sustainability. The resource is the social capital and the capability is the strategy execution. For example, the marketing mix activity – People – is divided into leadership and staff competencies, and the social capital might be consensus about the corporate identity of organisations with social responsibility as integral to their marketing strategy. A further example is information and operating systems to support marketing mix activities, which is an important strategy execution process. The paper measures outcomes and impacts, i.e., the benefits in using the Platform model, with an integrated reporting (IR) approach, which includes impact on society and the natural environment as two of six *capitals* (e.g. see Cuozzo et al., 2017) and, therefore fits within notions of marketing for sustainability. The results are discussed within the context of the tourism sector, which is an interesting case study for this research direction due to its dependence on and increasing awareness of societal, including environmental, responsibility.

Implications for Theory and Practice

In summary, this research extends our understanding of how knowledge management may facilitate effective marketing strategy, particularly within the context of organisations increasingly pursuing societal responsibility. There are two parts to the findings. RQ1 looks at the knowledge resource of social capital produced by effective co-creation of value amongst stakeholders. RQ2 explores knowledge management as a capability to help execution of marketing for sustainability. These activities represent an important source of competitive advantage in today's socially-conscious marketplace. The paper has developed preliminary ideas on how knowledge management might be introduced as a new part of the marketing mix. The Platform for successful marketing strategy may be knowledge management.

References

Aakhus, M 2007, 'Conversations for Reflection: augmenting transitions and transformations in expertise', Chapter 1 in McInerney, C.J. and Day, R.E. (Editors), *Rethinking Knowledge Management: From knowledge objects to knowledge processes*, Springer, Berlin.

Cuozzo, B, Dumay, J, Palmaccio, M, Lombardi, R 2017, 'Intellectual capital disclosure: A structured literature review', *Journal of Intellectual Capital*, vol. 18, no. 1, pp. 9-28.

Darroch, J & McNaughton, R 2002, 'Examining the link between knowledge management practices and types of innovation', *Journal of Intellectual Capital*, vol. 3, No. 3, pp.210-222.

Davenport, TH, De Long, DW & Beers, MC 1998, 'Successful knowledge management projects', *Sloan Management Review*, Winter, pp. 43-57.

Drucker, PF 1988, 'The Coming of the New Organization', Chapter 1 in (1998) Harvard Business Review on Knowledge Management, Harvard Business School Press, Boston, MA, pp. 1-19.

Drucker, P 1999, 'Knowledge-worker productivity: the biggest challenge', *California Management Review*, vol. 41, no. 2, pp. 79-94.

Grant, RM 1996, 'Toward a Knowledge-Based Theory of the Firm', *Strategic Management Journal*, vol. 17, pp. 109-122.

Gundlach, GT & Wilkie, WL 2009, 'The American Marketing Association's New Definition of Marketing: Perspective and Commentary on the 2007 Revision', *Journal of Public Policy & Marketing*, vol. 28, no. 2, pp. 259-264.

International Federation of Accountants, January 2017, Enhanced Organizational Reporting Integrated Reporting Key, IFAC Policy Position 8.

International Integrated Reporting Council (IIRC), (2013), The International Integrated Reporting Framework, www.theiirc.org.

Layton, R 2016 'There could be more to marketing than you might have thought!' An invited paper by Roger Layton, *Australas. J. Mark.*, vol. 24, 2-7.

Pomering, A 2017, 'Marketing for Sustainability: Extending the conceptualisation of the marketing mix to drive value for individuals and society at large', *Australas. J. Mark.*, vol. 25, no. 2, pp. 157–165.

Ringberg, T & Reihlen, M 2008, 'Towards a Socio-Cognitive Approach to Knowledge Transfer', *Journal of Management Studies*, vol. 45, no. 5, pp. 912-935.

Shaw, MJ, Subramaniam, C, Tan, GW & Welge, ME 2001, 'Knowledge management and data mining for marketing', *Decision Support Systems*, vol. 31, pp. 127–137.

Schiuma, G 2012, 'Managing knowledge for business performance improvement', *Journal of Knowledge Management*, vol. 16, no 4, pp. 515-522

Yin, RK 2014, *Case Study Research: Design and Methods*, Las Angeles, Sage.

RETAILING AND DISTRIBUTION

ABSTRACTS

Aesthetic labor and visible diversity in retailing

Sara Quach*, Griffith University, s.quach@griffith.edu.au
Park Thaichon, Griffith University, p.thaichon@griffith.edu.au

Abstract:
This study aims to investigate the role of the appearance of customer service staff in forming customer perceptions. It aims to fill the gap in existing knowledge by exploring the notion of visible diversity, for example, ethnicity, age, gender and perceived sexual orientation of store staff in service encounter from the customers' perspective. The study adopted a qualitative, inductive approach in data collection using a sample of 30 customers from leading Australian fashion retailers. This study identifies three themes explaining customer perceptions of staff's aesthetic labor, namely mirroring appearance, matching appearance, and charming appearance, which can be explained by the social identity theory, role theory and aesthetic capital.

Keywords: Aesthetic Labor; Appearance; Customer Service

Track: Retailing and Distribution

Motivations behind counterfeit purchase via digital platforms

Park Thaichon, Griffith University, p.thaichon@griffith.edu.au
Sara Quach, Griffith University, s.quach@griffith.edu.au
Kittisorn Boonnark*, Griffith University, kittisorn.boonnark@griffithuni.edu.au

Abstract:
This study aims to identify and develops a framework that captures the buyers' online internal and external motives that can be generalized to the overall luxury markets, called "Dark motives-counterfeit purchase framework". The study consists of 22 in-depth interviews with counterfeit sellers (Study 1) and 42 in-depth interviews with buyers (Study 2) who have bought counterfeit luxury products. The buyers are fully aware of their decision to purchase counterfeit and pirated products. This study focuses on non-deceptive market as customer demand is one of major drivers of the existing counterfeit business. The framework includes 16 motives for buying online counterfeit product (i.e. 9 external and 7 internal motives). This research is one of the first studies that examine both seller and buyer's perspectives in the same study.

Keywords: Motivation, Counterfeit, Luxury

Track: Retailing and Distribution

Customer loyalty to supermarkets via service quality

Achchuthan Sivabalan, University of Jaffna, achchu2009@gmail.com
Charles Jebarajakirthy*, Griffith University, c.jebarajakirthy@griffith.edu.au
Karunanithy Mahadevan, University of Jaffna, karuna6767@ymail.com
Kajenthiran Konalingam, St. John's College, kajentitans@gmail.com

Abstract:
The purpose of this study is to propose and empirically investigate a moderated mediated model for enhancing customer loyalty to retail stores with the underpinnings of retail service quality (RSQ) practices. We hypothesise that the five dimensions of RSQ positively influence customer loyalty. Affective commitment to retail stores operate as mediator to the association between the dimensions of RSQ and customer loyalty. The corporate image of retailers moderates the effects of RSQ dimensions on customer loyalty mediated via affective commitment. Data were collected
from supermarket customers in Sri Lanka. Findings indicated, of RSQ dimensions, physical aspect, personal interaction and policy significantly, enhance customer loyalty. Affective commitment mediates the effect of all RSQ dimensions except problem solving. Corporate image of retailers moderates the mediation effects of affective commitment on the association between Reliability and Customer Loyalty, the association between Personal Interaction and customer loyalty, and that between Policy and customer loyalty.

Keywords: Retail Service Quality (RSQ), customer loyalty, affective commitment

Track: Retailing and Distribution

Instore Smart Retail Technology: The MOA Theory Perspective

Makam S Balaji, University of Nottingham Ningbo China,
sathyaprakashbalaji.makam@nottingham.edu.cn
Sanjit Kumar Roy, University of Western Australia, sanjit.roy@uwa.edu.au

Abstract:
The advances in information technology have led to the emergence of smart technology systems in brick-and-mortar stores. The aim of this study is to explore the factors that influence customer adoption of in-store smart retail technologies. By adopting the motivation, opportunity, and ability framework, the present study examines the role of relative advantage, perceived complexity, flow, enjoyment, retailer support, perceived attractiveness, technology readiness, and self-efficacy in customer perception of shopping effectiveness and their adoption intentions. A survey questionnaire was used to collect responses from Australian and Indian retail shoppers respectively. Our results show that the motivation, opportunity, and ability framework provided a very insightful way for understanding customer adoption of IST. Specifically, we find significant differences in the role of flow, retailer support, and perceived attractiveness in determining customer evaluation of in-store smart technology for Australia and India. These findings would help managers in managing the levels of motivations and opportunity in enhancing the customer acceptance of IST.

Keywords: Motivation, opportunity, culture, retail technology

Track: Retailing and Distribution

Managing Distributor Interchannel and Intrachannel Behavior

Sin Yan Tse*, Hong Kong Baptist University, 14484927@life.hkbu.edu.hk
Danny T. Wang, Hong Kong Baptist University, dtwang@hkbu.edu.hk
Junfeng Zhang, Hong Kong Baptist University, junfzh@hkbu.edu.hk

Abstract:
Marketing channel literature has yet to detail the alternative relationships and strategies channel members can implement, beyond their existing relationships. In supplier–distributor exchanges, for example, a relationship exploitation strategy emphasises a distributor's commitment to its incumbent supplier, whereas a relationship exploration strategy implies the distributor's efforts to consider, contact, and seek new suppliers for business opportunities. Drawing from relational governance and social network theories, we postulate that while a relationship exploitation strategy reduces and a relationship exploration strategy increases opportunism, respectively, their effects are contingent on the type of uncertainty and the feature of network in the exchange relations. Integrating dyadic and network views, this study advances extant literature and practice in channel relationship management.

Keywords: channel management, relationship strategies, opportunism

Track: Retailing and Distribution

Who Will Win Millennials' Minds?

M. S. Balaji, University of Nottingham Ningbo China,
sathyaprakashbalaji.makam@nottingham.edu.cn
Gopal Das, Indian Institute of Management Rohtak, gopal.das@iimrohtak.ac.in
Alain Yee Loong Chong, University of Nottingham Ningbo China,
Alain.chong@nottingham.edu.cn*

Abstract:
This study examines the Millennials' preference for retail channels for shopping and the underlying mechanism. To obtain better insights into adoption of omnichannel retailing, this study investigates the moderating roles of product category and regulatory focus in the effect of retail format choice on purchase intentions. To analyze this effect, one pretest and three experiments were conducted. The findings of the pretest and Study 1 show that Millennials, in general, prefer omnichannel retailing and that perceived convenience, enjoyment, and value determines the adoption of omnichannel retailing for shopping. Study 2 further shows that for utilitarian products, perceived convenience and value determines Millennials' shopping behaviors in omnichannel retailing, while for hedonic products, perceived enjoyment and value affects Millennials' choice. Finally, Study 3 offers support for the moderating role of Millennials' regulatory focus in determining their retail format choice for shopping. The findings of this study have notable implications for retailers.

Keywords: Millennials, omnichannel, retail shopping.

Track: Retailing and Distribution

Alternative Instruments for Measuring Mobile Banking Service Quality

Amit Shankar, Indian Institute of Technology, amitshankar@iitkgp.ac.in
*Biplab Datta, Indian Institute of Technology, bd@vgsom.iitkgp.ernet.in

Abstract

The purpose of this paper is to examine the measurement capability of four alternative measurement scales of service quality including SERVQUAL, SERVPERF, E-S-QUAL and M-S-QUAL in the context of mobile banking. Data were collected through structured questionnaire from a sample of 323 mobile banking users in India. Reliability, validity, model fit and explained variance were the major criteria of comparison for alternative service quality measures. Privacy, empathy, reliability, efficiency, assurance and contact were found crucial determinants of mobile banking service quality (MBSQ) among all alternative measures. Overall, SERVQUAL and M-S-QUAL scale showed better measurement capability. However, on some comparison criteria, SERVPREF scale and E-S-QUAL scales were better than SERVQUAL and M-S-QUAL scale. Findings indicate that no measurement scale is able to measure mobile banking service quality adequately. The findings also suggest that there is need of a comprehensive measurement scale to measure MBSQ.

Keywords: Mobile banking, service quality, scale.

Track: Retailing and Distribution

Sales and Stock on Price-Quality Judgement

Yongfu He, Monash University, Yongfu.He@monash.edu
Harmen Oppewal, Monash University, Harmen.Oppewal@monash.edu
Ling Peng, Lingnan University, LingPeng@ln.edu.hk

Abstract:
Price can be perceived by consumers as a quality cue, a monetary sacrifice or both. Sales level and stock levels can also be perceived as quality cues. However, no research has ever looked into the interaction effects between price and sales levels or price and stock levels. This study aims to fill this research gap. Two scenario based online studies indicate that price has an interaction effect with sales level but not with stock level. When the sales level is high, a higher price results in larger perceptions of popularity, quality and value for money, and these perceptions in turn have positive effects on choice. Sales level as a monetary sacrifice dominates the direct positive effect of sales level on choice. The interaction between price and stock level is not significant, which is also consistent with our hypotheses.

Keywords: Price, sales level, stock level, perception of popularity, perception of quality, quality cue

Track: Retailing and Distribution

Effects of Relational Governance on Market Insights

*Rebecca Rees, Monash University, rebecca.rees@monash.edu.au
Margaret Matanda, University of Sydney, magaret.matanda@sydney.edu.au
Felix Mavondo, Monash University, felix.mavondo@monash.edu
Satheesh Seenivasan, Monash University, satheesh.seenivasan@monash.edu

Abstract

In today's highly competitive retailing environment, organisations are constantly trying to improve profitability, minimise costs, and provide an enhanced value proposition to their customers. Relational governance mechanisms are viewed as one mechanism to enhance the performance of retailers and suppliers in the FMCG industry. Increasingly, market insights are being used to revise the product and service offering. However, limited attention has been paid to how relational governance mechanisms influence market insights from both a supplier and retailer perspective. Survey data from category managers in the Australian FMCG food manufacturing firms indicates that information sharing and inter-organisational commitment affects market insights. This research has implication for theory, managers, and policy makers.

Keywords: Relational Governance, Market Insights

Track: Retailing and Distribution

Product packaging language for bilingual Muslim consumers

Dr Abou Bakar*, Director Campus, Bahawalnagar Campus, The Islamia University of Bahawalpur, Pakistan, aboubakar02@hotmail.com
Associate Prof Richard Lee, Associate Professor / Associate Director: Australian Centre for Asian Business, School of Marketing, University of South Australia, Australia, Richard.Lee@unisa.edu.au

Abstract:
While past research has discussed the use and influence of language in advertising, research into the use of language on product packaging is very scarce. This study examines the role of language on product packaging for product preference of bilingual Muslim consumers. Malaysian individuals (n=200) responded to a product package either in local language (Malay) or a foreign language (English) resulting in a between-subject design. Contrary to previous research in advertising, choice modelling results showed no differential effects of language on product packaging for bilingual Muslim consumers. Besides extending marketing communications research from advertising to packaging, this study's findings would also help international marketers and package designers who are targeting the emerging Islamic markets, touted as the 'third billion' in terms of market population.

Key words: Bilingual consumers, Choice modelling, Log likelihood Ratio
Track: Marketing Communications

RETAILING AND DISTRIBUTION

FULL PAPERS

Uilitarian-Hedonic Value among Fashion Pure plays

Nobukhosi Dlodlo*, Vaal University of Technology, nobukhosid@vut.ac.za

Abstract:
While attempting to make a diagnosis of customers' decisions to either switch to competitors or remain loyal to fashion retailers, conventional wisdom suggests the need to investigate the value phenomenon. Notably, relatively limited research from an African context exists, wherein the customer perspective is considered in view of ascertaining the received value components at fashion pure plays. Therefore, to proffer a primary understanding of an all-female consumer cohort in respect of utilitarian and hedonic value elements a mono-quantitative strategy utilising an online panel survey methodology is applied. The findings of this study uphold that female consumers' perceptions of value are central to the marketing concept and further result in a de-construction of consumers' post-consumption attitudes and intention to purchase at fashion pure plays in the future. As can be said, it remains vital for fashion marketers to emphasise the value attributes that are prominent towards actuating gratifying consumption experiences.

Keywords: Value, pure play, South Africa.

Track: Retailing and Distribution

Introduction and Research Aim

Intimations of a specialist e-commerce report suggest that that the pure play sector in South Africa is still niche, infinitesimal and yet offers pent-up demand that is anticipated to grow beyond 2018. In particular, female consumers are renowned as the most prominent online shoppers, constituting approximately 55 percent of all visitors at pure plays, while fashion ranks eighth position in terms of the most sought after product category in South Africa (Effective Measures Dashboard 2014). In this vein, the pure play retail industry represents a novel avenue for the development of effective survival strategies through upholding superior customer value. In this study, reference is made to pure plays that owe their exclusivity to triple entente. First, the businesses have no brick and mortar outlets, yet operate exclusively in the virtual marketspace. Secondly, the business entities devote all their marketing resources on only one product category; namely fashion retailing. Thirdly, the businesses amplify the needs of a distinct consumer segment; namely online female shoppers. Predictably, the pure play business model presents an opportunity for retailers to concentrate their efforts on a niche market. Nonetheless, the industry has fallen short of making extensive inroads in this arena, whereas the success of the Internet as a commercial platform dictates that marketers re-think their value propositions. As anticipated, the preferred and received value attributes by female consumers who shop at pure plays differ from those of consumers in other retailing formats owing to the spatial and temporal differences between buyers and sellers. Moreover, holistic and fulfilling consumption experiences are perceived differently since consumers are involved at different levels. Therefore, as can be said, value lies in the eye of the beholder, yet value is reinforced by the complementing effects of both intrinsic and extrinsic benefits as they are encapsulated in the experiential and interactive nature of the online fashion consumption experience.

The aim of this study is:

To investigate the influence of utilitarian and hedonic value on the attitude and re-purchase intentions of female consumers at South African fashion pure plays.

The following three research questions are addressed in line with this aim:

RQ1: What is the effect of utilitarian value and hedonic value on post-purchase attitude?
RQ2: What is the effect of utilitarian value and hedonic value on re-purchase intentions?
RQ3: What is the impact of post-purchase attitudes on customers' re-purchase intentions?

Research Gaps

This study is predicated upon the work of Overby and Lee (2006, p. 1164) who stated that "marketers that are able to discern consumers' received value judgements are likely to gain more competitive advantage in their respective markets", Carpenter and Moore (2009) who indicated that more inquiry is needed investigating consumer shopping value perceptions across different sectors and specifically an empirical caveat presented by the examination of shopping motivations by some scholars (Davis, Lang & San Diego 2013), which fell short in providing insight into the utilitarian value of shopping processes from the perspective of female consumers. Consistent with marketing theory and the research by Park and Kim (2007), this study accepts both attitude and re-purchase intentions as the ultimate determinants of overt behaviour, with the latter used as a proxy for actual consumer behaviour.

Theoretical Background

Consumers' perceptions of value are an important area of research since value is indispensable towards the delivery of marketing and competitive strategy. In the same light, consumers' perceptions of value remain central to the core marketing concept as they result in an indelible influence on consumers' willingness to purchase and remain loyal to an online retail store (Overby & Lee 2006). Nonetheless, while the conceptualisation of value appears to be vague and nebulous in different contexts, it remains central towards understanding the behaviour of consumers (Park & Kim 2007). The concept has been researched by using one of two divergent measurement approaches. Initially, a single dimension conceptualisation of the value construct has been used by earlier scholars (Teas & Agarwal 2000), while contemporary research has been inclined towards a multi-dimensional conceptualisation (Chang & Dibb 2012), of which the latter denotes that value can be measured in more than one unitised way. Put simply, perceived value is as it is perceived by the customer.

Motivational theory and self-determination theory are considered as the theoretical bedrock for framing this study by relating motivation with value. In the self-determination theory, the fundamental assumption is that the behaviour of individuals is largely directed by extrinsic and intrinsic rationale. While intrinsic motivation "refers to doing something because it is inherently interesting or enjoyable," extrinsic motivation "refers to doing something because it leads to a separable outcome" (Ryan & Deci 2000, p. 55). Drawing from this, Babin, Darden and Griffin (1994) extended the work of Hirschman and Holbrook (1982) by identifying two abstract components of a complete shopping experience, namely utilitarian and hedonic shopping value.

Research Hypotheses

The primary motivation behind utilitarianism is to offer a pragmatic, non-emotional and task-oriented explanation as to why consumption is taking place (Babin et al. 1994). In this instance, the primary motive is to achieve a specified means to an end. As such, utilitarian value reflects the process of shopping with a work mentality which may be useful in explaining processes whereby consumers use rational heuristics to make shopping decisions. While contemporary researchers have made amendments to the original conceptualisation of the term, the central tenets recall that utilitarian value is derived after accomplishing the consumption goal that stimulated the shopping trip in the first instance. Since attitude influences a consumer's subsequent choice of actions (Overby & Lee 2006), it is expected that female shoppers will demonstrate preference for fashion pure plays and their mode of business if they are enabled to achieve their shopping tasks efficiently. Therefore:

H1a: There is a positive and significant relationship between utilitarian value and female consumers' attitude towards fashion pure plays.

Consistent with the assertions made by Petrick (2002), this study advocates that customers' utilitarian value perceptions could directly precede actual overt behaviour. From that it can be inferred that extended purchase behaviour could be envisaged after cumulative cognitive evaluations of a pure play shopping experience. Therefore:

H1b: There is a positive and significant relationship between utilitarian value and female consumers' re-purchase intentions.

Hedonic value is the subjective experience encapsulated by the fun, playful, exciting, spontaneous and escape-driven elements of shopping (Babin et al. 1994). This relates to the consumer being able to engage the plurality of the senses, including fantasies and emotions during the process of shopping (Hirschman & Holbrook 1982). Relatedly, Shiau and Wu (2013) established the predictive power of hedonic value on both attitude and purchase

intentions in their research on consumers at a group-buying website. For these reasons, the degree of happiness experienced during the shopping experience inspires a superior experience for online consumers, leading to the following tentative suppositions being made in this research:

H2a: There is a positive and significant relationship between hedonic value and female consumers' attitude towards fashion pure plays.

Relatedly, hedonic value is expected to relate positively with re-purchase intentions:

H2b: There is a positive and significant relationship between hedonic value and female consumers' re-purchase intentions.

Methodology

The research applies a mono-quantitative research strategy, by way of a single-cross-sectional study. In particular, a self administered survey questionnaire utilising the Qualtrics survey software was administered to an online consumer panel drawn from a syndicated firm's online retailer database (SurveyCentric™). The database comprised a comprehensive list of South African fashion pure plays, including the customer details of 5248 active customer from all provinces of South Africa. Initially, the participants were recruited via an online invitation link, which was followed by two consecutive bolster reminders. The main study comprised female consumers aged between 18 and 55 years, who made purchases of fashion merchandise between August 2015 and August 2016 from the top five patronised fashion pure plays; namely, Spree, Zando, Style36, Lushberry and SassyChic.

Items measuring utilitarian value and hedonic value were adapted from previous scholars. A Likert scale of agreement with seven points was used to juxtapose the research questions into specific scale indicators. As a preliminary measure of content validity, a pilot study was conducted with 60 postgraduate university students, which was useful in refining the wording of the questions. In addition, screening questions relating to consumers' perceptions regarding a recent purchasing activity (less than 3 months from survey date) were added as a qualifying measure. To this end, 474 female consumers responded to the study. Preliminary analysis for this research is conducted using descriptive statistics to obtain mean scores and principal components analysis (PCA) for scale purification. Thereafter, data quality is observed through reliability checks above 0.70, wherein Cronbach's alpha level is reported between 0.709 and 0.821. A superior statistic, Dillon-Goldstein's *rho* is also observed (0.722 to 0.834) since the *rho* does not assume *tau* equivalence, while composite reliability values (0.809 to 0.881) further support internal consistency of the empirical data for confirmatory research.

Results and Discussion

Upon observing the corrected item-to-total correlation values, the initial Principal PCA points to the omission of two items from the research, which fell below 0.30, whereas item statistical results pointed out that item deletion would significantly raise the alpha coefficient and reliability values for the respective factors. Consequently, an expert-panel review pointed out that the deletion of C3 (*while shopping at this pure play I could easily find the fashion items I looked for)* and C10 (*shopping for fashion at this pure play gets me away from it all*) was in order, as the conceptualisation of the study variables would not be compromised by the residual indicators. Thereafter, a measurement model was specified and fitted using the SmartPLS (3.0) modelling technique. Upon applying the PLS-SEM algorithm, it is necessary to achieve data normalcy by setting all indicator variables at a mean of zero and a standard deviation of one. The Path weighting factor scheme was applied. All, except one observed

variable (C9=0.630) in the model exceeded the 0.70 cut-off point for factor loadings, ranging between 0.630 and 0.887. Nevertheless, the observed variable C9 (*In terms of fashion shopping, I have a strong preference for pure plays*) was retained in this study based on theoretic reasoning and high internal consistency during the initial PCA analysis. Furthermore, the SmartPLS report revealed a theta value of 0.083 (below 0.12), which indicates a well-fitting model since the correlations between the outer model residuals are small. The results of the structural and measurement model are presented in Figure 1.
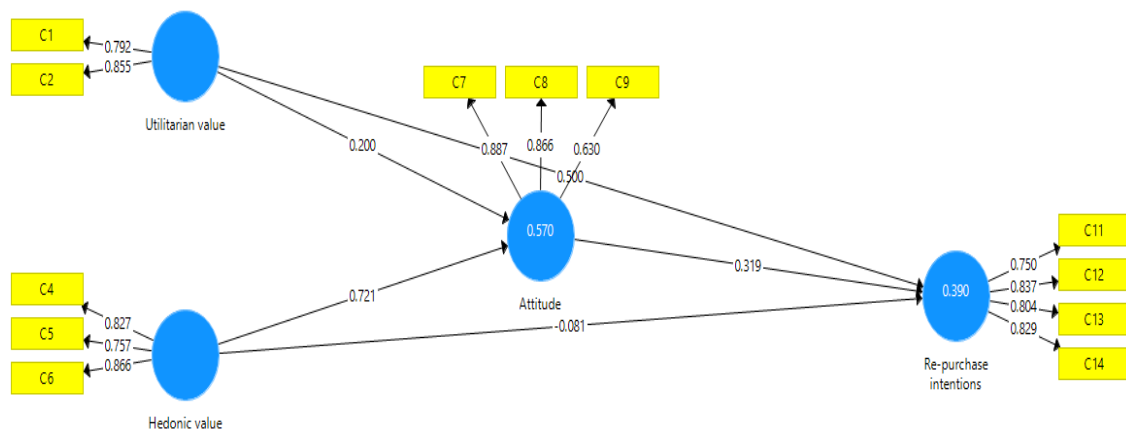
Model fit: NFI=0.91, SRMR=0.046 and GoF= 0.64

Figure 1: Structural and measurement model results

Table 1 **Decomposition of effects analysis**

Direct path		Direct effect	Sig	Indirect path (via mediator)	Indirect effect	Sig	Total effect
Uti → RI		0.500	0.006	Uti → attitude → RI	0.264	0.000	0.564
Hed → RI		-0.081	0.083	Hed → attitude → RI	0.230	0.042	0.149

*Sobel's test; *Uti=utilitarian value; Hed=hedonic value, Attitude=Attitude; RI=Re-purchase intentions

With regard to the decomposition of effects analysis by Sobel's (1982) test, Table 1 reveals a direct significant impact of utilitarian value on re-purchase intentions (β =0.500; *p*=0.006) in the absence of attitude as well as an indirect significant impact of utilitarian value on re-purchase intentions through the attitude construct (β =0.264; *p*=0.000), thereby confirming hypotheses H1a and H1b as anticipated. On the other hand, while an insignificant and indirect relationship was established between hedonic value and re-purchase intentions (β =-0.081; *p*=0.083), the impact of hedonic value on re-purchase intentions could only be ascertained through the attitude mediation (β =0.230; *p*=0.042), thereby confirming H2a.

As to the squared multiple correlation result, both utilitarian value and hedonic value explained 57 percent of the variance of consumers attitude (R^2 =0.570) and 39 percent of consumers' re-purchase intentions (R^2 =0.390), implying moderate predictive power. Future research can attempt to determine other value dimensions extrapolated from the social capital gains presented by social media links towards customers who shop at pure plays. In this regard, it is pressed for fashion pure plays to find a way to create superior value for existing and potential shoppers. Obviously, there exists latent prospects in this sector, which can only be realised by ascertaining the core values sought by e-customers and thereby excel in that core value delivery.

Implications for Theory and Practice

In the absence of a universal conceptualisation of a valuable consumption experience along virtual platforms, this study built upon the utilitarian and hedonic value dichotomy by Hirschman and Holbrook (1982). This paper infers an individualistic and multi-level determination of value after an actual consumption experience at fashion pure plays. Specifically, the main significance of this research is in proposing a conceptual framework that lends credence to the prominence of utilitarian and hedonic value components in the shopping experiences of consumers. Furthermore, the research framework is empirically tested in the context of a specific demographic. At the time of writing, there exists a notable gap surrounding the use of an all-female sample of active customers at South African fashion pure plays.

The managerial contribution of this research is as follows. First, the study will offer insights to fashion marketers as to the significance of calibrating their value propositions by recruiting fashion catalogue managers to maximise convenience, order and supportive product reviews on the web stores to meet the goal-oriented needs of the shoppers. Akin to this, virtual try-on and image interactive technologies can be added to offer an experiential stimulus to meet the process-oriented needs of the shoppers. Secondly, there are implications for brand strategists and/or web store designers who wish to capitalize on both task-oriented and multi-sensory store indicators as part of the pure play store design. Thirdly, this paper also concludes the definitive uniqueness of the perceptions of female shoppers towards fashion pure plays, as a first-step in informing the development of market segmentation strategies to stimulate the fashion pure play merchandising formulae. While females are an attractive shopper segment owing to high purchase frequency of fashion products, it is acknowledged that future empirical research can benefit from exploring the acuities of a different demographic.

References

Babin, BJ, Darden, WR & Griffin, M 1994, 'Work and/or fun: Measuring hedonic and utilitarian shopping value', *Journal of Consumer Research,* vol. 20, no. 4, pp. 644-656.

Carpenter, JM & Moore, M 2009, 'Utilitarian and hedonic shopping value in the US discount sector', *Journal of Retailing and Consumer Services,* vol. 16, no. 1, pp. 68-74.

Chang, C & Dibb, S 2012, 'Reviewing and conceptualising customer perceived value', *The Marketing Review*, vol. 12, no. 3, pp. 253-274.

Davis, R, Lang, B & San Diego, J 2013, 'How gender affects the relationship between hedonic shopping motivation and purchase intentions', *Journal of Customer Behaviour,*

vol. 13, no. 1, pp. 18-30.

Effective measures Dashboard 2014, South African E-commerce report, viewed 23 October
2016, <http://www.effectivemeasure.com>.

Gentile, C Spiller, N & Noci, G 2007, 'How to sustain the customer experience: An overview
of experience components that co-create value with the customer', *European
Management Journal,* vol. 25, no. 5, pp. 395-410.

Hirschman, EC & Holbrook, MB 1982, 'Hedonic consumption, emerging concepts, methods
and propositions', *Journal of Marketing*, vol. 46, no. 3, pp. 92-101.

Overby, JW & Lee, EJ 2006, 'Effects of utilitarian and hedonic online shopping value on
consumer preference and intentions', *Journal of Business Research*, vol. 59, pp. 1160-
1166.

Park, J & Kim, J 2007, 'The importance of perceived consumption delay in Internet
shopping:
Time-related information, time risk, attitude and purchase intention', *Clothing &
Textiles Research Journal,* vol. 25, no. 1, pp. 24-41.

Petrick, JF 2002, 'Development of a multi-dimensional scale for measuring the perceived
value of services', *Journal of Leisure Research*, vol. 34, no. 2, pp. 119-134.

Ryan, RM Deci, EL 2000, 'Intrinsic and extrinsic motivations: Classic definitions and new
directions', *Contemporary Educational Psychology*, vol. 25, no. 1, pp. 54-67.

Shiau, W-L & Wu, H-C 2013, 'Using curiosity and group-buying navigation to explore the
influence of perceived hedonic value, attitude and group-buying behavioral intention',
Journal of Software, vol. 8, no. 9, pp. 2169-2176.

Teas, RK & Agarwal, S 2000, 'The effects of extrinsic product cues on consumers:
Perceptions of quality, sacrifice and value', *Journal of the Academy of Marketing
Science*, vol. 28, no. 2, pp. 278-290.

Uncovering Electronic Cigarette Shops Retail Kinship Strategies

Michael Marck, The University of Strathclyde, m.marck@strath.ac.uk*
Sean Ennis, The University of Strathclyde, sean.ennis@strath.ac.uk
Barbara Caemmerer, ESSCA, Barbara.caemmerer@essca.fr

Abstract
The aim of this paper is to explore how vape shops use retail kinship strategies to create a community of loyal customers. Retailing a product shrouded in rhetoric and controversial benefits is risky: a product that may wean consumers from a nasty habit proven to shorten one's life span yet is banned in Canada and restricted in Australia with a plethora of laws regulating its use. In the UK and Europe the reality is a welcoming of e-cigs as an effective tool to discourage smoking tobacco. Such a product is not only perilous and controversial but requires customised retail strategies to flourish in a kinship manner devoted to their community of customers. The UK e-cigarette industry is facing paradoxical public opinion, contentious medical reports and ever-changing governmental legislation– welcome to the UK e-cigarette market, an industry worth £913 million and 2.6 million users of vape products. (Goldsmith, 2016).

Key words: e-cigarettes, retail kinship

Track: Retailing and Distribution

Introduction

The value of this working paper is base around a discussion of retail strategies needed to survive in an emerging retail sector that is selling products with unproven and highly controversial health benefits. The research question is, how effective is *retail kinship* when electronic cigarette shops (Vape Shops) sell devises, nicotine and flavoured vaping liquids? Retail kinship has become a popular term today describing the consumers, search for retail concepts that encourage personal growth and personalization (Gutsche, 2017). E-cigs are banned in Canada and Australia have a plethora of legal regulating their use, while the UK and Europe have welcomed e-cigs as an effective tool to ween off tobacco. Medical reports have led to even more controversy with conflicting views of the merits or perils of using e-cigs (Marynak, 2017). The UK vapour market was valued at £913 million in 2015 and predicted to grow to $ 4.46 bn by 2021 (Goldsmith, 2016). E-cigs are one of the most controversial FMCG being sold today while fostering a legacy of both praise, fear, rhetoric and mystique.

Background

"E-cigarettes, known as ENDS (electronic nicotine delivery systems), or alternative nicotine delivery systems (ANDS) providing a means of inhaling nicotine vapor, potentially eliminating the need to use smoked tobacco" (Dockrell et al, 2013, p.1). Unlike tobacco cigarettes, where the smoke from burning tobacco is inhaled, the e-cigarette user inhales vapour which may contain nicotine, propylene glycol and other chemicals into their lungs (Cheney, et al., 2015) E-liquids are often flavoured, with a choice of over 7,000 flavours allowing users to *personalize* the taste and strength of nicotine which adds more mystique and controversy to the industry. The conceptual foundations of retail kinship are similar to the antecedents that motivate people to shop. Arnold and Reynolds (2003) suggest that a key motivator for people to shop is for hedonistic pleasure and have identified the six dimensions of shopping behavior as: adventure, idea shopping, role, value, social shopping and gratification. *Social shopping* allows for people to meet, interact and share their shopping experiences. *Gratification* focuses on relieving stress and the worries of everyday life and combines the elements of escapism and socialization (Ennis, 2015). These shopping dimensions have an important role since many customers visit their neighborhood vape shop to exchange stories and seek product advice. Retail kinship creates an environment to co-create the brands, taste new e-liquid flavours while being a catalyst to accelerate consumers' product confidence and knowledge. The vape shops are more than locations to 'hang out' and have evolved to become a shared experience where a collaborative relationship between store representatives and customers suggests that community experiences can double as experiences of personal growth (Xie, et al., 2017).

Methodology

Fifteen in-depth interviews were conducted with managers from vape shops in three major UK cities in May, 2017. There were also many opportunities to observe the selling processes and sales techniques of the sales representatives. This observation "provided closer access to reality" (Gummesson, 2007, p 130) and the retail kinship strategies used when interacting with customers. Data collection, analysis and interpretation of the data was completed solely by the authors of this paper. A set of structured questions to elicit managers' responses describing the retail strategies were the cornerstone of the research. The interviews were transcribed verbatim and analyzed using the qualitative software package Nvivo10 as a data management tool.

Results and Discussion

The findings clearly revealed retail kinship is an effective strategy with the goal of Vape Shops which is, *"bringing a community of people together to celebrate the freedom from tobacco and carcinogenic materials"* (Shop Manager, The Vape Lounge). The furnishing of the shops enticed patrons to share their vaping stories and experiences. Many establishments served non-alcoholic beverages and coffee - two of the vape shops were also cafes. The strategy of kinship and personalization was exemplified by these two quotes: *"the key is educating people . . . people still believe vaping is as bad or worse than smoking"* and *"we really get to know our customers, some are known as 'cloud chasers' who live to generate thick vapour, others are 'flavour aficionados' who chase the perfect vape juice or mixture and can recognise a vape juice by its smell"* (Shop Manager, 'Vaporized'). Findings revealed that many of the sales representatives did not have sales quotas or targets and instead were evaluated on customer feedback.

Other key kinship strategies included: the shop's catalyst role to accelerate the personal development of customers with product information; co-creation whereby customers felt ownership and extreme loyalty to the shop; expectations of personalization whereby flavours, nicotine levels and devices can be customized with branded products exclusive to a particular vape shop. Several of the shops held *'cloud contests'* (Jarmul, 2017) and posted photos of the contestants and winners on their web sites and in the shops. The shop design and layout was colourful, modern and inviting without being over-crowded with products. Many locations created a 'lounge and tasting bar' allowing customers to sample e-liquid flavours to influence their purchase decisions. Findings indicated as the competition in the UK continues to grow, customers are migrating to vape shops who can provide the best *vaping experience*, *taste and communal retail environment.*

Implications for Theory and Practice

The aim of this paper was to uncover electronic cigarette shops retail kinship strategies in the UK, an industry set for 39.8% compound annual growth rate by 2018 (Okcigs Org, 2017).The implications for the e-cigarette industry are twofold. Firstly, a variety of antecedents must be present to create kinship. Secondly, a welcoming retail experience led by passionate sales representatives is critical. It is the exchange of friendship and product knowledge between the customer and sales representative that creates kinship. These retail kinship strategies can be generalized to many retail environments and have proven to drive footfall. For academics the kinship concepts and practices extends the research about experiential shopping (Alic et al., 2017) and strategies to build customer loyalty and collaborative retail relationships. The following emerging topics are robust opportunities for future research 'Vaping in the work place' and the 'Need to legislate packaging design for vaping products' similar to Australian laws legislated in 2012 for *tobacco* packaging (Greenland et al., 2016) and recently in the UK, May, 2017 (Ash Org, 2017)

Reality is, the UK e-cigarette industry continues to growth despite vilifying stories. Vape shops continue to support an essential life-style for a segment of society seeking a safer alternative than tobacco. This research has affirmed that vape shops using retail kinship are applauded and acclaimed by their loyal customers who are seeking a destination retail experience based on kinship. These shops have proven to be communities of comradeship that continue to flourish despite on-going controversies that creates mystique, suspicion and rhetoric.

References

Alic, A., Agic, E., Merima, C., 2017. The importance of store image and retail service qualityin private brand image-building, Entrepreneurial Business and Economics Review, 5 (1) 27-41.

Ash* Org UK, 2017. Standardized Plain Packaging. Available at: http://ash.org.uk/category/information-and-resources/packaging-labelling-information-and-resources/standardised-plain-packaging/ (accessed 16.06.17)   *Action on smoking & health

Arnold, M.J., Reynolds, K.E., 2003 Hedonic Shopping Motivations, Journal of Retail, 79 (1) 77-95.

Cheney, M., Gowin, M., Wann, T. F., 2015. Marketing Practices of Vapor Store Owners. American Journal of Public Health (105) 6 16-21.

Dockrell, M., Morison, R., Bauld, L. and McNeill, A., 2013. E-cigarettes: Prevalence and Attitudes in Great Britain. *Nicotine and Tobacco Research* 1-8.

Ennis, S. (2015) Retail Marketing, McGraw-Hill, Chapter 4.

Goldsmith, C., 2016 (Dec). The Global e-cigarette market is set to be worth $32bn by 2012,and the UK market will grow to $5.67bn. Available at: http://www.cityam.com/255646/global-e-cigarette-market-set-worth-32bn-2021-and-uk-market (accessed 01.06.17).

Greenland, S., Johnson, L., Seifi, S., 2016. Tobacco manufacturer brand strategy following plain packagin in Australia: implications for social responsibility and policy. Social Responsibility Journal (12) 2 321-334.

Gummesson, E., 2007. Access to reality: observations on observational methods, Qualitative Market Research: An International Journal 10 (2) 130-134.

Gutsche, J., 2017. Trendreports – Retail Kinship https://www.trendhunter.com/report?ak=ab968686a3fbf5e8a25e499cbcb16a8f&frli=160057 (accessed 16.06.17).

Jarmul, S., Aherrera, A., Rule, A., 2017. Lost in E-Cigarette Clouds: A Culture on the Rise. American Journal of Public Health (February) 265-266.

Marynak, K. L., Gammon, D. G., Rogers, T., Coats, E., Singh, T., Sales of Nicotine-Containing Electronic Cigarette Products: United States, 2017. American Journal of Public Health (May) (107) 5 702-705.

Okcigs org UK. UK ecig market set for 39.8% CAGR by 2018. Available at: http://www.okcigs.co.uk/UK-ecig-market-set-for-39.8-CAGR-by-2018-a/359.htm (accessed 5.6.17).

Xie, L., Poon, P., Zhang, W., 2017. Brand experience and customer citizenship behaviour: the role of brand relationship quality. The Journal of Consumer Marketing (34) 3 268-280.

Ethnic retail marketing: A case study

Sean Ennis, University of Strathclyde: sean.ennis@strath.ac.uk
Michael Marck, University of Strathclyde: m.marck@strath.ac.uk
Anita Radon, University of Boras: Anita.Radon@hb.se
Gavin Marley, University of Strathclyde: gavin.marley@strath.ac.uk

Abstract

The paper uses a case study of a grocery retailer: Acme grocers (fictitious name) to examine the challenges involved in ethnic retail marketing. This retailer attempted to re-brand two of its stores with the objective (if the strategy proved to be successful) of rolling out the rebranded store format to around 150 of its stores in the south- west of the USA.

This study conducted ten semi-structured interviews and administered four listening sessions each with 8 customers. As a consequence of this research a number of changes were made to the layout and design of store together with significant changes to the merchandising of the items.

The study concluded that SEG, due to significant time invested in understanding the African American and Hispanic consumer needs, succeeded in rebranding and launching two new concepts that deliver exceptional benefit to the local community and their own business.

Key words: re-branding, ethnic retail strategy

Track: Retail and Distribution

Introduction

This paper reports on part of a study which involved a re-branding strategy of a South-Western US grocery retailer with respect to its ethnic target audience. This study tracks the journey of how a leading, yet under-performing, grocer has recognised its failure to appeal to a significant part of the market through to the realisation and correction of that problem in the form of ethnically prioritised new store concepts and reports on one aspect of that journey: the "listening conversations" with its target market. The remaining part of the study (not reported here) consisted of ten in-depth interviews with ten key management personnel involved in the re-branding strategy. Acme Grocers (not the real name) parent company of Dixieland, Dollar-Low and Johnson's grocery retail stores, is one of the largest conventional supermarket chains in the U.S. and the second-largest conventional supermarket in the Southeast based on store count. Approximately 25% of these stores operate in low-income areas with high ethnic diversity and the stores are failing to return a profit. Rhetoric suggests that understanding ethnic marketing retail marketing and cultural differences using original and new marketing frameworks allows clarity of concept and can produce significant economies of scale and greater marketing dollar returns. Our case study examine how this applies in a live situation. The success of these two new concepts depends on the awareness, understanding and appreciation of the subtleties, nuances and new approaches to winning customers with strong cultural preferences.

Background

In contrast, with the one country, one culture paradigm, virtually all countries contain cultural diversity to varying degrees, within their national boundaries. Businesses may fail to recognise that they operate in an environment of cultural diversity where different indigenous as well as migrant ethnic groups can be expected to affect the demand for, and supply of service-products. (Pires, 2015). Ethnic marketing strategy can be developed to target and win the loyalty of ethnic minority consumers. (Pires, 2005) For this store concept to work, there has to be an inherent understanding for why African American and Hispanic shoppers are disengaged with the existing store offer. To rebrand a store for an ethnic minority there needs to be an appreciation and knowledge of 'ethnic marketing'. In order for a multicultural marketing strategy to be successful, cultural differences need to be identified, understood, accepted and respected. Businesses need to be able to communicate on different wavelengths and adapt to different markets (Wilkinson & Cheng, 1999).

In 2015 Geometry Global, a U.S. brand management firm and subsidiary of Ogilvy & Mather, produced the first ever path-to-purchase model for ethnic minority consumer's behaviour when making purchasing decisions using Hofstede's national culture model. It takes the cross-cultural comparisons between countries and applies it to ethnicities within the same country. This framework was utilised in terms of attempting to understand ethnic differences.

For the rebrand, major changes included: the use of Spanish as he primary language (although English appeared in a dual format on all communications signs. The name "Acme" had legacy issues in terms of perceptions among shoppers (it reminds us that we are poor"). A new name was introduced as a result: Fresco y Mas. This name came from earlier listening sessions with shoppers and reflected their preferences and choice.

Methodology

We report on the "listening sessions" part of the overall study. These sessions consisted of four interactive groups of eight regular shoppers, 32 in total. The sessions were set-up by the customer insights team and hosted by one of the authors from this paper. The customers sat in

a semi-circle and contributed openly: each meeting followed a set structure of questions and their responses were captured. The sessions were conducted approximately ten weeks after the re-launch of the store to enable the shoppers to gain some experiences of shopping in the store. Acme launched two pilot stores one targeted at meeting the needs of African American shoppers and one targeted at meeting the needs of Cuban Hispanic shoppers.

Results and discussion

The customer feedback during the four sessions was almost entirely positive, the compliments and satisfaction in the sessions from customers was evident and it would appear major projects like changing the range to prioritise ethnic foods, removing expensive products, promoting the right products, building a butchers and café have all contributed to the feel good factor that currently exists. The local neighbourhoods now feel like there is a store that meets their needs. Comments from the listening session such as these indicated the level of positivity. "I'm here because of my son. I came here with him and I saw how good the prices are so I came here to do my shopping" Fresco y Mas listening session, Female, 60. "I love it. I'm a bargain hunter. My wife told me about it, 'She was whoa you need to go there'. I came straight here… If I'm going to save a few $ here, I'll be shopping here" Fresco y Mas listening session, Male, 33. "It's more organised than Winn Dixie, I can read the signs in Spanish and there seems to be more products that I like". Fresco y Mas listening session, Female, 50

Implications for theory and practice

The two concepts have been a success greater than any predictions and that can be attributed to the depth of detail and research that went into truly understanding what customers of these areas and ethnicities really desire and then executing on that. Acme will benefit in sales and EBITDA medium term from rollout and these concepts are likely to continue to improve the brand amongst two ethnic demographics that have the highest population growth rates in the U.S.

Once lessons are learned, Acme could build a sustainable format renewal model to be scaled up and rolled-out to the 158 stores. SEG are under share in both markets and they have an opportunity to implement 30 more Fresco y Mas' in South Florida, and 127 Johnsons stores across the South-western states.

Given that the African American and Hispanic populations in the U.S. are growing faster than any other ethnicities literature and case studies involving these two ethnic groups will become more relevant and higher profile. Therefore, those academics or retailers who test these hypotheses and develop the research further now and build ethnic based customer value propositions could benefit medium term.

References

de Mooij, M. (2015) 'Cross-cultural research in international marketing: Clearing up some of the confusion', International Marketing Review, 32(6), pp. 646–662. doi: 10.1108/imr-12-2014-0376.

Geometry Global (2015). 'Six cultural values influencing shopper behavior and image' Available at http://p2pi.org/sites/default/files/attached_file/CP15_GeometryGlobal_Ethnic.pdf (Accessed: 13 August 2016).

Jamal, A., Penaloza, L. and Laroche, M. (eds.) (2015) The Routledge companion to ethnic marketing. London, United Kingdom: Taylor & Francis.

Pires, G.D. and Stanton, J.P. (2004) Ethnic marketing: Accepting the challenge of cultural diversity. London: Cengage Learning EMEA Higher Education.

Pires, G. and Stanton, J. (2014) Ethnic marketing: Culturally sensitive theory and practice. London, United Kingdom: Routledge.

Rao, C.P. (2006) Marketing and multicultural diversity. Aldershot: Ashgate Publishing.

Wilkinson, I.F. and Cheng, C. (1993) Synergy in diversity: Multicultural marketing to the world. Westmead, N.S.W.: Faculty of Commerce, University of Western Sydney, Nepean.

Zolghadar, T., Bydler, C. and Kehrer, M. (2006) Ethnic marketing. Edited by Tirdad Zolghadr. Zurich: JRP Editions.

Website social cues and customer online experience

Revadee Vyravene, Curtin University, revadee.vyravene@curtin.edu.au
Fazlul K. Rabbanee, Curtin University, f.rabbanee@curtin.edu.au
Ram Ramaseshan, Curtin University, Ram.Ramaseshan@cbs.curtin.edu.au

Abstract

Online retailers incorporate social cues or human-like characteristics on their website and other online channels with expectations that such social cues will enrich consumers' online experience in the absence of employees. Despite the significant investment by online retailers to develop social cues for their online channels, research focusing on the effectiveness of website social cues is scarce. This research examines the effects of website social cues on customer online experience en-route to their purchase behaviour. The data have been collected from frequent online shoppers through an online structured survey. The findings reveal that website social cues have a positive effect on consumers' cognitive and affective experiential states which influence their online purchase behaviour. Consumers' experiential states are also found to mediate the relationship between website social cues and their purchase behaviour. Implications of the findings are discussed.

Keywords: Customer online experience, Online social cues, Online retailing

Track: Retailing and Distribution

Introduction

Customer online experience (COE) is the impression of memory that a customer encounters after interacting with a firm and its activities in online (Rose et al., 2012). COE has been conceptualized based on individuals' cognitive and affective state of mind during their online journey (Frow & Payne, 2007). Consumers seek assistance through the use of social cues while shopping from a website, and thus the social aspect has become an integral part of a firm's online marketing (Wang et al., 2007). Companies online channels such as websites, mobile applications and social networking sites (SNS) have started to use human-like characteristics (i.e. avatars, live chat bot, 24/7 online agent) to make consumers' feel attended while shopping. Such changes have been the key development within human-computer interface applications (Prendinger & Ishizuka, 2004). Online shoppers encounter incoming sensory data from a range of stimuli such as text-based information, visual imagery, video, or audio delivery available on the e-retailer's online channels. Moreover, features such as artificial intelligence and seamless social networking developed in Web 2.0 and 3.0 (semantic web) facilitate higher level of C2C and B2C interactions which were not available in the past (Hennig-Thurau, et al., 2010).Therefore, promoting these human like characteristics (social cues) within online shopping sites can make consumers' feel being served by an employee and thus enrich their online experiences.

Existing studies identified key drivers of COE focusing primarily on three areas: website quality and performance, activities relating to consumers' purchase process and the service experience (Rose et al., 2011). However, existing research is silent whether and how online retailers can enhance COE by promoting social interaction with the customers through its online channels (Wang et al., 2007).Wakefield et al. (2011) urged for future studies to examine website elements that generate consumers' social perceptions about a website. Ha and Stoel (2009) also called for future research exploring whether using social cues could be an effective strategy for online retailers. As a result, the aim of this study is to investigate the effects of website social cues on customer online experience and purchase behaviour.

Literature and Conceptual Framework

Firms display human-like characteristics through social cues on websites and social media enabling reciprocal communication and feedback during consumers' online shopping and thus promoting the social aspect of online transactions (Jiang et al., 2010; Reeves & Nass, 1996). Website socialness was found to have a positive effect on consumers' emotions (arousal and pleasure) and flow (Wang et al., 2007; Lombard & Ditton, 1997). Furthermore, Novak et al. (2000) showed that high interactivity on websites usually enhances individual's flow state of mind. Consumers' online experience has two states of mind: cognitive and affective. Past literature (e.g. Rose et al., 2012) defined cognitive dimension of COE as the cognitive state experienced during navigation and is based on the concept of 'flow' which is a state whereby the individual is completely absorbed in an activity to the extent that they are mentally immersed and oblivious to time and their surroundings (Csikszentmihalyi, 1997).
The affective dimension deals with customers' affect moods and/or emotional responses triggered by an interaction with the company or its online presence (Gentile et al., 2007). Customers' psychological state (comprising of both cognitive and affective state) enables consumers' to reflect upon the motives for choosing a particular firm to buy products or services (Eroglu et al., 2001). If a consumer has encountered a positive experience using a firm websites, s/he will be more likely to patronize the same website in future (Collier &

Bienstock, 2006). Social cues were found to enrich website socialness perceptions which influence consumers' shopping motivations and their website patronage intention (Wang et al., 2007).

 Based on the above, the following hypotheses are developed, as shown in Figure 1:
    H1a: Website social cues have a positive effect on consumers' cognitive experience.
    H1b: Website social cues have a positive effect on consumers' affective experience.
    H2a: Consumers' cognitive experience has a positive effect on consumers' purchase behaviour.
    H2b: Consumers' affective experience has a positive effect on consumers' purchase behaviour.

Method and Analysis

An online structured survey was conducted with frequent online shoppers. The participants were asked to recall their recent notable online purchase experience (e.g. Smith, Bolton & Wagner, 1999). A total of 363 responses were used for further analyses. The items for website social cues were developed using both using qualitative (extensive review of online retail literature, expert in-depth interviews) and quantitative research methods (exploratory factor analysis, confirmatory factor analysis).
The measures of the remaining constructs: cognitive and affective dimensions of COE, and purchase behaviour were adopted from existing literature (Rose et al., 2012; Srinivasan et al., 2002). SEM using AMOS 22.0 was used to analyse the data. The fit indices of the measurement and structural models were found to be satisfactory. We also tested the mediating role of customers' cognitive and affective experiential state in relationship between firm's website social cues and consumers' purchase behaviour.

Results and Discussion

The findings reveal that all the hypotheses are supported. Firm's website social cues have a significant positive effect on consumers' online cognitive ($\beta = 0.51$; $p < 0.05$) and affective ($\beta = 0.40$; $p < 0.05$) experiential states. Additionally, consumers' online cognitive ($\beta = 0.49$; $p < 0.05$) and affective experiential ($\beta = 0.16$; $p < 0.05$) states significantly influence consumers' purchase behaviour. We tested the mediating role of cognitive and affective experiential state by examining the direct and indirect effects of website social cues on purchase behaviour. It has been found that both the direct ($\beta = 0.20$; $p < 0.05$) and indirect effect (via cognitive and affective experiential state) of website social cues on consumers' purchase behaviour are found to be significant. Therefore, consumers' online experiential states (cognitive and affective) partially mediate the relationship between firm's website social cues and consumers' purchase behaviour.

Implications

This research has important implications for the extant online retail literature as well as online firms as it provides empirical evidence in support of the effects of firms' website social cues on consumers' cognitive and affective experience en-route to their purchase behaviour. The findings strongly support that social interaction driven by social cues (i.e. live chat bot, avatar) has a positive impact on consumers' online purchase behaviour. The

findings extend social response theory (Reeves & Nass, 1996) as it has shown empirical support that consumers' respond to a website promoting social cues similarly as they would do between human interactions (Wang et al., 2007). From a methodological contribution, due to the lack of a measure of website social cues, this paper developed and tested items measuring this construct which were found to have a significant effect on consumers' purchase behaviour. In terms of key managerial contributions, the findings provide support for online retailers to invest on these humanlike characteristics and interactive technologies to enhance customers' experience.

Figure 1: Conceptual framework
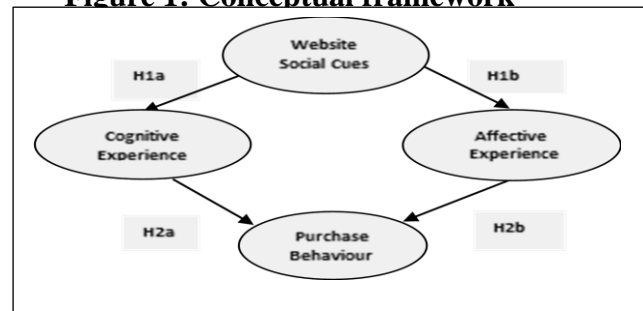
References

Csikszentmihalyi, M. (1996). Flow and the psychology of discovery and invention. *New York Harper Collins*.

Collier, J. E., & Bienstock, C. C. (2006).Measuring service quality in e-retailing. *Journal of service research*, *8*(3), 260-275.

Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: a conceptual model and implications. *Journal of Business research*, *54*(2), 177-184.

Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Psychology & Marketing*, 20(2), 139-150.

Frow, P., & Payne, A. (2007). Towards the 'perfect' customer experience. *Journal of Brand Management*, *15*(2), 89-101.

Gentile, C., Spiller, N., & Noci, G. (2007). How to sustain the customer experience:: An overview of experience components that co-create value with the customer. *European Management Journal*, 25(5), 395-410.

Ha, S., & Stoel, L. (2009). Consumer e-shopping acceptance: Antecedents in a technology acceptance model. *Journal of Business Research*, *62*(5), 565-571.

Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer relationships. *Journal of service research*, *13*(3), 311-330.

Jiang, Z., Chan, J., Tan, B. C., & Chua, W. S. (2010). Effects of interactivity on website involvement and purchase intention. *Journal of the Association for Information Systems*, 11(1), 34.

Lombard, M., & Ditton, T. (1997). At the heart of it all: The concept of presence. *Journal of Computer‐Mediated Communication*, 3(2), 0-0.

NAB Business Research and Insights. (2016), *NAB Online Retail Sales Index: In-depth report December 2016.* Retrieved June 26, 2017, from NAB Group Economics http://business.nab.com.au/nab-online-retail-sales-index-indepth-report-december-2016-22325/.

Novak, T. P., Hoffman, D. L.,& Yung, Y.(2000). Measuring the Customer Experience in Online Environments: A Structural Modelling Approach. *Marketing Science* 19 (1), 22-42.

Prendinger, H., & Ishizuka, M. (2004). Introducing the Cast for Social Computing: Life-Like Characters.

Reeves, B., & Nass, C. (1996). *How people treat computers, television, and new media like real people and places* (pp. 19-36). Cambridge, UK: CSLI Publications and Cambridge University press.

Rose, S., Clark, M., Samouel, P., & Hair, N. (2012). Online customer experience in e-retailing: an empirical model of antecedents and outcomes. *Journal of Retailing*, *88*(2), 308-322.

Rose, S., Hair, N., & Clark, M. (2011). Online customer experience: A review of the business-to-consumer online purchase context. *International Journal of Management Reviews*, *13*(1), 24-39.

Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management decision*, 50(2), 253-272.

Smith, A. K., Bolton, R. N., & Wagner, J. (1999). A model of customer satisfaction with service encounters involving failure and recovery. *Journal of marketing research*, 356-372.

Srinivasan, S. S., Anderson, R., & Ponnavolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of retailing*, 78(1), 41-50.

Wakefield, R.L., Wakefield K. L., Baker J., & Wang L. C. (2011). "How Website Socialness Leads to Website use." *European Journal of Information Systems* 20 (1): 118-132.

Wang, L. C., Baker, J., Wagner, J. A., & Wakefield, K. (2007). Can a retail web site be social?. *Journal of marketing*, *71*(3), 143-157.

How do shoppers react to in-store music?

*Bertil Hultén, Linneaus University Sweden, bertil.hulten@lnu.se

Abstract:
The purpose of this paper is to investigate how the introduction of auditory sensory cues through music genres affect shopper's emotions and purchase behaviour in a retail grocery setting. In the field of retailing and sensory marketing research, there is a paucity of knowledge on how auditory sensory cues impact on shoppers' behaviour. The empirical study was a field experiment and entailed direct observation of shoppers of the Swedish grocery retailer ICA. The observations were based on a convenience sample of shoppers assigned to a control group (n = 75) and three experimental group (n = 75) in total 300 observations. Auditory sensory cues like music genres impact shopper's emotions and purchase behaviour in a significant way at POP in buying coffee brands. The study provides guidelines for grocery retailers who wish to offer shopper's a more pleasant shopping experience by emphasizing the role of in-store music especially music genres.

Keywords: In-store music genres, emotions, purchase behavior.

Track: Retailing and Distribution

Introduction and Research Aim

Retail atmospherics, as sensory cues in a sensory marketing context, affect shopper's cognitions, emotions and actual behavior in retail settings (Spence, Puccinelli, Grewal and Roggeveen, 2014). It is evident that auditory sensory cues such as music might affect behavioral variables such as emotions, purchase behavior and time spent in a store (Burner, 1990; Turley and Milliman, 2000). Moreover, Garlin and Owen (2006) concluded that the mere presence of music and familiar/popular music has a positive impact on shoppers. But prior research has shown positive, non-significant as well as negative effects of in-store music (Michel, Baumann and Gayer, 2017). The presented experimental field study research aims at investigating the impact and the significance of music genres as in-store music on shopper's emotions and purchase behavior in reality.

Background and Conceptual Model

The theoretical conceptualization is related to the concepts presented in building the hypotheses for the expected impact and significance of auditory sensory cues on shopper's emotions and purchase behavior at point-of-purchase in a retail setting. The stimulus-organism-response (S-O-R) paradigm proposes that store atmospherics create affective reactions, which result either in an approach or an avoidance behavior (Mehrabian and Russel, 1974). Moreover, cues and stimuli lead to different affective and cognitive reactions, which impact on consumer behavior (Bitner, 1992; Wakefield and Baker, 1998). Recently, scholars have started to investigate these cues and stimuli in a sensory marketing context (Hultén, 2011, 2015; Helmefalk and Hultén, 2017; Krishna, 2012; Spence et al., 2014). Given these assumptions the following hypotheses are tested in this experimental research:

H1: *Music genres as classical, epic or lounge music yield a positive relationship with perceiving a positive store atmosphere in a retail setting.*

H2: *Music genres as classical, epic or lounge music yield a positive relationship with experiencing positive emotions in a retail setting.*

It is suggested that music should be considered as the shorthand of emotions and when used in a commercial setting it might impact emotions as well as actual behavior (Garlin and Owen, 2006). Moreover, studies have investigated the effects of musical modes (Knöferle et al., 2012), types of music (Areni and Kim, 1993; North, Hargreaves, and McKendrick, 1999; Yalch and Spangenberg, 1990) on sales. Given these assumptions the following hypotheses are tested in this experimental research:

H3: *Music genres as classical, epic or lounge music yield a positive relationship with time spent at point-of-purchase in a retail setting.*

H4: *Music genres as classical, epic or lounge music yield a positive relationship with walking around at point-of-purchase in a retail setting.*

Methodology

The aim of the empirical study was to investigate the impact and the significance of auditory sensory cues as music genres on shopper's emotions and purchase behavior at POP in a retail setting. The study was based on a quasi-experimental design with four between subject's field experiments conducted to test H1, H2, H3 and H4. The independent variables employed in this study were music genres such as classical music, epic music and lounge music used in all experiments. The total number of participants was 300 (n) between the ages of 20 and 80 with female and male shoppers. The participants were assigned to the control group (n=75), the experimental group 1 classical music (n=75), the experimental group 2 lounge music

(n=75) and the experimental group 3 epic music (n=75). A structured observational scheme and a survey was constructed in order to ease the gathering of data. Control variables, gender, assumed age, alone or in-group was registered to each observation. The study was conducted on four occasions, measuring each control and treatment group during four days between 2 p.m. and 7 p.m. The observers were cautious to reveal the intentions of the study in order not to disturb the shoppers. A loudspeaker was installed on the shelves behind coffee packages to measure the emotions and the purchase behavior of shoppers when subjected to auditory sensory cues. Several people determined the loudness of the music in avoiding sensory overload.

Results and Conclusions

The results show that auditory sensory cues impact how shoppers perceive a positive atmosphere. Consequently, **H1** is accepted, p-value ,000, and statistically significant. Moreover, the results show that shoppers rate the emotions higher in relation to more relaxed, calmer, more satisfied, and happier with an increase between 20-30 per cent. Consequently, **H2** is accepted, p-value, 000, and statistically significant. When the auditory sensory cues are present, the amount of time shoppers spend in the coffee department, leads to an increase of over 30 per cent. Consequently, **H3** is accepted, p-value, .007 < .05, and statistically significant. Moreover, the results show that auditory sensory cues have a positive impact on the time shoppers spend on walking around, resulting in an increase of over 10 percent. Consequently, **H4** is accepted, p-value ,000, and statistically significant. Finally, when it comes to music genres it is shown that lounge music contributes most to a positive atmosphere as well as positive emotions for shoppers at POP in the coffee department in comparison with classical music and epic music.

Implications for Theory and Practice

Firstly, adding auditory sensory cues as music genres have created an emotional reaction in perceiving a more positive atmosphere as well as experiencing more positive emotions. This leads to a change of purchase behavior where shoppers spend more time at POP and walk around for a longer period of time in the coffee department.

Secondly, introducing music genres, as auditory sensory cues, have shown significant changes in purchase behavior. The findings demonstrate that shoppers are more likely to react and interact longer with a brand at point-of-purchase in a coffee department, when the atmosphere is emotionally charged and encouraging.

Thirdly, this study provides guidelines for managers of grocery stores and how they can appeal to and connect with shoppers through the sense of sound. Using auditory sensory cues can create attention to brands that might otherwise have been missed in the actual retail setting.

Given that the generalizability of the present study is limited, further research should be performed in connection to point-of-purchase in other retail settings as well as other product categories.

References

Areni, C. S., & Kim, D. (1993). The influence of background music on shopping behavior: Classical versus top-forty music in a wine store. *Advances in Consumer Research*, 20, 336–340.

Baker, J. and Cameron, M. (1996). The effects of the service environment on affect and consumer perception of waiting time: An integrative review and research propositions. *Journal of the Academy of Marketing Science*, 24 (4), 338.

Baker, J., Grewal, D., & Levy, M. (1992). An Experimental Approach to Making Retail Store Environmental Decisions. *Journal of Retailing, 68*(4), 445.

Bitner, M.J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56,2:57-71.

Burner II, G.C. (1990). Music, Mood, and Marketing. *Journal of Marketing*, 54, 4:94-104.

Garlin, F.V. och Owen, K. (2006). "Setting the tone with the tune: A meta-analytic review of the effects of background music in retail settings", *Journal of Business Research*, 59, 6:755.

Helmefalk, M. and Hultén, B. (2017). Multi-sensory congruent cues in designing retail store atmosphere: Effects on Shopper's Emotions and Purchase Behavior. *Journal of Retailing and Consumer Services*, 38:1-11.

Hultén, B. (2011). Sensory marketing: the multi-sensory brand-experience concept. *European Business Review, 23***:256.**

Hultén, B. (2015). *Sensory marketing;Theoretical and Empirical Grounds*, New York: Routledge, 408 pages.

Knöferle, K. M., Herrmann, A., Landwehr, J. R., & Spangenberg, E. R. (2012). It's all in the mix: The interactive effect of music tempo and mode on in-store sales. *Marketing Letters*, 23, 325.

Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. *Journal of Consumer Psychology, 22***,** 332.

Mehrabian, A. & Russell, J. A. 1974. *An approach to environmental psychology*, the MIT Press.

Michel, A., Baumann, C. and Gayer, L. (2017). Thank you for the music - or not? The effects of in-store music in service settings. *Journal of Retailing and Consumer Services,* 36:21-32.

North, A. C., Hargreaves, D. J., & McKendrick, J. (1999). The influence of in-store music on wine selections. *Journal of Applied Psychology*, 84, 271.

Spence, C., Puccinelli, N. M., Grewal, D. & Roggeveen, A. L. (2014). Store Atmospherics: A Multisensory Perspective. *Psychology & Marketing, 31***,** 472.

Turley, L. W. & Milliman, R. E. (2000). Atmospheric effects on shopping behavior: a review of the experimental evidence. *Journal of Business Research, 49***,** 193.

Wakefield, K. and Baker, J. (1998). Excitement at the mall: determinants and effects on shopping response. *Journal of Retailing*, 74 Fall, 515-40.

Yalch, R., & Spangenberg, E. (1990). Effects of store music on shopping behavior. *Journal of Services Marketing*, 4, 31–39.

A Multidimensional Typology of Packaging Cues

Wenjun (Wayne) Wang*, University of South Australia, wayne.wang@unisa.edu.au
Richard Lee, University of South Australia, richard.lee@unisa.edu.au
Susan Freeman, University of South Australia, susan.freeman@unisa.edu.au
Song Yang, University of South Australia, song.yang@unisa.edu.au
Anne Sharp, University of South Australia, anne.sharp@marketingscience.info

Abstract:
This paper conceptualises a multidimensional – functional, symbolic and distinctive – typology of packaging localisation cues. We integrate packaging cues which deliver similar values and underlying process in influencing consumer behaviour to the dimensional level. Building on the prior marketing literature and three main theories – signalling theory (Spence 1973), symbolic theory (Cooley 1902) and accessibility-diagnosticity theory (Feldman and Lynch 1988), we aim at improving both the theoretical and empirical robustness to yield clearer insights to packaging localisation strategies for non-Western markets, an area that researchers have lamented as lacking. This conceptual typology shall build a foundation for future researches to validate this typology by investigating how the different dimensions may influence consumer behaviour differently.

Keywords: typology, packaging dimensions, packaging localisation strategies

Track: Retailing and Distribution

Introduction

Product packaging plays a significant role in marketing communications (Orth and Malkewitz 2008; Underwood 2003). However, by focusing on individual cues such as colour or shape, studies into packaging are fragmented and groups of packaging cues may possess similar characteristics or underpinning processes in how they influence consumer behaviour. Therefore, a key question is whether packaging cues can be typologically classified based on their known influence on consumer behaviour. Drawing from signalling theory (Spence 1973), symbolic theory (Cooley 1902) and accessibility-diagnosticity theory (Feldman and Lynch 1988), this study conceptualises a multidimensional typology (functional, symbolic and distinctive) of packaging localisation cues. By changing the perspective of looking at packaging localisation research from element levels to dimension levels, this study improves both the theoretical and empirical robustness to yield clearer insights to packaging localisation strategies of Western brands competing in non-Western markets, an area that researchers have lamented as lacking (Khan et al. 2015).

A typology of packaging cues

Functional dimension of packaging cues

A key motivation for consumption is to satisfy functional needs (Delgado-Ballester and Fernandez Sabiote 2015). For packaging, functional needs refer to specific explanations or guarantee to resolve consumer concern about the functions of a product (Wood 2007). Researchers concur that consumers rely on functional cues on packaging to cognitively evaluate a product among the clutter context (Bartsch et al. 2016). The efficacy of functional cues can be explained using signalling theory (Spence 1973), which posits that consumers may buy products on account of receiving cues from product packaging (Kirmani and Baumgartner 2000). Specifically, function cues such as product labels (including ingredient, instruction, company and manufacture information) support an efficient cognitive process to offer information to consumers regarding the product (Fitzsimons et al. 2002). In addition, some symbols and images on packaging also have functional meanings. Consumers receive content information via certain symbols on packages. These visual cues are often associated with product features (e.g., look, taste and smell) that increase cognitive elaboration and simplify consumer evaluation (Wood 2007). Finally, packaging size, shape and materials can also deliver explanation to achieve consumer functional needs. In consumer-packaged goods industry, enlarging packaging size and elongating packaging shape may alter consumer perceptions of value-for-money or even accelerate consumption quantity (Velasco et al. 2014).

Symbolic dimension of packaging cues

we define the symbolic dimension which contains intangible information (e.g., cultural and social positions) (Underwood 2003), which can evoke consumer personal image, self-belonging and social identity in the certain marketplace. This categorisation is underpinned by symbolic theory (Cooley 1902). Through cues in marketing communications, social meanings inherent in products often symbolise social identities and affect consumer demands (Solomon 1983). For example, some symbols such as halal logo on packaging connect with social identity of Muslim consumers, thereby boosting purchase intentions to the low symbolic-value products such as beef (Bakar et al. 2013). Similarly, Zhou and Belk (2004) found that images with Chinese models can deliver the best effectiveness to present the themes such as love between the family members, and firms widely take advantage of this strategy in advertising and packaging localisation. Colour also possess different meanings across different cultures in marketing communications. On product packaging, blue

represents elegant in China, the United States and Japan, while cold and evil in East Asia. Likewise, green is perceived danger in Malaysia, whereas in Japan it considered love (Aslam 2006).

Dinstinctive dimension of pakcaging cues
Researchers point out that consumers often rely on memory to associate the brand cues (e.g., brand name, brand logo and colour, etc.) to recognise brands in most choice environments (Warlop et al. 2005). Building on the statement, Sharp (2010) contends that brands should build distinctive cues in marketing communications to create a quick recall of the brand instead of creating product differentiation in clutter shopping contexts. Distinctive physical cues on packaging contribute towards brand recognition in the marketing context. For example, consumers often associate Guinness with black and Cadbury with purple. Shape of packaging such as Coca-Cola iconic bottle make the product distinct on the supermarket shelf (Sharp 2010). In the same way, brand logo and brand name can help to communicate with consumers so that establish a brand image in their memory for recall easily. As part of visual equity, image and pattern on packaging represent the similar value of brand (Robertson 1989). The efficacy of distinctive cues is underpinned by accessibility-diagnosticity theory developed by Feldman and Lynch (1988), which posits that distinctive attributes leave strong impressions in consumers' memory, so that makes buyers recall the product easily, thereby impact buyers' behaviour.

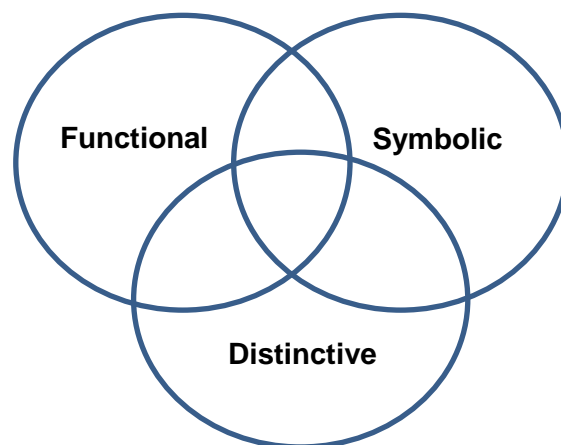To sum up, Figure 1 below depicts our proposed typology of packaging cues.

Figure 1: The multidimensional typology of packaging cues

Having conceptualised the typology, future research should validate this framework by determining how the different dimensions may influence consumer behaviour differently. We contend that the process that underpins each dimension's influence on consumer behaviour. Specifically, we argue that functional cues work via a cognitive process to influence consumers' evaluations of the packaging and the product. By contrast, symbolic cues tap on an affective process to shape consumers' feelings or emotions. Finally, the efficacy of distinctive cues is due to their ability to enhance consumers' memory retention and recall of the packaging and product.

References

Aslam, M. M. (2006). Are you selling the right colour? A cross-cultural review of colour as a marketing cue. *Journal of marketing communications*, 12 (1), 15-30.

Bakar, A., Lee, R. and Rungie, C. (2013). The effects of religious symbols in product packaging on muslim consumer responses. *Australasian Marketing Journal*, 21 (3), 198-204.

Bartsch, F., Riefler, P. and Diamantopoulos, A. (2016). A taxonomy and review of positive consumer dispositions toward foreign countries and globalization. *Journal of international marketing*, 24 (1), 82-110.

Cooley, C. H. (1902). Human nature and the social order. (1 ed). New York: Charles Scribner's Sons.

Delgado-Ballester, E. and Fernandez Sabiote, E. (2015). Brand experimental value versus brand functional value: Which matters more for the brand? *European Journal of marketing*, 49 (11/12), 1857-1879.

Feldman, J. M. and Lynch, J. G. (1988). Self-generated validity and other effects of measurement on belief, attitude, intention, and behavior. *Journal of applied Psychology*, 73 (3), 421-435.

Fitzsimons, G. J., Hutchinson, J. W., Williams, P., Alba, J. W., Chartrand, T. L., Huber, J., Kardes, F. R., Menon, G., Raghubir, P. and Russo, J. E. (2002). Non-conscious influences on consumer choice. *Marketing Letters*, 13 (3), 269-279.

Khan, H., Lee, R. and Lockshin, L. (2015). Localising the packaging of foreign food brands: A case of muslim consumers in pakistan. *Journal of Product & Brand Management*, 24 (4), 386-398.

Kirmani, A. and Baumgartner, H. (2000). Reference points used in quality and value judgements. *Marketing Letters*, 11 (4), 299-310.

Orth, U. R. and Malkewitz, K. (2008). Holistic package design and consumer brand impressions. *Journal of Marketing*, 72 (3), 64-81.

Robertson, K. (1989). Strategically desirable brand name characteristics. *Journal of Consumer Marketing*, 6 (4), 61-71.

Sharp, B. (2010). How brands grow: What marketers don't know: Oxford University Press Melbourne.

Solomon, M. R. (1983). The role of products as social stimuli: A symbolic interactionism perspective. *Journal of Consumer Research*, 10 (3), 319-329.

Spence, M. (1973). Job market signaling. *The quarterly journal of Economics*, 87 (3), 355-374.

Underwood, R. L. (2003). The communicative power of product packaging: Creating brand identity via lived and mediated experience. *Journal of Marketing Theory and Practice*, 11 (1), 62-76.

Velasco, C., Salgado-Montejo, A., Marmolejo-Ramos, F. and Spence, C. (2014). Predictive packaging design: Tasting shapes, typefaces, names, and sounds. *Food Quality and Preference*, 3488-95.

Warlop, L., Ratneshwar, S. and Van Osselaer, S. M. (2005). Distinctive brand cues and memory for product consumption experiences. *International Journal of Research in Marketing*, 22 (1), 27-44.

Wood, L. (2007). Functional and symbolic attributes of product selection. *British food journal*, 109 (2), 108-118.

Zhou, N. and Belk, R. W. (2004). Chinese consumer readings of global and local advertising appeals. *Journal of advertising*, 33 (3), 63-76.

SERVICES MARKETING

ABSTRACTS

Examining antecedents of reconciliation following service recovery

Alexandru Radu, Griffith University
Jiraporn Surachartkumtonkun, Griffith University
Angela Bowles*, Griffith University
Scott Weaven, Griffith University
Park Thaichon, Griffith University

Abstract:
This study endeavors to investigate several antecedents of reconciliation and customer satisfaction with service recovery following service failure and recovery. The antecedents of interest include agent likability and service recovery justice. This study used a quantitative method and tested 11 hypotheses through collecting survey data from 252 participants from a national university in Australia. The reconciliation concept is important as it is proposed to lead to outcomes such as positive word-of-mouth and repatronisation and remove the tendency for customers to spread negative word of mouth, complain vindictively, damage property, and abandon the firm. The findings in this study concerning interactional justice has contributed to the field of services marketing through showing that interactional factors in service recovery encounters play a key role in determining whether or not customers will reconcile with the service agent/firm; perhaps on the basis of cognitive/emotional reframing.

Keywords: Service Recovery, Likability, Reconciliation

Track: Services Marketing

Opposite-Gender Pairing of Consumers and Service Employees

Preeti Krishnan Lyndem, Indian Institute of Management Bangalore, India
Tabitha Thomas, University of Otago, New Zealand

Abstract

Consumers in stressful service contexts, including service failures, report lower (higher) magnitudes of negative (positive) emotions and more favorable attitudes toward the service employee, service experience, and the brand when paired with opposite-gender service employees. Consumers' gender-based expertise bias and perceived treatment meted out by employees are examined as moderators. Results from the four experimental design studies indicate that in stressful service situations (with or without a service failure), it is beneficial to pair consumers and service employees by opposite gender, except when a same-gender employee is the perceived expert and s/he politely treats consumers.

Keywords: services; gender; expertise-bias

Track: Services Marketing

Consumer Powerlessness: The In-Vitro Fertlisation Service Experience

Nichola Robertson*, Deakin University, nichola@deakin.edu.au
Yelena Tsarenko, Monash University, yelena.tsarenko@monash.edu
Michael Polonsky, Deakin University, michael.polonsky@deakin.edu.au
Lisa McQuilken, Deakin University, lisa.mcquilken@deakin.edu.au

Abstract:
This paper explores consumers' powerlessness in the in-vitro fertilisation (IVF) service experience. Consumer powerlessness is a fluid state of feeling that things are out of one's control in a certain consumption context. We argue that the interplay of the internal IVF service experience and external market factors contribute to consumer powerlessness in this context. This raises important challenges for IVF service providers. Consumer powerlessness is a notable social issue, yet research that examines the intersection of transformative services that impact consumer well-being and powerless consumers is in its infancy. IVF is the ideal context to study these phenomena, however despite the importance and growth of the IVF service industry, the service literature has been almost silent on IVF as a service experience. This gap in the service literature is addressed in this conceptual paper by unpacking the antecedents to consumer powerlessness, and presenting promising areas for future research.

Keywords: IVF, service experience, consumer powerlessness

Track: Services Marketing

Audiences for Post Service Sharing of Information

Kalyani Menon, Wilfrid Laurier University, kmenon@wlu.ca
Chatura Ranaweera*, Wilfrid Laurier University, cranaweera@wlu.ca

Abstract:
Customers share information with numerous audiences after a service encounter. These may be word of mouth (WOM) to friends and family, compliments or complaints to third parties, and may be conveyed offline or anonymously online. Berger (2014) recently identified audience types for WOM as an area needing further research. Firms gain from constructive feedback, yet can lose from information sharing outside their visibility and control. We therefore investigate what drives customer's audience preference for post service sharing of information (PSSI). We hypothesize that service encounter outcome (customer satisfaction) and service process factors (perceived status of service provider, perceptions of customer's own power) individually and interactively predict PSSI to distinct audiences. We test and confirm these hypotheses based on a survey of a random sample of the population. We explain the preference for different audiences through three types of motivations to share information: Persuasion, impression management and emotion management.

Keywords: Customer experience, Social ties, Information sharing

Track: Services Marketing

Robot Relationships within Communal/Exchange Service Contexts

Tony Garry*, University of Otago, New Zealand
Tracy Harwood, Institute of Creative Technologies, De Montfort University, UK

Abstract:
Emergent technologies are rapidly transforming the nature of services and service experiences. One particular area predicted to have a significant impact on these is the integration of robots into service systems. However, extant literature on service provider-user encounters and their consequential relationships implicitly assumes that the key social agents involved are primarily human. This proposed research will address this gap by investigating the extent to which robot anthropomorphization/animacy influences user perceptions of competence/professionalism and/or social cognition. It considers the impact of these on provider-user relational trust within contrasting service contexts. Specifically, using an innovative methodological approach, it will examine the extent to which 'communal' and 'exchange' contexts are influential on relational development intention and the type of relationship sought by service users.

Key words: Robots, Service Systems, Anthropomorphization

Track: Services Marketing

Grey Nomads: Who do they think they are?

Jillian C. Sweeney, University of Western Australia, jill.sweeney@uwa.edu.au
Anu Helkkula, Hanken University, Helsinki, Finland anu.helkkula@hanken.fi

Abstract
Contemporary work embraces a consumer-centric view of experience. This view acknowledges that consumers play an active, co-creative role in the creation of the experience, and in so doing are self-directed and empowered. One group creating their own experience in this way is that of grey nomads in Australia. Grey nomads represent a clear sub-culture, individuals spending extensive time travelling around Australia, and in many cases with considerable discretionary income. Surprisingly, little marketing research has addressed this group. The present study explores the various dimensions of experiences of grey nomads, seeking to identify what makes them 'tick'. We use a narrative inquiry technique, combined with ethnographically inspired participatory observation (Cayla and Arnould 2013) to reveal these experiences. The results, to be fully described at the conference, have implications for both theory development in terms of understanding how experiences are co-created in this context, as well as for practice.

Keywords: Experiences, grey nomads, narrative enquiry.

Track: Services Marketing

A Cross-cultural Examination of Customer Engagement Behaviour

Sanjit Kumar Roy, University of Western Australia, sanjit.roy@uwa.edu.au
Makam S Balaji, University of Nottingham Ningbo China,
sathyaprakashbalaji.makam@nottingham.edu.cn
Geoffrey Soutar, *University of Western Australia, geoff.soutar@uwa.edu.au*

Abstract:
Customer engagement behavior (CEB) has become a strategic priority for firms to build and sustain long-term customer-firm relationships. In this research we examine the different types of customer engagement behaviour (i.e. augmenting CEB, co-developing CEB, influencing CEB and mobilizing CEB). We examine the relationship between service fairness, cognitive and affective trust, value-in-use (ViU) and CEB. The research model was tested across two developed (USA and Australia) and two developing economies (India and China). Results suggest that CEB is a higher-order construct across the developed and developing markets. Service fairness has a positive impact on affective and cognitive trust and value-in-use; and affective trust has significant influence on CEB. Service fairness had a stronger influence on affective trust in the developing economies than in the developed economies.

Keywords: Customer engagement behavior, Trust, Fairness

Track: Services Marketing

Thinking Styles and Price Evaluations of Services

Thomas Robbert*, University of Kaiserslautern, robbert@wiwi.uni-kl.de
André Fecher, University of Kaiserslautern, andre.fecher@wiwi.uni-kl.de
Stefan Roth, University of Kaiserslautern, roth@wiwi.uni-kl.de

Abstract
The customization of services has increasingly become a popular method to meet the heterogeneous and individual needs of customers. Whereas standardized services are often priced with an all-inclusive price, customization frequently makes use of add-on pricing, in which prices for several components of the service are offered separately to consumers. The separation of the components makes the service and price plan more complex. Research on price complexity shows that consumers value all-inclusive pricing higher than add-on pricing. However, consumers process information differently, depending on their style of thinking. The authors argue that thinking style is an important moderating factor in value perceptions of the two pricing strategies. An empirical study demonstrates that opposing patterns emerge depending on style of thinking. Analytics value add-on pricing higher than holistics, but holistics value all-inclusive pricing higher than analytics.

Keywords: Add-On Pricing, All-Inclusive Pricing, Thinking Styles

Track: Services Marketing

A Meta-Analysis on Effectiveness of Pay-What-You-Want Pricing

*Annelies Costers, KU Leuven, annelies.costers@kuleuven.be
Yves Van Vaerenbergh, KU Leuven, yves.vanvaerenbergh@kuleuven.be
Anja Van den Broeck, KU Leuven, anja.vandenbroeck@kuleuven.be

Abstract:
Pay-What-You-Want (PWYW) is a revolutionary and increasingly popular pricing strategy, which allows customers to set any price above or even equal to zero. Empirical investigations into PWYW have produced mixed results. The lack of empirical generalizations leaves practitioners and managers wondering (i) whether adopting a PWYW pricing strategy positively affects firm performance, and (ii) which variables drive individual customers' payments. The results of a meta-analysis offer three main contributions to the literature. First, even though customer's average price paid decreases, adopting a PWYW pricing strategy increases revenues because of an increase of the sales quantity. Second, customers' payment decisions are mainly influenced by the value a customer receives from a product or service, yet all other drivers of individual customer payments have only weak or insignificant effects. Third, we show that the effectiveness of adopting a PWYW pricing strategy is contingent upon various contextual and methodological moderators.

Keywords: Pay-What-You-Want, Pricing, Meta-Analysis

Track: Services Marketing

Antecedents and Consequences of Value Co-creation Behaviour

Sanjit Kumar Roy, University of Western Australia, sanjit.roy@uwa.edu.au
Makam S Balaji, University of Nottingham Ningbo China,
sathyaprakashbalaji.makam@nottingham.edu.cn
Geoffrey Soutar, University of Western Australia, geoff.soutar@uwa.edu.au

Abstract:
The purpose of this paper is to identify the antecedents and consequences of customers' value co-creation behaviour (VCCB). Using the social identity, social exchange theory and equity theory we propose perceived service fairness, trust and customer-company identification (CCID) as the antecedents of VCCB. We consider perceived trust for service providers and customers' subjective well-being as the outcomes of VCCB. The research model was tested across two countries USA and Australia. Overall, the study findings support the proposed model and indicate that positive influence of consumer evaluation of the service encounter (service fairness) and service provider (trust and CCID) on VCCB, which in turn, influences customers' well-being and respect towards service providers. VCCB emerged as a third-order construct with two formative second-order constructs of customer citizenship behaviours and customer participation behaviours. The findings of this study also offer a number of important managerial implications.

Keywords: Value co-creation behaviour, perceived respect, subjective well-being

Track: Services Marketing

Management Responses to Negative Online Customer Reviews

Rico Piehler*, University of Bremen, rico.piehler@uni-bremen.de
Michael Schade, University of Bremen, mschade@uni-bremen.de
Ines Nee, University of Bremen, info-lim@uni-bremen.de
Christoph Burmann, University of Bremen, burmann@uni-bremen.de

Abstract:
Negative online customer reviews affect potential customers' purchase decisions. Consequently, there is a need to respond to negative online customer reviews. This study investigates the effect of monetary compensation and explanation on potential customers' purchase intention. Applying an experimental between-subjects design, the results of a study with 381 participants show that a monetary compensation combined with an explanation has the greatest effect on the potential customers' purchase intention. More importantly, a monetary compensation and an explanation alone, each have the same positive effect on the potential customers' purchase intention. As compensating monetarily implies significant financial losses organizations are advised to provide an explanation in cases of financial constraints.

Keywords: Online Customer Reviews, Explanation, Compensation

Track: Services Marketing

Customer-centric Productivity in Healthcare

Michael Kleinaltenkamp*, Freie Universität Berlin (Germany),
michael.kleinaltenkamp@fu-berlin.de
Ilias Danatzis, Freie Universität Berlin (Germany), ilias.danatzis@fu-berlin.de
Carolin Wernicke, Freie Universität Berlin (Germany), carolin.wernicke@bertelsmann.de

Abstract:
This study explores productivity from a service ecosystem perspective that accounts for the efficiency and effectiveness of the patients' interactions with all private as well as clinic internal and external actors relevant to their medical treatment. Drawing on 25 interviews with patients and hospital employees, this paper defines and conceptualizes the concept of patient-centric productivity (PCP). The authors derive four distinct efficiency/effectiveness patterns yielding a typology of PCP. The usefulness of the typology is demonstrated by investigating PCP's impact on quality-of-life perceptions across four chronic illnesses – cancer, gastroenterological, nephrological, and heart diseases. Theoretically, this research complements traditional provider-centric concepts of productivity, and extends research on value cocreation in healthcare. Managerially, our study offers guidance for medical service providers to better adapt treatments to specific patient groups and their needs.

Keywords: service productivity, service ecosystems, healthcare

Track: Services Marketing

Moderating Role of Customer Engagement within Omnichannel Marketing

Tasnim M Taufique Hossain, University of Wollongong, thossain@uow.edu.au
Dr. Shahriar Akter, University of Wollongong, sakter@uow.edu.au
*Dr. Uraiporn Kattiyapornpong, University of Wollongong, pingk@uow.edu.au

Abstract:
To better serve its customers, companies are focusing towards omnichannel marketing where managers are combining online, mobile, and even social networking channels with traditional physical channel. However, there are challenges. The customer who did not complete a purchase in store may have ordered similar product using other channels offered by competition. Companies need to figure out strategies to engage customers within their omnichannel ecosystem. The notion of customer engagement is becoming important within the new wave of channel proliferation. Despite a lot of academic interest towards the term *customer engagement*, it is still relatively a new concept and yet to be implemented in the milieu of omnichannel marketing. This research will evaluate the importance of engaging customers within companies' different channels. It will utilise a mixed method technique using qualitative in-depth interviews and quantitative survey to test the model of customer engagement as an important moderator of integrated omnichannel experience.

Keywords: Omnichannel Marketing, Customer Engagement, Integration Quality

Track: Services Marketing

Understanding customers' perceptions of chat

Marion Sanglé-Ferrière, ESCP Europe, Paris, France,
marion.sangle_ferriere@edu.escpeurope.eu
Benjamin Voyer*, ESCP Europe, London, UK, bvoyer@escpeurope.eu

Abstract:
Over the last decade, companies have made significant moves towards offering customer assistance via digitally mediated platforms, in the form of live chat and virtual agents. The present study adopts a qualitative approach to explore customers' perceptions of chat as an assistance channel, and their willingness to use it, drawing from the Technology Acceptance Model (Davis, 1989). Findings show that chat representations are shaped by the perceived identity of the interlocutor, and inferred intentions from companies. Moreover, some of the specific characteristics of chat, such as its immediacy or the distance it creates, can lead to ambivalent perceptions by customers. Paradoxically, the fact that chat is deemed a 'poor' form of communication is seen as an asset by some customers. Further research should explore chat perception in various assistance contexts, to better define and understand customers' need for assistance.

Keywords: *chat, customer assistance, technology acceptance*

Track: *Service Marketing*

Being Mindful for Positive Job Performance

Liem Viet Ngo*, University of New South Wales, liem.ngo@unsw.edu.au
Nguyen Phong Nguyen, University of Economics Ho Chi Minh City,
nguyenphongnguyen@ueh.edu.vn

Abstract:
Mindfulness is being fully awake with the here-and-now moment. This study examines the mechanisms through which mindfulness enhances job performance. Specifically, we theorize that there exists indirect relationship between mindfulness and employees' job performance and that creative process engagement and employee creativity independently and serially mediate this relationship. We validate our theoretical hypotheses using a sample of 180 employees working for a professional service company.

Keywords: Mindfulness, Creativity, Job Performance

Track: Services Marketing

Identifying Typologies of Engagement Disposition

Max Sim*, University of Adelaide, Max.sim@adelaide.edu.au
Carolin Plewa, University of Adelaide, Carolin.plewa@adelaide.edu.au
Jodie Conduit, University of Adelaide, Jodie.conduit@adelaide.edu.au

Abstract:
Despite a recent spate of literature on the engagement concept, research on personal and situational characteristics that establish the internal dispositions of actors to engage remains nebulous. Common conceptualisations of engagement recognise that internal dispositions are central to the engagement process. Internal engagement dispositions are the proclivities, or psychological states, of an actor that influence their capacity to interact and integrate resources within service systems. However, research identifying the factors that delineate an actor's internal engagement disposition is limited. While recent engagement research has identified personality traits as drivers of engagement, this provides limited understanding of an individual's disposition to engage. Thus, this study seeks to identify the actors' personal characteristics and the situational circumstances that shape an actor's internal engagement disposition. This analysis enables a typology of actors' engagement dispositions, and provides an understanding of their propensity to engage based on personal and situational characteristics.

Keywords: Internal Disposition, Personal Characteristics, Actor Engagement

Track: Services Marketing

Emergence of the Health Care Ecosystem

Pennie Frow*, The University of Sydney, pennie.frow@sydney.edu.au
Adrian Payne, University of New South Wales, a.payne@unsw.edu.au
Francesco Polese, University of Salerno, fpolese@unisa.it

Abstract:
The development of the Service-Dominant logic literature has shifted from a narrow conceptualization of the customer/organization to the concept of service ecosystems. However, amidst this discussion there has been little discussion on the nature of ecosystem emergence. In this paper we first review the literature on emergence. Next, using the context of healthcare, we explore how the health care service ecosystem has emerged over time. We distinguish five phases of ecosystem emergence in healthcare and associated characteristics. We then examine the emergence of *patient-centred care*, an emerging "world view" of health care. Drawing on an ongoing study of two culturally distinct hospitals in Australia and Italy, a full paper and our presentation will review how a shift in the shared mental models of actors in these hospitals has implications for the resource sharing co-creation practices, including the configuration of resources. We present preliminary findings.

Keywords: service ecosystem, healthcare, service-dominant logic

Track: Services Marketing

Service experience as a sensemaking process

Tiina Kemppainen*, University of Jyväskylä, tiina.j.kemppainen@jyu.fi
Outi Uusitalo, University of Jyväskylä, outi.uusitalo@jyu.fi

Abstract:
The focus of service experience research has traditionally been service provider -oriented. The importance of deeply understanding customer processes in service experience formation has been noted, but empirical investigations enlightening experience from customer perspective are scant. Hence, this study further develops the service experience discussion by introducing a new framework - sensemaking - for studying customer's service experience. The framework is used for analyzing customers' service experience formation in a Housing Fair event context. The empirical data included 8 focus groups with 68 customers of the event. The results of the study portray service experience as a multidimensional process whereby customers construct their experience by placing service consumption as a part of a wider context. Sensemaking processes were identified including three main layers: *making sense of 1) one's own residency, 2) housing culture, and 3) Housing Fair service design*. In addition, sub-themes enlightening the different layers were identified.

Keywords: Service Experience, Sensemaking, Special Events

Track: Services Marketing

Social medial engagement in a service crisis

Loic Pengtao Li*, The University of Auckland Business School, pengtao.li@auckland.ac.nz
Roderick J. Brodie, The University of Auckland Business School, r.brodie@auckland.ac.nz
Biljana Juric, The University of Auckland Business School, b.juric@auckland.ac.nz

Abstract

In a recent article the authors used the "United Breaks Guitar" case (Authors, 2017), to explore the complexity of the dynamics of multi-actor engagement. The research revealed the complex nature of engagement associated with the changing number of individual and organisational actors, interactions, connections and networks, and the diverse actors' dispositions. In this follow-up study we revisit findings in the light of the April 9, 2017 crisis due to United Airlines (UA) forcefully removing a passenger from an overbooked flight. This study provides empirical validation and refinement of the conceptual model proposed in the authors' previous research. We address why an even more severe crisis occurred with UA. Particular attention is given to the increased connectivity that have occurred with social media and the interface with traditional broadcast media. Implications for crisis management in service delivery are developed.

Key words: multi-actor engagement, dynamics, process

Track: Services marketing

Service Marketing Outcomes: Straight From the Horse's Mouth

Sima Sedighadeli*, Monash University, sima.sedighadeli@monash.edu
Felix T. Mavondo, Monash University, Felix. Mavondo@monash.edu

Abstract
This study focuses on the effects of marketing culture elements and high performance work practices on frontline employees' outcomes. This study investigates service adaptability and turnover intention from the frontline employees' perspective. Due to testing the conceptual model SEM was applied to allow tracing the proposed direction of relationships. Data was collected from 404 frontline employees in Australian healthcare. The results show that the effects of the marketing cultural on service adaptability are mediated by high performance work practices. The results further support the proposition that the relationship between high performance work practices and frontline employees' turnover intention and their positive word of mouth is mediated by their service adaptability. With regards to the large sample size and the robust psychometric properties of all measures, we believe the findings provide practical implications for health service providers to reduce frontline employees' turnover and improve their positive word of mouth.

Keywords: Marketing Culture, Turnover Intention, Positive Word of Mouth.

Track: Service Marketing

Brand Meaning Cocreation: meso and macro perspectives

*Kieran D. Tierney, RMIT University, kieran.tierney@rmit.edu.au
Kate Westberg, RMIT University, kate.westberg@rmit.edu.au
Ingo O. Karpen, RMIT University, ingo.karpen@rmit.edu.au

Abstract:
Brand meaning is increasingly viewed as an evolving cocreated outcome of interactions between firms and networks of actors. For service providers, brand meaning is a strategic mechanism for connecting with consumers. For consumers, the brand can act as a source of meaning, providing a platform for representing who they are. However, the process through which brand meaning cocreation (BMCC) occurs has not been explored, particularly across service ecosystem levels. Hence, the aim of this research is to gain an understanding of the process of BMCC. Specifically, this research explores service interactions between bank brands and their customers; a significant source of brand meaning. The data reveal how service provider practices at meso- and macro- interaction levels contribute to the BMCC process, stimulating consumer practices that shape brand meaning outcomes.

Key words: Brand Meaning, Cocreation, Service Systems

Track: Service Marketing

Service Ecosystem Disruption: Identifying Tipping Points

Jörg Finsterwalder*, University of Canterbury, joerg.finsterwalder@canterbury.ac.nz
Julia Fehrer, University of Auckland, j.fehrer@auckland.ac.nz
Linda Robinson, RMIT, lindaj.robinson@rmit.edu.au
Jodie Conduit, University of Adelaide, jodie.conduit@adelaide.edu.au
Rod Brodie, University of Auckland, r.brodie@auckland.ac.nz

Abstract:
Within S-D logic the metaphor of service ecosystems exists providing a new understanding of the nature of social and business networks, and stressing the interdependence amongst actors integrating their resources. Whilst the literature has addressed the emergence of service ecosystems, the disruption of service ecosystems has received little attention. The purpose of this research is to explore the mechanisms leading to a disruption of such service ecosystems. Using a rich illustrative case study and narrative event sequence analysis (NESA), critical events in the service ecosystem evolution that have the potential to disrupt the ecosystem are identified. The prediction and identification of these critical event sequences, or tipping points, can guide practitioners to design platforms and manage their system boundaries.

Keywords: Service ecosystem disruption, platforms, tipping points

Track: Services Marketing

Drivers of Service Climate: The Moderating Role of Competitive Intensity

Hung Trong Hoang, Hue University, College of Economics, hung.hoang@hce.edu.vn

Abstract

Despite the recognition of the role of organisational resources in fostering service climate, the integration of such resources in influencing service climate has not been examined. In particular, little is known about the external factors facilitating or hindering service climate. The purpose of this paper is to develop and test an integrative model of organisational and market factors determining service climate. Data were collected from a sample of 549 service employees in service firms in Vietnam. Structural equation modeling was used to test the hypothesized relationships. The results find that leadership commitment to service quality, internal processes, work facilitation resources, and service-oriented human resource practices are positively associated with service climate. Further, competitive intensity negatively moderates the impact of these organisational drivers on service climate. By examining both organisational and market drivers of service climate, this study enriches existing knowledge on service climate and provides important implications for service firms.

Key words: service climate, competitive intensity, drivers

Track: Services Marketing

Donna Gallagher*, RMIT University, s3112292@student.rmit.edu.au
Foula Kopanidis, RMIT University, foula.kopanidis@rmit.edu.au
Kate Westberg, RMIT University, kate.westberg@rmit.edu.au

Abstract:
While much is known about the preference for experiential purchasing, and the motivations and behaviours of collectors in the context of tangible objects, less is known about the emerging trend of experience collecting. Experience collectors often engage in an extended purchase decision-making process resulting in a prolonged customer journey. Marketers and service providers seeking to influence value throughout temporally drawn-out customer journeys, rely on understanding motivations and behaviours of their target audience. Drawing on the literature in the fields of collecting and experiential purchasing, the purpose of this paper is to synthesize the literature, propose a definition and conceptualise the motivations and behaviours of experience collecting.

Keywords: Experience collecting, services, experiential purchasing

Track: Services Marketing

Customer Engagement during Disasters: A Netnographic Case Study

Sven Tuzovic*, QUT, sven.tuzovic@qut.edu.au
Shane Mathews, QUT, sw.mathews@qut.edu.au
Joerg Finsterwalder, University of Canterbury, joerg.finsterwalder@canterbury.ac.nz

Abstract:
In recent years, the concept of customer engagement (CE) has gained a considerable amount of attention among practitioners and in the academic community. However, there appears to be a lack of research on the impact of natural disasters on customer needs of the affected population and how brands engage with customers through social media. This study investigates how insurance firms use social media to engage customers during Cyclone Debbie in Queensland, Australia. Using a netnographic approach and rhetorical analysis, we employ the software Social Studio to monitor and study marketing messages of insurance firms and online conversation regarding insurance services. Findings will contribute to both disaster management literature as well as the broader themes of relationship marketing and customer engagement. The study further provides insights for insurance managers developing social media communication strategies during disaster events in order to foster customer relationships.

Keywords: Disaster, Insurance, Social Media Communication

Track: Services Marketing

SERVICES MARKETING

FULL PAPERS

Co-designing transformative services for sensitive topics

*Erin Hurley, Social Marketing @ Griffith, Department of Marketing, Griffith University,
erin.hurley2@griffithuni.edu.au
Timo Dietrich, Social Marketing @ Griffith, Griffith Menzies Health Institute Queensland,
Griffith University, t.dietrich@griffith.edu.au
Jakob Trischler, Service Research Center, Karlstad University, jakob.trischler@kau.se*

Abstract

Transformative service design is dominated by expert-driven design solutions which, as is evidenced in the current context of alcohol education, might not successfully capture user needs. Responding to the call for exploring possible alternatives to conventional design approaches, this study investigates how users can be involved through co-design and what contributions they can make during this process. A six-step co-design process was used to collect and evaluate the qualitative data. Findings show that the recruitment and facilitation stages are key to the success of co-design sessions. Additionally, it was found that the user-designed programs differed from previously expert-designed programs, namely in terms of the delivery platforms used, duration of the program, and the level of adolescent involvement. Ultimately, the study shows that co-design, if fully utilised and users are empowered to contribute actively, can allow for the design of transformative services that are more aligned to the specific user needs.

Keywords: co-design, transformative services, user involvement

Track: Services Marketing

Background and Research Aim

Transformative service research focuses on services that create changes, aiming to improve the well-being of both individuals (e.g. consumers and employees), and collectives (e.g. communities and social networks) (Anderson et al., 2013). In TSR, outcomes focus on aspects such as improved physical health, financial wellbeing, and access or decreased disparity (Anderson & Ostrom, 2015). Services in education and healthcare inherently aim to improve well-being (Anderson et al., 2013), and as such, parent alcohol education is a key topic in TSR as it offers the potential to enhance the well-being of not only individuals (parents, adolescents) but the collectives (families, schools, communities).

Parents play a key role in influencing adolescent attitudes towards alcohol consumption (Newton et al., 2017), resulting in the development of alcohol education programs targeted specifically at parents. These programs address key aspects, including parental modelling, enhancing parent-child communication, and parental monitoring (Kuntsche & Kuntsche, 2016). Yet these programs have only reported limited success in regards to improvements in parenting practices owing to lacking engagement and participation (Perry et al., 2002; Toumbourou, Gregg, Shortt, Hutchinson, & Slaviero, 2013). Notably, the majority of parent based alcohol education programs are expert-driven in their design with limited or no involvement of the end users (e.g. Koutakis, Stattin, & Kerr, 2008; Pettersson, Linden-Bostrom, & Eriksson, 2009; Toumbourou et al., 2013). A possible alternative to expert-driven approaches is co-design.

Co-design allows selected users to become part of the design team as 'experts of their experiences' (Sanders & Stappers, 2008, p. 6). In this way, users can provide important insights into their latent needs and actively contribute to the development of new ideas for future programs (Steen, Manschot, & De Koning, 2011; Witell, Kristensson, Gustafsson, & Löfgren, 2011). Studies suggest that active user involvement through co-design can have important benefits for the innovating organisation, the service design project, and the service's users (Steen et al., 2011). The examination of the literature reveals that co-design can be approached in a variety of ways with numerous approaches being explored by researchers (Mattelmäki & Sleeswijk Visser, 2011). Yet research is limited which investigates the application of co-design in transformative service research contexts. The successful involvement of users through co-design depends on the specific context to be addressed, requires specific design tools and techniques, and forms of facilitation (Dietrich, Trischler, Schuster, & Rundle-Thiele, 2017; Sanders & Westerlund, 2011). However, scholars and practitioners lack a clear understanding as to how suitable users can be recruited and involved in co-design activities. Therefore, this research aims to investigate how users can be involved through a co-design process applied on a transformative service research context and what contributions they can make during this process. Two research questions guided this study.

> **RQ1:** How can users be actively involved in transformative service design addressing sensitive topics?
> **RQ2:** How do user-driven design ideas differ from expert-driven designs?

Methodology

A six-step co-design process (Dietrich et al., 2017) was used to collect and analyse the qualitative data. Two co-design sessions were held with a total of 24 parents. The data analysed includes group discussion, co-designed program ideas, recordings of pitch presentations, and the evaluation of ideas. Data was collected through group discussion which took place during the co-design sessions. The in-group discussions were audio-taped with

voice recording devices used within each group. Additionally, participants were filmed when presenting their program ideas at the end of the sessions and photographs were taken of each design. Finally, field notes were taken independently by each of the three facilitators during and immediately after the co-design sessions. These field notes focussed on documenting any peculiarities within the groups, including group dynamics, forms of participation by individuals, difficulties or challenges faced by the groups, and the process followed during the idea generation. The five-phase cycle by Yin (2015) was used to analyse the qualitative data. As part of an iterative process, the data procedure was repeated multiple times as the codes and themes were tested and further developed (Yin, 2015). The insights generated from the qualitative data informed the development of the design of a parent based alcohol education program.

Results, Discussion and Contributions
The recruitment and facilitation stages are key to the success of co-design sessions. The importance of having access to or being part of a strong social network in order to recruit suitable participants proved essential. Networks characterised by commitment and trust are key to developing successful relationships (Morgan & Hunt, 1994), and as shown in the current study, was necessary to facilitate the recruitment of participants. A recruitment strategy which utilises strong networks can prevent the waste of valuable resources (time and personnel cost). Furthermore, it is crucial that the desired outcomes of the co-design sessions are frequently articulated to the participants through close consultations and observations during the process. Similarly to Mattelmäki and Sleeswijk Visser (2011), this study found that during the facilitation stage, specific design tools, such as cards and make tools, empowered participants to contribute in a meaningful way. Additionally, the use of 'pitch presentations' of the generated design ideas by the respective users can lead to a perception of achievement among participants, as well as ensure that the integrated user needs and preferences are accurately captured and understood.

Finally, it was found that the user-designed programs differed from previously expert-designed programs in three important ways, namely in terms of the delivery platforms used, duration of the program, and the level of adolescent involvement. This provides several recommendations to inform the design of a parent-based alcohol education program. Specifically, while online and postal materials are important supporting activities for the program, an interactive face-to-face component should be implemented as the initial core activity. Furthermore, activities should be kept to a reasonable timeframe (i.e. one hour or less) to avoid large drop-out rates in terms of participation numbers. Finally, while adolescent involvement might be an essential add-on feature to some parent program activities, materials that focus on parental monitoring and modelling should be restricted to involve only parents. Active user involvement is important to transformative service design as user contributions led to important changes in the value constellation of the design. Ultimately, the study shows that co-design, if fully utilised and users are empowered to contribute actively, can allow for the design of transformative services that are more aligned to the specific user needs and thus reduce the risk of costly new service failures.

References

Anderson, L., & Ostrom, A. L. (2015). Transformative service research: advancing our knowledge about service and well-being: SAGE Publications Sage CA: Los Angeles, CA.

Anderson, L., Ostrom, A. L., Corus, C., Fisk, R. P., Gallan, A. S., Giraldo, M., . . . Rosenbaum, M. S. (2013). Transformative service research: an agenda for the future. *Journal of Business Research, 66*(8), 1203-1210.

Dietrich, T., Trischler, J., Schuster, L., & Rundle-Thiele, S. (2017). Co-designing services with vulnerable consumers. *Journal of Service Theory and Practice, 27*(3).

Koutakis, N., Stattin, H., & Kerr, M. (2008). Reducing youth alcohol drinking through a parent-targeted intervention: the Örebro Prevention Program. *Addiction, 103*(10), 1629-1637. doi:10.1111/j.1360-0443.2008.02326.x

Kuntsche, S., & Kuntsche, E. (2016). Parent-based interventions for preventing or reducing adolescent substance use—A systematic literature review. *Clinical psychology review, 45*, 89-101.

Mattelmäki, T., & Sleeswijk Visser, F. (2011). *Lost in Co-X: Interpretations of Co-design and Co-creation.* Paper presented at the 4th World Conference on Design Research (IASDR 2011). Delft, The Netherlands.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *The journal of marketing*, 20-38.

Newton, N. C., Champion, K. E., Slade, T., Chapman, C., Stapinski, L., Koning, I., . . . Teesson, M. (2017). A systematic review of combined student-and parent-based programs to prevent alcohol and other drug use among adolescents. *Drug and alcohol review*.

Perry, C. L., Williams, C. L., Komro, K. A., Veblen-Mortenson, S., Stigler, M. H., Munson, K. A., . . . Forster, J. L. (2002). Project Northland: Long-term outcomes of community action to reduce adolescent alcohol use. *Health Education Research, 17*(1), 117-132.

Pettersson, C., Linden-Bostrom, M., & Eriksson, C. (2009). Reasons for non-participation in a parental program concerning underage drinking: a mixed-method study. *Bmc Public Health, 9*. doi:10.1186/1471-2458-9-478

Sanders, & Stappers, P. J. (2008). Co-creation and the new landscapes of design. *Co-design, 4*(1), 5-18.

Sanders, & Westerlund, B. (2011). Experiencing, exploring and experimenting in and with co-design spaces. *Nordes*(4).

Steen, M., Manschot, M., & De Koning, N. (2011). Benefits of co-design in service design projects. *International Journal of Design, 5*(2).

Toumbourou, J. W., Gregg, M. E. D., Shortt, A. L., Hutchinson, D. M., & Slaviero, T. M. (2013). Reduction of Adolescent Alcohol Use Through Family–School Intervention: A Randomized Trial. *Journal of Adolescent Health, 53*(6), 778-784. doi:http://dx.doi.org/10.1016/j.jadohealth.2013.07.005

Witell, L., Kristensson, P., Gustafsson, A., & Löfgren, M. (2011). Idea generation: customer co-creation versus traditional market research techniques. *Journal of Service Management, 22*(2), 140-159.

Yin, R. K. (2015). *Qualitative research from start to finish*: Guilford Publications.

Health literacy: Role practices for value enhancement/diminution.

Janet Davey*, Victoria University of Wellington, janet.davey@vuw.ac.nz

Abstract:

Health literacy is integral to shifting roles and relationships in healthcare services, yet has received scant attention in service research. This research explores the value enhancing/diminishing practices of healthcare consumers and healthcare service professionals (HCPs) through the lens of health literacy and role readiness (role clarity, ability, and motivation). In-depth interviews with 46 healthcare consumers (aged 48-67 years) and 11 HCPs were interpreted using a hermeneutic approach. The findings reveal five consumer role practices - seeker, decider, sensemaker, networker, and manager; and three HCP role practices - knowledge broker, ethical agent, and enabler, at the same time demonstrating these can be temporally salient and context-dependent. Additionally, complementary (and non-complementary) role practices are associated with 8 core value enhancement (and diminution) outcomes. This study is the first to integrate health literacy and role readiness to better understand the micro-foundations of value enhancement/diminution, thus contributing to the understanding of transformative service provision.

Keywords: Health Literacy, Value Enhancement/Diminution, Role Readiness

Track: Services Marketing

Introduction and Research Aim

Healthcare service interactions are undergoing significant change as emerging models of healthcare place consumers at the centre of their healthcare, bringing new responsibilities and uncertainties for the customer and the healthcare service provider, as well as demanding new understandings of service (Germond & Cochrane, 2010). Traditionally health literacy had a predominantly functional bias, narrowly defined as literacy skills in a health context. However, researchers are re-defining the concept as a complex, interactional phenomenon that encompasses "the personal and relational factors that affect a person's ability to acquire, understand and use information about health and health services" (Batterham et al., 2016, p. 1). Thus, health literacy is integral to shifting roles and relationships in healthcare, bridging gaps in health-related understandings and interactions in order to enhance patient involvement and shared decision-making (Nutbeam, 2000; Schulz and Nakamoto, 2012).

However, health literacy has received scant attention in service research. Building on recent research that argues for "practices [as] a vehicle for co-creation in the realization of co-created value" (Frow *et al.,* 2016, p. 26), this paper presents research demonstrating that healthcare consumers and primary healthcare professionals integrate resources by focussing on particular health literacy role practices. Furthermore, health literacy research has predominantly focused on individuals' capabilities within the healthcare service relationship, overlooking healthcare service professionals' (HCPs) practices and resources (Chinn, 2011). The purpose of this research is to address these gaps by *using the lens of health literacy to deepen our understanding of the value enhancing/diminishing practices of both healthcare consumers and HCPs.*

Background and Conceptual Model

Health literacy overlaps with many other healthcare-related concepts such as patient empowerment, patient activation, and self-management, all of which implicate consumer participation in healthcare service outcomes. Service researchers argue that consumer participation is critical to enhanced service performance and improved service outcomes (Prahalad & Ramaswamy, 2004; Vargo & Lusch, 2004). While such participation is the means by which resources are mobilized and integrated, much is still to be understood about its micro-level foundations (McColl-Kennedy, Cheung, & Ferrier, 2015; McColl-Kennedy et al., 2012) and how these elements can be managed to improve healthcare value creation (Elg et al., 2012).

Consumers' knowledge and skills are necessary inputs to resource mobilization and value co-creation (Vargo & Lusch, 2004) but also represent factors that may inhibit the readiness of the individual to participate (Dong et al., 2015). According to Bowen (1986), consumers' participation is significantly influenced by role clarity, ability, and motivation which Verleye (2015) extends and defines as role readiness, the readiness of the customer to participate in their co-creator roles. Understanding how to enhance customer role readiness is a fertile area for service researchers given the impact of role-related resources on co-creation experiences. The present research proposes a conceptual model based on health literacy and role readiness. Drawing on a contingency approach and service-dominant logic's notion that wellbeing relates to "a system's adaptiveness or ability to fit in its environment" (Vargo, Maglio, & Akaka, 2008, p. 149), adaptive flexibility is proposed as the link between role practices and the variable outcomes of resource integration.

Methodology

A purposive variation sampling strategy (Miles & Huberman, 1994) was used through snowballing and referrals to ensure a wide range of healthcare consumers was selected for the study. Sample size was driven by data saturation (Guest, Bunce, & Johnson, 2006). The HCPs were selected because they demonstrate leadership in the provision of care in their local community thus ensuring that they could provide rich information on areas of central importance to the study purpose (Flick, 2009). A total of 46 healthcare consumers aged 48-67 years [1] and 11 HCPs were recruited. The extended in-depth interviews were audio recorded and imported into ATLAS.ti 7.1.6. The interview texts are interpreted following Ricoeur's (1981) subjectivist hermeneutics. Ricoeur's iterative circle of interpretation between pre-understandings, empirical data, and the fusion of horizons provides an appropriate process for understanding how healthcare service experiences are transformed to value enhancement/diminution from varying perspectives.

Results, Discussion and Contributions

The findings reveal five consumer role practices, interpreted as seeker, decider, sensemaker, networker, and manager; and three HCP role practices - knowledge broker, ethical agent, and enabler. Complementary (and non-complementary) role practices are identified associated with 8 core value enhancement (and diminution) outcomes. These dimensions of role practices, as resources to be integrated in the service relationship, provide a starting point to improve complementarity by identifying service provider and consumers' health beliefs, skills, and expectations.

When consumers and HCPs were attuned to the nuances of others' health literacy role practices and role readiness, value enhancement outcomes - respect, trust, feeling empowered, and loyalty - occurred from complementary role practices. For instance, HCPs' knowledge broker role practices became resources interactively with patients' seeker role practices for certain health encounters (e.g., results from tests, medical examinations for preliminary diagnoses), resulting in value enhancement outcomes such as respect and trust. The questioning, problem-solving, and need for self-awareness practices characterized in the sensemaker role can be resources when supported by the HCPs' enabling and co-learning role practices, leading to value enhancement outcomes. Value diminution outcomes - discrediting/dismissing, frustration, resistance, and exit - occur when the actors fail to recognize (either accidentally or deliberately) others' health literacy role practices and role readiness. For example, HCPs' unbalanced attention to workflow requirements and rules of the service system rather than relationships resulted in inadequate communication reducing the complementarity of health literacy roles, experienced by the consumers as discrediting or dismissing their expectations and understandings.

Implications for Theory and Practice

This study is the first to integrate health literacy and role readiness to better understand the micro-foundations of value enhancement/diminution. From a managerial perspective, grounding healthcare service interactions in a health literacy context can improve role readiness (role clarity, ability, and motivation) and adaptive flexibility, thereby influencing value enhancement. Although this research is situated in a primary healthcare context, this notion of adaptive flexibility for value co-creation is likely to be relevant to other service interactions, particularly those credence-based services involving high levels of technical knowledge, personal risk, and asymmetric relationships.

References

Batterham, R. W., Hawkins, M., Collins, P. A., Buchbinder, R., & Osborne, R. H. (2016). Health literacy: Applying current concepts to improve health services and reduce health inequalities. *Public Health, 132,* 3-12.

Bowen, D. E. (1986). Managing customers as human resources in service organizations. *Human Resource Management*, 25(3), 371-383.

Chinn, D. (2011). Critical health literacy: A review and critical analysis. *Social Science & Medicine*, *73,* 60-67.

Dong, B., Sivakumar, K., Evans, K. R., & Zou, S. (2015). Effect of customer participation on service outcomes: the moderating role of participation readiness. *Journal of Service Research*, *18*(2), 160-176.

Elg, M., Engström, J., Witell, L., & Poksinska, B. (2012). Co-creation and learning in health-care service development. *Journal of Service Management*, *23*(3), 328-343.

Flick, U. (2009). *An introduction to qualitative research.* Thousand Oaks, CA: Sage.

Frow, P., McColl-Kennedy, J. R., & Payne, A. (2016). Co-creation practices: their role in shaping a health care ecosystem. *Industrial Marketing Management*, 56, 24-39.

Germond, P., & Cochrane, J. R. (2010). Healthworlds: Conceptualizing landscapes of health and healing. *Sociology, 44*(2), 307-324.

Guest, G., Bunce, A., & Johnson, L. (2006). How many interviews are enough? An experiment with data saturation and variability. *Field Methods*, *18*(1), 59-82.

McColl-Kennedy, J. R., Cheung, L., & Ferrier, E. (2015). Co-creating service experience practices. *Journal of Service Management, 26*(2), 249-275.

McColl-Kennedy, J. R., Vargo, S. L., Dagger, T. S., Sweeney, J. C., & van Kasteren, Y. (2012). Health care customer value cocreation practice styles. *Journal of Service Research*, *15*(4), 370-389.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook*. Thousand Oaks, CA: Sage.

Nutbeam, D. (2000). Health literacy as a public health goal: a challenge for contemporary health education and communication strategies into the 21st century. *Health Promotion International, 15*(3), 259-267.

Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5-14.

Ricoeur, P. (1981). The task of hermeneutics. In J. Thompson (Ed. and Trans.), *Paul Ricoeur: Hermeneutics and the human sciences* (pp. 43-62). Cambridge: Cambridge University Press.

Schulz, P. J., & Nakamoto, K. (2012). The concept of health literacy. In A. Zeyer & R. Kyburz-Graber (Eds.), *Science Environment Health Towards a renewed pedagogy for science education* (pp. 69-84). London: Springer.

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, *68*(1), 1-17.

Vargo, S. L., Maglio, P. P., & Akaka, M. A. (2008). On value and value co-creation: a service systems and service logic perspective. *European Management Journal*, 26(3), 145-152.

Verleye, K. (2015). The co-creation experience from the customer perspective: its measurement and determinants. *Journal of Service Management*, *26*(2), 321-342.

Note

[1] This research is not a study of generational differences even though individuals from a particular generational cohort were recruited as participants.

Customer Engagement in Special Event: Antecedents and consequences

Supawat Meeprom, Macquarie University, Supawat.meeprom@students.mq.edu.au*
Aron O'Cass, Macquarie University, aron.ocass@mq.edu.au
Vida Siahtiri, Macquarie University, Vida Siahtiri@mq.edu.au
Linda French, University of Tasmania, Linda.French@utas.edu.au

Abstract:
Customer engagement has attracted considerable attention as an approach to improve both customer and firm value. However, research on how customers engage in special event tourism are scarce. Event organisations seek to engage customers to enhance their event performance, hoping customers return for the next event. Previous studies show that engaged customers will have a more positive evaluation of their experience, however we still lack understanding of what individual traits strengthen customer engagement in a special events context. Drawing from regulatory fit theory, this study seeks to delineate the key personal characteristics that underpin, and drive customer engagement. The findings suggested that positive regulatory fit influences positive levels of customer engagement in the focal event which correspondingly improves the perceived event quality. Customer engagement was also found a positive influence on event quality. Self-image congruence had a significant interaction effect on the relationship between customer engagement and perceived event quality.

Keywords: Customer engagement, Regulatory fit theory, Post-event evaluation,.

Track: Service Marketing

Introduction and Research Aim

The notion of customer engagement is relatively new in marketing literature (Hollebeek, Glynn, & Brodie, 2014). A review of the current literature on customer "engagement" shows that there is some level of divergence surrounding this concept within the marketing domain (Hollebeek, 2011). To illustrate, some researchers view customer engagement as a psychological state (Bowden, 2009), while others believe customer engagement is a behaviour (Hollebeek, 2011; Vivek, Beatty, & Morgan, 2012). Interestingly, other research on engagement provides a broader perspective and encompasses a multi-dimensional view of customer engagement, suggesting it includes affective, cognitive, and behavioural components (Brodie et al., 2011). In addition to differences around the dimensions of customer engagement there are also differences around antecedents of customer engagement. For example, some views suggest that motivations should be a key driver factor of customer engagement (e.g., Fernandes & Remelhe, 2016; Vivek et al., 2012) and others view regulatory fit as antecedents (Solem & Pedersen, 2016). These differences in the literature prompted the motivation for this study.

The aim of this study is:

To investigate the driver for customer engagement based on the regulatory fit theory perspective, as well as the consequence of customer engagement.

Conceptual Model

As competition in the service and tourism industry increases (King, 2010), organisations are cooperating with their stakeholders (e.g. tourism organisations, governments, service providers, hotel services, and airport services) to develop tourism products, with one such product being special events. This tourism product seeks to attract both local and international tourists (here after refer to as customer) by delivering arrange of satisfying and memorable event experiences (Bornhorst, Ritchie, & Sheehan, 2010). Special event tourism provides customers with opportunities to interact, exchange ideas, and generate positive and negative feelings as part of their experience (Hudson et al., 2015). Having customers engage with special event activities should therefore provide them with opportunities to receive more memorable experience from the special event performances. Despite the recognised importance of customer engagement in marketing literature (Vivek et al., 2012), understanding individual motivations that trigger engagement has received little attention. This study seeks to address this gap by exploring the specific drivers of consumer engagement outcomes. Meaning, this research goes beyond previous findings by investigating how regulatory fit: prevention and promotion orientations, link to evaluation responses to choosing the special event tourism product.

Viewing customer engagement as a multidimensional concept (Broidie et al, 2011), this research aims to identify consumers motivations that stimulate them to cognitively, emotionally, and behaviourally engage in the special event and elevate customers' post-special event evaluation. Relying on theory of regulatory fit (Higgins, 2006), we apply prevention and promotion orientations as two important personality traits that motivate customers to engage in special event activities. A review of literature, suggests that a customer will have a positive outcome from goal pursuit, such as selecting a desired product, if that product meets or exceeds customer expectations, meaning the customer may pay closer attention to the product choice (Higgins, 2006; Higgins & Scholer, 2009). In doing so, regulatory fit theory exposes engagement as a central determinant, and defines as *"sustained attention in goal pursuit-a state of concentration, absorption, or engrossment in an activity,*

including the activity of making a choice" (p. 102). The strength of engagement is affected by regulatory fit and leads to positive value experience (Higgins, 2006; Higgins & Scholer, 2009). Drawing on regulatory fit theory we propose that:

H1a: prevention orientation has a positive effect on customer engagement with special event.
H1b: promotion orientation has a positive effect on customer engagement with special event.
H2: customer engagement has a positive effect on event quality
H3: self–image congruency moderates the relationships between customer engagement and perceived event quality.

Methodology
A self-administrated survey was used to collect data at two special events resulting in 852 useable surveys. We measured regulatory fit orientation (Lockwood, Jordan, & Kunda, 2002), customer engagement (Dessart et al., 2016; So et al., 2016), self-image congruence (Malär et al., 2011), and event quality. The findings of exploratory factor analysis showed that all measurement items exhibited by the factor loading ranged from 0.52 to 0.94. A reliability coefficient (Cronbach's alpha) was computed for each factor and ranged from .64 to .96 (Hair et al., 2017). To assess the constructs for convergent validity, the average variance explained (AVE) analysis indicated that all constructs had an average AVE > .50, therefore, meeting the recommended criterion for convergent validity (Fornell & Larcker, 1981). To assess discriminant validity, the results indicated that correlations ranged from .20 - .70, thus providing evidence for discriminant validity.

Results and/or Discussion and Contributions
Regression analysis was used to test the hypotheses. We found that prevention orientation had a positive influence on customer engagement ($\beta = .22$, $p < 0.001$) supporting *H1a*. As expected, promotion orientation had a positive influence on customer engagement ($\beta = .27$ $p < 0.001$), which support *H1b*. Customer engagement had a positive direct impact on perceived event quality ($\beta = .57$, $p < 0.001$) supporting *H2*. For *H3*, we hypothesised self-image congruency moderate the relationship between customer engagement and perceived event quality. The results shown that self-image congruence had a significant effect on event quality ($\beta = .11$, $P < 0.001$). The findings of this study contribute to customer engagement literature by presenting an empirical investigation that shows that the relationship between prevention and promotion orientations of regulatory fit, had a positive influence on customer engagement. In addition, findings also suggest that the interaction effect of self-image congruence can enhance the perception of event quality.

Implications for Theory and Practice
The current study contributes and expand the motivation theory such as regulatory fit orientation into tourism industry, which is extent service research domain. These results have significant managerial implications, as an understanding of such customer characteristics can enable special event organisers to better tailor their tourism strategies to appeal to target customers. Further, an understanding of customer engagement can allow marketers to effectively develop and create a superior and memorable experience to the customer which expands beyond the purchase transaction.

References

Bornhorst, T., Ritchie, J. B., & Sheehan, L. (2010). Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives. *Tourism management, 31*, 572-589.

Bowden, J. L.-H. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing theory and Practice, 17*, 63-74.

Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer engagement: conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research, 14*, 252-271.

Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2016). Capturing consumer engagement:duality, dimensionality and measurement. *Journal of Marketing Management. 32*, 399-426.

Fernandes, T., & Remelhe, P. (2016). How to engage customers in co-creation: customers' motivations for collaborative innovation. *Journal of Strategic Marketing, 24*, 311-326.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, *18*, 39-50.

Hair, J. F., Wolfinbarger, M. F., Ortinau, D. J., & Bush, R. P. (2017). *Essentials of marketing research*. New York, NY: McGraw-Hill/Higher Education.Higgins, E. T. (2006). Value from hedonic experience and engagement. *Psychological review, 113*, 439-460.

Higgins, E. T., & Scholer, A. A. (2009). Engaging the consumer: The science and art of the value creation process. *Journal of Consumer Psychology, 19*, 100-114.

Hollebeek, L. (2011). Exploring customer brand engagement: definition and themes. *Journal of Strategic Marketing, 19*, 555-573.

Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management, 27*, 785-807.

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of interactive marketing, 28*, 149-165.

Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism management, 47*, 68-76.

King, C. (2010). "One size doesn't fit all" Tourism and hospitality employees' response to internal brand management. *International Journal of Contemporary Hospitality Management, 22*, 517-534.

Lockwood, P., Jordan, C. H., & Kunda, Z. (2002). Motivation by positive or negative role models: regulatory focus determines who will best inspire us. *Journal of personality and social psychology, 83*, 854-864

Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. *Journal of Marketing, 75*, 35-52.

So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2016). The role of customer engagement in building consumer loyalty to tourism brands. *Journal of Travel Research, 55*,64-78.

Solem, B. A. A., & Pedersen, P. E. (2016). The effects of regulatory fit on customer brand engagement: an experimental study of service brand activities in social media. *Journal of Marketing Management, 32*, 445-468.

Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing theory and Practice, 20*, 122-146.

Role of actor's motivation in value cocreation: service system perspective

Donia Waseem, Sergio Biggemann, Tony Garry, University of Otago

Abstract:
Adopting a service-dominant logic lens, this paper explores the role of actor's motivation in value co-creation within a service system. We achieve this aim by exploring the types, drivers, and outcomes of actor's motivation in value cocreation. A phenomenological approach was adopted which involved interviewing 57 employees and participants were observed over a 12 week period in a large tile manufacturing firm. By embracing an iterative approach, data was analyzed using thematic content analysis. The findings exhibit two types of motivation (such as proactive and relational), drivers (such as interpersonal team and organizational processes), and outcomes (such as org. prosocial behavior, task satisfaction, creative input). This study proposes that actor's motivation affect value cocreation through voluntary or non-voluntary approaches along with their goal to benefit the collective entity and only then it depicts a multi-beneficiary phenomenon which extends towards institutions in a service system (i.e., organization - as strategic beneficiary).

Keywords: Service System, Value Cocreation, Actor Motivation

Track: Services Marketing

Transformative Service Research: A Systematic Literature Review

Luke Hawley, University of the Sunshine Coast, lhawley@usc.edu.au
Maria M. Raciti, University of the Sunshine Coast, mraciti@usc.edu.au
Meredith Lawley, University of the Sunshine Coast, mlawley1@usc.edu.au

Abstract
Services can enhance consumers' well-being. Known as Transformative Service Research (TSR), researchers and practitioners are increasingly focusing upon co-creating service experiences that lead to improved consumers' well-being. This article examines the development of transformative service research from January 2010 to March 2017. Drawing upon journal database searches and application of exclusion criteria, 48 articles were retrieved and then analysed. Two research questions frame this study; What is the dimensionality and scope of TSR and what are the current empirical findings? This study revealed four key findings. Finding one; a consensus exists for dimensionality and scope of TSR. Finding two; inconsistent domain specific measures of well-being. Finding three; broad use of service marketing tools. Finding four; disproportionate focus on service providers. Future research must explore why, despite shared experiences, some consumers identify improved well-being and others a null effect.

Keywords: transformative service research, consumer well-being, systematic literature review

Track: Services Marketing

Introduction and Research Aim

Services can enhance consumers' well-being. Known as Transformative Service Research (TSR), researchers and practitioners are increasingly focusing upon co-creating service experiences that are transformative, in that they lead to an uplifting change and improvement in consumers' well-being (Anderson et al., 2013). Consumer well-being (CWB) has always co-existed with marketing. CWB is defined as the "alignment of individual and societal needs (i.e. physical, psychological, economic, social) as they relate through consumption" (Burroughs and Rindfleish, 2011, p. 253). CWB is the cognitive and affective evaluations of consumers lives (Diener, 2000). The transformative service economy of Pine and Gilmore (2001) builds on this notion that the prevalence of services impacts the well-being of individuals, communities and the ecosystem. The transformative ability of a service is increasingly being regarded as central to successful service design in the 21st Century (Rosenbaum, 2015).

TSR reviews to date focus on future research agenda (e.g. Rosenbaum, 2015). None of them has systematically evaluated the state of TSR conceptually and empirically. A systematic analysis of the literature in any field of study is fundamental to evaluating academic growth, identify gaps and determine maturity and direction of research (Williams and Plouffe, 2007). A systematic assessment of the body of TSR knowledge is thus needed to address two key areas. Firstly, the dimensionality and scope of TSR. TSR applies marketing tools to 'solve real problems' (Anderson and Ostrom, 2011). An understanding of how TSR is defined in the extant literature will help determine the real problems TSR can help solve. Secondly, the empirical outcomes and implications of well-being improvement, as a result of transformative services. A analysis across multiple transformative services on how each have improved or not improved well-being helps inform future research needs for academia and practitioners. The aim of this study is:

> *To investigate the co-creation of well-being outcomes within transformative services.*

We address two research questions in line with this aim:

RQ1: What is the dimensionality and scope of TSR

RQ2: What are the TSR well-being empirical research outcomes and implications

Background

TSR is still in its infancy. TSR is commonly defined as "the integration of consumer and service research that centres on creating uplifting changes and improvements in the well-being of consumer entities: individuals (consumers and employees), communities and the ecosystem" (Anderson et al., 2013, p.2). TSR conceptual framework as posits by Anderson et al. (2013) is underdeveloped. Anderson et al. (2013) posits that within a macro-environment, the interaction between a service entity and a customer entity at either the individual, collective or social ecosystem level can lead to well-being outcomes. TSR has been conceptualized at the intersection of transformative consumer research (TCR) and service research (Anderson et al., 2013). TCR researches the welfare of consumers, societies, and the environment at large (Mick, 2006). TSR expands on TCR, with the inclusion of SDL, by focusing on the co-creation of well-being (Vargo and Lusch, 2008). TSR's approach toward resolving societal well-being issues is very similar to social marketing's scope, goal, and use of the marketing mix (Kuppelwieser and Finsterwalder, 2016). However, social marketing focuses on the behaviour change first then how to leverage stakeholders to change those behaviours. Conversely, TSR focuses on the service provider and how their actions *with* their consumer, impacts the consumer's well-being (Kuppelwieser and Finsterwalder, 2016).

TSR applies marketing tools to improve consumers' well-being (Anderson et al., 2013). The World Health Organization (WHO, 1946) defines well-being not merely as the absence of

disease or infirmity but as a state of complete physical, mental and social well-being. TSR focuses on two types of consumer well-being; hedonic and eudaimonic (Anderson et al., 2013). Hedonic well-being is grounded in the ideas of happiness, in terms of pleasure attainment and pain avoidance (Ryan and Deci, 2001). TSR hedonic well-being include: life satisfaction, positive affect, and the absence of negative affect, such as tension, fear, strain, and stress (Anderson et al., 2013). Eudaimonic well-being describes the realisation of human potential (Waterman, 1984). TSR eudaimonic well-being includes; literacy, access to a service, better decision making, health, decreasing disparities, consumer involvement, harmony, power, respect, support, and social networks (Anderson et al., 2013).

Methodology

Following the systematic literature review procedures outlined by Williams and Plouffe (2007), was conducted to identify transformative service research (January 2000 to March 2017). Ten peer-reviewed databases were selected from an Australian university library business database homepage. The search term used was; "transformative service/s." Records were collated using Endnote. Duplicate records were removed, resulting in 273 unique records. In the next stage, titles and abstracts were reviewed and records classified into the following exclusion criteria were excluded; transformative service not in title or abstract, editorial only, transformative service used as context only, well-being not focus of research. Following the application of the exclusion criteria, 45 articles were identified. Backward and forward searching identified another three relevant studies. In total, 48 articles were included in the analysis. Table 1 shows the literature search process.

Table 1: TSR Systematic Literature Review Process

	Step Action	Action Taken	Articles
Round 1	Select suitable databases	Business Databases (7) + Multidisplinary Databases (3) Peer-reviewed journal article databases only.	
Round 2	Search for "Transformative Service/s"	Databases (10): Emerald (59), EBSCO (54), ProQuest (129), Informit (0), Taylor and Francis (55), Wiley (12), Google Scholar (110), Scopus (56), Web of Science (50), Ingenta Connect (38)	563
Round 3	Remove Duplicates	Removal of Duplications	-290
Round 4	Apply Exclusion Criteria	Transformative service/s not in title or abstract	-173
		Editorial only	-34
		Transformative service/s used as a description of study context only	-21
Round 5	Backward/Forward Search	Key articles that match above criteria that were cited in found papers but not found in initial search added to list	3
Round 6	Final Records	Final Number of Papers Used for Review	48

Results and Discussion

TSR emerged in 2010 and conceptually defined in 2013. Since Anderson et al. (2013) seminal paper, TSR publications have increased by over 250%. TSR research has been conducted in North America (35%), throughout Europe (31%), Asia (13%), Australian & New Zealand (13%) and other (6%). Leading service marketing researchers have contributed to TSR including; Rosenbaum MS, Corus C, Ostram AL, Anderson L, Fisk RP, Gallan AS,

Giraldo M, Mende M, Mulder M, Rayburn SW, Shirahada K and Williams JD. However, it was noted that there are less than 20 published papers per year and a slight drop in 2016 compared to 2015.

Dimensionality and Scope of TSR

A consensus amongst researchers exist for the dimensionality of TSR. Almost all (96%) of TSR research defined TSR within the context of creating uplifting changes for consumers and society. All TSR researchers consider the relationship between service provider and consumer within a macro-environment. However, no empirical study has explored the degree to which the macro-environment effects the co-creation of well-being in transformative services. The relationship between consumer and service provider and degree to which value needs to be transformative to improve well-being is where TSR researchers differ. Black and Gallan (2015) suggest the relationship between consumer and service provider is best defined by the consumer's network to collaboratively co-create value. Cheung and McColl-Kennedy (2015) argue institutional logics such as socially constructed values, beliefs and rules best define the relationship between consumer and service provider. In determining the degree to which value need to be transformative, Blocker and Barrios (2015) argued that both transformative value (uplifting changes) and habitual value (everyday domain-specific needs) contribute to well-being. Corus and Saatcioglu (2015) suggest that well-being outcomes should include consumer disadvantages such as low income or illness. As TSR matures and empirical research expands, the relationship between consumers and service providers within a macro-environment to advance well-being will become clear.

TSR scope is broad by design. Healthcare dominates empirical studies to date with 40% (e.g. Hamed et al., 2017), followed by 22% retail/ hospitality/ utilities (e.g. Nasr et al., 2014), 15% tourism (e.g. Magee & Gilmore, 2015), 12.5% finance (e.g. Sanchez-Barrios et al., 2015), and just 6% for education (e.g. Nguyen Hau and Thuy, 2016). Ostram et al. (2015) outlined that the scope of TSR should include; sustainable delivery of services, technology-enabled well-being services, explore the role of all types of services in advancing well-being, design services for vulnerable consumers, and increase access to critical transformative services.

TSR Empirical Research Outcomes: Well-Being

TSR researchers do not agree on how to define and measure well-being. All TSR well-being researchers (N=32) have used domain specific instruments to measure well-being, exploring either or combination of, subjective and objective well-being. Objective well-being has been measured as; better health (e.g. Rosenbaum and Smallwood, 2011), improved access (e.g. Schuster et al., 2015), and better financial situation (e.g. Mende and van Doom, 2015). Subjective well-being has been measured as perceptions of happiness (e.g. Nasr et al., 2014), goal achievement (e.g. Tang et al., 2016), quality of life (e.g. Sweeney et al., 2015), and satisfaction (e.g. Sheng et al., 2016). Majority of studies (53%) focused on hedonic well-being, with 40% focused on eudaimonic well-being and just 7% explored both. For service providers and researchers, the inconsistent and domain specific measurement of well-being creates challenges when adapting to different transformative services.

TSR well-being studies provided an overall positive impact for their consumers. All TSR researchers used an established or emerging services marketing model to determine if those strategies influence or improve well-being. The leading concepts include: a) service design and servicescape, 22% of studies (e.g. Rosenbaum et al., 2016), b) co-creation, 19% of studies (e.g. Anderson et al., 2016), c) service quality, 16% studies (e.g. Akter and Hani, 2011) and d) 12.5% of studies used attitude, motivation or goal based marketing theories such as theory of planned behaviour (e.g. Wunderlich et al., 2013), self-determination theory (e.g.

Mende and van Doorn, 2015) and goal directed behaviour (e.g. Schuster et al., 2015). Majority of empirical TSR studies (50%) have been exploratory, 37.5% descriptive, with 9.5% longitudinal, and 3% case studies. However, just 12.5% of well-being studies investigated well-being advancement, measuring before and after the service encounter (Ellway, 2014; Mende and van Doorn, 2015; Tang et al., 2016; Tonner, 2016). The variance in approach further reinforce TSR as a research agenda, with researchers exploring different organisational strategies as defined by different service marketing concepts.

TSR researchers focus more on service providers. The role of the consumer in the interaction with the service provider to improve well-being was explored in 25% of studies. In 75% of those studies, 50% of which using netography, investigated extraordinary service situations such as natural disaster relief (Cheung and McColl-Kennedy, 2015), volunteerism (Mulder et al., 2015), service failure (Zayer et al., 2015), tourism online complaints (Dekhili and Hallem, 2016), limited or no access to service (Bone et al., 2011) and liminal consumption (Tonner, 2016). Only 25% of studies, each exploring eudaimonic well-being, explored the role of the consumer in ordinary service situations including; financial literary (Mende and van Doorn, 2015) and healthcare and higher education (Nguyen Hau and Thuy, 2016). Both studies explored either participation or involvement of consumer within the service encounter. Beyond customer participation or involvement, little is still known as the role of the consumer in advancing their well-being within a service encounter. For example, why do some consumers indicate a positive well-being improvement and others a null affect, despite shared experiences.

Implications for Theory and Practice
This article attempted to evaluate the state of TSR research from 2010 to 2017. The systematic review revealed four key findings. Finding one: a consensus exists for dimensionality and scope of TSR, which has enabled researchers to focus on co-creation of well-being. Researchers have demonstrated consumer well-being can be improved with service providers. Finding two: inconsistent domain specific measures of well-being, making meta-analysis or comparative studies difficult. Questions remain as to what degree does value need to be transformative to improve well-being (Blocker and Barrios 2015). Finding three: broad use of service marketing tools, which makes it difficult for service providers to adopt change. Finding four: disproportionate focus on service providers. Researcher's associate positive perceptions of organisational strategies with positive perceptions of well-being, such as happiness, without exploring what it is about that association that led to improved well-being. For example, it may be possible that consumers were happy before the service experience. Additionally, despite shared experiences, why do some consumers indicate improved well-being, and others do not? Service providers require this clarification. Proposed future research directions based on key findings (two-four) include: consolidating measures of well-being for TSR, comparative studies between alternative service marketing tools within different context, to give further guidance to practitioners on ideal transformative service design, and explore the role of consumer engagement in the co-creation of well-being within transformative services.

Reference List

Akter, S & Hani, U 2011, 'Modeling the effects of quality in a transformative health service'.

Anderson, L & Ostrom, A 2011, 'Conceptualizing Transformative Service Research', *Advances in Consumer Research*, vol. 38, p. 1.

Anderson, L, Ostrom, AL, Corus, C, Fisk, RP, Gallan, AS, Giraldo, M, Mende, M, Mulder, M, Rayburn, SW, Rosenbaum, MS, Shirahada, K & Williams, JD 2013, 'Transformative service research: An agenda for the future', *Journal of Business Research*, vol. 66, no. 8, pp. 1203-10.

Anderson, L, Spanjol, J, Jefferies, JG, Ostrom, AL, Baker, CN, Bone, SA, Downey, H, Mende, M & Rapp, JM 2016, 'Responsibility and Well-Being: Resource Integration Under Responsibilization in Expert Services', *Journal of Public Policy & Marketing*, vol. 35, no. 2, p. 262.

Black, HG & Gallan, AS 2015, 'Transformative service networks: cocreated value as well-being', *The Service Industries Journal*, vol. 35, no. 15-16, p. 826.

Blocker, CP & Barrios, A 2015, 'The transformative value of a service experience', *Journal of Service Research*, vol. 18, no. 3, pp. 265-83.

Bone, SA, Christensen, GL & Williams, JD 2011, 'When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination', *Advances in Consumer Research*, vol. 38, p. 1.

Burroughs, J.E. and Rindfleish, A. 2011, 'What welfare? On the definition and domain of transformative consumer research and the foundational role of materialism', in Mick, D.G., Pettigrew, S., Pechmann, C. and Ozanne, J.L. (Eds), Transformative Consumer Research for Personal and Collective Well-being, Taylor & Francis, New York, NY, pp. 245-62.

Cheung, L & McColl-Kennedy, JR 2015, 'Resource integration in liminal periods: transitioning to transformative service', *Journal of Services Marketing*, vol. 29, no. 6/7, pp. 485-97.

Corus, C & Saatcioglu, B 2015, 'An intersectionality framework for transformative services research', *The Service Industries Journal*, vol. 35, no. 7-8, p. 415.

Dekhili, S & Hallem, Y 2016, 'FRENCH: Un touriste co-créateur est-il un touriste heureux ? Étude de l'impact de la co-création sur le bien-être du consommateur ENG: Is a co-creator tourist a happy tourist? Study of the impact on the well-being of the consumer co-creation', *Revue Management & Avenir*, no. 85, pp. 15-34.

Diener, E 2000, 'Subjective well-being: the science of happiness and a proposal for a national index', *American Psychologist*, vol. 55, no. 1, pp. 34-43.

Ellway, BPW 2014, 'Using practice theory to analyse value propositions and value facilitation in self-reliance training', *International Journal of Services, Economics and Management*, vol. 6, no. 2, pp. 181-92.

Hamed, S, El-Bassiouny, N & Ternès, A 2017, 'Evidence-Based Design and Transformative Service Research application for achieving sustainable healthcare services: A developing country perspective', *Journal of Cleaner Production*, vol. 140, pp. 1885-92.

Kuppelwieser, VG & Finsterwalder, J 2016, 'Transformative service research and service dominant logic: Quo Vaditis?', *Journal of Retailing & Consumer Services*, vol. 28, pp. 91-8.

Magee, R & Gilmore, A 2015, 'Heritage site management: from dark tourism to transformative service experience?', *The Service Industries Journal*, vol. 35, no. 15-16, p. 898.

Mende, M & van Doorn, J 2015, 'Coproduction of Transformative Services as a Pathway to Improved Consumer Well-Being: Findings From a Longitudinal Study on Financial Counseling', *Journal of Service Research : JSR*, vol. 18, no. 3, p. 351.

Mick, DG 2006, 'Presidential address: Meaning and mattering through transformative consumer research', *In C. Pechmann & L. Price (Eds.)*, vol. Advances in consumer research, no. Vol. 33, Iss. na, pp. 1–4.

Mulder, MR, Rapp, JM, Hamby, A & Weaver, T 2015, 'Consumer transformation through volunteer service experiences', *The Service Industries Journal*, vol. 35, no. 15-16, p. 865.

Nasr, L, Burton, J, Gruber, T & Kitshoff, J 2014, 'Exploring the impact of customer feedback on the well-being of service entities A TSR perspective', *Journal of Service Management*, vol. 25, no. 4, pp. 531-55.

Nguyen Hau, L & Thuy, PN 2016, 'Customer participation to co-create value in human transformative services: a study of higher education and health care services', *Service Business*, vol. 10, no. 3, pp. 603-28.

Ostrom, AL, Parasuraman, A, Bowen, DE, Patrício, L & Voss, CA 2015, 'Service Research Priorities in a Rapidly Changing Context', *Journal of Service Research*, vol. 18, no. 2, pp. 127-59.

Rosenbaum, MS 2015a, 'Transformative service research: focus on well-being', *Service Industries Journal*, vol. 35, no. 7/8, pp. 363-7.

—— 2015b, 'Transformative service research: research that matters', *Service Industries Journal*, vol. 35, no. 15/16, pp. 801-5.

Rosenbaum, MS, Otalora, ML & Ramirez, GC 2016, 'The restorative potential of shopping malls', *Journal of Retailing and Consumer Services*, vol. 31, pp. 157-65.

Rosenbaum, MS & Smallwood, JA 2011, 'Cancer resource centres: Transformational services and restorative servicescapes', Journal of Marketing Management, vol. 27, no. 13-14, pp. 1404-25.

Ryan, RM & Deci, EL 2001, 'On happiness and human potentials: a review of research on hedonic and eudaimonic well-being', *Annual Review Psychology*, vol. Vol.52, no. Iss 1, pp. 141–66.

Sanchez-Barrios, LJ, Giraldo, M, Khalik, M & Manjarres, R 2015, 'Services for the underserved: unintended well-being', *The Service Industries Journal*, vol. 35, no. 15-16, p. 883.

Schuster, L, Drennan, J & Lings, I 2015, 'Understanding consumers' decisions to adopt technology-enabled transformative services', *The Service Industries Journal*, vol. 35, no. 15-16, p. 846.

Sheng, X, Siguaw, JA & Simpson, PM 2016, 'Servicescape attributes and consumer well-being', *The Journal of Services Marketing*, vol. 30, no. 7, pp. 676-85.

Sweeney, JC, Danaher, TS, & McColl-Kennedy, JR 2015, 'Customer effort in value co-creation activities: improving quality of life and behavioural intentions of healthcare customers', *Journal of Service Research*, vol. 18, no. 3, p.318.

Tang, C, Guo, L & Gopinath, M 2016, 'A Social-Cognitive Model of Consumer Well-Being: A Longitudinal Exploration of the Role of the Service Organization', *Journal of Service Research : JSR*, vol. 19, no. 3, p. 307.

Tonner, A 2016, 'Liminal mothers' negotiation of conflicting service consumption', *Journal of Marketing Management*, vol. 32, no. 1-2, p. 100.

Vargo, SL & Lusch, RF 2008, 'Service dominant logic: continuing the evolution', *Journal of the Academy of Marketing Sciences*, vol. vol. 36, no. iss. 1, pp. 1-10.

Waterman, A 1984, *The Psychology of Individualism*, Praeger, New York.

WHO 1946, *World Health Organisation: Frequently Asked Questions*, World Health Organisation (WHO).

Williams, BC & Plouffe, CR 2006, 'Assessing the evolution of sales knowledge: A 20-year content analysis', *Industrial Marketing Management*, vol.36, pp.408-419

Wunderlich, P, Kranz, J, Totzek, D, Veit, D & Picot, A 2013, 'The Impact of Endogenous Motivations on Adoption of IT-Enabled Services: The Case of Transformative Services in the Energy Sector', *Journal of Service Research : JSR*, vol. 16, no. 3, p. 356.

Zayer, LT, Otnes, CC & Fischer, EM 2015, 'The Nature and Implications of Consumers' Experiential Framings of Failure in High-Risk Service Contexts', *Journal of Service Research : JSR*, vol. 18, no. 3, p. 303.

Co-creation experience of customers and brand loyalty

Umer Mukhtar, GIFT University, Pakistan, umer-mukhtar@live.com

Abstract:
The intent of this study is to investigate the relationship between co-creation experience and two-dimensional (attitudinal and behavioural) brand loyalty and to validate the six dimensional co-creation experience scale in the hotel and restaurant services business settings. The analysis is done on 200 regular customers' usable responses of some renowned hotels and restaurants of Pakistan collected using survey-based approach. All dimensions of co-creation experience are found to be valid and reliable measures of co-creation experience. In path model, the significant relationship of co-creation experience to behavioural and attitudinal loyalty is found. This study is contributing contextually and theoretically, by validating the dimensions of co-creation experience in a new contextual settings and investigating an unexplored path model of co-creation experience with two dimensional brand loyalties. This study has significant managerial implications since it is suggesting managers to employ co-creation strategies with greater confidence during customer engagement to gain brand loyalty.

Keywords: Co-creation experience, Brand Loyalty, Value Co-creation

Track: Services Marketing

Introduction and Research Aim

The customer participation and co-creation in service processes and even in product designing and production processes is an important area in marketing research. Rising and dynamic customer requirements in the lieu of better service experiences' expectations have raised the concern among the firms to offer value in more unique ways. In new product and service development the firms are increasingly engaging and collaborating with customers to create unique and innovative value for customers that match with customer needs (Windahl and Lakemond, 2010). Thus, many products and services are developed in close collaboration with customers. Today customers have more choices of product and services available as contrast to past decades but they seem displeased. They are easily dissatisfied due to the high expectations and changing demand of their requirement. Industries are investing greater in product diversity but less able to distinguish themselves (Prahalad and Ramaswamy, 2004). Therefore, recent studies and practice have taken customers as resource integrators (Hibbert et al., 2012) who create value by themselves by integrating their own and firm's resources (Bowen and Schneider, 2014). However, little attention has been paid to try and understand the role of customers in successfully co-creating a service environment and understanding how customers tend to involve themselves and act to the service environment of an organization during co-creation processes. Pertaining to the above mentioned significant implication, the objective of this study is to investigate the relationship of Co-Creation Experience of customers with two dimensions of Brand Loyalty: Attitudinal & Behavioural Loyalty and validation of co-creation experience in Hotel and Restaurant Industry context. The following research questions were envisioned.

RQ1: What is the validity of co-creation experience dimensions in the hotel industry context?
RQ2: Does the co-creation experience of customer leads to Attitudinal Loyalty and Behavioural Loyalty?

Background and/or Conceptual Model

The co-creation of customer while involving in the service design, production and delivery processes can be studied from the perspective of social exchange theory. Social Exchange Theory (SET) (Blau, 1967) advocates that social actors seek benefits in response to the volunteer participation in activities. The benefits and value they expect motivates them to participate and involve in the processes. In co-creation activities consumers also seek benefits in return of exchange they do while co-creating with firms. These benefits can be comprehended from the gratification framework (Nambisan and Baron, 2009) in which it has been argued that consumers expect pleasurable experiences (hedonic value), better knowledge and information about product, services and technologies (cognitive value), relations with other participants (social value) and personal benefits of status, recognition and self-efficacy, while participating voluntarily in co-creation processes. Customer involvement and participative behaviour are series of voluntary actions collaboratively performed by the customer (Nambisan and Baron, 2009). Customers engagement in co-creation is dependent on the intrinsic and extrinsic motivators (Ophof, 2013). Based on the prior customer engagement literature of benefits consumers get in exchange of co-creation, these intrinsic and extrinsic motivators are categorized by Verleye (2015) in terms of experience gained in return of co-creation. These are;

- Hedonic experience which refers to the pleasurable experiences of customers
- Cognitive experience which refers to the benefits of better knowledge and skills gained by customers
- Social experience which refers to the social experience of connecting with other people

- Personal experience which refers to the experience of getting advantage of status and recognition
- Pragmatic experience which is defined as the experience of getting pragmatic advantages of fulfilling the personal needs of products and services
- Economic experience which refers to the experience of getting benefit of getting better return against the effort put in buying the products and services

Building on the foundation of Gap model (expectations – perceptions) of service quality, Verleye (2015) developed a scale consist of six co-creation experience dimensions. He defined that co-creation experience is the degree to which consumers will get the six experiences (Hedonic, Cognitive, Social, Personal, Pragmatic and Economic experience).

On the other hand, Brand Loyalty as a decisive concept of marketing has been evolved over last six decades, engrossed by marketing experts and researchers. Firms having loyal customers to their brands can gain vital reward, for example, constant stream of profits, diminishing working expenses and costs, leverage in exchange, valuable time to react to aggressive competitive moves at the ideal time and the capacity to draw in new customers (Khan, 2009; Moisescu, 2006).

More concise and parsimonious definition was presented by Oliver (1999). He argued that Brand Loyalty refers to **"a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts, having the potential to cause switching behavior"**. It is also posited that if true brand loyalty exists, then it must be proceeded by consumer decision making phases for brand preference. First phase is **Cognative Loyalty**, due to the attribute relating beliefs of preference. Second phase is **Affective Loyalty**, the liking of the brand due to pleasurable fulfillment during consumption occasions. Third one is **Conative Loyalty**, which refers to a strong commitment to repurchase products and services by positive influences of repeated episodes of affect towards the brand. The fourth phase is the **Action loyalty,** which refers to the well-built action to repurchase the brand because of strong eagerness, desire, intention and motivation**.**

Initially, emphasis was laid on one-dimension of Loyalty, whose centre idea was behavioural loyalty, which considered loyalty as the aggregate buys and purchasing recurrence (Tucker, 1964). Later, the two conceptualizations of brand loyalty have been presented into two typologies "Attitudinal and Behavioural loyalty". Favourable attitudes and intentions with repurchase behaviour is considered as the necessary characteristics of brand loyalty (Day, 1969; Jacoby and Chestnut, 1978). Attitudinal loyalty refers to a strong commitment and preferences towards a brand due to its unique value embedded with brand (Ahn et al., 2015; Cheng et al., 2016; Hosseini et al., 2015). While, behavioural loyalty refers to an attitude and degree of faithfulness (Alnawas and Altarifi, 2016; Bianchi, 2015; Demirbag-Kaplan et al., 2015; Drennan et al., 2015; Paper et al., 2013) that consumer will repetitively purchase the brand regularly (Chaudhuri and Holbrook, 2001).

Methodology
The study is using survey methodology using questionnaire method to collect date from hotels and restaurants. The population of interest is the hotel and restaurant service customers. The sample was drawn from customers living in Sialkot, Lahore and Gujranwala, Pakistan. The data analysis is done on 200 usable responses. These cities were selected as these are closed to each other and it was convenient for author to collect data conveniently in timely manner purposively from information rich respondents. The scale has been adopted to

collect the responses of customers regarding Hedonic experience, Cognitive experience, Social/Personal experience, Pragmatic/Economic experience and attitudinal and behavioural loyalty. Questionnaire comprised of 34 items including three items of Hedonic experience, four items of cognitive experience, five items of Social/Personal experience, six items of Pragmatic/Economic experience, three items of overall co-creation experience, four items of attitudinal loyalty, four items of behaviour loyalty. The collected data was analysed by PLS-SEM Procedure using Smart PLS software package. Using PLS-SEM,the measurement model was estimated before structural model estimation as suggested by Anderson and Gerbing (1988). To refine all measures for structural equation model the reliability and validity for measures was calculated.

Results and/or Discussion and Contributions

The validity of Instrument is assessed using several methods; content validity, Convergent validity and discriminant validity. Co-creation experience dimensions measurement scale is an adequate scale as well as content validity is concerned because it has been already developed and validated (Verleye, 2015). The convergent validity was assessed by calculating each item factor loadings, Analysis of variance extracted (AVE), and composite reliability (CR) of each construct. After going through all three criteria the results revealed support for convergent validity for the seven constructs as all values were greater than the recommended cut-off values (Fornell and Larcker, 1981). All item loadings were greater than 0.6, Composite Reliability of constructs were greater than 0.7, and AVE values were greater than 0.5 shown in table 2 confirming the internal consistency or convergent reliability of all construct measures.

Table 1 Loadings, AVE, CR and R square results

Construct	Item	Loading	AVE	Composite Reliability	R Square
AL	**QAL1**	0.667952	0.72	0.91	**0.63**
	QAL2	0.914567			
	QAL3	0.856037			
	QAL4	0.932485			
BL	**QBL1**	0.907125	0.82	0.94	**0.57**
	QBL2	0.903166			
	QBL3	0.888412			
	QBL4	0.924459			
CE	**QCE1**	0.504651	0.53	0.81	
	QCE2	0.771260			
	QCE3	0.865899			
	QCE4	0.741884			

HE	**QHE1**	0.924569	0.84	0.94	
	QHE2	0.944202			
	QHE3	0.894109			
OCE	**QOCE1**	0.849443	0.73	0.89	**0.64**
	QOCE2	0.887107			
	QOCE3	0.829304			
PEE	**QPEE1**	0.530587	0.67	0.92	
	QPEE2	0.808073			
	QPEE3	0.880558			
	QPEE4	0.915561			
	QPEE5	0.882448			
	QPEE6	0.844644			
SPE	**QSPE1**	0.828835	0.59	0.86	
	QSPE2	0.84185			
	QSPE3	0.847614			
	QSPE4	0.846652			
	QSPE5	0.869820			

Fornell and Larcker (1981) suggested that discriminant validity is acceptable when the square root of the AVE of the particular construct is higher than the correlation among the constructs on the same row and column. Table 2 shows that almost all values on the diagonals are higher than the off diagonal values thus confirming discriminant validity.

Based on both the tables (table 1 and 2) we can conclude that the data sets achieved acceptable convergent and discriminant validity. Thus, measurement model estimation results revealed that Co-Creation Experience Scale to measure Co-Creation experience of customers is a valid and reliable scale in the new contextual setting of Hotel and Restaurant Services Industry as well.

Table 2   Discriminant Validity Results

	AL	BL	CE	HE	OCE	PEE	SPE
AL	**0.848528137**						
BL	0.868118	**0.905539**					
CE	0.635365	0.64946	**0.728011**				

HE	0.705426	0.75482	0.59352	**0.916515**			
OCE	0.795512	0.75546	0.66279	0.73277	**0.8544**		
PEE	0.670483	0.67053	0.64355	0.83698	0.74711	**0.818535**	
SPE	0.702543	0.68769	0.62971	0.77606	0.68072	0.82944	**0.768115**

Next the hypotheses were tested developed for the new theoretical paths of Co-creation experience and two dimensional brand loyalty. The R square value of Attitudinal (0.63) and Behavioral Loyalty (0.57) of customers is showing that 63% of variance in Attitudinal and 57% behavioral loyalty can be explained by Co-Creation experience of customers (table 1). In table 3, the t-value 27.139 which is greater than 1.645 shows a significant relationship of Co-Creation Experience with consumer attitudinal loyalty, thus, hypothesis is accepted. In the same way t-value 17.729 which is also greater than 1.645 value shows that Co-creation Experience significantly influence consumer behavioral loyalty, thus, hypothesis is accepted.

Table 3 Path Coefficients, Mean, Standard deviation, T-Vales

	t-Statistic
Co-Creation Experience -> Attitudinal Loyalty	
	27.139
Co-Creation Experience -> Behavioral Loyalty	
	17.729

This study has shown that better customer co-creation experience with service provider in the result of customer involvement and participation in services process will go in front to develop brand loyalty among customers. In the consequences of better co-creation experience behaviorally and attitudinally customers will be more loyal with the service brand. The results of study show that managers and strategists should change their view and orientation towards service and product marketing management by inviting customers to integrate their personal resources in the value creation. Firms should adopt strategies which are customer centric rather than firm centric. Customer centric implies that customer participation in value creation of services and products including conception, designing, and delivery by changing their role from receiver to active co-creator.

Implications for Theory and Practice
This study has valuable implications for practice, since; this study is providing evidence by testing empirically and arguing the impact of value co-creation and co-creation experience a unique way of creating Brand Loyalty to achieve competitiveness of the firms. This study suggests the practitioners, managers and firms stakeholders to develop and implement co-creation strategies to co-create the unique experiences of customers. This study is also contributing contextually by validating the dimensions of co-creation experience in the hotel and restaurant industry, so that, it can be used by managers with greater confidence for measuring and improving customer participation experiences levels to enhance customer loyalties, satisfaction, firm financial and non-financial performance of Hotel & Restaurant

services. Validation of dimensional scale in different contextual setting to measure constructs is the basis of establishing generalization in scientific valid knowledge (Kim, 2009). As well as implications for theory are concerned, there can be future qualitative studies on co-creation experience using case study, ethnography research strategies with more in depth analysis. Secondly, in future research the relationships established in this study can be further tested in other contextual situations including different cultures and industries. There can be further research questions relevant to co-creation experience by exploring and testing the relationships of co-creation strategies of firms with their financial and non-financial performance.

References

Ahn, Y., Kim, I., Hyun, S.S., 2015. Critical In-Flight and Ground-Service Factors Influencing Brand Prestige and Relationships Between Brand Prestige, Well-Being Perceptions, and Brand Loyalty: First-Class Passengers. J. Travel Tour. Mark. 32, S114–S138. doi:10.1080/10548408.2015.1008666

Alnawas, I., Altarifi, S., 2016. Exploring the role of brand identification and brand love in generating higher levels of brand loyalty. J. Vacat. Mark. 22, 111–128. doi:10.1177/1356766715604663

Anderson, J., Gerbing, D., 1988. Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach. Psychol. Bull. 103, 411–423. doi:10.1037/0033-2909.103.3.411

Bianchi, C., 2015. Consumer Brand Loyalty in the Chilean Wine Industry. J. Food Prod. Mark. 21, 442–460. doi:10.1080/10454446.2014.885859

Blau, P.M., 1967. Exchange and Power in Social Life, Wiley.

Bowen, D.E., Schneider, B., 2014. A service climate synthesis and future research agenda. J. Serv. Res. 17, 5–22. doi:10.1177/1094670513491633

Chaudhuri, A., Holbrook, M., 2001. The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. J. Mark.

Cheng, Q., Fang, L., Chen, H., 2016. Visitors' brand loyalty to a historical and cultural theme park: a case study of Hangzhou Songcheng, China. Curr. Issues Tour.

Day, G.S., 1969. A Two-Dimensional Concept Of Brand Loyalty. J. Advert. Res. 9, 29–35. doi:10.2307/3150565

Demirbag-Kaplan, M., Yildirim, C., Gulden, S., Aktan, D., 2015. I love to hate you: Loyalty for disliked brands and the role of nostalgia. J. Brand Manag. 22, 136–153. doi:10.1057/bm.2015.10

Drennan, J., Bianchi, C., Cacho-Elizondo, S., Louriero, S., Guibert, N., Proud, W., 2015. Examining the role of wine brand love on brand loyalty: A multi-country comparison. Int. J. Hosp. Manag. 49, 47–55. doi:10.1016/j.ijhm.2015.04.012

Fornell, C., Larcker, D.F., 1981. Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. J. Mark. Res. 18, 382–388. doi:10.2307/3150980

Hibbert, S., Winklhofer, H., Temerak, M.S., 2012. Customers as Resource Integrators: Toward a Model of Customer Learning. J. Serv. Res. 15, 247–261. doi:10.1177/1094670512442805

Hosseini, R., Zainal, A., Sumarjan, N., 2015. The Effects of Service Performance of Hotel Customers on Quality of Experience and Brand Loyalty in Iran. Procedia-Social Behav.

Jacoby, J., Chestnut, R.W., 1978. Brand Loyalty: Measurement and Management.

Khan, B.M., 2009. Consumers and their brands: Deciphering dimensions of loyalty. Int. J. Bus. Insights Transform. 2, 84–93.

Kim, Y.M., 2009. Validation of psychometric research instruments: The case of information science. J. Am. Soc. Inf. Sci. Technol. 60, 1178–1191. doi:10.1002/asi.21066

Moisescu, O., 2006. A Conceptual Analysis of Brand Loyalty As Core Dimension of Brand Equity. … Conf. „Competitiveness Stab. … 1128–1136.

Nambisan, S., Baron, R.A., 2009. Virtual customer environments: Testing a model of voluntary participation in value co-creation activities. J. Prod. Innov. Manag. 26, 388–406. doi:10.1111/j.1540-5885.2009.00667.x

Oliver, R., 1999. Whence Consumer Loyalty? J. Mark. 63, 33–44. doi:10.2307/1252099

Ophof, S., 2013. Motives for customers to engage in co-creation. 2nd IBA Bachelor Thesis Conf.

Paper, C., Of, J., Toulouse, L.M., 2013. Has brand loyalty really declined ? A longitudinal analysis of repeat purchase behavior in the UK and the USA. J. Bus. Res. 425–432.

Prahalad, C.K., Ramaswamy, V., 2004. Co-creation experiences: The next practice in value creation. J. Interact. Mark. doi:10.1002/dir.20015

Tucker, W.T., 1964. The Development of Brand Loyalty. J. Mark. Res. 1, 32–35. doi:10.2307/3150053

Verleye, K., 2015. The co-creation experience from the customer perspective: its measurement and determinants. J. Serv. Manag. 26, 321–342. doi:10.1108/JOSM-09-2014-0254

Windahl, C., Lakemond, N., 2010. Integrated solutions from a service-centered perspective: Applicability and limitations in the capital goods industry. Ind. Mark. Manag. 39, 1278–1290. doi:10.1016/j.indmarman.2010.03.001

Consumers' experiences of spiritual value in healthcare services

Sarah Dodds, Massey University, s.dodds@massey.ac.nz*
Sandy Bulmer, Massey University, s.l.bulmer@massey.ac.nz

Abstract:
Many consumers want to have their spiritual needs met, as well as finding functional and emotional benefits in the products and services they choose. Yet, there is little empirical research on spirituality in consumption, in particular, investigating how consumers experience and co-create spiritual value during the consumption process. This study explores consumer experiences of spiritual value and how consumers co-create spiritual value in a healthcare context using data collected and analysed using qualitative research techniques. Drawing on consumer value and value co-creation frameworks, thematic analysis identified four dimensions of spiritual value co-created during consumption experiences. This study enhances our understanding of consumer spiritual value and provides evidence that people seek to fulfil their spiritual needs in a private healthcare context. Furthermore, this study provides insights into the consumption experience of spiritual value that provides the basis for a future research agenda applicable to healthcare and other service contexts.

Key words: consumer spiritual value, value co-creation, healthcare services

Track: Services Marketing

Introduction and Research Aim

Many consumers are demanding to be considered "as whole human beings with minds, hearts, and spirits, who not only want functional and emotional fulfilment but human spirit fulfilment in the products and services they choose" (Kotler, et al., 2010, p. 4). Therefore, organisations need to reflect on how their activities meet those consumers' spiritual needs, and to understand how consumers experience spirituality in the consumption process. Understanding consumers' spiritual needs has potential implications for organisations, particularly service oriented firms such as those in the healthcare sector, where interactions between the consumer and organisation are paramount and can potentially contribute not only to an individual's overall wellbeing but society's as well (Danaher & Gallan, 2016). While research has addressed particular aspects of spirituality in consumption such as the role that consumption has on a person's spiritual development and expressed spiritual needs (McKee, 2003), spiritual value (Holbrook, 1999), spiritual motivations for consumption (Skousgaard, 2006), and the influence of spirituality on consumer behaviour (Ulvoas-Moal, 2010), there is still relatively little empirical research on spirituality in consumption and on how consumers experience and co-create spiritual value in their consumption (Maclaran et al., 2012). Consumer spiritual value is concerned with how consumers experience spirituality in the consumption process (Holbrook, 1999). Considering consumers as spiritual beings, who value a connection with nature, the world and the universe, and who search for meaning and purpose in the products and services they consume has implications for service delivery.

This aim of this study is:

> *To explore consumer experiences of spiritual value and determine how they co-create spiritual value in a healthcare context.*

In line with this aim we address two research questions:

RQ1: How do consumers experience spiritual value?
RQ2: How do consumers co-create spiritual value?

Background

This research takes the perspective that consumer value is experiential and contextual, and ultimately determined and co-created by the service beneficiary during the consumption experience, epitomising the value-in-context perspective which is embedded in Service Dominant Logic (Chandler and Vargo, 2011). The premise of customer co-creation of value implies that the value created in the consumption process is 'interactional' and 'collaborative' (Vargo & Lusch, 2008, p. 7-8). In the context of healthcare services, in particular the large and growing Complementary and Alternative Medicine (CAM) sector, value is not inherent in whatever the practitioner alone says or does. Rather, the consumer plays a part in co-creating and determining value, before, during and after their solitary or multiple experiences with the practitioner. The concept of value co-creation extends to all facets of consumer value, including spiritual value (Holbrook, 1999), which flow on from interactions and collaboration between practitioners and their clients.

Spirituality has been recognised as an important consideration in consumer behaviour and the consumption experience (Brown, 1999; Holbrook, 1999; Elliot & DeBerry-Spence, 2010; Kotler et al., 2010; Ulvoas-Moal, 2010; Maclaran et al., 2012). Ulvoas-Moal (2010) identified characteristics of spirituality, leading to the definition: "Spirituality is the construction of the meaning of one's life. It appeals to one's ability for transcendence and its objects are the inner self, alterity and the sacred" (p. 918). Ulvoas-Moal's (2010) conceptualisation of spirituality is part of an emerging stream within consumer research that is relevant to this study as it addresses the type of consumption experiences that consumers

are seeking, that are authentic, self-actualising, inner-directed, spiritual and meaningful (Burnett & Hutton, 2007; Kale, 2006).

Method and Analysis

The research employed a two stage exploratory case study research strategy. Stage one involved an in-depth story telling interview and stage two implemented the visual elicitation technique, Zaltman Metaphor Elicitation Technique (ZMET). Sixteen consumers, 12 women and four men, ranging in age from 24 years to 77 years, with lifestyle health issues (such as stress, weight problems, musculoskeletal pain and women's issues) participated in the study. Participants were sought by advertising in six CAM clinics and related businesses and via a snowball recruitment technique.

Data collection and analysis was iterative, enabling flexibility and the ability to respond to emerging themes from both the stage one and stage two interviews (Bassett, 2010). Data analysis involved thematic analysis and a code-recode procedure. The thematic analysis incorporated both the data-driven inductive approach of Boyatzis (1998) and the deductive approach using consumer value and value co-creation theoretical frameworks and literature on spiritual consumption. The interviews were digitally audio-recorded and transcribed. To ensure trustworthiness of the data all transcripts were member-checked.

Results, Discussion and Contributions

Through thematic analysis four spiritual value dimensions were identified from the data set and include: 1) being considered holistically, 2) self-discovery, and gaining meaning and purpose in life, 3) experiencing feelings of peace and balance, and 4) making connections with the 'other' (people, nature, energy, God and/or spiritual force). Our findings contribute to consumption literature on spirituality by providing empirical evidence of the spiritual value dimensions that were experienced in a CAM healthcare service context.

Furthermore, we found that participants co-created spiritual value in collaboration with their practitioners, due to the holistic and interactional nature of the service provision. Our study revealed many instances where participants expressed how spiritual value was experienced, e.g. during 'hands-on' treatment; via the educational nature of the service; by being offered new opportunities for personal growth and self-development; and via the practitioner's 'mind, body and spirit' approach to health and wellbeing. This evidence of co-created spiritual value has important implications for healthcare service practice in terms of service provision.

Our findings on consumer spiritual value support and build on Ulvoas-Moal's (2010) concept of spirituality, in that consumers experience spiritual value as an exploration of the inner self, searching for meaning and discovering the interrelationships of that self and their connection with the 'other'. Our data clearly demonstrates that some consumers want to be considered "as whole human beings with minds, hearts, and spirits" (Kotler et al., 2010). So what? Fundamentally, our research demonstrates the importance of considering a person's spiritual needs as part of healthcare because it can positively contribute to a person's overall health outcomes and quality of life. Given the lack of focus on how services may positively contribute to consumer spiritual wellbeing, future research should be undertaken to determine the dimensions of spiritual value in other healthcare settings. Furthermore, other service consumption contexts, particularly where service provider/consumer interaction and collaboration have the potential to affect wellbeing e.g. in tourism, hospitality and retail, should be investigated to determine if, how and when spiritual value is experienced and co-created.

References

Bassett, R. B. (2010). Iterative, in Mills, A. J., Durepos, G. and Wiebe, E. (eds.)
    Encyclopedia of Case Study Research. Sage, CA.

Boyatzis, R. (1998). *Transforming qualitative information: Thematic analysis and code
    development*, Sage, CA.

Burnett, J. and Hutton, R. B. (2007). New consumers need new brands. *Journal of Product &
    Brand Management*, 16(5), pp. 342-347.

Chandler, J. D., and Vargo, S. L. (2011). Contextualization and value-in-context: How
    context frames exchange. *Marketing Theory*, *11*(1), 35-49.

Danaher, T. S. and Gallan, A. S. (2016). Service research in health care: Positively impacting
    lives. *Journal of Service Research,* 19(4)**,** pp.1-5.

Elliot, E. A. and DeBerry-Spence, B. (2010). Transmodern metaphors and consumer
    spirituality", in Campbell, M. C., Inman, J. and Pieters, R. (eds.) *Advances in
    Consumer Research,* 37.

Holbrook, M. B. (1999). Introduction to consumer value, in Holbrook, M. B. (ed.) *Consumer
    Value: A Framework for Analysis and Research.* Routledge, London.

Kale, S. (2006). Consumer spirituality in marketing. In Craig Lees, M., Davis, T. and
    Gregory, P. (eds.) *Asia-Pacific Advances in Consumer Research, 7,* pp. 108-110.

Kotler, P., Kartajaya, H. and Setiawan, I. (2010). *Marketing 3.0: From products to
    customers to the human spirit,* Wiley, N.J.

Maclaran, P., Belk, R. W., Gould, S., Izberk-Bilgin, E., Kedzior, R., Kozinets, R., Schau, H.
    J., Scott, L., Sherry, J. F. and Arnould, E. (2012). Conversations on the sacred and
    spirituality in consumer behaviour. In Gürhan-Canli, Z., Otnes, C. and Zhu, R. J.
    (eds.) *Advances in Consumer Research,* 40.

McKee, D. (2003). Spirituality and marketing: An overview of the literature. In Giacalone, R.
    A. and Jurkiewicz, C. L. (eds.) *Handbook of Workplace Spirituality and
    Organizational Performance,* ME Sharpe, USA.

Skousgaard, H. (2006). A taxonomy of spiritual motivations for consumption. In Pechmann,
    C. and Price, L. (eds.) *Advances in Consumer Research,* 33.

Ulvoas-Moal, G. (2010) Exploring the influence of spirituality: A new perspective on senior
    consumers' behaviour. In Campbell, M. C., Inman, J. and Pieters, R. (eds.) *Advances
    in Consumer Research,* 37.

Vargo, S. L. and Lusch, R. F. (2008). Service-dominant logic: continuing the evolution",
    Journal of the Academy of Marketing Science, 36(1), pp. 1-10.

Co-creating digital services with vulnerable consumers for marketing impact

Rebekah Russell-Bennett, Queensland University of Technology*
Maria M. Raciti, University of Sunshine Coast

Abstract
Increasing the participation of vulnerable consumers from low socio-economic (LSES) communities has been a policy focus of the Australian government since the Bradley Review in 2008. In education, LSES consumers are often viewed from a deficit-based perspective rather than from a strengths-based perspective—focusing on what they do not have (deficits) rather than leveraging what they have (strengths) to improve outcomes. We challenge this deficit perspective through the use of service design to co-create ideas for digital services that will assist parents to support their children in participating in the tertiary education sector. The data was collected through two qualitative studies involving 35 parents from LSES communities using a service design approach. The data (transcripts and visual images drawn by participants) was analysed using thematic and content analysis. The results show that vulnerable consumer can co-create services given the opportunity however the preferences for services vary across different persona groups.

Keywords: service design, social support, digital

Track: Services Marketing

Introduction
In recent years, the services marketing field has expanded from a commercial focus to transformative research that aims to improve quality of life (Anderson et al., 2013). Against this background, there has also been a strong move towards understanding how digital service innovations can be utilised to provide positive service experiences (Barrett et al., 2015). This research combines both the transformative research and digital service fields to investigate how a digital support service can be co-created with vulnerable consumers. Vulnerability in service is defined as consumers entering a service exchange with some type of disadvantage (Rosenbaum, Seger-Guttman and Giraldo, 2017). Typically, vulnerable consumers are treated as passive recipients, in that they are not regularly engaged by expert-led government and non-profit services and this paternalistic approach results in little recognition of vulnerable consumers innovative power that can be released through the process of co-creation (Anderson et al., 2013; Rosenbaum, Seger-Guttmann and Giraldo, 2017).

The service context of this research was tertiary education—being TAFE, college and university level post-secondary education options—where increasing the participation of vulnerable consumers from low socio-economic (LSES) communities has been a policy focus of the Australia government since the release of the Bradley Review (2008). Consumers from LSES backgrounds are generally comprised of people from culturally and linguistically diverse backgrounds (including refugees and new migrants), people with a disability and Indigenous Australians (Cupitt et al., 2016). People from LSES backgrounds are under-represented at university and research into school-to-university pathways has tended to overlook the influential role of parents (Bennett, 2015). Parents have a significant influence on students' decision to go to university (Gemici et al., 2014; Raciti et al., 2016) and seek support to help students to navigate post-secondary choices. However, there is only cursory research that investigates how best to support these parents despite calls for widening participation programs to involve parent and community capacity-building activities (e.g. Behrendt et al., 2012). In particular, there is no evidence for providing this support at a national level that is both cost-effective and scaleable yet personalised and relevant (digitally). Ergo, this research attends to this widening participation agenda through a transformative services lens. In doing so, we offer novel insights and design for a new practical, digital support solution that extends the current dearth of programs targeted at LSES parents.

In education, LSES consumers are often viewed from a deficit-based perspective rather than from a strengths-based perspective—focusing on what they do not have (deficits) rather than leveraging what they have (strengths) to improve outcomes (Gale and Parker, 2013). This deficit-based account often translates into paternalistic interventions, where a group's liberty or autonomy is constrained or overlooked because the group is viewed as one that needs help, requires protection and/or lacks requisite capabilities to help themselves (Barnett, 2017). Paternalism infers notions of disempowerment and an absence of opportunities for self-determination whereby people have the right to be actively involved in services affecting them (Barnett, 2017; McGoldrick, 1991). The net result is either services that are not designed with the actual needs of these vulnerable consumers in mind or services that are developed are not adopted by the vulnerable consumers due to the absence of mechanisms that engender self-determination. Current thinking in services rejects paternalism, embraces self-determination and promotes a way forward through via co-created initiatives (Rosenbaum, Seger-Guttman and Giraldo, 2017.

To date, there has been little research in the service literature that examines the co-creation of value within a context of vulnerable consumers. This context differs from other service contexts due to low levels of perceived empowerment, institutional and structural factors that deter participation (see Delgado-Gaitan, 1991). Current thinking in services research posits that customers who co-create value effectively receive improved outcomes and increase likelihood of repeat patronage (Sweeney et al., 2015). The co-creation of value is also at the heart of the social services mix (Russell-Bennett et al., 2013) which is an adaptation of the co-created service mix (Vargo et al., 2008) into the transformative service space. So, what then, do vulnerable consumers seek that will motivate them to co-create a service to increase participation in the tertiary sector and how might this support differ across different types of vulnerable consumers? Using Cutrona and Russell's (1990) theoretical framework of social support to understand the preferences of vulnerable parents for digital social support, five dimensions of support were used in this research: informational, instrumental, network, esteem and emotional. Thus, the research question framing this research was: *how do preferences for digital social support differ across vulnerable parent groups?*

Methodology

This research involved service design, which is an interdisciplinary process to solve a problem. Service design is human-centred, co-creative, iterative, evidenced and holistic with an ability to provide solutions and experiences (Patricio and Fisk, 2010). Importantly service design can be harnessed for social impact. In this project, a service design approach was used to generate imaginative, innovative and interesting service strategies to assist parents of disadvantaged students to apply for further study after Year 12. The research involved two qualitative studies across metropolitan, regional and remote locations in four states and 35 parents; the first study involved interviews to identify personas reflecting key psychological motivators and barriers for participating in tertiary education with the second study involving participatory workshops with parents to co-create digital service solutions. Interviews seek to deepen information and understanding, allowing researchers to make sense of the multiple meanings and interpretations of a specific action, occasion, location or cultural practice (Johnson, 2002). The method permits the researcher to delve into the 'hidden perceptions' of their research participants and overcome cognitive bias (Marvasti, 2004). A third stage of validation interviews was conducted to refine the personas and the digital service solutions.

Results, Discussion and Implications

The co-created digital solutions were in the form of drawings of websites or apps and the components of these drawings were content analysed to identify the specific types of digital tool preferred. These tools were then classified using Cutrona and Russell's five types of social support and then mapped against each persona. The research identified four types of vulnerable parents and developed personas for each group based on animal characteristics (Magpie, Emu, Possum and Penguin parents) and for each of these personas there were differences in the digital solutions co-created to provide social support (see Figure 1, Appendix). We have addressed the research question of: how do preferences for digital social support differ across vulnerable parent groups? and identified that vulnerable parents are not a homogenous group with social support varying across the personas. While Magpie parents have no need for networking support, the other parent personas seek this and Possum parents indicated a need for emotional and esteem support to address their fears and increase their confidence. The preferences for social support tools were mocked up into a unique co-created digital portal that represented the social support that would create value for each persona (see Figure 2, Appendix). Overall, this novel research disrupts deficit-based status-quo thinking by engendering self-determination among vulnerable consumers via service co-creation

resulting in an innovative, transformative solution that can enhance participation in tertiary education by people from LSES backgrounds, effectually improving their quality-of-life.

Reference list

Anderson, L., Ostrom, A.L., Corus, C., Fisk, R.P., Gallan, A.S., Giraldo, M., Mende, M., Mulder, M., Rayburn, S.W., Rosenbaum, M.S. and Shirahada, K., 2013. Transformative service research: An agenda for the future. Journal of Business Research, 66(8), pp.1203-1210.

Bennett, A., Naylor, R., Mellor, K., Brett, M., Gore, J., Harvey, A. and Whitty, G., 2015. The critical interventions framework part 2: Equity initiatives in Australian higher education: A review of evidence of impact. Report Prepared for the Australian Government Department of Education and Training. Newcastle, NSW: Centre of Excellence for Equity in Higher Education, University of Newcastle.

Barnett, M.N. 2017. Paternalism Beyond Borders. Cambridge University Press.

Barrett, M., Davidson, E., Prabhu, J. and Vargo, S.L., 2015. Service innovation in the digital age: key contributions and future directions. MIS quarterly, 39(1), pp.135-154.

Behrendt, L., Larkin, S., Griew, R., and Kelly, P. (2012). Review of Higher Education Access and Outcomes for Aboriginal and Torres Strait Islander People: final report. Prepared for Department of Industry, Innovation, Science, Research and Tertiary Education.

Bradley, D., Noonan, P., Nugent, H., & Scales, B. (2008). Review of Australian higher education: Final report. Canberra: Commonwealth of Australia.

Cupitt, C., Costello, D., Raciti, M. and Eagle, L. (2016). *Social Marketing Strategy for Low SES Communities: Position Paper*. National Centre for Student Equity in Higher Education, Perth.

Cutrona, Carolyn E. and Daniel Russell (1990), Type of Social Support and Specific Stress: Towards a theory of optimal matching,'in *Social Support: An Interactional View*, Barbara R. Sarason, et al.,eds. New York, NY: John Wiley & Sons, 319-366.

Gale, T. and Parker, S. 2013, Widening participation in Australia in higher education, Higher Education Funding Council for England; CFE Research, Leicester, England.

Johnson, J.M., 2002. In-depth interviewing *Handbook of interview research: Context and method*, Gubrium JF and Holstein JS (eds.) Sage: Thousand Oaks pp.103-11

Marvasti, A. B. (2004). Qualitative research in sociology. London: Sage Publication

McGoldrick, D (1991). The Human Rights Committee: Practice and Procedures of Law Making at the United Nations, Clarendon Press: Oxford.

Patricio,L. and Fisk, R. (2010) Creating new services in Fisk, R.O., Russell-Bennett,R. and Harris, L.C. Serving Customers, Tilde University Press, Melbourne

Rosenbaum, M. Seger-Guttman, T. and Giraldo, M. (2017) Commentary: Vulnerable consumers in Service Settings, Journal of Services Marketing, Vol 31(4/5)

Delgado-Gaitan, C., 1991. Involving parents in the schools: A process of empowerment. American journal of Education, 100(1), pp.20-46.

Smith, J.G., 2006. Parental involvement in education among low-income families: A case study. School Community Journal, 16(1), p.43.

Sweeney, J. C., Danaher, T. S., and McColl-Kennedy, J. R. (2015), "Customer Effort in Value Cocreation Activities: Improving Quality of Life and Behavioral Intentions of Health Care Customers", Journal of Service Research, Vol. 18, No. 3, pp. 318-335

Russell-Bennett, R., Previte, J., Gallegos, D., Hartel, C.E.J., Smith, G., & Hamilton, R. (2013a). A services approach to social marketing programs. In Rundle-Thiele, S.R., Kubacki, K. (eds.), *Contemporary Issues in Social Marketing.* Cambridge Scholars, London, pp. 41-58
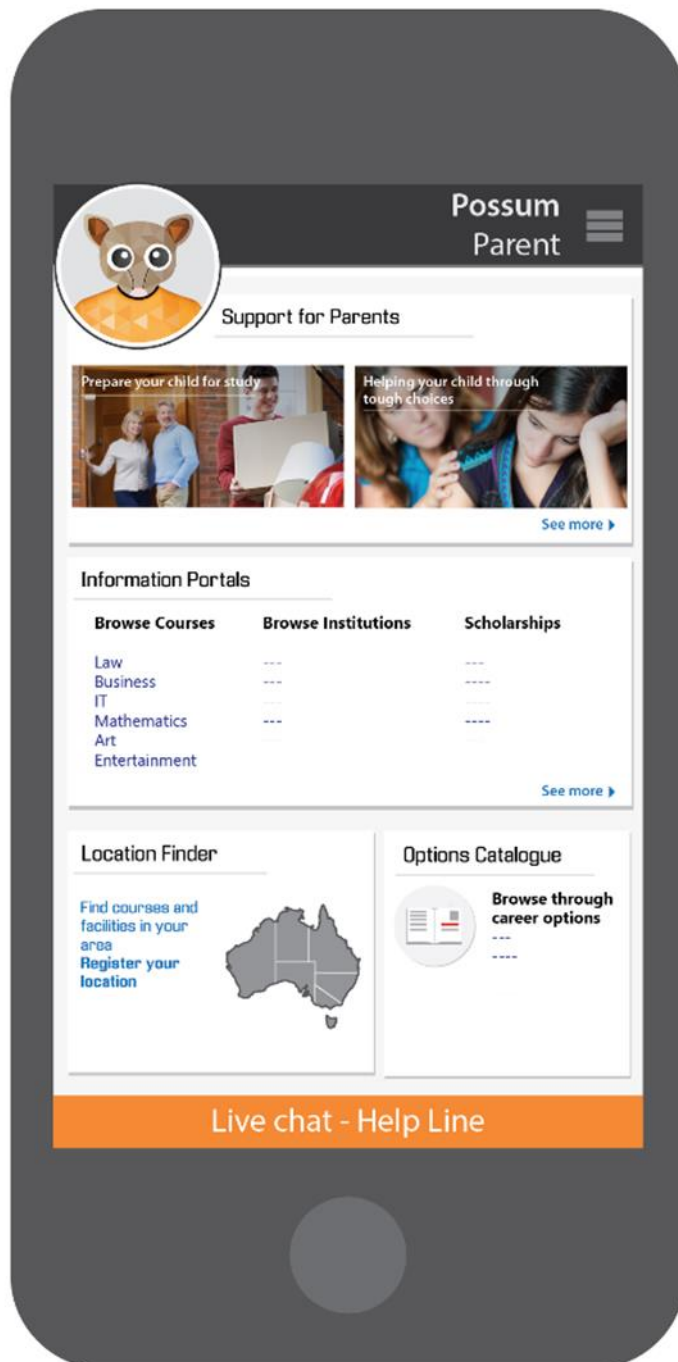
Gemici, S., Bednarz, A., Karmel, T., and Lim, P. (2014a). The Factors Affecting the Educational and Occupational Aspirations of Young Australians. Adelaide: NCVER.

Raciti, M., Eagle, L., and Hay, R., (2016). Social Marketing Strategy for Widening Tertiary Education Participation in Low SES Communities: Survey of Expert Proxies. Sippy Downs, University of the Sunshine Coast.

Vargo, S.L. and Lusch, R.F., 2008. Service-dominant logic: continuing the evolution. Journal of the Academy of marketing Science, 36(1), pp.1-10.

Appendix

Figure 1: Social Support Preferences for Parent Personas

Figure 2 Mockup of Composite Digital Portal for Possum Parents

Employee Empathy and Customer Delight in Services

Tran Ha Minh Quan, University of Economics HoChiMinh City,
*Liem Viet Ngo, UNSW Sydney,
Nguyen Thi Nguyet Que, University of Economics and Law, VNU-HCM,
Mathew Chylinski, UNSW Sydney

Abstract:
This study examines the mechanisms through which employee empathy is related to customer delight in a personal service setting where customers and frontline employees interact to produce and deliver a service. Building on trait-behavior-performance relation, we theorize that there exists indirect relationship between employee empathy and customer delight with the employee and that employee deep acting and perceived service quality would independently and serially mediate the empathy-satisfaction relationship. We will validate our theoretical hypotheses using a dyadic survey data from 154 service interactions between doctors and patients.

Keywords: Employee Empathy, Customer Delight, Health Care

Track: Services Marketing

Introduction and Research Aim

The display of empathy, or the caring and individualized attention employees provide to their customers, is an important prerequisite for successful service encounters (Parasuraman et al., 1988). Empathy is defined as a person's ability to sense another's thoughts, feelings, and experiences, to share the other's emotional experiences, and to react to the observed experiences of another person (Wieseke et al., 2012). The extant literature indicates that the need for empathy from physicians is part of effective treatment. However, given many obstacles that physicians face as they aspire to develop empathy including heavy workloads, depersonalization, emotional exhaustion, and other psychological stressors among physicians, the benefits of empathy is underestimated and to some extent neglected (Greenberg et al., 1999). In addition to empathy, deep acting is an important emotion regulation behavior that is aligned with empathy. Deep acting refers to the employee's attempts to modify felt emotions so that a genuine emotional display follows (Groth et al., 2009).

We draw on the trait-behavior-performance relation to offer insights into the impacts of empathy and deep acting on perceived service quality and customer delight. With respect to employees, the extant literature knows very little about the extent to which empathy may influence the onset of deep acting. With respect to customers, we examine the mechanisms through which empathy and deep acting influence key customer metrics, such as perceived service quality and customer delight. To the best of our knowledge, empirical investigations of the effects of empathy and deep acting on perceived service quality and customer delight are absent.

The aim of this study is:

> To examine the mechanisms through which employee empathy is related to customer delight in a personal service setting where customers and frontline employees interact to produce and deliver a service.

Literature Review and Hypotheses

Research on employee empathy and its correlates in service encounter has received increasing attention (Parasuraman et al., 1988; Wieseke et al., 2012). "The display of empathy, or the caring and individualized attention service employees provide their customers, is an important prerequisite for successful service encounters" (Wieseke et al., 2012, p. 316). Empathy should characterize highly personal service professionals. We argue that employee empathy results in positive emotional display such as deep acting. Deep acting refers to the strategy aimed at changing internal emotional state to fully match both the emotional status and outward expressions with the requirements of the service rules (Grandey, 2003). Prior research indicates that positive emotional expression by frontline employees may have favourable customer outcomes (Ashkanasy et al., 2002). We argue that employees who engage in deep acting consciously work on their feelings so that they can actually feel the emotions they wish to display, thus enhancing their authenticity stimulating customers' beliefs that the employees serving them are truly willing to help (Groth et al., 2009). We focus on customer delight as a key customer outcome. Delighting customers is a highly effective strategy for "win[ning] customers' heart" (Verma, 2003, p. 131), and generating more positive word of mouth and purchase intentions than merely satisfying customers (Finn, 2012). We seek to develop a more comprehensive theoretical framework to delighting customers by incorporating customer delight into our model of employee empathy, employee deep acting, and perceived service quality. We expect a relationship with two levels of serial mediation, such that the effect of employee empathy is transmitted to

customer delight first through employee deep acting and then through perceived service quality. Thus, we hypothesize that:

H1: Employee empathy relates positively to employee deep acting.

H2: Employee deep acting relates positively to perceived service quality.

H3: Employee deep acting mediates the effect of employee empathy on perceived service quality

H4: Perceived service quality mediates the effect of deep acting on customer delight.

H5: Employee deep acting and perceived service quality sequentially mediate the effect of employee empathy on customer delight.

Method and Analysis

Health care is an appropriate context for examining the role of empathy in customer-employee interactions because of the depth and variance of service experiences. Our sampling frame is a master list of doctors, who are the existing customers of a large pharmaceutical company. Dyads of customers (patients) and service employees (doctors) in the sampling frame were surveyed after a patient and a doctor completed a health consultation, diagnosis or treatment. We used the existing scales to measure employee empathy, deep acting, service quality, and customer delight (Wieseke et al., 2012; Groth et al., 2009; Kruml & Geddes, 2000; Gallan et al., 2013; Finn, 2005). We distributed 223 pairs of questionnaires and received 154 (69%). The measures exhibited strong psychometric properties.

Results, Discussion and Contributions

We tested the proposed hypotheses using the bootstrapping bias-corrected confidence interval procedure (Preacher & Hayes, 2008). Results provided support for H1 (b=.28; t=2.90), H2 (b=.55; t=10.61), and H3 (ab=0.15, p < .05; 95% CI [0.0486, 0.2678]). H4 received empirical support (ab=0.24, p < .05; 95% CI [0.1154, 0.3797]). The results also supported H5. Indeed, the indirect effect of employee empathy on customer delight via both deep acting (the first stage mediator) and perceived service quality (the second stage mediator) was significant (ab=0.07, p < .05; 95% CI [0.0186, 0.1473]).

We build on the conventional trait-behavior-performance relation and believe that physician empathy (i.e. personal trait or ability to understand the internal state of another person) and physician deep acting (i.e. an emotion regulation behavior) in the physician-patient interaction is of paramount importance. Our study contributes to the extant literature and practice in several ways. First, this is the first study about the mechanisms through which employee empathy is related to customer delight in a personal service setting where customers and frontline employees interact to produce and deliver a service. Specifically, the study develops a trait-behavior-performance model that illustrates indirect relationship between employee empathy and customer delight and that employee deep acting and perceived service quality independently and serially mediate the empathy-delight relationship. Second, our results contribute significantly to the development of a theoretical basis on the display of empathy and emotion during employee-customer interaction, and the impact they have on perceived service quality and customer delight in the context of health care sector. Third, research has practical significance. While health care managers should design strategies to access and improve all three constructs, special attention may be paid to leverage deep acting and empathy dimensions of health care. Nevertheless, health care managers should concentrate on the improvement of competency and capability of medical employees and establishment of sincere and authentic relationship between patients and employees to achieve patient delight.

References

Ashkanasy, N. M., Härtel, C. E., & Daus, C. S. (2002). Diversity and emotion: The new frontiers in organizational behavior research. *Journal of Management*, *28*(3), 307-338.

Finn, A. (2012). Customer delight distinct construct or zone of nonlinear response to customer satisfaction? *Journal of Service Research, 15*(1), 99-110.

Finn, A. (2005). Reassessing the foundations of customer delight. *Journal of Service Research*, *8*(2), 103-116.

Gallan, A. S., Jarvis, C. B., Brown, S. W., & Bitner, M. J. (2013). Customer positivity and participation in services: an empirical test in a health care context. *Journal of the Academy of Marketing Science*, *41*(3), 338-356.

Grandey, A. A. (2003). When "the show must go on": Surface acting and deep acting as determinants of emotional exhaustion and peer-rated service delivery. *Academy of Management Journal*, *46*(1), 86-96.

Greenberg, L. W., Ochsenschlager, D., O'Donnell, R., Mastruserio, J., & Cohen, G. J. (1999). Communicating bad news: A pediatric department's evaluation of a simulated intervention. *Pediatrics*, *103*(6), 1210-1217.

Groth, M., Hennig-Thurau, T., & Walsh, G. (2009). Customer reactions to emotional labor: The roles of employee acting strategies and customer detection accuracy. *Academy of Management Journal*, *52*(5), 958-974.

Kruml, S. M., & Geddes, D. (2000). Exploring the dimensions of emotional labor: The heart of Hochschild's work. *Management Communication Quarterly*, *14*(1), 8-49.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual. *Journal of Retailing, 64*(1), 12-40.

Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavioral Research Methods, 40*(3), 879-891.

Verma, H. V. (2003). Customer outrage and delight. *Journal of Services Research, 3*(1), 119-133.

Wieseke, J., Geigenmüller, A., & Kraus, F. (2012). On the role of empathy in customer-employee interactions. *Journal of Service Research, 15*(3), 316-331.

Customer Connections Count: Investigating Engagement Beyond the Dyad

Julia A. Fehrer*, The University of Auckland / University of Bayreuth,
j.fehrer@auckland.ac.nz
Herbert Woratschek, University of Bayreuth, h.woratschek@uni-bayreuth.de
Claas Christian Germelmann, University of Bayreuth, c.c.germelmann@uni-bayreuth.de
Roderick J. Brodie, The University of Auckland, r.brodie@auckland.ac.nz

Abstract:
In increasingly dynamic and interactive business environments, the role of 'customer engagement' (CE) in co-creating value is receiving considerable attention from business practitioners and academics alike. An important recent development has been a recognition of the need to shift the focus towards a broader network perspective of engagement. This study extends existing research along two vectors: First, it operationalizes the dynamic nature of the engagement process within a customer-brand dyad and second, it tests the interrelationships with other network actors in a triadic network setting. Our 2x2 experimental design models the cyclical nature of the engagement process based on repeated measures at three points in time, considering the contextual effects of connections with other customers and crowding-in effects based on monetary incentives. We test the dynamic nature of the engagement process and thereby uncover a non-linear pattern of CE and the important role of engagement connectedness with other actors.

Keywords: Engagement connectedness, dynamic processes, social context

Track: Services Marketing

Introduction and Research Aim

Fast growing companies in the global economy are successfully intertwining the customer´s activity of engaging with their economically-oriented marketing strategies. For Amazon, Booking.com, Airbnb, and various other platform ecosystems, CE is essential to assure trust, credibility and the relevance of their services (Parker *et al.*, 2016). Despite the increasing agreement in academe and managerial practice as to the positive effects of engagement in enhanced corporate performance, enhanced competitive market positions (Kumar & Pansari, 2016) and increased potential to shape new markets (Storbacka, Brodie, Böhmann, Maglio, & Nenonen, 2016), the dynamics and mechanisms leading to value for multiple actors within the nomological network of CE are not well understood.

The purpose of this study is to empirically investigate CE in a dynamic network setting, taking customer connections into account. While existing research focused on interactions within dyads, this study investigates the iterative nature within the process of engagement in a triad consisting of customers, the firm and the social context, the customers are embedded in. We take a Service-dominant logic lens (Vargo & Lusch, 2008, 2016), when introducing the network setting of a triad (Chandler & Vargo, 2011). Triads occupy an intermediate or meso-level in network analysis (Chandler & Vargo, 2011; Madhavan, Gnyawali, & He, 2004). The triad is particularly useful to investigate an emerging integrated understanding of engagement, which reflects the interplay of customer engagement disposition, behavior and connectedness (Brodie, Fehrer, Jaakkola, Conduit, & Hollebeek, 2016; Chandler & Lusch, 2015; Kumar & Pansari, 2016). Thus, this study which was conducted in a low hedonic service setting (insurance services) has three research objectives:

(1) To develop an integrated theoretical understanding of dynamics and drivers within the engagement process

(2) To provide empirical evidence of the iterative and dynamic process of engagement disposition and engagement behavior within the relationship between a customer and a brand

(3) To investigate the effect of engagement connectedness within a triadic relationship between a customer, a brand, and other customers

Conceptual Model

Recent conceptualizations elaborate on the social dimension of engagement (Hollebeek, Srivastava, & Chen, 2016; Vivek, Beatty, Dalela, & Morgan, 2014; Vivek, Beatty, & Morgan, 2012; Brodie et al. 2016) and thereby introduce connectedness to the conceptual understanding of engagement. Connectedness is seen as the phenomenon that links a dyadic relation to other relations if interaction between two actors (e.g. the customer and the brand) is affected to some extent by a relationship between one of the actors and a third actor (Vedel, Holma, & Havila, 2016; Yamagishi, Gillmore, & Cook, 1988). Jaakkola and Alexander (2014) for example investigate customer engagement behavior from a multi-stakeholder perspective and propose that CE behavior affects other stakeholders' perceptions, preferences, expectations, or actions toward a firm or its offering. Kumar and Pansari (2016) defined engagement as the "*attitude, behaviour and the level of connectedness*" (p. 6) among customers and other stakeholders (e.g. employees). Chandler and Lusch (2015) built upon Brodie, Hollebeek, Juric, and Ilic (2011) and developed a framework to describe the role of actor engagement in service ecosystems. They comment "because each and every actor experience occurs in a specific time and place *the connections surrounding the experience contribute to the framing of a psychological state or disposition*" (p. 4). Storbacka et al. (2016) drew on Chandler and Lusch (2015) and referred to actor engagement as "both the *disposition of actors to engage, and the activity of engaging* in an interactive process of resource integration *within the institutional context provided by a service ecosystem*" (p. 2).

Reflecting these recent developments, this study adopts an integrative theoretical understanding of customer engagement and focuses on the interplay of three elements central to the conceptual domain of engagement within a service ecosystem; (1) the observable activity of engaging (engagement behavior), (2) the tendency to engage (engagement disposition), (3) extent to which network relationships influence each other (engagement connectedness).

Methodology

We applied a 2x2 before-after, between subjects experimental design with customer engagement behaviour (CEB) as mediator. Before the intervention (t0) we measured customer engagement disposition (CED t0), satisfaction (SAT t0), involvement (INV t0) and loyalty (LOY t0) as potential antecedents of CEB. We manipulated social proof (connections with other customers) and monetary incentives as intervention conditions in t1, and measured three intensity levels of CEB: (1) no CEB, (2) low CEB and (3) high CEB depending on these conditions and on the potential antecedents in t0. After the intervention (t2) we measured CED t2, SAT t2, INV t2 and LOY t2 as potential consequences of CEB. As we were interested in the dynamics of antecedents and consequences of CEB in the process of engaging over time, we analysed our data based on two angles: *(1) model antecedents of CEB (effects t0 → t1)*, which tests CED t0, SAT t0, INV t0 and LOY t0 as predictor variables of CEB and the effects of social proof and monetary incentives on the intensity level of CEB based on a multinomial regression; and *(2) model consequences of CEB (effects t1 → t2)*, which compares participants with high CEB with those with no CEB or low CEB in order to detect differences in terms of their levels of CED t2, SAT t2, INV t2 and LOY t2 based on a one-way ANOVA. Four review microsites (including the four intervention conditions) were produced professionally to track the CEB of randomly selected insurance customers.

Discussion: Implications for Theory and Practice

This research demonstrates, that in a low hedonic service setting customer engagement does not emerge per se in the dyadic interaction between the customer and the brand. For high levels of engagement behavior to occur, incentives and ties to other network actors are essential. Further, we suggest a non-linear relationship of engagement behavior and its antecedents and consequences, that is, engagement behavior has to overcome a certain intensity threshold to unfold its effect.

With regard to the first research objective, we clarify the theoretical understandings of dynamics and drivers within the engagement process. We distinguish between engagement disposition, behavior and connectedness, and measured them separately at different points in time to understand how they are interrelated in the overall process. To the best of our knowledge, this research is the first empirical study measuring these causal interrelationships. Most conceptual engagement research papers suggest that engagement behavior follows an internal engagement disposition (e.g. Brodie et al., 2011; Hollebeek, Glynn, & Brodie, 2014; Vivek et al., 2012). In contrast, our study shows that in a low hedonic service setting, where engagement dispositions are at a relatively low level, the internal engagement disposition followed actual engagement behavior.

Further, with regard to the second research objective, we found that CEB alone is no guarantee of positive customer-firm relationships. If customers do not engage fully, no positive effect on relational variables, such as loyalty, satisfaction or involvement, can be expected. Loyalty was detected as a strong predictor for CEB, but also as a significant consequence of engagement behavior, which supports the iterative nature of engagement within its nomological network. Finally, with regard to our third research objective, our findings highlight the significant effect of connectedness to other actors upon the likelihood

that engagement behaviour will occur. We can show that CEB in low hedonic service settings can be stimulated by social proof with other customers and incentives offered by the insurance brand. Our results show that incentives alone are not strong enough to influence high CEB. Both, incentives and connectedness to other insurance customers are essential to influence high CEB.

This has important implications for managers, particularly for those operating in low hedonic service settings. Low hedonic service settings are associated with low intrinsic interest by the customer in the service and thus with relatively low engagement dispositions. Our study shows that actual engagement behavior can be stimulated even in less exciting service settings and that once engagement behavior has been triggered, an increased engagement disposition, higher satisfaction levels, higher involvement and higher loyalty follow. Most importantly, managers of low hedonic services can drive engagement behavior by facilitating connections between customers, and can compensate for low intrinsic interest by offering rewards for engaged customers.

References

Brodie, R. J., Fehrer, J. A., Jaakkola, E., Conduit, J., & Hollebeek, L. D. (2016). From Customer to Actor Engagement: Exploring a Broadened Conceptual Domain. *45th European Marketing Academy Conference (EMAC), Oslo, Norway*.

Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, *14*(3), 252–271.

Chandler, J. D., & Lusch, R. F. (2015). Service Systems: A Broadened Framework and Research Agenda on Value Propositions, Engagement, and Service Experience. *Journal of Service Research*, *18*(1), 6–22.

Chandler, J. D., & Vargo, S. L. (2011). Contextualization and value-in-context: How context frames exchange. *Marketing Theory*, *11*(1), 35–49.

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*, *28*(2), 149–165.

Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2016). S-D logic–informed customer engagement: Integrative framework, revised fundamental propositions, and application to CRM. *Journal of the Academy of Marketing Science.* Advance online publication.

Jaakkola, E., & Alexander, M. (2014). The Role of Customer Engagement Behavior in Value Co-Creation: A Service System Perspective. *Journal of Service Research*, *17*(3), 247–261.

Kumar, V., & Pansari, A. (2016). Competitive Advantage through Engagement. *Journal of Marketing Research*, *53*(4), 497–514.

Madhavan, R., Gnyawali, D. R., & He, J. (2004). Two's Company, Three's a Crowd? Triads in Cooperative-Competitive Networks. *The Academy of Management Journal*, *47*(6), 918–927.

Storbacka, K., Brodie, R. J., Böhmann, T., Maglio, P. P., & Nenonen, S. (2016). Actor engagement as a microfoundation for value co-creation. *Journal of Business Research*, *69*(8), 3008–3017. https://doi.org/10.1016/j.jbusres.2016.02.034

Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. *Journal of the Academy of Marketing Science*, *36*(1), 1–10.

Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: An extension and update of service-dominant logic. *Journal of the Academy of Marketing Science*, *44*(1), 5–23. https://doi.org/10.1007/s11747-015-0456-3

Vedel, M., Holma, A.-M., & Havila, V. (2016). Conceptualizing inter-organizational triads. *Industrial Marketing Management*, *57*, 139–147. https://doi.org/10.1016/j.indmarman.2016.01.005

Vivek, S. D., Beatty, S. E., Dalela, V., & Morgan, R. M. (2014). A Generalized Multidimensional Scale for Measuring Customer Engagement. *The Journal of Marketing Theory and Practice*, *22*(4), 401–420.

Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *The Journal of Marketing Theory and Practice*, *20*(2), 122–146.

Yamagishi, T., Gillmore, M. R., & Cook, K. S. (1988). Network connections and the distribution of power in exchange networks. *American Journal of Sociology*, *93*(4), 833–851.

Service System Elements, Value Co-Creation and Well-Being

Sandy Fitzgerald*, RMIT University, sandy.fitzgerald@rmit.edu.au
Gauri Laud, University of Tasmania, gauri.laud@utas.edu.au
Mike Reid, RMIT University, mike.reid@rmit.edu.au
Emily Chung, RMIT University, emily.chung@rmit.edu.au
Lisa Farrell, RMIT University, lisa.farrell@rmit.edu.au
Luke Kachersky, Fordham University, kachersky@fordham.edu
Kaleel Rahman, RMIT University, kaleel.rahman@rmit.edu.au
Linda Robinson, RMIT University, lindaj.robinson@rmit.edu.au
Natalya Saldanha, RMIT University, natalya.saldanha@rmit.edu.au

Abstract:
Technology-mediated services are pervasive. While these services have improved our lives and productivity levels, it also has the potential to affect wellbeing. In this research, we consider the role of technology in service systems and discuss the elements that need to be managed in order for value co-creation to be realised and as such, achieve positive consumer outcomes. The elements are interface design, technology integration mechanisms, reputation systems and institutional logic. To the best of knowledge, this study is the first that proposes service system elements that can affect value co-creation efforts, which ultimately have an impact on consumer wellbeing at a collective level.

Keywords: Service system elements, Value co-creation, Wellbeing

Track: Services Marketing

Background, Introduction and Research Aim

Services are pervasive and can affect consumer wellbeing (Anderson et al. 2013). Consumers often lack a degree of control and agency within service contexts and therefore, are quite often at a disadvantage in a service interaction (Anderson et al. 2013). Consider this. As much as technology allows economic actors to exchange resources and the ability to co-create value in service systems (Breidach & Maglio 2016), technology can also cause harm to consumer wellbeing. Technology is firmly integrated into consumer lives. It is this inextricable relationship that individuals have with the use of technology that can harm their mental and physical health (Digital responsibility 2017). We posit that co-created obsession occurs when individual excessively interact with the technology and thus result in a cognitive state that gives rise to intrusive thoughts (i.e., unwelcomed persistent ideas, thoughts, impulses or images) and cause anxiety and distress. Obsessive use of technology will lead to toil on physical health causing vision problems, hearing loss and neck strain (Digital responsibility 2017) and other devastating consequence such as death (McCrum 2015). This is all, a result of consumers' intense interactivity with technology and thus resultant negative effects on consumer wellbeing.

This highlights the need to consider how the role of technology in service systems affects consumers. Service systems are configurations of actors, resources and technology designed to enable value co-creation (Spohrer et al. 2007). Just as value can be co-created in service systems to achieve positive outcomes for consumers, it can also be co-destructed (Plé & Cáceres, 2010) and result in negative consequences. To ensure value is co-created, the health of service systems is dependent on the configuration processes that assist in the resource integration process (Kleinaltenkamp et al. 2012).

While research has looked at how firms interact and exchange resources, mechanisms and processes of how economic actors engage in value co-creation (i.e., Aarikka-Stenroos & Jaakkola 2012; Nätti, Pekkarinen, Hartikka & Holappa, 2014; Breidbach and Maglio 2016), there is a paucity of research on how the technology aspect in service systems (e.g., LeRouge, Garfield & Collins 2007) can lead to co-creation/co-destruction of value which ultimately have an impact on consumer outcomes. Drawing from human computer interaction, information systems, service science and service dominant logic literature, this paper proposes elements of technology aspect in service systems that can influence co-creation efforts and wellbeing.

Service System Elements

The interface design element of technology is a key consideration in computer-human interaction studies as it has an influence on the consumer acceptance and usage behavior of technologies (Liu and Yu 2017). Importantly, the customer interface design has an influence on customers' commitment to co-create value with the technology (Kang 2017) and that design elements contribute to consumers' quality of experience the service technologies (Barakovic & Skorin-Kapov 2017) As such, the design elements is one of the identified elements that might affect consumer wellbeing outcomes. If it is well designed, co-creation of value occurs. If it is poorly designed, it is expected that value will not be realized and worse, co-destruction i.e., consumer intense or lack of interactivity/engagement with the technology may take place.

Value is co-created when resource (i.e., knowledge) and information is exchanged, shared and integrated among actors in service systems. Technology can facilitate this through technology integration mechanisms (TIM). TIM is "the structural institutions and infrastructure that enable a firm to routinely transfer and acquire consistent and high-velocity electronic data from its partner firms within and across its own boundaries via data consistency and cross-functional application integration, or that help the firm to combine its existing organizational information technologies and systems with newly acquired and assimilated information and technology from partner firms in an effective and efficient manner" (Rai, Patnayakumi & Seth, 2006; Tsou & Chen 2012). Examples are business to business technologies and the Internet that offer IT integration solutions among firms. As indicated in the definition, data consistency and cross-functional application integration are two important factors that affect the value co-creation of collective activities that organisations must pay attention to ensure success of the role of technology in service systems.

It is necessary to consider reputation systems (e.g., Jøsang 2007) as an element in the service systems that assess the quality and reliability of information and resources in the online environment. Without reputation systems, it makes it difficult for consumers and organisations to make decisions about which resources can be relied upon and which entities it is safe to interact with. Having a good reputation systems protect all economic actors in service systems to collaborate and exchange resources with confidence.

Technology provides an avenue for economic actors to readily and easily access and integrate resources to realise desired value. For value co-creation to occur, mediated by service technology, an alignment of firm and human practices is required (Thomas et al., 2013). Hence, it is necessary to consider the impact of institutional logic on coordinating resource integration and value co-creation as it gives valuable hints for the design of service systems (Edvardsson et al. 2014). Institutional logic is defined as "a configuration of a set of institutions grounded in norms and rules aiming at achieving a specific desired state in a society or a group, which is aligned because a logic grounded in basic values and accepted among enough actors or actors with enough agency to exist, so that it has as consistency across its normative, regulative and cognitive levels" (Edvardson et al., 2014, pp. 296). Simply put, it means the need for shared practices for participation to exist in service systems. Because of the disruptive nature of technology, it is crucial that service systems have clear and dynamic institutional logic to reduce uncertainties during, or caused by, resource integration.

Conclusion and Future Research
To the best of knowledge, this is the first study that proposes service system elements that can affect value co-creation efforts, which ultimately have an impact on consumer wellbeing at a collective level. So far, we have identified interface design, technology integration mechanisms, reputation systems and institution logic as important configurations to manage in service system that connect internally and externally to other service systems by value propositions. Future research needs to extend this preliminary research by considering other elements that might impact the function of service systems.

Reference List

Aarikka-Stenroos, L & Jaakkola, E 2012, 'Value co-creation in knowledge intensive business services: A dyadic perspective on the join problem solving process', *Industrial Marketing Management,* vol. 41, pp. 15-26.

Anderson, L, Ostrom, AL, Corus, C, Fisk, RP, Gallan, AS, Giraldo, M, Mende, M, Mulder, M, Rayburn, SW, Rosenbaum, MS, Shirahada, K, & Williams, JD 2013, 'Transformative service research: an agenda for the future', *Journal of Business Research*, vol. 66, pp. 1203-1210.

Barakovic, S & Skorin-Kapov, L 2017, 'Modelling the relationship between design/performance factors and perceptual features contributing to quality of experience for mobile web browsing', *Computers in Human Behavior,* vol. 74, pp. 311-329.

Breidbach, CF & Maglio, PP 2016, 'Technology-enabled value co-creation: an empirical analysis of actors, resources and practices', *Industrial Marketing Management*, vol. 56, pp. 73-85.

Digital Responsibility 2017, *Health and technology,* Digital Responsibility, viewed 26 June 2017, <http://www.digitalresponsibility.org/health-and-technology/>.

Edvardsson B, Kleinaltenkamp, M, Tronvoll B, McHugh & Windahl C 2014, 'Institutional logics matter when coordinating resource integration', *Marketing Theory,* vol. 14(3), pp. 291-309.

Jøsang A. (2007) *Trust and Reputation Systems.* In: Aldini A., Gorrieri R. (eds) Foundations of Security Analysis and Design IV. Lecture Notes in Computer Science, vol 4677. Springer, Berlin, Heidelberg

Kang, J 2017, 'Customer interface design for customer co-creation in the social era', *Computers in Human Behavior,* vol. 73, pp. 554-567.

Kleinaltenkamp, M, Brodie, RJ, Frow, P, Hughes, T, Peters, LD & Woratschek, H 2012, 'Resource integration', *Marketing Theory,* vol. 12(2), pp. 201-205.

Liu, N & Yu, R 2017, 'Identifying design feature factors critical to acceptance and usage behavior of smartphones', *Computers in Human Behavior,* vol. 70, pp. 131-142.

LeRouge, C, Garfield, M & Collins, R 2007, 'Configuring technology mediated service encounters: A multi-level model of equifinality for telemedicine work design', *DIGIT 2007 Proceedings*. 10.

Maglio, PP & Spohrer J 2008, 'Fundamentals of service science', *Journal of the Academy of Marketing Science,* vol. 36, pp. 18-20.

McCrum, K 2015, *Tragic teen gamer dies after playing computer for 22 days in a row*, Mirror, viewed 26 June 2017, <http://www.mirror.co.uk/news/world-news/tragic-teen-gamer-dies-after-6373887>.

Nätti, S, Pekkarinen, S, Hartikka, A & Holappa, T, 'The intermediator role in value co-creation within a triadic business service relationship', *Industrial Marketing Management,* vol. 43, pp. 977-984.

Plé, L & Cáceres, RC 2010, 'Not always co-creation: introducing interactional co-destruction of value in service-dominant logic', *Journal of Services Marketing,* vol. 24, no. 6, pp. 430-37

Rai, A, Patnayakuni, R & Seth, N 2006, 'Firm performance impacts of digitally enabled supply chain integration capabilities', *MIS Quarterly,* vol. 30(2), pp. 225-246.

Spohrer, J, Maglio, PP, Bailey, J & Gruhl, D 2007, 'Steps toward a science of service systems', *Computer,* vol. 40(1), pp.71-77.

Thomas TC, Price, LL & Schau, HJ 2013, 'When differences unite: resource dependence in heterogeneous consumption communities', *Journal of Consumer Research,* vol. 39(5), pp. 1010-1033.

Tsou, HT & Chen, JS 2012, 'The influence of interfirm codevelopment competency on e-service innovation,' *Information & Management,* vol. 49(3-4), pp.177-189.

SOCIAL MARKETING

ABSTRACTS

Reducing pet-wildlife interaction: a systematic review

Bo Pang, Social Marketing @ Griffith University, Griffith University
Sharyn Rundle-Thiele, Social Marketing @ Griffith University, Griffith University
Kathy Knox, Social Marketing @ Griffith University, Griffith University
Joy Parkinson, Social Marketing @ Griffith University, Griffith University
Patricia David, Social Marketing @ Griffith University, Griffith University*
Felix Hussenoeder, Social Marketing @ Griffith University, Griffith University

Abstract:
Social marketing remains health centric despite calls to extend application to social, economic and environmental domains. This study, which is one part of a larger formative research study, aimed to identify, review, and collate previous peer reviewed scientific literature reporting the reduction of interactions between wildlife and domestic pets, responding to the call to extend social marketing's boundaries. Following a widely adopted systematic literature review procedure, a total of 16 studies that focus on the interaction between domestic pets and wildlife were identified, reviewed and analysed. The key aim of the literature review was to understand whether any effective solutions and recommendations could be identified to inform social marketing program design and planning. The results indicate that to date, social marketing has not been applied to reduce wildlife and domestic pet interactions. Moreover, existing literature is ecological or zoologically focussed, and the "human" component of domestic pets is overlooked.

Keywords: wildlife, systematic review, domestic pets

Track: Social Marketing

Promoting active school travel: A theoretically-grounded study

Bo Pang*, Social Marketing @ Griffith University, Griffith University
Krzysztof Kubacki, Social Marketing @ Griffith University, Griffith University
Sharyn Rundle-Thiele, Social Marketing @ Griffith University, Griffith University

Abstract:
Numerous interventions have been created to reverse the declining trend of active school travel (AST). However, a lack of formative research, limited translation of formative research into intervention design and a lack of theory use. This study adopts a multi-method, theoretically-grounded formative research approach that follows the SMT-based model to design an AST intervention that is audience centred and theoretically informed. A systematic literature review, two survey studies and a co-design study have been undertaken to evaluate theories and gain actionable insights. Results indicate that social norms are the most influential factor impacting AST. Perceived risk, practicality, combined with the fear of being seen as bad parents by peers were the main barriers preventing parents from allowing their children to walk to school. AST interventions that are capable of delivering empowering and inclusive messages of being active are preferred by parents and thus are highly likely to achieve better effectiveness.

Keywords: active school travel, formative research, theory

Track: Social Marketing

Waste Not Want Not: Reducing Food Waste

Jeawon Kim, Griffith University, jeawon.kim@griffithuni.edu.au
Sharyn Rundle-Thiele, Griffith University, s.rundle-thiele@griffith.edu.au
Kathy Knox, Griffith University, k.knox@griffith.edu.au
Samuel Hodgkins, Griffith University, s.hodgkins@griffith.edu.au

Abstract:
This study summarises an outcome evaluation for *Food Waste (FW)*[3] a social marketing program that was piloted in March 2017. Food Waste aimed to encourage South East Queensland residents to increase food leftover re-use self-efficacy and reduce fruit and vegetable waste. FW consisted of two core components; household packs and a two-week shopping centre display featuring daily cooking demonstrations and a chef-cook off event. A controlled repeated measure design was used to evaluate outcomes. Specifically, a household telephone survey was administered before and after FW. A total of 244 households (Intervention: 91, Control: 153) were included in the outcome analysis. Paired samples t-test results indicated a statistically significant ($p = .039$) increase in leftover-reuse self-efficacy in the intervention group at follow-up ($M = 5.8$, $SD = 0.9$) exceeding baseline ($M = 5.6$, $SD = 0.9$), while no significant differences were observed in the control group. Further, the proportion of respondents reporting throwing hardly any fruit and vegetables out in the target group ($n = 110$) increased by 41 per cent from baseline (44.5%) to 62.6 per cent at follow-up, $p < .001$. No statistically significant change was observed in the control group ($n = 204$): 52.5 per cent pre and 56.9 per cent post ($p = .148$).

Keywords: Food Waste, Outcome Evaluation, Social Marketing

Track: Social Marketing

---

[3] FW is a fictitious name to ensure author anonymity during the review process.

The Role of Self-Construal on Blood Donation

Denni Arli*, Griffith University, d.arli@griffith.edu.au
Sharyn Rundle-Thiele, Griffith University, s.rundle-thiele@griffith.edu.au

Abstract
A recent report indicates that blood supply has fallen to dangerously low levels while blood donation needs are steadily increasing. Hence, there is an ongoing need to explore ways to encourage blood donation. Hence, the purpose of this online experimental study is to investigate the impact of self-construal on individuals' intention to donate blood. The study follows the Hamilton and Biehal (2005) study which was intended to activate individuals' interdependent and independent self-construal. Taken together, the results of two experiments (N=368) indicate that independent self-construal has a stronger causal effect on blood donation. Participants whose independent self-construal were activated were more likely to donate blood than individuals whose interdependent self-construal were activated.

Keywords: Self-construal, Interdependent, Independent

Track: Social Marketing

Utilising Stakeholder Theory for Social Marketing Evaluation

*Sam Hodgkins, Griffith University, s.hodgkins@griffith.edu.au
Sharyn Rundle-Thiele, Griffith University, s.rundle-thiele@griffith.edu.au
Kathy Knox, Griffith University, k.knox@griffith.edu.au
Jeawon Kim, Griffith University, jeawon.kim@griffith.edu.au

Abstract:
Theory use in social marketing is under-reported and evidence indicates that guiding theoretical frameworks and partnerships can enhance behavioural change. This study functions as a process evaluation accompanying the behavioural outcome evaluation of a food waste pilot social marketing program conducted in March 2017. Stakeholder theory is utilised with a mixed methods research approach to gather key insights from volunteers, council members, event staff, and chefs to accompany participant feedback and develop a holistic evaluation of the pilot program and contribute to it's ongoing development. Results indicate stakeholders contribute important and unique partnership insight. This study answers the call to expand social marketing to incorporate a wider environmental approach to behaviour change. More specifically, this study supports the proposition that stakeholder theory can strengthen social marketing efforts, and functions as an exploratory contribution in the application of social marketing to the problem of food waste.
Keywords: Social Marketing, Stakeholder Theory, Food Waste.

Track: Social Marketing

Parents' Technology Engagement and their Child(ren)'s Wellbeing

Yenny Purwati*, RMIT University, yenny.purwati@rmit.edu.au
Kaleel Rahman, RMIT University, kaleel.rahman@rmit.edu.au
Emily Chung, RMIT University, emily.chung@rmit.edu.au
Linda Robinson, RMIT University, lindaj.robinson@rmit.edu.au

Abstract:
This paper proposes a conceptual framework for understanding the effects of parents' consumption behaviour of new media technology on their child(ren) wellbeing. Research on the consequences of using new media technology has been focused heavily on young consumers, yet little attention has been given to parents' consumption of new media technology and the resulting impact on children. Evidence suggests parents' new media technology (over)use can negatively affect their interactions with, and cause harm to the wellbeing of their child. The proposed conceptual framework uses a socio-technological lens to understand the effect of parents' technology engagement on the wellbeing of children and consists of three components within the family system: technology characteristics, individual traits, and family factors. The proposed conceptual framework has implications for social marketers and behaviour change specialists in developing future social marketing campaigns to discourage parents' engagement with new media technology while spending time with their child(ren).

Keywords: New media, Technology engagement, Children wellbeing

Track: Social Marketing

Physical activity behaviours aren't so different after-all

Amy Wilson*
Byron Sharp
Cathy Nguyen
Svetlana Bogomolova
Ehrenberg-Bass Institute, Business School, University of South Australia

*Emails: amy.wilson@marketingscience.info, Byron.sharp@marketingscience.info,
cathy.nguyen@marketingscience.info, svetlana@marketingscience.info*
.

Abstract:

The Negative Binomial Distribution (NBD) is a robust model that describes consumers' purchasing behaviour. This paper seeks to extend this model, applying it to physical activity behaviours. Data was obtained from the 2011-12 Australian National Health Survey. The fit of the NBD model to the data demonstrates that physical activity behaviour is consistent with other consumer purchasing behaviour patterns. The majority of Australian adults are either non or light engagers of physical activity, with very few being heavily engaged. The infrequency of physical activity behaviours may be attributed to low mental availability regarding physical activity, and too much focus on rational factors. This paper broadens the scope of the NBD model to physical activity behaviours. The findings suggest that there should be less focus on rational factors and a greater focus on mass communication as a means of building mental availability for the large proportion of non and light engagers.

Keywords: Physical activity, NBD model, mental availability

Track: Social Marketing

Kid's Tell All: Designing Healthy Eating Campaigns

Stacey Baxter, University of Newcastle, stacey.baxter@newcastle.edu.au*
Jasmina Ilicic, Monash University, jasmina.ilicic@monash.edu
Alicia Kulczynski, University of Newcastle, alicia.kulczynski@newcastle.edu.au
Sonia Vilches-Montero, University of Newcastle, sonia.vilches-montero@newcastle.edu.au
Erica James, University of Newcastle, erica.james@newcastle.edu.au

Abstract:
This study explored children's perceptions of social marketing messages aimed at encouraging healthy eating practices. A focus group was conducted with children six to 10 years of age. Employing a 'for youth, by youth' approach, focus group participants were asked to create new messages, and evaluate existing state and national social marking campaigns. Findings of this research provide initial evidence that children prefer messages that are colourful and provide explicit examples of healthy food alternatives. Further, findings indicate the children process social marketing messages literally, and seek messages that reflect their individual preferences. It is suggested that messages that depict inter-changing healthy food alternatives may be suitable when targeting children's health eating behaviour. Results of this research would be of interest to social marketers seeking to communicate with children.

Keywords: children, health, message

Track: Social Marketing

Trade-Offs Between Medical Adherence and Healthful Self-Management

Rahul Govind, UNSW, r.govind@unsw.edu.au
Charles Ingene, University of Oklahoma, charles.ingene@olemiss.edu
Nitika Garg, UNSW, n.garg@unsw.edu.au

Abstract:
Patients suffering from chronic conditions are assigned a medical plan and advised to self-manage their diet and fitness. Yet studies find nearly two-thirds of high cholesterol patients ignore medical advice that could ameliorate their condition. The medical literature has used Residential location, Economic characteristics, and Demographic traits (RED variables) to identify patients who are less apt to adhere to medical recommendations. To assess compliance with medical, as well as dietary and fitness advice, we employ key variables from the medical literature to assess *trade-offs* that patients may make between medical adherence and their healthful self-management (HSM) of diet and fitness. Using a sample of 4,000 respondents, we find RED variables are equally effective for determining medical compliance and HSM. However, several determinants of medical adherence *poorly* predict HSM. Our findings have important implications for medical and marketing researchers, healthcare practitioners, as well as patients.

Keywords: Healthcare marketing; medical adherence; healthful self-management.

Track: Social Marketing

Active school travel between Australia and UK

Bo Pang*, Griffith University
Samanthika Gallage, University of Nottingham, UK
Francisco Crespo Casado, Australian Catholic University

Abstract:
The aim of this paper is to explore, compare and contrast the supporting and impeding factors for Active School Travel (AST) in the UK and in Australia. Study adopted a qualitative focus group method to collect data from 46 parents who have primary school children in two metropolitan cities in the UK and Australia. Findings suggests that UK and Australian parents are different in terms of personal, social, and family related barriers and facilitators. British parents were influenced by more personal aspects whereas Australian parents were influenced by social aspects. Children play a significant role in the AST decision in the UK. The findings of this study have implications in future AST interventions to better craft what strategies should be incorporated across different countries with prior formative research identifying any cultural differences.

Keywords: active school travel, social marketing, children

Track: Social Marketing

Social Media in Social Marketing Campaigns

Sameer Deshpande, University of Lethbridge, sameer.deshpande@uleth.ca
Krzysztof Kubacki*, Griffith University, k.kubacki@griffith.edu.au
Denni Arli, Griffith University, d.arli@griffith.edu.au
Heini Taiminen, University in Jyväskylä, heini.taiminen@jyu.fi

Abstract
Social marketers are increasingly being challenged to demonstrate the impact of their campaigns with minimal budgets. In response to limited funding and the need to increase engagement with target audiences, recent years have witnessed an increase in the use of social media in social marketing. Therefore this paper reports the first step in a project analysing the use of social media in social marketing campaigns. Our aim was to identify benchmarks that lead to the success of social marketing campaigns using social media. We have created 24 benchmarks to address two types of marketing activities: social marketing and social media. Systematic literature review was undertaken to identify 17 social marketing campaigns utilising social media. While social media benchmarks were central to the campaigns identified in our review, social marketing benchmarks remained critical in influencing the success of social marketing campaigns.

Keywords: social marketing, social media, systematic review

Track: Social Marketing

Innovating energy markets: a hybrid persona/segment approach

Rebekah Russell-Bennett, Queensland University of Technology
Rory Mulcahy, University of Sunshine Coast
Kate Letheren, Queensland University of Technology*
Ryan McAndrew, Queensland University of Technology
Tim Swinton, CitySmart
Neil Horrocks, CitySmart
Reid Ossington, CitySmart

Abstract
Electricity is a basic and essential service for the Australian way of life, but for everyday Australians rising prices impact this way of life. For Australian households, the electricity industry appears to be at a crossroad. Access to instant information that ranges from skewed to exaggerated media has eroded trust. The purpose of this research was to understand how residential electricity consumers make decisions about electricity pricing and develop a new segmentation model for consumers who could be engaged digitally with tariff reform. This research used a mixed-method approach involving 45 household interviews with 118 participants and a national online survey of 1345 key informants from 4000 households. Using a service design technique of personas combined with quantitative analysis, this hybrid approach discovered six unique segments that represent different household decision-making styles to tariff reform and the use of technology solutions to manage electricity.

Keywords: electricity, personas, household decision-making

Track: Social Marketing

Socio ecological exchange model: a co-design study

Haruka Fujihira*, Social Marketing @ Griffith, Griffith University,
haruka.fujihira@griffithuni.edu.au
Joy Parkinson, Social Marketing @ Griffith, Griffith University, j.parkinson@griffith.edu.au
Sharyn Rundle-Thiele, Social Marketing @ Griffith, Griffith University,
s.rundle-thiele@griffith.edu.au

Abstract:
Social marketing has been shifting towards system-thinking. For prolonged occupational sitting, barriers and facilitators exist across multiple levels, namely environmental, organisational, and individual. More consumer-oriented formative research is needed to understand the complexity of behaviour taking an ecological system view to generate solutions. By integrating exchange theory into the socio-ecological model, this study aims to identify barriers and facilitators at each level in order to determine potential approaches that can be employed to reduce occupational sitting. The result of thematic analysis from two co-design sessions with 13 sedentary office workers in Brisbane identified potential strategies that can be delivered to reduce sedentary behaviour. Analysis further revealed technology fatigue which suggests that technology use in interventions needs careful examination. An updated socio-ecological model incorporating technology is presented to provide a framework that social marketers' can use to guide co-design efforts.

Keywords: socio-ecological model, exchange theory, occupational sitting

Track: Social Marketing

Playing serious health games: What matters most?

Afshin Tanoori, University of Tehran
Rebekah Russell-Bennett, Queensland University of Technology*

Abstract

The explosion in health technology is estimated at more than $233B and expected to continue to grow. Despite the availability of these digital tools 25% abandon the app after only one use. The challenge for social marketers seeking to design serious games for health behaviours is to ensure the game creates the appropriate level of customer value to influence the customer based brand equity (CBBE) stages of health behaviour awareness, image, perceived quality and ultimately loyalty. To achieve this goal, we built a serious mobile game for drinking healthy beverages. After a two week period of play, 351 participants from Iran participated in an online survey. So what matters most when playing a serious health game? Extrinsically motivated value dimensions played the most important role in determining whether consumers will drink healthy beverages and the moderating factor that had the most influence was informational support followed by BMI and interest.

Keywords: mobile game, customer value, social support

Track: Social marketing

Path to retail: the local produce journey from producer to consumer

Nicole Richards*, University of South Australia, nicole.richards@marketingscience.info
Larry Lockshin, University of South Australia, larry.lockshin@marketingscience.info
Jonathan Buckley, University of South Australia, jon.buckley@unisa.edu.au
Adam Loch, University of Adelaide, adam.loch@adelaide.edu.au
Svetlana Bogomolova, University of South Australia, svetlana@marketingscience.info

Abstract:
Supermarkets supply over 70% of food consumed in Australian households. This mainstream retail channel lacks a strong presence of locally produced foods, despite many known consumer and industry benefits of local food consumption. Stronger supply and demand could be achieved by uncovering the barriers and motivators of relevant stakeholders to influence behaviour change at all stages of the supply chain. This paper presents initial findings from 50 in-depth expert interviews with Australian producers, retailers and policy-makers. Several under-used paths to plate have been identified as ways to increase the supply of local food, alternative to mainstream retail. Producers can use farm-gate selling, farmers' markets and independent supermarkets to test their product, price and packaging. Restaurants and hospitality can provide an avenue for promoting local products and creating demand by highlighting local food brands and regions.

Keywords: local food, barriers and drivers, supply chain

Track: Social Marketing

Social media mavenism and nutrition

Karen Klassen, Monash University karen.klassen@monash.edu
*Melissa M. Adamski, Monash University melissa.adamski@monash.edu
Linda Brennan, RMIT University linda.brennan@rmit.edu.au
Mike Reid, RMIT University mike.reid@rmit.edu.au
Megan Lim, Burnet Institute megan.lim@burnet.edu.au
Tracy A. McCaffrey, Monash University tracy.mccaffrey@monash.edu
Helen Truby, Monash University helen.truby@monash.edu

Abstract:
Globally, social media (SM) use has reached 2.8 billion users; with limited exploration into how people are using it to communicate about nutrition. The aim was to explore how people enrolled (learners) in a massive online open course (MOOC) report using SM to learn and communicate about nutrition. An exploratory, inductive, qualitative approach was employed using comments from a 3-week online course "Food as Medicine". Learners posted comments on a forum in response to course content. Two major themes were: 1) Teaching: where learners advocated for their beliefs and reference to external SM was used to support this advocacy, often citing perceived experts or trusted experts/sources of information. 2) Sharing: where learners shared health information they found "worth watching" or "interesting" on SM. Findings illustrate that people are using SM to seek information as well as to teach others about the issues. Such mavenism holds promise for social marketers seeking to embed healthy eating habits using online tools.

Keywords: social media mavenism, health, nutrition

Track: Social Marketing

Smokefree Pregnancy Interventions and Non-Smoking Identities

Janet Hoek*, University of Otago, janet.hoek@otago.ac.nz
Mei-Ling Blank, University of Otago, meiling.blank@otago.ac.nz

Abstract:
Smoking during pregnancy presents many risks, yet quitting and remaining smoke-free remains a considerable challenge. Social marketing programmes offering incentives have increased cessation rates among pregnant women who smoke; however, relapse rates remain high. Social practices theory locates relapse within a wider context of social engagement and identity negotiation. We report on a longitudinal study over eight months that involved four women who were each interviewed four times. Following transcript analysis, we identified three typologies within our four cases: reclamation of self; fragile ambivalence, and proud re-definition. One participant retained strong connections to smoking practices and pleasure, and relapsed; two constructed tentative smokefree identities yet relapsed under stress, and one rejected smoking and saw herself as a smokefree ambassador. Extending programmes beyond birth could foster more resilient smokefree practices; involving women in supporting others to quit may also consolidate emerging smokefree identity positions and militate against relapse.

Keywords: smoking in pregnancy; reinforcement; social practices; identity construction

Track: Social Marketing

Trash or Treasure? Responsible consumers' clothing disposal

Nina Bürklin*, Ludwig-Maximilians-University Munich, buerklin@bwl.lmu.de
Claudia E. Henninger, University of Manchester, claudia.henninger@manchester.ac.uk
Daniella Ryding, University of Manchester, daniella.ryding@manchester.ac.uk

Abstract:
While the accelerated pace of clothing consumption has led to a dramatic increase of textile waste, various forms of responsible clothing disposal have emerged in Germany and the UK recently. Consumer interactions which involve *"swapping" or the disposing and receiving of pre-loved clothing simultaneously* have emerged as a new consumption practice. Whereas sustainable purchasing research is well established, studies which examine the act of exchanging pre-loved clothing remain scarce. Thus, the disposal of clothing is still minimally understood and should be studied separately. We therefore explore the motivations and outcomes of swapping clothes; recent consumer actions which have led to significant positive, environmental and/or social impacts. Hence, this research focuses on swapping events in two European countries aiming to explore motives of participation. Using a qualitative, exploratory case study approach with data triangulation, the study finds evidence that environmental and economic motives rather than social aspects dominate reasons for participation.

Keywords: Sustainability, Clothing disposal, Consumer responsibility.

Track: Social Marketing

Changing employer beliefs about employees with disability

Melanie Randle*, University of Wollongong, mrandle@uow.edu.au
Samantha Reis, University of Wollongong, sreis@uow.edu.au
Sara Dolnicar, University of Queensland, s.dolnicar@uq.edu.au

Abstract:
The economic rationale for the National Disability Insurance Scheme (NDIS) rests on the assumption that, with additional supports, people with disability and their carers will be able to enter the paid workforce. However employment rates of people with disability have changed little in recent decades, which has been largely attributed to stereotypes and negative attitudes held by the community and employers. This study uses the Theory of Planned Behaviour as a framework to review the literature regarding employer beliefs about hiring people with disability. This includes current knowledge about employer attitudes, salient social norms and perceived obstacles to employing people with disability. The study identifies research gaps and proposes an agenda for marketing research that would produce the insight required to develop effective social marketing campaigns that work toward greater inclusion of people with disability in the Australian labour force.

Keywords: disability, employment, research agenda

Track: Social Marketing

Critical Discourse Analysis of anti-human trafficking campaigns

* Abi Badejo, Social Marketing @Griffith, Griffith University, a.badejo@griffith.edu.au
Sharyn Rundle-Thiele, Social Marketing @Griffith, Griffith University, s.rundle-thiele@griffith.edu.au

Abstract:
There is limited scholarly research critically analysing human trafficking interventions. Equally, formative social marketing studies situated in the upstream are rare despite repeated calls for social marketers to move upstream. To this end, this study presents a critical discourse analysis of State 'crafted texts'(anti-human trafficking campaigns) to understand the dominant discourses of human trafficking in Nigeria and how the State's representation of human trafficking further promotes existing social inequalities, which reinforce human trafficking. This study found that hegemonic beliefs about human trafficking inform the State's representation of the problem. Specifically, the State's moralising of human trafficking creates the social identity of 'greedy deviant' for trafficked persons, which unintentionally reinforces beliefs that being trafficked may offer financial gain. This social identity further reinforces existing inequalities by discouraging citizen participation in prevention efforts while also stigmatising (shaming) trafficked persons. Furthermore, moralising the problem focuses attention on sex-trafficking at the expense of other more prevalent forms of human trafficking within the country.

Keywords: Human trafficking, critical discourse analysis, upstream social marketing

Track: Social Marketing

Styles of Beef Consumption in China

Jashim Khan, University of Surrey, j.a.khan@surrey.ac.uk
*Sharyn Rundle-Thiele, Griffith University, s.rundle-thiele@griffith.edu.au
Gary Rivers, University of Surrey, G.Rivers@surrey.ac.uk

Abstract:
With rising living standards the consumption of beef in China is increasing in prominence on the world stage. Beef is now regarded as a healthier red meat compared with the ubiquitous and cheaper pork alternative, and affluent consumers consider beef as a premium alternative. This paper aims to explore beef consumption in China and investigates the factors that influence beef consumption. Through ethnographic and systematic analysis of seventeen selected users' postings over a six month period on Meishi and Chinese Food Safety electronic message boards ("netnography"), we discuss the reasons why affluent Chinese consumers buy imported beef products from international grocery shopping malls. We identify the relevant factors and cultural norms behind the emerging styles of beef consumption in China and discuss the influence of income gap, lifestyle liberalisation and food safety factors that are contributing to increased beef consumption in China.

Keywords: Beef consumption, red meat, China.

Track: Social Marketing

SOCIAL MARKETING

FULL PAPERS

Community Carp Virus Concerns: Appraising Recreational Fishers

Mehmet, I. Mehmet Charles Sturt University, mmehmet@csu.edu.au
Nicholas, J. Pawsey Charles Sturt University, npawsey.@csu.edu.au
Tahmid Nayeem, Charles Sturt University tnayeem@csu.edu.au
Steven D'Alessandro, Charles Sturt University sdalessandro@csu.edu.au
Peter Denyer-Simmons, Charles Sturt University psimmons@csu.edu.au

Abstract

Carp now make up more than 90% of the freshwater fish biomass in much of south-east Australia. Whilst a range of different carp control options have been considered biological controls through the use of the Cyprinid herpesvirus 3 has been a particular focus in recent times. The aim of this study is to explore the sentiment of recreational fishers in New South Wales and Victoria in relation to carp, the proposed carp herpes virus and the main recreation activity (fishing) related to the community under focus. Data was collected from Twitter and Facebook, using netnographic techniques and coded using Appraisal. The three main themes which were evident were the carp virus, carp and fishing for carp. The majority of recreational fishers saw a need to eradicate carp, however, also saw them as a fun and viable fishing target and demonstrated a high level of scepticism for the virus.

Keywords: attitudes, carp virus, appraisal

Track: Social Marketing

Introduction

Carp, an introduced species of fish and are a problem in south eastern waterways (Harris & Gehreke 1997). Carp invasion degrades habitat conditions and affects the waterway environment (Vilizzi et al. 2015). Whilst a range of different carp control options have been considered (see Thwaites et al., 2010), biological controls through the use of the Cyprinid herpesvirus 3 (herpes virus) have been a particular focus in recent times (Department of Agriculture and Water 2016). As governments seek to engage the community in helping to address concerns, social media is increasing providing access to natural language text, in the form of comments and posts (Macnarama, 2016).

Many potential stakeholder groups are impacted by carp and the potential use of biological controls to control their numbers. Discussing this issue and understanding the perceptions of water users, farmers, and recreation/fishers is undoubtedly very important if this carp eradication plan goes ahead. For the purpose of this study, we focus on recreational fishers. It has been estimated that over 3.4 million Australians engage in recreational fishing and make a significant contribution to the economy, spending more than $2.0 billion annually (Department of Agriculture, Fisheries and Forestry, 2011). The aim of this study therefore is to explore social media sentiment of recreational fishers in New South Wales and Victoria in relation to carp, the proposed carp herpes virus and the main recreation activity (fishing) related to the community under focus.

Theory

The six key stages of strategic social marketing developed by Andreasen (1995) places listening as the first key stage in the process of developing effect strategy. French and Gordon (2015) further argue that citizen and community insights are fundamental when considering the development of policy and strategy selection. Unfortunately, critics of social marketers have identified a lack of effect listening, reflexive practice and engagement as key factors in poor adoption or effective success of campaigns and initiative (see Gordon, 2011). As suggested by Macnarama (2016) by including a system of digital listening, using natural language texts found in social media, governments will be able to assess specific community insights and develop community aligned policy.

Method

Data was collected from Twitter and Facebook, using netnographic techniques offered by Kozinets (2015). This allowed the determination of specific search term, phrases and keywords relevant to the debate. This method also identified key influence pages driving the debate about the carp virus for those who fish. This method reveal key Twitter hashtags including #carp virus; #carp herpes; #carpagedon, which were used to locate appropriate sentiment items, while in Facebook the key site identified the key site of 'iFish', a prominent fishing show on a major television network in Australia. The data was collected during January and March 2017 using software 'Facepager' and collated and coded manually using appraisal. In all over 500 sentiment items were sourced. Appraisal, a systemic functional linguistic approach developed by Martin and White (2005) and adapted by Whitelaw, Garg and Argamon (2007) assigns texts using emotional, judgemental and appreciative coding techniques. The author's argue that appraisal represents a nuanced and thorough means of extracting sentiment in language and boast a 90.2% accuracy rating (Whitelaw et al., 2007).

Findings

The three main themes which were evident from the appraisal sentiment analysis were the *carp virus*, *carp* and *fishing for carp*. This section will discuss the main findings related to

carp virus, carp, and fishing for carp. It relation to the carp virus the main two sentiment expression, the first related to insecurity people felt towards the virus. The virus was seen as unsafe, potentially damaging to humans and the environment. People were also sceptical that the virus could be contained, making reference to cane toads. The second major negative sentiment theme was the inability of the virus to achieve its intended objective of eradicating carp, or capacity negative. In addition, people initial reaction to the idea of a herpes virus was negative, as was the as well as concerns for cost of the carp clean up. On the positive side, a small 15% percentage of people did express hope for the virus and reacted positively to the objective set by government. The vast majority (93.3%) of the community saw carp as a pest species and one that did not belong in Australian rivers, with more than half analysed reacting negatively to the mention of carp. Nearly 30% making reference to how carp negatively impact on the environment, either by damage to the waterways or their negative impact on native fish stocks.

Finally, we examined sentiment in relation to carp fishing quality. Those in the community have decided to make carp a target species albeit for sport or for the purpose of eradication (through carp musters or carp competitions). The three main themes which arose from the analysis included the joy people felt catching carp (22%) the satisfaction they provide as a sports fish or as a means of eradicating carp (29%). Community members even offered names such as, mud marlin (with marlin being a highly prized sports fish) or European snapper for similar reasons. Over 40% expressed their fondness for catching carp, all together, nearly 99% of sentiment expressed in relation to fishing was positive.

Discussion

The findings indicate a mixture of predominately negative sentiment for the virus and the carp but overwhelming positive sentiment for fishing for them. This interesting mix would suggest that those who partake in recreational fishing may resist carp virus based on the enjoyment they receive from fishing and the satisfaction they get from catching fish, as well as, the negative view they have of the virus and of science. However, several sentiment 'glimmers of hope' with 29% of people catching them for the purpose of removing them from the system, as well as, about 30% of people identifying their negative impact on the environment. This reveals that not only is there is clear understanding in the community of the negative impact they have, but also demonstrates that the fishing community is willing to take action again the introduced species. The study revealed two complementary benefits from the approach (1) it provides a more nuanced understanding than traditional sentiment (2) Sentiment can be traced back to core motivations. The complementary findings stem from how sentiment is conceptualised. Simply, the approach detailed takes into consideration context of the post in relation to context of the study; it segments a post into sentiment items, avoiding excessive neutral findings and allows the coding of posts that have mixed sentiment e.g. "I hate carp (negative sentiment for carp), a solution really needs to be put in place (positive for a solution), I like science (positive sentiment) but I am concerned about a virus (negative sentiment).

Implication for Theory and Practice

We argue that by including social media sentiment analysis and in particular Appraisal into the active listening mix clearer community aligned policy can be developed. This is achieved due to the exploration of natural language text, developed by specific stakeholders on interest in spaces they feel comfortable. This engagement addressed key concerns held by Gordon (2011) and Macnarama (2016).

References

Andreasen (1995) Marketing Social Change: Changing Behaviours to Promote Health, Social Development and the Environment. San Francisco, CA: Jossey-Bass

Argamon, S., Whitelaw, C., Chase, P., Hota, S. R., Garg, N., & Levitan, S. (2007). Stylistic text classification using functional lexical features. Journal of the American Society for Information Science and Technology, 58(6), 802-822.

Department of Agriculture, Fisheries and Forestry (2011-12, December 4).

Department of Agriculture and Water Resources (2016, May 3).

French, J., & Gordon, R. (2015). Strategic social marketing. Sage.

Gehrke, P. C., & Harris, J. H. (2000). Large-scale patterns in species richness and composition of temperate riverine fish communities, south-eastern Australia. Marine and Freshwater Research, 51(2), 165-182.

Gordon, R. (2011). "Critical social marketing: definition, application and domain", Journal of Social Marketing, Vol. 1 Issue: 2, pp.82-99.

Khan, G. F., Swar, B., & Lee, S. K. (2014). Social media risks and benefits: A public sector perspective. Social Science Computer Review, 32(5), 606-627.

Kozinets, R. V. (2015). Netnography. John Wiley & Sons, Inc.

Macnamara, J. (2013). Beyond voice: audience-making and the work and architecture of listening as new media literacies. Continuum, 27(1), 160-175.

Thwaites, L. A., Smith, B. B., Decelis, M., Fleer, D., & Conallin, A. (2010). A novel push trap element to manage carp (Cyprinus carpio L.): a laboratory trial. Marine and Freshwater Research, 61(1), 42-48.

Vilizzi, L., Tarkan, A. S., & Copp, G. H. (2015). Experimental evidence from causal criteria analysis for the effects of common carp Cyprinus carpio on freshwater ecosystems: a global perspective. Reviews in Fisheries Science & Aquaculture, 23(3), 253-290.

Developing a Mobile Game with Social Impact

Brian McCauley, RMIT University Vietnam, brian.mccauley@rmit.edu.vn
Li Ping Thong*, RMIT University Melbourne, liping.thong@rmit.edu.au
Mathews Nkhoma, RMIT University Vietnam, mathews.nkhoma@rmit.edu.vn

Abstract:
This paper documents how academic theory can be used to inform mobile game design for social impact. Green Turtle Hero is a mobile game aimed at teaching Vietnamese youth an anti-littering message. Relevant academic theory is being applied throughout the process of conceptualisation, design, testing, launching and evaluation. This social marketing initiative is designed to create a real world social impact while also informing future research. The success of the game combined with the resultant research outputs will be utilised to apply for funding towards future developments to create a self-sustaining loop of research with social impact.

Keywords: Social Marketing, Serious Gaming, Mobile Gaming

Track: Social Marketing

Introduction and Research Aims

This paper documents how academic knowledge in the present literature is informing the development of a mobile game to create real-world social impact. Green Turtle Hero is a 2D mobile game currently under development aimed at creating an impact on the attitudes of Vietnamese youth towards littering. This runner game builds upon the success of the Green Ribbon Campaign, one of the first campaigns to raise awareness about littering in Vietnam (Parker, Brennan & Nguyen, 2015) through a strategic partnership formed with "Vietnam Clean and Green", a local anti-littering NGO that conducted the campaign. For optimal brand integration, the existing brand assets of Vietnam Clean and Green's 'The Green Turtle Army' were utilised as the principal characters of the game. Social marketing is defined as "the application of marketing principles to enable individual and collective ideas and actions in the pursuit of effective, efficient, equitable, fair and sustained social transformation" (Saunders, Barrington & Sridharan, 2015, p. 165). Social marketing mobile games can create value based on the gaming experience that can result in success for the social marketing cause (Mulcahy, Russell-Bennett & Kuhn, 2014). As such, we envisage Green Turtle Hero as the first step in a long term integrated marketing campaign to realise an impact on the attitudes towards littering for the greater social good.
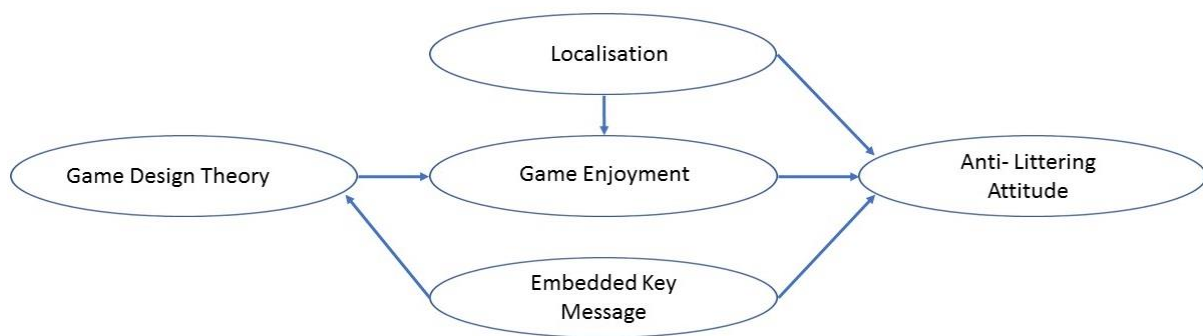
Conceptual Model

Figure 1. Conceptual Model Used for the Design and Development of Green Turtle Hero

For this project, we utilised existing academic theory to optimise and inform the overall development and game design rationale to create value and ultimately social marketing success. The success of our message is centered upon three key components: localisation, game enjoyment and an embedded key message. Localisation is the process of modifying a game to accommodate regional markets (Carlson & Corliss, 2011). In this study, we situated the game levels in 5 identifiable locations of Vietnam: Hanoi, Mekong Delta, Halong Bay, Sapa and Ho Chi Minh City. The success of a game hinges upon the level of enjoyment players experience during gameplay. Factors that drive the enjoyment of mobile games include satisfaction of the needs for competence and relatedness (McCauley, 2014). The need for competence is the need for a balanced challenge. To facilitate players of varying skill levels each of the five levels will feature three choices of game difficulty allowing players to optimise their experience. The need for relatedness is the need for players to relate to others through games. Players will have the choice to share on Facebook and challenge their friends to provide the opportunity for social engagement through playing the game.

Merikivi, Tuunainen and Nguyen (2017) identified design aesthetics, novelty and challenge as the key elements of mobile game design relevant to enjoyment and subsequently continued play. Thus, we have focused on these areas as crucial aspects both of the design process and

the current focus group testing in progress. The success of an advergame to deliver a key message is determined by the message being embedded within the gameplay (Roettl, Waiguny & Terlutter, 2016). To achieve this, we have replaced the traditional scoring of collecting gold coins as in Mario, with points being achieved through the collection of litter in each level. The more litter a player manages to collect during gameplay the higher their final score. To re-enforce our key message, we will embed anti littering slogans combined with imagery of scenic Vietnam or volunteers collecting trash at the completion of each level.

Methodology

For an optimal play experience, it is imperative to assess playability and take a player centered game design approach (González Sánchez, Padilla Zea & Gutiérrez, 2009). For added rigour, this project will use two data collection methods pre-launch. The first data collection will target end-users of the game. A pilot testing will be conducted with the participation of 12 players, who will play-test Green Turtle Hero for a duration of 3 weeks. Players will provide qualitative feedback to specify the overall effectiveness of the game in structured categories that include our design considerations and ultimately determine playability, in a focus group setting. In addition, 6 experts, ranging from game designers, UI/UX designers and academics will play-test the game. Using the established scale for mobile playability heuristics (Korhonen & Koivisto, 2006), the attributes of Green Turtle Hero will be interrogated through the expert's point of view. Combined findings from focus group and expert heuristics evaluation will provide a comprehensive view to inform the final game design. A final iteration will be made based on feedback before the game is released and marketed to the target audience through social marketing methods.

Discussion and Contributions

The beta version of the game has been released for pre-testing and pre-launch focus groups are currently in progress. It is anticipated the final game will be released September 2017. The final game will allow us access to game analytics and data in terms of how players played the game such as level choice, time spent playing and success of players. We will also survey players of the game to measure attitudes towards littering bench marked against a sample of non-players.

Implications for Theory and Practice

This research will establish a benchmark in applying key academic theory to a real-world outcome. A future study will also evaluate the effectiveness of the game in influencing littering attitudes among players and non-players. These measures will inform and serve as a design framework for similar projects in future. The promotion of the game through key opinion leaders and relevant media outlets will provide another opportunity for Vietnamese citizens to be made aware of the anti-littering key message. The game is also planned as a centre piece of Vietnam Clean & Green's upcoming in school anti-littering program. We hope that we can generate media exposure through the game to spark discussion on the subject within the Vietnamese media and social media spheres. Finally, the game will provide a platform to generate future funding to develop larger scale projects to further create significant positive impact for other social causes.

References

Carlson, R., & Corliss, J. (2011). Imagined commodities: Video game localization and mythologies of cultural difference. *Games and Culture*, *6*(1), 61-82.

González Sánchez, J., Padilla Zea, N., & Gutiérrez, F. (2009). From usability to playability: Introduction to player-centred video game development process. *Human centered design*, 65-74.

Korhonen, H., & Koivisto, E. M. (2006, September). Playability heuristics for mobile games. In *Proceedings of the 8th conference on Human-computer interaction with mobile devices and services* (pp. 9-16). ACM.

McCauley, B. (2014). *Intrinsic motivations of mobility, play and enjoyment: the smartphone game experience* (Doctoral dissertation, RMIT University, Melbourne, Australia) Retrieved from RMIT Research Repository.

Merikivi, J., Tuunainen, V., & Nguyen, D. (2017). What makes continued mobile gaming enjoyable? *Computers in Human Behavior*, *68*, 411-421.

Mulcahy, R., Russell-Bennett, R., & Kuhn, K. A. (2014). Balancing entertainment and behaviour value: M-games as a social marketing agent of change. In *Proceedings of the 2014 Australian and New Zealand Marketing Academy Conference: Agents of Change* (p. 627). ANZMAC

Parker, L., Brennan, L., & Nguyen Hong Hai, D. (2015). Social marketing: Cambodia, Indonesia, the Philippines and Vietnam. In Nguyen, B., & Rowley, C. (Eds), *Ethical and social marketing in Asia*. Chandos Publishing.

Roettl, J., Waiguny, M., & Terlutter, R. (2016). The persuasive power of advergames: A content analysis focusing on persuasive mechanisms in advergames. *Australasian Marketing Journal (AMJ)*, *24*(4), 275-287.

Saunders, S. G., Barrington, D. J., & Sridharan, S. (2015). Redefining social marketing: beyond behavioural change. *Journal of Social Marketing*, *5*(2), 160-168.

Factors Influencing Dietary Compliance amongst Australian Diabetics

*Elizabeth Andrews, University of Southern Queensland, elizabeth.andrews@usq.edu.au
Derek Ong Lai Teik, Sunway University, dereko@sunway.edu.my
Jane Summers, University of Southern Queensland, jane.summers@usq.edu.au
Frances Woodside, University of Southern Queensland, frances.woodside@usq.edu.au

Abstract:
Managing the socio-economic burdens associated with the exponential global growth of diabetes diagnosis, poses one of the greatest challenges to modern health systems. Whilst there is no known cure for diabetes, many of the negative health impacts can be successfully minimised through formal therapy, dietary modification and exercise. In particular, dietary modification is considered an important first step and crucial for positive diabetes management and therapy outcomes. Despite this knowledge and extensive support and education provided by the health system, diabetes educators report that many people with diabetes are unable or unwilling to practice recommended dietary modification. This study empirically tests a model of factors that have been shown to play a role in influencing dietary compliance and confirms the importance of self-efficacy in this behaviour. The findings of this study are translated using a social marketing framework into recommendations for diabetes health educators.

Keywords: Social Marketing, Cognitive Factors, Dietary Compliance

Track: Social Marketing

Introduction and Research Aim

The exponential growth of diabetes is a serious threat to individuals, society and the global health system (WHO 2016) and in Australia alone, the total annual cost of diabetes is estimated at $14.6 billion (Diabetes Australia 2017). Currently in Australia, around 1.7 million people are diagnosed with diabetes and is the leading cause of blindness, limb amputation and kidney disease (Diabetes Australia 2017). Whilst there is no known cure for diabetes, precautionary measures such as formal therapy, diet and exercise have been shown to be effective in the control and management of many of the adverse consequences of the disease (Pronk & Remington 2015). Of these measures, dietary modification is considered the most crucial for diabetics to control blood sugar levels, hypertension and weight gain all of which can cause other health issues for diabetics (Basu et al. 2012; Holt & Kumar 2015). In spite of this knowledge and support provided by the health system, many people with diabetes continue to engage in poor dietary practices such as overconsumption of sugary, fatty and processed foods (Alkerwi et al. 2012; Basu et al. 2013).

Although there has been attempts to understand the issues underlying food choice behaviour by those with diabetes there are still many questions which remain unknown. Three main factors have been found to influence dietary compliance: individual cognition; environmental factors; and biological factors (Nam et al. 2011; Schiøtz 2012). Of these, cognitive factors are considered to be the major driving force influencing health behaviours (Bandura 1986; Frewer et al. 1996), though empirical testing of the pattern of relationships between these factors has not been consistently tested and results remain inconclusive (Nam et al. 2011) in terms of prediction. This debate in the literature about the importance of and the role played by individual cognition food related behaviour (Nam et al. 2011; Schiøtz 2012) provides the rationale for further exploration in this study. In addition, as no known previous studies have empirically tested a predictive model of dietary compliance amongst those with diabetes that includes the main cognitive factors proposed by extant literature this study will provide valuable findings for researchers in this field.

The challenges persist for social marketers to understand the motivations that drive food choice behaviour for it is essential for the creation of effective message strategies to generate behavioural change (Luca & Suggs 2013). Therefore, by understanding the factors that influence dietary compliance, this study will not only have impact for those working in the health care sector but will also extend current literature in social marketing in support of health care marketing.

This study hence, aims to investigate the factors influencing dietary compliance amongst people with diabetes and leads to the following research question being proposed:

      RQ: What factors influence dietary compliance amongst people with diabetes?

Conceptual Model

The proposed conceptual model is based on literature drawn from Self-Efficacy Theory (Bandura 1986); Food Risk Perception Theory (Frewer et al. 1996); Food Related Lifestyle Model (Grunert, Brunsø & Bisp 1993) and Social Support Theory (Antonovsky 1974). Attitudes towards health behaviour generally is guided by human cognition constructs such as self-efficacy, risk perception, lifestyle behaviour and the influence of social support groups. This study explores the relationship of these constructs to dietary decision making by people living with diabetes in a predictive model which was not previously tested. This study tested the direct relationships of Self-Efficacy, Food Related Lifestyles, Food Risk Perception and Social

Support Groups Usage towards dietary compliance and the mediation effect of Social Support Groups Usage.

Method and Analysis
Pretesting and pilot testing ensured validity and reliability of the survey instrument. Data was collected via anonymous on-line survey and printed surveys to registrants with two diabetes support organisations (i.e. Diabetes Australia (National) and AH-Diabetes Toowoomba, QLD), with 169 usable sample. Indicator items met all structural equation model criteria, i.e. discriminant validity and reliability (Hayes & Preacher 2014). Significant relationships were found between: - Self-Efficacy with both Dietary Compliance and Social Support Groups Usage and Food Risk Perception and Social Support Groups Usage. In comparison, Food Related Lifestyles, Food Risk Perception and Social Support Groups Usage did not significantly influence Dietary Compliance. Interestingly, Social Support Groups Usage was found to have no significant mediation effect between both Self-Efficacy and Food Risk Perception with Dietary Compliance.

Results, Discussion and Contribution
The results show that Self-Efficacy is a significant predictor of food choice behaviour which aligns with theory and other studies (Bandura 1986; Tovar et al. 2015) and confirms that high levels of self-efficacy promotes positive health behaviour. Both the level of Self-Efficacy and the degree of Food Risk Perception were also found to influence the reliance on Social Support Groups. This finding supports other studies (Antonovsky 1974; Bandura 1986; Frewer et al. 1996) which shows, individuals with lower self-efficacy and those who have doubt about their own food choice judgements are more likely to seek additional support to help them manage their dietary practices. The lack of mediating effect of social support usage was confounding given the support for this relationship in the literature (Antonovsky 1974; Tovar et al. 2015) and in anecdotal conversations with diabetes health educators. The findings could indicate that in some instances family support, peer pressure and/or poor quality physician support have been found to discourage social support usage among people with diabetes (Nam et al. 2011; Schiøtz 2012) may partially explain this result.

Implications for Theory and Practice
Health practitioners and policy makers have long adopted the principles of social marketing to inform the design and delivery of effective communication to stimulate and sustain behavioural change initiatives amongst people with diabetes (Andreasen 2002; Luca & Suggs 2013). Our study confirms that initiatives to educate and support people with diabetes must be based on increasing their sense of self-efficacy and confidence in their ability to understand and make judgements about better food choices. This can be done applying many of the principles of social marketing which have been previously used to change public attitudes towards health behaviour and in disease prevention initiatives such as smoking, sexually transmitted diseases, HIV, diabetes and obesity (Andreasen 2002; Grier & Bryant 2005; Luca & Suggs 2013). Impactful message strategies that emphasise the power that individuals have in effectively managing their diabetes and still maintain a socially active lifestyle within the recommended dietary options are critical. In addition, initiatives that educate social support groups, such as families and friends on ways to provide better support to people with diabetes could also encourage improved social support group usage (Carins & Rundle-Thiele 2014; Grier & Bryant 2005). This study will provide useful and valued information to inform social marketing behavioural change initiatives which can help diabetes support systems to effectively sustain positive dietary modification behaviour amongst those living with diabetes.

References

Andreasen, AR 2002, 'Marketing social marketing in the social change marketplace', *Journal of Public Policy & Marketing*, vol. 21, no. 1, pp. 3-13.

Antonovsky, A 1974, 'Conceptual and methodological problems in the study of resistance resources and stressful life events'.

Alkerwi, A, Sauvageot, N, Nau, A, Lair, ML, Donneau, AF, Albert, A & Guillaume, M 2012, 'Population compliance with dietary recommendations and its determinants: findings from the ORISCAV-LUX study', *British Journal of Nutrition,* vol. 108, pp. 2083-2092.

Bandura, A 1986, 'The explanatory and predictive scope of self-efficacy theory', *Journal of social and clinical psychology*, vol. 4, no. 3, pp. 359-373.

Basu, S, Yoffe, P, Hills, N & Lustig, RH 2013, 'The relationship of sugar to population-level diabetes prevalence: an econometric analysis of repeated cross-sectional data', *PloS one*, vol. 8, no. 2, pp. e57873.

Carins, JE & Rundle-Thiele, SR 2014, 'Eating for the better: A social marketing review (2000–2012)', *Public Health Nutrition*, *17*(07), pp.1628-1639.

Diabetes Australia 2017, *Diabetes in Australia*, viewed 18 April 2017, https://www.diabetesaustralia.com.au/diabetes-in-australia

Frewer, LJ, Howard, C, Hedderley, D & Shepherd, R, 1996, 'What determines trust in information about food-related risks? Underlying psychological constructs', *Risk analysis*, vol. 16, no. 4, pp. 473-486.

Grier, S & Bryant, CA 2005, 'Social marketing in public health', *Annual Review of Public Health*, vol. 26, pp. 319-39.

Grunert, K, Brunsø, K & Bisp, S 1993, 'FRL: Development of a cross-culturally valid instrument for market surveillance'.

Hayes, AF & Preacher, KJ 2014, 'Statistical mediation analysis with a multicategorical independent variable', *British Journal of Mathematical and Statistical Psychology,* vol. 67, pp. 451-470.

Holt, T & Kumar, S 2015, ABC of Diabetes, John Wiley & Sons.

Mayer, KJ & Sparrowe, RT 2013, 'Integrating theories in AMJ articles', *Academy of Management Journal*, vol. 56, no. 4, pp. 917-922.

Lefebvre, RC 2000, 'Theories and models in social marketing', Handbook of marketing and society, pp. 506-18.

Luca, NR & Suggs, LS 2013, 'Theory and model use in social marketing health interventions', *Journal of health communication*, vol. 18, no. 1, pp. 20-40.

Nam, S, Chesla, C, Stotts, NA, Kroon, L & Janson, SL 2011, 'Barriers to diabetes management: patient and provider factors', *Diabetes research and clinical practice*, vol. 93, no. 1, pp. 1-9.

Organization, WH 2016, Global report on diabetes, World Health Organization.

Pronk, NP & Remington, PL 2015, 'Combined diet and physical activity promotion programs for prevention of diabetes: Community Preventive Services Task Force recommendation statement', *Annals of internal medicine*, vol. 163, no. 6, pp. 465-8.

Schiøtz, M, Bøgelund, M, Almdal, T, Jensen, B & Willaing, I 2012, 'Social support and self-management behaviour among patients with Type 2 diabetes', *Diabetic Medicine*, vol. 29, no. 5, pp. 654-61.

Tovar, E, Rayens, MK, Gokun, Y & Clark, M 2015, 'Mediators of adherence among adults with comorbid diabetes and depression: The role of self-efficacy and social support', *Journal of health psychology,* vol. 20, no. 11, pp. 1405-15.

Purchasing energy efficient appliances: knowledge, attitudes, inconvenience

The Ninh Nguyen*, Swinburne University of Technology, theninhnguyen@swin.edu.au
Antonio Lobo, Swinburne University of Technology, alobo@swin.edu.au
Steven Greenland, Charles Darwin University, steven.greenland@cdu.edu.au

Abstract:
In order to reduce global warming and air pollution it is imperative to encourage consumers to purchase energy efficient appliances (EEAs). This study aims to contribute to the evolving literature on pro-environmental purchase behaviour by examining the influences of consumers' knowledge, attitudes and perceived inconvenience on their intention to purchase EEAs. A paper-based survey was used to collect data from 682 Vietnamese consumers who shopped at five specialist appliance stores. The data analysis using structural equation modelling revealed that consumers with greater knowledge of EEAs are inclined to believe that purchases of EEAs are important for environmental protection. They also tend to downplay their beliefs of inconvenience associated with such purchases (i.e. higher price, poor energy rating labels, extra time and effort required). Furthermore, whilst environmental attitude positively influenced purchase intention, perceived inconvenience significantly reduced such intention. Based on the findings, strategies are suggested to enhance purchases of EEAs.

Keywords: Energy efficient appliances, Knowledge, Pro-environmental behaviour

Track: Social Marketing

Introduction and Research Objectives

Encouraging energy efficiency is an urgent imperative for environmental protection, hence understanding consumers' motivations is essential. One important strand of research relating to pro-environmental behaviour and purchase of energy efficient appliances (EEAs) is environmental related knowledge (Ha and Janda, 2012). Such knowledge, representing what consumers know about the ecology, environmental issues and/or certain eco-friendly products, appears to influence their attitudes/beliefs and behaviour (Polonsky et al., 2012). Nevertheless, there is no clear consensus on the relationship between consumers' knowledge, attitudes and pro-environmental behaviour (Pothitou et al., 2016). Furthermore, factors affecting consumer purchases of EEAs have not been fully understood (Tangari and Smith, 2012), and this therefore remains a key research area (Wang et al., 2017).

As majority of the previous research concentrated on developed countries, extant knowledge of eco-friendly behaviour about emerging markets remains somewhat limited (Biswas and Roy, 2015). Notably, developing countries are the key contributor to climate change and air pollution (Hsu, 2016). Moreover, considering their large consumer base, emerging economies are potential markets for environmentally friendly products (Paul et al., 2016). As an illustration, Vietnam with a population of 92 million and rising energy consumption has experienced a doubling of carbon dioxide over the last decade (World Bank, 2017). However, Vietnamese consumers generally have relatively low levels of knowledge about EEAs, and they seem reluctant to go green (de Koning et al., 2015; Nguyen et al., 2017).

Inspired by the above mentioned discussion, the objective of this study is threefold, i.e.: (1) to examine the influence of consumers' knowledge of EEAs on their attitudes, perceived inconvenience and purchase intention; (2) to enrich the literature in emerging markets by focusing on Vietnam; and (3) to develop effective intervention strategies to promote consumer purchases of EEAs.

Conceptual Model

The conceptual model depicted in Figure 1 builds on the critical review of previous studies (e.g. Ha and Janda, 2012; Pagiaslis and Krontalis, 2014; Tanner and Kast, 2003).
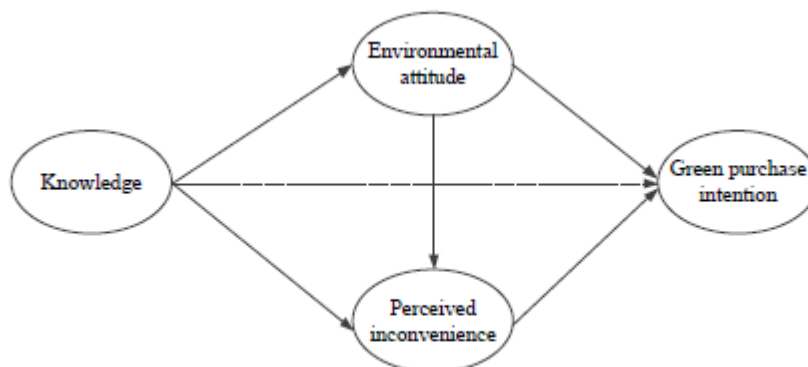

Figure 1. The conceptual model

Specifically, the proposed model associates environmental knowledge directly to green purchase intention and indirectly through consumers' environmental attitudes and perceived inconvenience. Notably, authors the likes of McCarty and Shrum (1994) assert that attitudes towards pro-environmental behaviour should be operationalised as two separate constructs which include environmental attitude and perceived inconvenience. Such operationalisation highlights the potential conflict associated with many pro-environmental behaviours, i.e. long-term societal and environmental benefits versus immediate individual costs.

Methodology
This study used paper-based surveys to collect data from Vietnamese consumers who shopped at five busy specialist electronics and appliances stores in Hanoi and Ho Chi Minh City. The survey instrument was carefully developed, validated and pre-tested prior to data collection. The items used to operationalise the proposed constructs were developed using inputs from exisiting validated scales as well as two consumer focus groups. During the data collection period of four months, 703 survey were collected. In the data screening process, 21 surveys were eliminated as some had missing values and others were identified as outliers. Hence, the final effective sample size was 682. The proportion of women in the sample was 50.7%, and 54.1% of the respondents were aged 39 and below. Furthermore, the marriage incidence was 62.2%. Notably, the majority of the respondents (61.3%) held university degree qualifications.

Results
A confirmatory factor analysis (CFA) was performed to examine the validity of the measurement model. The composite reliability (CR) ranged from 0.812 to 0.842, and the average variance extracted (AVE) ranged from 0.520 to 0.572. Also, the square root of the AVE of each measure was higher than its correlation coefficients with other constructs. Hence, convergent validity and discriminant validity were ensured (Hair et al., 2010).
The hypothetical relationships between the constructs were tested using structural equation modelling (SEM). The fit indices ($\chi2$ (98) = 126.180, p = 0.029; $\chi2/df$ = 1.288; GFI = 0.978; CFI = 0.993; TLI = 0.992; RMSEA = 0.021) suggested a good model fit (Hu and Bentler, 1999).
Knowledge exerted a significant positive influence on environmental attitude (β = 0.471, $p <$ 0.001), and it also had a significant negative influence on individual inconvenience (β = -0.305, $p <$ 0.001). Nevertheless, the relationship between knowledge and purchase intention was not significant (β = 0.075, p = 0.156). Furthermore, there was a significant negative relationship (β = -0.230, $p <$ 0.001) between environmental attitude and perceived inconvenience. Finally, whilst environmental attitude positively affected purchase intention (β = 0.194, $p <$ 0.001), perceived inconvenience negatively influenced such intention (β = -0.341, $p <$ 0.001).

Implications
Intention has been considered as a proximal antecedent to behaviour in social and environmental marketing research (Nguyen et al., 2016; Rundle-Thiele et al., 2015). This study supports and extends prior studies (e.g. Ha and Janda, 2012; Tanner and Kast, 2003) with its finding that attitudinal factors mediate the relationship between environmental related knowledge and green purchase intention. Notably, consumers with relatively greater knowledge of EEAs are more inclined to believe that purchase of EEAs is important for environmental preservation, and they tend to downplay their beliefs of personal inconvenience (i.e. higher price, poor energy rating labels, extra time and effort required) associated with the purchase.
Proactive education and communication programs can certainly increase consumers' knowledge about the importance of purchasing EEAs. Such programs should provide detailed and honest information about EEAs (i.e. how the products reduce carbon dioxide emissions and save natural resources) and energy rating labels. Other strategies should aim at mitigating consumers' perceived inconvenience. In this regard, the government should offer incentives to both suppliers and consumers, which would help to reduce the price of EEAs and other associated costs. Manufacturers and retailers should ensure product availability, effective point of purchase display and staff's communication skills and enthusiasm. Importantly, the

aforementioned interventions should be jointly developed and implemented by key stakeholders such as the government, social-environmental organisations and marketers.

References

Biswas, A., Roy, M., 2015. Green products: an exploratory study on the consumer behaviour in emerging economies of the East. Journal of Cleaner Production 87, 463-468.

de Koning, J.I.J.C., Crul, M.R.M., Wever, R., Brezet, J.C., 2015. Sustainable consumption in Vietnam: an explorative study among the urban middle class. International Journal of Consumer Studies 39 (6), 608-618.

Ha, H.Y., Janda, S., 2012. Predicting consumer intentions to purchase energy-efficient products. Journal of Consumer Marketing 29 (7), 461-469.

Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E., 2010. Multivariate data analysis, 7th ed. Prentice Hall, Upper Saddle River, N.J.

Hsu, A., 2016. Environmental Performance Index. Yale University, New Have, CT.

Hu, L.t., Bentler, P.M., 1999. Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. Structural Equation Modeling: A Multidisciplinary Journal 6 (1), 1-55.

McCarty, J.A., Shrum, L.J., 1994. The recycling of solid wastes: Personal values, value orientations, and attitudes about recycling as antecedents of recycling behavior. Journal of Business Research 30 (1), 53-62.

Nguyen, T.N., Lobo, A., Greenland, S., 2016. Pro-environmental purchase behaviour: The role of consumers' biospheric values. Journal of Retailing and Consumer Services 33, 98-108.

Nguyen, T.N., Lobo, A., Nguyen, B.K., 2017. Young consumers' green purchase behaviour in an emerging market. Journal of Strategic Marketing. DOI: 10.1080/0965254X.2017.1318946.

Pagiaslis, A., Krontalis, A.K., 2014. Green Consumption Behavior Antecedents: Environmental Concern, Knowledge, and Beliefs. Psychology & Marketing 31 (5), 335-348.

Paul, J., Modi, A., Patel, J., 2016. Predicting green product consumption using theory of planned behavior and reasoned action. Journal of Retailing and Consumer Services 29, 123-134.

Polonsky, M.J., Vocino, A., Grau, S.L., Garma, R., Ferdous, A.S., 2012. The impact of general and carbon-related environmental knowledge on attitudes and behaviour of US consumers. Journal of Marketing Management 28 (3/4), 238-263.

Pothitou, M., Hanna, R.F., Chalvatzis, K.J., 2016. Environmental knowledge, pro-environmental behaviour and energy savings in households: An empirical study. Applied Energy 184, 1217-1229.

Tangari, A.H., Smith, R.J., 2012. How the Temporal Framing of Energy Savings Influences Consumer Product Evaluations and Choice. Psychology and Marketing 29 (4), 198-208.

Tanner, C., Kast, S.W., 2003. Promoting sustainable consumption: Determinants of green purchases by Swiss consumers. Psychology & Marketing 20 (10), 883-902.

Rundle-Thiele, S.R., Schuster, L., Dietrich, T., Russell-Bennett, R., Drennan, J., Leo, C., Connor, J., 2015. Maintaining or changing a drinking behavior? GOKA's short-term outcomes. Journal of Business Research 68, 2155-2163.

Wang, Z., Wang, X., Guo, D., 2017. Policy implications of the purchasing intentions towards energy-efficient appliances among China's urban residents: Do subsidies work? Energy Policy 102, 430-439.

World Bank, 2017. Data - Vietnam. http://data.worldbank.org/country/vietnam (accessed 19.05.17).

Families living with childhood diabetes

Rachel Peile*, RMIT University, rachel.peile@rmit.edu.au
Mike Reid, RMIT University, mike.reid@rmit.edu.au
Lisa Farrell, RMIT University, lisa.farrell@rmit.edu.au

Abstract:
Type 1 diabetes is one of the most common chronic childhood conditions and the diagnosis rate is increasing worldwide. The majority of children and adolescents (aged 18 years or under) are not meeting the recommended glycaemic control target and suggestions are that goal setting and family function are important determinants.

This non-preventive health condition is examined through qualitative research employing in-depth interviews with practitioners to understand from their professional perspective the tensions families' experience and how they can strengthen their identity to live well with type 1 diabetes. Family identity acts as the glue that holds families together, particularly in times of crisis. When we better understand the tensions families live with and the demands of a life threatening condition, we are better able to suggest how social marketing can help families through behavioural, lifestyle and government interventions focused on building the family's identity and improving their resilience.

Keywords: Family identity, type 1 diabetes, social marketing, family functioning interventions

Track: Social Marketing

Introduction
Type 1 diabetes is an interesting problem for social marketers and society, as it is one of the most common chronic childhood conditions and the diagnosis rate is increasing worldwide (Cameron and Wherrett 2015). Type 1 diabetes is an autoimmune condition and is not linked to modifiable lifestyle factors. There is no cure and it cannot be prevented (Atkinson *et al.* 2013). Type 1 diabetes imposes enormous public health costs and significantly impacts the individual with the condition and their family's quality of life. It is posited that each family has its own identity and through focusing on this identity, challenges related to type 1 diabetes in the family can be managed and resilience strengthened.

The aim of this study is to investigate the tensions families experience and social marketing interventions for families from a health care practitioner perspective.

This non-preventive health condition is examined to suggest how families can build resilience through focusing on family identity principles and behaviour. Family identity is each family's subjective sense of its own continuity over time, its present situation and its unique character. It is the gestalt of qualities that differentiates it from others (Bennett *et al.* 1988; Bolea 2000; Epp and Price 2008). It shapes how we interact, "family decision making, consumer socialization and person-object relations" (Epp and Price 2008, p. 50) Social marketing seeks to influence people's life styles and their behaviour and government policy for the greater good through both upstream and downstream approaches by using marketing principles, tactics and strategies (Andreasen 2006; Brennan *et al.* 2014). Little has been published offering social marketing interventions focused on family identity when living with type 1 diabetes or other related chronic conditions.

Type 1 Diabetes and family identity
In Australia – there are 118,142 people with type 1 diabetes of which 13,812 are young people under 20 years of age (Diabetes_Australia 2017). Australia has the 6th highest incidence of type 1 diabetes in the world (IDF 2015). The condition is usually diagnosed in children with significant impacts to the family. Successful daily management of type 1 diabetes requires patients and their families to perform a complex range of tasks that include testing their blood glucose levels, count carbohydrates eaten and inject insulin numerous times a day. Without insulin, a person with type 1 diabetes will die. Even though there have been significant advances in technology, 73% of children and adolescents (aged 18 years or under) in Australia are still not meeting the recommended target for glycaemic control (Phelan *et al.* 2017).

Based on the Hvidoere International Study Group, a unique collaboration of 26 paediatric diabetes centres from 23 countries, Cameron and Wherrett (2015) assert that the two strongest determinants of metabolic outcomes are goal setting and family function. A review of 70 interventions of families with chronic illness recommended incorporating family system constructs and expanding interventions to address family roles and relationships (Knafl et al. 2016).

"Our families provide the glue that connects the parts of our lives for better and for worse" (Olson *et al.* 2012, p. 1). Resilience is the ability to withstand and rebound from crisis and prolonged adversity (Walsh 2016). We are asserting the importance of focusing on family identity to build resilience when a child has type 1 diabetes to help all family members live well.

Methodology
Semi-structured interviews were used to examine the interaction and tensions within families living with type 1 diabetes observed from a practitioners' perspective (Denzin & Lincoln 2011; Rice & Ezzy 1999). Practitioners deal with families across a spectrum of type 1 diabetes stages. The interviews focused primarily on the tensions that families experience living with type 1 diabetes, behaviour change suggestions and policy interventions to support families. A cross section of practitioners from type 1 diabetes medical specialists and allied health specialists across seven hospitals, advocacy bodies and government representatives were interviewed. Twenty-four interviews were conducted at which point theoretical saturation was reached with no new data or themes emerging from the interviews (Quinlan 2011). Practitioners were interviewed in the course of their work, no incentives were offered and participation was entirely voluntary. Bias was reduced through the substantial number of interviews and triangulation of the data across different roles.

Results and Discussion
Health practitioners identified an exhaustive list of tensions that families faced. Some tensions were anger, anxiety, confusion, fear, grief, guilt, hope, information overload, marriage difficulties, relentlessness of the tasks required to manage the condition, increased roles, school issues, the stigma of type 1 diabetes, technology and tiredness, because they are checking their child's blood glucose levels every night. As one medical specialist reflected: *"It's like the fear of cot death that never goes away"*.

Practitioners noted that there were key behaviours that characterised families who were successful in managing Type 1 diabetes. These families were assertive about their needs, sent their children to diabetes camps, had positive relationships with their health care team and knowledge empowered the family. Behaviours to be encouraged focused on being organised, involved in peer support, either in person or online, and having strong routines to support the type 1 diabetes care requirements. Overall, successful families understood that living with type 1 diabetes is a journey with "different stages and ages". Families who were less "successful" were characterised by disorder and no routines. One patient advocate noted about families that were doing well:
"They don't allow the condition to limit their childhoods and define them".

Our results identified key themes that differentiated "successful" families from those who were having difficulties meeting their health targets. Mindset was important and having a motivating goal to look after their health, as well as strong routines as "diabetes loves a routine". It was noted that these families viewed living with type 1 diabetes as a journey rather than a burden – they had integrated type 1 diabetes into their family identity. Policy suggestions were focused on more investment in healthcare by the government, Healthcare card for life to reduce the financial burden and more support for mental health as this is a key issue for families living with a child with type 1 diabetes.

In summary, when we better understand how families cope with the tensions and demands of type 1 diabetes, we are better able to target family and government interventions using social marketing with greater impact. We need to move families from lives of chaos and fear and give them interventions that build resilience. Families need to integrate type 1 diabetes into their family identity to improve the levels of care and help them live well.

References

Andreasen, AR 2006, *Social marketing in the 21st century*, SAGE Publications, Thousand Oaks, Calif.

Atkinson, MA, Eisenbarth, GS & Michels, AW 2013, 'Type 1 diabetes', *The Lancet*, vol. 383, no. 9911, pp. 69-82.

Bennett, LA, Wolin, SJ & McAvity, KJ 1988, 'Family identity, ritual, and myth: A cultural perspective on life cycle transitions', *Family transitions: Continuity and change over the life cycle*, pp. 211-34.

Bolea, PS 2000, 'Talking about identity: Individual, family, and intergenerational issues', *Becoming a family: Parents' stories and their implications for practice, policy, and research*, pp. 39-73.

Brennan, LLa, Binney, , arker, , leti, , guyen, D guy n, n , *Social marketing and behaviour change : models, theory and applications*, Edward Elgar Publishing Limited, Cheltenham

Cheltenham, UK ; Northampton, MA, USA.

Cameron, F & Wherrett, D 2015, 'Care of diabetes in children and adolescents: controversies, changes, and consensus', *The Lancet*, vol. 385, no. 9982, pp. 2096-106.

Diabetes_Australia 2017, *NDSS Type 1 Diabetes Snapshop as at 31 March 2017*, Diabetes Australia, <https://www.ndss.com.au/data-snapshots>.

Epp, AM & Price, LL 2008, 'Family Identity: A Framework of Identity Interplay in Consumption Practices', *Journal of Consumer Research*, vol. 35, no. 1, pp. 50-70.

IDF 2015, *International Diabetes Foundation data*, <http://www.idf.org/worlddiabetesday/toolkit/gp/facts-figures>.

Olson, LN, Baiocchi-Wagner, EA, Kratzer, JMW & Symonds LeBlanc, SE 2012, *The Dark side of family communication*, Polity Press, Cambridge, England, Malden, MA, Cambridge.

Phelan, H, Clapin, H, Bruns, L, Cameron, F, Cotterill, A, Couper, J, Davis, E, Donaghue, K, Jefferies, C & King, B 2017, 'The Australasian Diabetes Data Network: first national audit of children and adolescents with type 1 diabetes', *The Medical journal of Australia*, vol. 206, no. 3, p. 121.

Quinlan, Ca 2011, *Business research methods*, Cengage Learning EMEA.

Walsh, F 2016, 'Family resilience: a developmental systems framework', *European Journal of Developmental Psychology*, vol. 13, no. 3, pp. 313-24.

Improving Volunteer Longevity through Internal Marketing

Emily Webster*, Charles Sturt University, emwebster@csu.edu.au
Felicity Small, Charles Sturt University, fsmall@csu.edu.au

Abstract
From 2010 to 2015 Australia has seen a decline in volunteer rates, despite evidence suggesting the importance of volunteers in community programs and emergency services. The purpose of this paper is to understand how motivations to volunteer and desired job design, change over time and can impact their intention to stay. Regression analysis on the data collected (n=299) from the NSW State Emergency Services (SES) was used to examine the hypotheses. The significant variables found in this study were internal social motivations and esteem and for job design, integration and flexibility. The implications for the findings suggest that organisations trying to retain long term volunteers needed to increase internal processes and create communication strategies that are inclusive.

Keywords: volunteer longevity, motivations, job design

Track: Social Marketing

Introduction and Research Aim
From 2015 to 2010 volunteer rates as a whole dropped from 36% to 31% (Australian Bureau of Statistics, 2015). This follows a trend from 2006 to 2010, where volunteer rates were dropping for specific age groups, such as 18-24 (Australian Bureau of Statistics, 2011). Given the continuing decline in the number of active volunteers; how can organisations keep their volunteers?

While this is a broad and complex issue, this research has focused on examining the role volunteer motivations and their intention to stay with an organisation. In particular, a conceptual model was designed and tested based on the Volunteer Function Inventory (VFI), as identified by Willems et al. (2012), and Institutional Capacity (IC) inventory developed by Hong and Morrow-Howell (2013). In our model, it is hypothesised that volunteers' motivations will evolve over the time and that this will result in a desire to change components of the volunteers' role. Previous studies have shown that time spent with an organisation can change volunteers motivations and desired job design characteristics (Cnaan & Goldberg-Glen, 1991; Hong & Morrow-Howell, 2013). This requires volunteer roles to evolve and change as their involvement with the organisation increases (Shye, 2010). The volunteers that perceive they are gaining relevant benefit from a program, or a program that is evolving with their changing needs, are more likely to stay as volunteers (Studer, 2016).

The aim of this study is *to understand how the elements of job design and personal motivations change with length of service.* The specific research question is: How do personal motivations and job design characteristics change with length of service?

Methodology
After a pilot, and using existing scales identified above, an online survey was used to collect data from State Emergency Service (SES) volunteers in NSW. A total of 299 completed surveys were returned. Case wise deletion was used in the analysis to maximise the accuracy of the data, as relationships were being measured between variables. Data were analysed using regression.

Results and Discussion
Regression analysis was performed to test whether a significant relationship existed between job design (p=.000), motivations (p=.010) and length of service. Flexibility (p=.000) and integration (p=.000) were the two job design variables that were shown to be significant, with integration increasing with length of service (β=1.647) and flexibility decreasing with length of service (β=-1.231). For motivations, the internal social motive (p=.003) grew stronger with length of service (β=1.202) and esteem (p=.015) was shown to have a significant, but negative relationship (β=-1.401). The two positive factors on length of service, integration (β=1.647) and internal social (β=1.202), both identify how increased involvement results in increased dependence on the organisation. This means that as volunteers spend more time with an organisation they begin to feel a sense of ownership over their role/station/team (Grube & Piliavin, 2000; Mykletun & Himanen, 2016). This in turn implies that they will also want to be involved in decisions regarding their role/station/team and socially more involved with the people within that team (Hong & Morrow-Howell, 2013).

Internal social motive leverages existing social networks and the development of new social networks within the organisation (Willems & Walk, 2013). Thus, integration can be a key action taken by organisation to improve relations with volunteers and assimilate them into the organisation. For example, integration can be as simple as providing opportunities for

volunteers to work in a group (Hong & Morrow-Howell, 2013). Both factors work together in creating a sustained involvement in the organisation.

The esteem motive had a negative relationship with length of service. This implies that as volunteers spend more time with an organisation they become more interested in the role itself. The negative relationship of flexibility to length of service implies that longer serving volunteers have established volunteer routines, besides new volunteers may desire some "wriggle room" to plan around the volunteer role. These factors appear to be important for new volunteers over long service volunteers.

Implications and Conclusion
The results of this study have implications for organisations' internal marketing strategies. Two areas to be addresses are volunteer socialisation and integration. With regards to the internal marketing strategies these areas can fall into three categories: internal process, communication channels and physical evidence.

The process can refer to the way in which volunteers learn or become integrated into the organisation, such as looking at how new policies are introduced and the consulting processes of these policies (Rafiq & Ahmed, 1993). Organisations should have opportunities for volunteers to move up the 'ladder', this could mean involvement on some form of committee or in a supervisory position, but also providing greater autonomy in their role may increase their desire to continue volunteering (Stukas, Snyder, & Clary, 2016).

Previous studies, have shown that communication channels can be used to motivate volunteers and engage them in the organisation (Mykletun & Himanen, 2016). For this project, the findings suggest that involving volunteers in decision making provides them with opportunities to expand their networks and create more personal connections. Providing opportunities for team meetings also involve them in the immediate decisions of their organisation.

Providing quality training and equipment is essential as well as clear physical evidence of integrating volunteers into an organisation. For emergency service volunteers, their equipment is key to carrying out their work; quality tools and effective team training may mean life or death.

Volunteer socialisation is an important factor for assimilating new volunteers into an organisation (Stukas et al., 2016). This is shown by the evolution of the esteem motive, decreasing in importance with length of service. The esteem motive concerns volunteer's desire for recognition and fulfilling their own personal goals, rather than volunteering simply for volunteering's sake. This motive, coupled with the importance of flexibility, indicate that while volunteers are motived by a personal goal, they also need to fit this goal into their other activities. These early volunteers would benefit from mentoring and supervision from long standing volunteers, along with flexibility in their commitment. Overall, new volunteers have different needs to that of long standing volunteers. The core differences are the evolution of volunteer socialisation; volunteering for the sake of volunteering, accompanied by a sense of commitment to the people they work with, both other volunteers and stakeholders (Stukas et al., 2016).

References

Australian Bureau of Statistics. (2011). Voluntary work, Australia, 2010 Retrieved March 27, 2014, from http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/4441.0Main+Features12010?OpenDocument

Australian Bureau of Statistics. (2015). *General Social Survey: Summary Results, Australia: Volunteering*. Retrieved from http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/4159.0Main%20Features152014?opendocument&tabname=Summary&prodno=4159.0&issue=2014&num=&view=.

Cnaan, R., & Goldberg-Glen, R. S. (1991). Measuring motivation to volunteer in human services. *The journal of applied behavioral science, 27*(3), 269-284. doi: 10.1177/0021886391273003

Grube, J. A., & Piliavin, J. A. (2000). Role identity, organizational experiences, and volunteer performance. *Personality and Social Psychology Bulletin, 26*(9), 1108-1119. doi: 10.1177/01461672002611007

Hong, S., & Morrow-Howell, N. (2013). Increasing older adults' benefits from institutional capacity of volunteer programs. *Social Work Research, 37*(2), 99-108. doi: 10.1093/swr/svs028

Mykletun, R. J., & Himanen, K. (2016). Volunteers at biking race events: Antecedents of commitment and intention to remain volunteering at future events. *Sport, Business and Management: An International Journal, 6*(3), 246-273. doi: 10.1108/SBM-12-2014-0051

Rafiq, M., & Ahmed, P. K. (1993). The scope of internal marketing: defining the boundary between marketing and human resource management. *Journal of Marketing Management, 9*(3), 219-232. doi: 10.1080/0267257X.1993.9964234

Shye, S. (2010). The motivation to volunteer: a systemic quality of life theory. *Social Indicators Research, 98*(2), 183-200. doi: 10.1007/s11205-009-9545-3

Studer, S. (2016). Volunteer management: Responding to the uniqueness of volunteers. *Nonprofit and Voluntary Sector Quarterly, 45*(4), 688-714. doi: 10.1177/0899764015597786

Stukas, A., Snyder, M., & Clary, G. (2016). Understanding and encouraging volunteerism and community involvement. *The Journal of Social Psychology, 156*(3), 243-255. doi: 10.1080/00224545.2016.1153328

Willems, J., Huybrechts, G., Jegers, M., Vantilborgh, T., Bidee , J., & Pepermans, R. (2012). Volunteer decisions (not) to leave: Reasons to quit versus functional motives to stay. *Human Relations, 65*(7), 883-900. doi: 10.1177/0018726712442554

Willems, J., & Walk, M. (2013). Assigning volunteer tasks: the relation between task preferences and functional motives of youth volunteers. *Children and Youth Services Review, 35*(6), 1030-1040. doi: 10.1016/j.childyouth.2013.03.010

Farmer segmentation: transfer of knowledge in extension

Rachel Hay, James Cook University, rachel.hay@jcu.edu.au
Lynne Eagle, James Cook University, lynne.eagle@jcu.edu.au
David Low, James Cook University, david.low@jcu.edu.au

Abstract

Food production requires careful consideration of farming practices and may carry unintended consequences such as nutrient and sediment loss from farm land (McGuire, Morton, Arbuckle, & Cast, 2015). At an extension (intermediaries between research and farmers) level it is important that farmers are supported in best practice to prevent such losses. However, this is made difficult because of different farmer typologies. Responses to a survey of cane growers in Queensland demonstrate the influence that segmentation and extension has on cane growing businesses and the flow on effect that it has on society. Marketers whose aim is to create change amongst farmers would benefit by including farmer specific typology/segmentation in their marketing efforts.

Keywords: segmentation, typology, extension, knowledge transfer

Track: Social Marketing

Introduction and Research Aim

Producer profiling has been used to implement natural resource management for some time and several 'typologies' or classification systems currently exist (see Emtage, Herbohn, & Harrison, 2006). Emtage, Herbohn, & Harrison, (2007) used personality types to tailor conservation programs to specific needs and communication strategies. In conservation behaviour, typology has been used to identify target markets such as traditional farmers, supplementary farmers, business-oriented farmers and non-operator owners (Daloğlu, Nassauer, Riolo, & Scavia, 2014). When making decisions about water management, farmer typology was applied to extension activities (Schwarz, McRae-Williams, & Park, 2009). There is much debate over whether to apply relatively simple measures to many types of farmers or to give priority to measures that are more targeted (Van Herzele et al., 2013).

While serveral personality styles have been identified (Bohnet, Roberts, Harding, & Haug, 2011; Van Herzele et al., 2013). Space prevents a discussion on all available models, and as such this paper focuses on Shrapnel and Davie and Prevett, et al., (1995) as the models are a good fit for the topic of knowledge transfer. . Shrapnel and Davie (2001) when measuring risk identified five personality styles (vigilant, conscientious, solitary, serious, and sensitive) unique to farmers (pp. 169-170). A further three key ingredients identified in 1995 by the Ecologically Sustainable Development Working Group on Agriculture are that "the farmer must want to change", that "they must know how to change" and that "they must have the necessary material to change" (Prevett, Murphy, & Smithyman, 1995). This indicates that different strategies will be needed with each category of farmer, to achieve any form of engagement with the key issues, let alone sustained behaviour change. Other typologies have been developed in other countries such as the USA (McGuire et al., 2015) and Scotland (Barnes, Willock, Toma, & Hall, 2011; Sutherland, Barnes, McCrum, Blackstock, & Toma, 2011) but may not be directly applicable here. We are unable to locate any typology for cane growers specifically. Emtage et al., (2006, p. 79), suggests that typologies may be a way of avoiding a one size fits all approach. Using typology in conjunction with an intimate level of knowledge about the land holder, as often held by extension officers, is one solution to successful engagement and in turn behaviour change. The results of a survey of cane growers will be used to highlight links between Shrapnel and Davie's (2001) personality styles and cane farmer's preference for knowledge transfer. It demonstrates that farmers have the key ingredients for behaviour change identified in 1995 by the Ecologically Sustainable Development Working Group on Agriculture.

The aim is:
To demonstrate an understanding of how segmentation (typology) and extension influence behaviour change in cane farming.

Methodology

A survey containing 41 questions was delivered face to face to 248 cane farmers in the Wet Tropics of Queensland, Australia. The survey was developed to evaluate how water quality programmes are marketed to land managers and used themes identified from a literature review related to Social Marketing and from literature focussed on agriculturally relevant behaviours to do with water quality (Churchill, Farr, Eagle, & Hay, 2017; Eagle, Hay, & Farr, 2016). The survey also considered the Theory of Planned Behaviour (Ajzen, 1991 where variables found to be significant in an agricultural context were included. The responses contained in this paper are drawn from both closed and open ended responses about extension activities from cane farmers.

Results and Discussion

Shrapnel and Davie (2001) clearly state that farmers have personality styles that set them apart from city people, *"they are special breed"* (p. 177). Each of the personality style has an additional characteristic to dealing with people. When viewed in the context of learning the *"vigilant personality"* values autonomy, therefore prefers a one on one approach and the *"conscientious personality"* values hard work and is a self-starter therefore would suit large class learning, whereas the *"solitary personality"* feels comfortable alone, and prefers not to deal with people at all, therefore would suit an online learning environment. The *"serious personality"* is not outgoing and does not like to be told things and would value information sharing, and the *"sensitive personality"* is cautious when in groups, and is stressed by unfamiliar surrounds, therefore would learn better in small groups of familiar people (Shrapnel & Davie, 2001). Table 1 contains supporting farmer comments relating to the personality styles of Shrapnel and Davie (2001).

Table 4: Personality Style with matching anecdotal quotes from survey respondents

Personality Style	Anecdotal comments from survey respondents
Vigilant	*"one-on-one rather than group training"*
Conscientious	*"getting together with likeminded people and discuss common issues and constantly learning new things"*
Solitary	*"training and courses need more opportunity as to fit in with people"* and *"have flexible hours"*
Serious	*"more information shared about programs "and "being able to talk to other growers with similar goals" and "learn what is working and share that knowledge" and "more knowledgeable instructors"*
Sensitive	*"Smaller group/focus groups" and " has to be right person to learn from" and "comfortable groups so they can open up" and "practical small group meetings/workshops" and "factual based area specific evidence"*

Building the ideal learning environment using a personality trait segmentation may attract farmers who learn similarly increasing knowledge transfer. As farmers become more successful at learning their self-efficacy increases and in turn increases the amount of control that the farmer possesses and hence the strength of their intention to change their behaviour (Theory of Planned Behaviour (TPB), Ajzen, 1985). Limited space prevents presentation of the analysis of the TPB to date. .

Shrapnel and Davie (2001) support Prevett et al., (1995) stating that producers *"must be able to have the necessary resource to cope with change"* (p. 174). The current survey responses suggest that today's farmer has the key ingredients to adopt change. Firstly, in terms of wanting to change, the survey showed that a farmer's most important factor when making decisions was *"being able to make their own decisions"* (69%) and this was extremely important or essential (Farr, Eagle, Hay, Churchill, 2017). Secondly, in terms of knowing

how to change, farmers are seeking knowledge based resources from cane growing organisations (43%) and extension officers (22%) as well as others such as the Department of Natural Resource Management and the Department of Agriculture (6%) and other sources such as media, other growers, family/friends, common knowledge and other industry (29%) (see Farr, Eagle, Hay, & Churchill, 2017, p. 38 for a further breakdown). Thirdly, in terms of having materials available 69% of the surveyed farmers said that they had accessed funding, workshops, grants or training to meet their material goals in the past five years. When asked if these resources were useful, all programs had a mean score of M=5.00 or above when measured on a scale of 1=complete waste of time to 7=extremely useful.

Implications for Theory and Practice

Marketers whose aim is to create change amongst farmers would benefit by including farmer specific typology/segmentation in their marketing efforts. The use of the Theory of Planned Behaviour and in particular *"perceived behaviour control"* will allow marketers to tap into the need farmers have *"to be able to make their own decisions"*. In the past government agencies, educators and developers have favoured large groups as the preferred method of learning (Atkinson & Charmley, 2015; Shrapnel & Davie, 2001). The results of the survey indicate that grouping farmers in impersonal learning environments may create a barrier to behaviour change. It is clear that farmers are better informed by individual or small group communication that recognises their unique personality styles.

References

Ajzen, I. (1985). *From Intention to Actions: A Theory of Planned Behavior*. In J. Kuhl & J. Bechmann (Eds.), *Springer Series in Social Psychology*.

Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behavior and Human Decision Processes, 50*, 179 - 211.

Atkinson, I., & Charmley, E. (2015). *Digital Homestead: Final Short Report*. Retrieved from Online: http://www.digitalhomestead.org/?p=294

Barnes, A. P., Willock, J., Toma, L., & Hall, C. (2011). Utilising a farmer typology to understand farmer behaviour towards water quality management: Nitrate Vulnerable Zones in Scotland. *Journal of Environmental Planning and Management, 54*(4), 477-494.

Bohnet, I. C., Roberts, B., Harding, E., & Haug, K. J. (2011). A typology of graziers to inform a more targeted approach for developing natural resource management policies and agricultural extension programs. *Land Use Policy, 28*(3), 629-637.

Churchill, M., Farr, M., Eagle, L., & Hay, R. (2017). *Getting the 'best bang for your buck': which land management practices achieve the best water quality outcomes, and the greatest uptake?* . Retrieved from Cairns:

Daloğlu, I., Nassauer, J. I., Riolo, R. L., & Scavia, D. (2014). Development of a farmer typology of agricultural conservation behavior in the American Corn Belt. *Agricultural Systems, 129*, 93-102. doi:http://dx.doi.org/10.1016/j.agsy.2014.05.007

Eagle, L., Hay, R., & Farr, M. (2016). *Harnessing the science of social marketing and behaviour change for improved water quality in the GBR: Background Review of the Literature*. Retrieved from Townsville:

Emtage, N., Herbohn, J., & Harrison, S. (2006). Landholder Typologies Used in the Development of Natural Resource Management Programs in Australia—A Review. *Australasian Journal of Environmental Management, 13*(2), 79-94. doi:10.1080/14486563.2006.10648675

Emtage, N., Herbohn, J., & Harrison, S. (2007). Landholder Profiling and Typologies for Natural Resource–Management Policy and Program Support: Potential and Constraints. *Environmental Management, 40*(3), 481-492. doi:10.1007/s00267-005-0359-z

Farr, M., Eagle, L., Hay, R., & Churchill, M. (2017). *Questionnaire Design, Sampling Strategy and Preliminary Findings (The Wet Tropics region)*. Retrieved from Cairns

McGuire, J. M., Morton, L. W., Arbuckle, J. G., & Cast, A. D. (2015). Farmer identities and responses to the social–biophysical environment. *Journal of Rural Studies, 39*, 145-155.

Prevett, P. T., Murphy M, & Smithyman S. (1995). An investigation of the human factors relevant to rabbit pest management in Victoria. In D. A. Saunders, J. L. Craig, & E. M. Mattiske (Eds.), *Nature Conservation* (1995.. Pp in Surrey Beatty & Sons: Chipping Norton. ed., Vol. 4 The Role of Networks, pp. 220-227).

Schwarz, I., McRae-Williams, P., & Park, D. (2009). Identifying and Utilising a Farmer Typology for Targeted Practice Change Programs: A Case Study of Changing Water Supply in the Wimmera Mallee. *Extension Farming Systems Journal, 5*(1), 33-42.

Shrapnel, M., & Davie, J. (2001). The influence of personality in determining farmer responsiveness to risk. *The Journal of Agricultural Education and Extension, 7*(3), 167-178. doi:10.1080/13892240108438818

Sutherland, L.-A., Barnes, A., McCrum, G., Blackstock, K., & Toma, L. (2011). Towards a cross-sectoral analysis of land use decision-making in Scotland. *Landscape and urban planning, 100*(1), 1-10.

Van Herzele, A., Gobin, A., Van Gossum, P., Acosta, L., Waas, T., Dendoncker, N., & Henry de Frahan, B. (2013). Effort for money? Farmers' rationale for participation in agri-environment measures with different implementation complexity. *Journal Of Environmental Management, 131*, 110-120. doi:http://dx.doi.org/10.1016/j.jenvman.2013.09.030

Schoolies anti-violence hashtag engagement: An observational study

Hannah Nofz, Griffith University, hannah.nofz@griffithuni.edu.au
Sharyn Rundle-Thiele*, Griffith University, s.rundle-thiele@griffith.edu.au
Taylor Willmott, Griffith University, t.willmott@griffith.edu.au

Abstract:
The harms associated with alcohol-related violence are an ongoing concern and young men who drink to intoxication are particularly vulnerable to experiencing violence. Set within an annual festival celebrating the end of secondary school, two anti-violence hashtags were observed along with the event hashtag to assess the extent that anti-violence campaigns were able to engage the target audience to interact. A total of 1, 238 publicly available hashtags were located of which 86% were the event hashtag. Limited anti-violence hashtag use by schoolies was observed indicating that schoolies were not willing to interact with anti-violence messaging in the three social media platforms observed. Care needs to be taken by social marketers when planning social marketing interventions ensuring that channel selection is capable of delivering the intended message to the target audience. Limitations of the current study are outlined along with future research directions.

Keywords: Social media, Alcohol Fuelled Violence, Schoolies

Track: Social Marketing

Introduction and Research Aim

Alcohol-related violence harms are concerning (Babor et al., 2010). The night time economy encourages young people to drink heavily increasing the risk of violence (Babor et al., 2010). National Drug and Household Survey data (AIHW, 2014) indicates more than 1 in 4 (26%) Australians aged 14 and over (equivalent to 5 million people) have been a victim of an alcohol-related incident. Importantly, people aged 18-24 years were more likely than other age groups to experience verbal abuse (35%), physical abuse (15.2%), or be put in fear by someone under the influence of alcohol (18.6%). Young men who drink to intoxication are particularly vulnerable to violence (Hughes, Anderson, Morleo & Bellis, 2008; Laslett et al., 2011; Wells & Graham, 2003). Research indicates alcohol-related violence and reactions are gender performances occuring in cultural contexts (Lindsay, 2012).

Schoolies, an Australian annual festival celebrates the completion of secondary school, and the Gold Coast is home to the nation's largest schoolies celebration with an estimated 18,000 adolescents attending Schoolies in 2016 (Schoolies, 2017). Schoolies delivers a substantial economic benefit to the Gold Coast economy (Schoolies, 2017). While the Queensland Government does not promote participation in Schoolies, the state government aims to enhance the safety and responsible behaviour of school leavers via Safer Schoolies locations (Queensland Government, 2017). Schoolies are required to register prior to receiving a wristband upon entry which gives access into schoolies-only events. In the registration area responsible practices are promoted by a range of services. In 2016 two anti-violence campaigns were in the Schoolies registration area. The first run by the Queensland Government, #ipledgeqld, encouraged adolescents to say no to violence by posting online using #ipledgeqld to send a clear message that violent behaviour is never okay (#ipledgeqld, 2017). The second, #TheLineLegend adopted the same approach encouraging Schoolies to take a stand against violence via an online pledge. Social marketing interventions are increasingly employing digital channels, due to their low cost, high reach and interactivity (Kubacki et al. 2015). Evidence indicates that digital technology has the capacity to change behaviour (Cugelman, Thelwall & Dawes, 2011). A bias in self-reported evaluation methods continues to dominate social marketing practice (Kubacki & Rundle-Thiele, 2013). Employing an observational methodology, the current study aimed to understand the extent of social media anti-violence campaign use within a community event. The research question addressed is:

> **RQ1:** Do hashtag campaigns preventing violence reach adolescents at a community event?

Methodology

Three hashtags were observed, namely two anti-violence campaigns '#TheLineLedgend', '#ipledgeqld' and one event hashtag '#schoolies2016'. Specifically, usage of the three hashtags was tracked in three social media platforms - Twitter, Facebook and Instagram, during the 2016 schoolies period (19th to 25th November). Facebook posts for '#schoolies2016' were restricted to posts that tagged Surfers Beach or the Gold Coast, Queensland, Australia as a location. Data was placed into an excel document and analysed to understand: hashtag count, message, platform, date and categories (media, schoolies kids, commercial/organisation, and other). This process enabled the effectiveness of hashtags for social marketing or other behaviour change approaches during the Schoolies event to be assessed in terms of reach and engagement.

Results

A total of 1, 238 publicly available hashtags were located of which 86% were the event hashtag. The following section reports the descriptive statistics analysed from the three observed hashtags.

Table 1 – Frequency of hashtag usage

Hashtag	Instagram	Facebook	Twitter	Total
TheLineLegend	8	7	1	32
ipledgeqld	153	2	0	310
schoolies2016	873	9	186	2136

As shown in Table 1, 'schoolies2016' was most popular, producing 1068 posts, followed by the '#ipledgeqld' and '#TheLineLedgend'. Given the schoolies event attracts over 18, 000 school leavers, these results indicate limited engagement (<1%) with the two anti-violence hashtag campaigns and indicate that hashtags may be more appropriate for experiences.

Table 2 – Frequency of hashtags by date

Hashtag	19th Nov	20th	21st	22nd	23rd	24th	25th Nov
TheLineLedgend	12	1	1	0	0	1	1
ipledgeqld	151	1	1	0	1	1	0
schoolies2016	159	163	160	145	156	134	151

For '#ipledgeqld' the majority of posts were made on the 19th of November, similar to TheLineLegend. However #schoolies2016' postings occurred evenly over the duration of the event indicating repeated engagement with the event hashtag.

Table 3 – Frequency of hashtag usage by affiliation

Hashtag	Media	Schoolies	Commercial/Organisation	Other	Total
TheLineLegend	0	50%	50%	0	16
ipledgeqld	0	6%	92%	2%	155
schoolies2016	3%	49%	26%	22%	1,067

Examination of the category behind the post indicated even lower levels of engagement with anti-violence hashtag campaigns by schoolies participants. As shown in Table 3, commercial organisations were most likely to post the anti-violence campaign hashtags.

Conclusion and limitations

Extending beyond self-report methodology, this study aimed to gauge the extent that anti-violence hashtag campaigns were used by the target audience at a major community event. Previous research indicates that digital technologies have the potential to change behaviour (Cugelman et al., 2011) yet observations of social media engagement with two anti-violence campaigns demonstrates very low interactions with messaging (<1%) casting doubt on earlier findings. Channel selection must ensure that the chosen medium will deliver the intended message to the target audience. Facebook '#schoolies2016' posts were limited to the Gold Coast and the time of data collection was December 2016-January 2017 and findings should be interpreted accordingly. Additional research extending beyond the Gold Coast location into other social media platforms, times and contexts will further extend understanding of the ability of hashtags to engage target audiences in preventative campaign efforts.

References

AIHW (Australian Institute of Health & Welfare). (2014). National Drug Strategy Household Survey. Retrieved from http://www.aihw.gov.au/WorkArea/DownloadAsset.aspx?id=60129549848.

Babor, T. F. (2010). *Alcohol: No ordinary commodity* (2nd ed.). Oxford: Oxford University Press.

Cugelman, B., Thelwall, M., & Dawes, P. (2011). Online interventions for social marketing health behavior change campaigns: A meta-analysis of psychological architectures and adherence factors. *Journal of Medical Internet Research, 13* (1), e17.

Hughes, K., Anderson, Z., Morleo, M., & Bellis, M. A. (2008). Alcohol, nightlife and violence: The relative contributions of drinking before and during nights out to negative health and criminal justice outcomes. *Addiction, 103*(1), 60-65..

#ipledgeqld (2017) https://det.qld.gov.au/programs-initiatives/det/ipledgeqld. Web site accessed June 29th, 2017.

Kubacki, K., & Rundle-Thiele, S. (Eds.). (2013). *Contemporary Issues in Social Marketing.* Cambridge, United Kingdom: Cambridge Scholars Publishing.

Kubacki, K., Rundle-Thiele, S.R., Schuster, L., Wessels, C., & Gruneklee, N. (2015). Digital innovation in social marketing: A systematic literature of interventions using digital channels for engagement. In W. Wymer (Ed.), *Innovations in Social Marketing and Public Health communications: Applying quality of research* (pp. 49-66). Switzerland: Springer International Publishing.

Laslett, A., Room, R., Ferris, J., Wilkinson, C., Livingston, M., Mugavin, J.. . Samhällsvetenskapliga fakulteten. (2011). Surveying the range and magnitude of alcohol's harm to others in Australia. *Addiction, 106*(9), 1603-1611.

Lindsay, J. (2012). The gendered trouble with alcohol: Young people managing alcohol related violence. *International Journal of Drug Policy, 23*(3), 236-241.

Queensland Government (2017) https://www.schoolies.qld.gov.au/information/teachers Web site accessed June 29th, 2017.

Schoolies (2017) http://www.schoolies.com/what-is-schoolies. Web site accessed June 29th, 2017.

Wells, S., & Graham, K. (2003). Aggression involving alcohol: Relationship to drinking patterns and social context. *Addiction, 98*(1), 33-42. doi:10.1046/j.1360-0443.2003.00253.x.

Community Support Practices: Young People's Drinking Spaces

Emma Dresler*, Massey University, e.dresler@massey.ac.nz
Margaret Anderson, Massey University

Abstract:
The consumption of alcohol by young people is a problematic public health issue in New Zealand. Drawing on the narratives of nine community workers, we examine the community level approach to minimise alcohol-related harm and identify potential areas for public health and policy intervention. The community agencies performed practical support for young people when drinking in the NTE. Further, the presence of 'capable' community support plays an important role in the collective management of risk associated with extreme drunkenness. Extending Vander Ven's concept of 'drunk support' to provide an explanatory framework for the 'support practices' in young people's alcohol consumption experience. This provides insights into the social processes of their ritualised alcohol consumption behaviours.

Keywords: Community support, alcohol, young people

Track: Social Marketing

Introduction and Research Aim

Young people drinking to extreme drunkenness is a source of concern for policy makers and health promoters. There are a variety of community agencies appearing to respond to the alcohol-related problems. The current study examines the community groups' support practices provided for young people in the Night Time Economy (NTE). The research question applied to guide this study was:

RQ: What support practices are provided by community workers in order to minimise the risk of alcohol-related harm for young people?

Background and Theoretical Concept

This research was part four of a larger research project in collaboration with a regional Public Health Unit and City Council in New Zealand. Four waves of interview were conducted with the following groups: (1) young women (aged 18-24 years) (2) young men (aged 18-24 years) to explore their perspectives of risks and safety plans within the NTE (3) commercial venue managers and (4) community agencies to examine their understanding of risk relating to alcohol consumption in young people. The aggregate findings can provide an understanding of how various groups of the community view risk and help local policy makers to create a safer NTE for young people. This article reports on how community workers perceived and responded to the alcohol-related harm in the NTE.

Vander Ven (2011) analysed the college drinking culture, drawing on diary journals, participant observation and interviews with students to provide an insightful account of their 'drunk world'. Vander Ven (2011) described 'drunk support' as the delivery of emotional and/or instrumental provisions provided from one individual to an intoxicated other. While Vander Ven was referring to college students assisting their peers, this study extends the notion of 'drunk support' to conceptualise the support practices in the community workers who assist intoxicated young people.

Method and Analysis

A qualitative in-depth interview strategy was adopted with nine community workers from New Zealand Police, SafeCity Host, volunteer organisations, and venue bouncers. The interviews lasted between 60-90 minutes and were recorded on an electronic audio recording device and transcribed verbatim. The interviews were conducted until saturation was achieved. The participants were assigned pseudonyms to protect their identity. A semantic approach to thematic analysis was used to analyse the data from the interviews (Braun & Clarke, 2006). A key step in the analysis was generating a thematic 'map', which provided a visual understanding of how the themes related to each other (Harding & Whitehead, 2016). This then allowed patterns to appear, sub-themes to be grouped and key themes to emerge.

Results and/or Discussion and Contributions

The data revealed a central theme of 'drunk support' (Vander Ven, 2011) performed by the community workers in attempt to minimise alcohol-related harm in the NTE. For young people to remain safe when socialising in the NTE, they need to be supported by 'capable' other people. Capability was important as the young people were impaired by intoxication and the unpredictable nature of the NTE made their safety plans difficult to enact (Dresler and Anderson, 2017). The subthemes of physical presence, enabling supportive behaviour, and risk perception emerged from the data.

The community workers created a reassuring physical presence in the NTE for young people. "You see a lot of security guards around, people feel safe because they can see the authority

figures are there" [Liam – Street van]. Their support practices provided backup for young people when dealing with excessively intoxicated friends, assistance in enacting a safety plan, and enforcement when faced with fights or assaults "we've had students that we've had to call an ambulance for because they're rolling in their own puke" [Charlie – Street van]. The community workers expressed concerns with young people drinking in private homes prior to entering the NTE. This behaviour seriously compromised their safety and increased the risk of alcohol-related harm as there is no 'capable' other to assist the drinkers if trouble arises "it's safer to be pissed in a venue . . . where you're being looked after than it is to get pissed at a mate's and even potentially jump in a car and drive" [Rowan – Bouncer].

Community workers reported on the gendered nature of risk with women being exposed to greater risk of sexual assault "we focus more around young women and sexual assaults, walking home alone" [Nikita – City Angel]. Young men were at risk from physical violence "we've had instances of young men even walking in twos that have been attacked by other groups of young men who are out there looking for a fight" [George - Police]. Further, intoxicated young people were most vulnerable in public spaces, while moving from one commercial venue to another, especially if they became separated from their friends (Dresler & Anderson, 2017). The visible presence of community workers in the public spaces between venues created a safe environment for young people to move around with capable supervision "They'd probably just feel comfortable with the police out there having a scan of the area" [George – Police]. Also safety was gained from staying in a group with trusted friends while in the NTE and maintaining control by not being excessively intoxicated, "sticking together as well in groups is obviously ideal rather than being singled out and being vulnerable" [Christian – Street van]. Community workers acknowledged that while young people may have plans for keeping themselves and their friends safe, these plans were rendered ineffective by intoxication "that's when plans fall over, when people are intoxicated" [Baxter – Police].

Community workers performed both proactive and reactive support roles. These approaches were necessary to provide effective support for young people socialising in the NTE "we're not there to spoil their night" [George – Police]. Proactive support included providing advice on keeping safe, enforcing the local liquor ban in public spaces and practical guidance on safe sex "I'd approach them and would go through the 'what's your plan?'" [Kelsey – City Angel]. Reactive support included taking care of intoxicated young people who were alone and ensuring the availability of safe transport home "people get looked after these days, they either get put in a taxi or they'll get held in an area until their friends turn up" [Rowan – Bouncer]. Community support workers are providers of 'capable drunk support' to young people.

Implications for Theory and Practice
Effective policy to manage alcohol consumption needs to consider the beliefs and perspectives of a wide range of stakeholders. This research adds to the body of knowledge on safety in young people's drinking spaces by bringing together the perceptions of three groups, the young people, community workers with responsibility for harm minimisation and the managers the commercial venues of the NTE. The findings of this study can be translated into initiatives operating at the community level and the progress can be monitored and evaluated. It is hoped to strengthen the support networks and to inform public policy and health education programmes where the research was conducted.

References

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative research in psychology, 3*(2), 77-101. doi:10.1191/1478088706qp063oa

Dresler, E., & Anderson, M. (2017). Risk perception in young women's collective alcohol consumption. *Health Education, 117*(4), 414-428. doi:10.1108/HE-12-2016-0065

Harding, T. S., & Whitehead, D. (2016). Analysing data in qualitative research. In Z. Schneider & D. Whitehead (Eds.), *Nursing and Midwifery Research: methods and appraisal for evidence-based practice* (pp. 128-138): Elsevier.

Vander Ven, T. (2011). *Getting wasted : Why college students drink too much and party so hard*. New York: New York University Press.

Content analysis of health information in popular magazines

Amy Wilson*, Ehrenberg-Bass Institute, amy.wilson@marketingscience.info
Callum Davies, Ehrenberg-Bass Institute, callum.davies@marketingscience.info
Regan Mahoney, Ehrenberg-Bass Institute, mahry013@mymail.unisa.edu.au
Genevieve Pearce, Ehrenberg-Bass Institute, genevieve.pearce@marketingscience.info
Svetlana Bogomolova, Ehrenberg-Bass Institute, svetlana@marketingscience.info

Abstract:
Magazines are a source of health information. Consumers may actively seek out health information or they may be passively exposed. Such passive exposure is rarely considered when examining the availability of health information. This study investigates the prevalence and quality of health information in the 30 Australian magazines with the highest readership. Quality of health information was determined for 24 issues with at least 20% prevalence of health content from articles and advertisements. Results reveal a high prevalence of health information in magazines from various genres, including non-health related. The majority of health information is not written by qualified people or supported by credible references, *however* the information is generally consistent with evidence. Encouraging qualified authors and credible references could improve the quality of health information that consumers receive actively and passively. While advertisements generally lack inclusion of health information, they may offer potential for enhancing health communication.

Keywords: Health information, magazines, prevalence and quality

Track: Social Marketing

Introduction, Background and Research Aim

Healthy lifestyle behaviours relating to diet, physical activity and alcohol consumption have low adherence (Ford, Zhao, Tsai, & Li, 2011; Kvaavik, Batty, Ursin, Huxley, & Gale, 2010; Loprinzi, Branscum, Hanks, & Smit, 2016), which may be due to lack of awareness and knowledge. The media is a significant source of health information due to regular active engagement and passive exposure to health information via magazines, television and social media, and, at the same time, the infrequent interactions with health professionals (Schwitzer et al., 2005; Wilson, Smith, Peel, Robertson, & Kypri, 2016). Therefore, media may have considerable influence on health behaviour. Yet, a lot of health information is communicated by health journalists, self-claimed health professionals, celebrities and the general public, making the quality of this information questionable (Schwitzer et al., 2005). A greater understanding of the information that consumers may actively seek out and be passively exposed to is required, as both contribute to health knowledge and behaviours (Basic & Erdelez 2014; Longo 2005).

Magazines continue to have high readership in Australia (Roy Morgan, 2014). While consumers can actively seek out health information, passive exposure (i.e. unintentional exposure to health articles and advertisements) is often overlooked (Basic & Erdelez 2014; Longo 2005), however it can still influence consumers. The prevalence of health information in articles and advertisements can account for both active and passive exposure. Currently, prevalence of health information regarding healthy lifestyle behaviours in Australia's popular magazines is unknown (Wilson et al, 2016). This study aims to determine (1) the prevalence of health information available to consumers via popular (high reach) magazines and (2) the quality of health information in those magazines. Two research questions address these aims. **RQ1.** How available is health information in Australian magazines? **RQ2.** To what extent is health information in Australian magazines credible and consistent with evidence?

Method

Content analysis (Mayring, 2000) was conducted on popular Australian print magazines. First, prevalence of health-related content was determined for one issue of each the top 30 magazines, based on the level of readership (as reported by (Roy Morgan, 2014). Magazines with the highest readership were chosen in order to assess what health–related content is reaching the most consumers regardless of whether it is through active or passive exposure. Prevalence was determined by counting the number of health and non-health related advertisements and articles as a percentage of all articles and advertisements, also noting those related to key health behaviours (diet, physical activity and alcohol consumption). Recipes (without additional health information) were not included. To ensure prevalence estimates were representative for the magazines, prevalence was determined for an additional two issues (three in total) for magazines that comprised at least 20% content that contained health-related information (n=12). Two issues of each magazine were assessed for quality. Four trained research assistants assessed quality by establishing whether the articles were referenced by credible sources (i.e. academic references, government reports and guidelines etc) and/or had a qualified author (i.e. health practitioner, researcher etc), and comparing the presented information with relevant guidelines from the World Health Organisation and Australian Department of Health. Information not featured in the guidelines was compared against the best available evidence from high quality academic studies (i.e. systematic reviews, reviews and RCTs). Inter-rater reliability was 85% for extraction and analysis, including the data needed to determine prevalence and quality (inc. references and authorship). Decisions regarding consistent with evidence were made by at least two coders.

Results, Discussion and Contributions

Consumers have exposure to a significant amount of health-related content. Across the

magazines 61% of articles and 50% of advertisements contained health-related content.

Table 1: Prevalence of health-related content and quality of health information in articles and ads

Topics	Prevalence		Quality of health information			
	% ads (n=466)	% articles (n=397)	% *articles* with credible references (i.e. academic research, research institute)	% *articles* with qualified author (health practitioner, researcher)	% *articles* with health information that is consistent with evidence	% *ads* with health information that is consistent with evidence
Diet	75	56	35	8	71	90
Physical activity	2	18	31	7	79	N/A
Alcohol	1	3	25	50	100	N/A
Other	22	23	-	-	-	-

Quality of health information varied (see Table 1). Of 159 articles communicating health information, few were supported with credible references (35% for diet, 31% for physical activity and 25% for alcohol). Half of the alcohol articles containing health information were written by qualified authors, but far fewer were for diet (8%) and physical activity (7%). Yet, the majority of the health information was consistent with evidence *to some extent*. 71% of diet information provided information or gave recommendations that were supported with evidence (i.e. health benefits or recommended intakes of a particular food or food group), however none of the articles discussed the importance of an overall healthy eating pattern as per the Australian Dietary Guidelines. Similarly, of the 79% of articles that promoted physical activity, only 26% mentioned strength and cardio training and only 8% also mentioned limiting sedentary activity, as per the Physical Activity Guidelines. All of the articles advising on alcohol intake had a general message that was consistent with the recommendation of moderate alcohol consumption. Yet, 50% of the articles were vague about quantity and frequency. Advertisements with diet-related information made claims about their products that were consistent with evidence, but once again lacked promotion of an overall healthy diet. Consistency with evidence could not be determined for physical activity advertisements, mainly due to the claims being about a specific product function for which research could not be sourced. Alcohol advertisements were purely brand promotion with no health information included. While these results are unsurprising, they raise the question of whether health professionals could work with marketers to include simple, evidence-based messages promoting healthy behaviours that are relevant to their products.

Overall, magazines lack credibility due to an absence of qualified authors and academic references. While health information in magazines is generally consistent with the evidence, this information often lacks broader context of the healthy lifestyle behaviours (i.e. overall healthy dietary patterns, increasing exercise *and* reducing sedentary time). Furthermore, at least a quarter of health information is not consistent with evidence and could be detrimental to health. Thus, magazines should encourage more contribution from qualified authors and

inclusion of credible references to enhance magazines as a platform for widespread communication of evidence-based healthy lifestyle information to active and passive consumers. While this study examined popular Australian magazines in a print or online subscription context, a limitation is that a wider online environment (i.e social media and web articles) was not considered. This is an avenue for future research, particularly in gaining a greater understanding passive exposure of health information.

References

Basky, G. (1999). Media coverage of health stories often inaccurate. CMAJ, 161 (4), 361
    Eastin, M.S. (2001). Credibility Assessments of Online Health Information: The Effects of Source Expertise and Knowledge of Content. Journal of Computer-Mediated Communication, 6(1).

Ford, E. S., Zhao, G., Tsai, J., & Li, C. (2011). Low-risk lifestyle behaviors and all-cause mortality: Findings from the National Health and Nutrition Examination Survey III Mortality Study. *American Journal of Public Health, 101*(10), 1922-1929.

Kvaavik, E., Batty, G. D., Ursin, G., Huxley, R., & Gale, C. R. (2010). Influence of individual and combined health behaviors on total and cause-specific mortality in men and women: The United Kingdom health and lifestyle survey. *Archives of Internal Medicine, 170*(8), 711-718. doi:doi:10.1001/archinternmed.2010.76

Loprinzi, P. D., Branscum, A., Hanks, J., & Smit, E. (2016). Healthy lifestyle characteristics and their joint association with cardiovascular disease biomarkers in US adults. *Mayo Clinic Proceedings, 91*(4), 432-442.

Mayring, P. (2000). Qualitative content analysis. *Qualitative Social Research, 1*(2), 20.

Roy Morgan. (2014). *How we collect and process Single Source data in Australia*. Retrieved from Online:

Schwitzer, G., Mudur, G., Henry, D., Wilson, A., Goozner, M., Simbra, M., . . . Baverstock, K. A. (2005). What are the roles and responsibilities of the media in disseminating health information? *PLoS Med, 2*(7), 0576-0582.

Wilson, A., Smith, D., Peel, R., Robertson, J., & Kypri, K. (2016). A quantitative analysis of the quality and content of the health advice in popular Australian magazines. *Australian and New Zealand journal of public health, 41*(3), 256–258. doi:10.1111/1753-6405.12617

General Use of Mobile (GUM) while driving

* David Schmidtke, Griffith University, d.schmidtke@griffith.edu.au
Bo Pang, Griffith University, b.pang@griffith.edu.au
Sharyn Rundle-Thiele, Griffith University, s.rundle-thiele@griffith.edu.au
Timo Dietrich, Griffith University, t.dietrich@griffith.edu.au

Abstract
It is estimated that 63% and 41% of Australians read and send text messages while driving. This study extends current literature by looking beyond texting as the sole behaviour performed on a mobile phone while driving. This paper investigates which types of General Use of Mobile Phone (GUM) occur while driving. A total of 410 young Australian (Year to year) respondents completed an online survey that included measures of GUM while driving. Results indicate that the occurrence of mobile apps use is the same as reading text messages among Australian young adults. Age and working hours are found to be highly associated with GUM, whereas gender is irrelevant. This paper highlights the need for behaviour change efforts to extend beyond texting and driving, which dominate current practice. Limitations, implications and future research directions are outlined.

Keywords: Texting and Driving, Mobile Phone, Social Marketing, Young Australians

Track: Social Marketing

Introduction and Research Aim

One in five (20-21%) car accidents were caused by mobile phone use (Tucker, Pek, Morrish & Ruf, 2015; Safe Texting Campaign, 2015). Statistics indicate that young adults and teenagers are the worst offenders, perceiving less risk of using mobile phones while driving (Sherin, Lowe, Harvey, Leiva, Malik, Mathews & Suh, 2014; Tucker et al, 2015; AAMI, 2007). Texting and driving is the dominant behavioural focus (for examples see Nemme & White, 2010; Gauld, Lewis, White, Watson, 2015; Bayer & Campbell 2012). However, with the increasing adoption of smartphones the General Usage of Mobile (GUM) has been extended to many other activities (Wang, Xiang & Fesenmaier, 2016). In addition to texting and driving, mobile phone users may perform other behaviours while driving including checking Facebook, monitoring emails or using a range of mobile apps, all of which divert cognitive function and therefore are equally risky while driving. According to Andreasen (2002), behavioral change is the key objective of social marketing. Understanding behaviour is therefore the first and foremost point for social marketers to understand which behaviour(s) is (are) the outcome a program would seek to change.

The ultimate goal of social marketing is to change people's behaviour, extending social marketing practice beyond mere social advertising which informs or educates a target audience about a social problem (Kubacki et al., 2015). To change behaviour an understanding of the factors associated with the behaviour to be changed is required. Prior research indicates that males text and drive more than their female counterparts (Tucker et al. 2015). Moreover, studies indicate that young adults are the main users of mobile apps (Stoyanov et al. 2015; Yang, 2013). Research is needed to investigate what types of GUM young Australians report while driving and factors associated with GUM. This paper has two purposes. Firstly, this paper aims to determine how young Australians use their mobile phones while driving. Secondly, this paper aims to unveil if there is any significant association between GUM while driving behaviours and Australian young adults' demographic characteristics.

Methodology

This study utilised a cross-sectional survey approach. Convenience sampling was employed. Respondents that had previously completed research studies, were in the age profile, and had indicated willingness to be recontacted for research were issued an invitation to participate in this study via a broadcast email in one large Australian university. Snowball sampling was incorporated into the recruitment strategy. Respondents were given an option to "share this survey on Facebook". Incentives were used to optimise response (win 1 of 10 $50 Coles/Myer Gift Cards). This study achieved a sample size of n=410. The online survey included measures of GUM in the previous week, along with demographic questions. The GUM measures included 'send a text message while driving', 'reply to an email while driving', 'send an email while driving', 'delete an email while driving', 'complete an internet search on your mobile phone while driving', 'read a text message while driving', 'look at your mobile phone while driving', 'check your Facebook while driving', 'check your social media while driving', 'read an email while driving' and finally a catch-all measure 'use any mobile app while driving'. Descriptive statistics and logistic regression were used to analyse the data in SPSS v. 24.

Results

Sixty nine percent of respondents admitted to using their phone while driving. The behaviour with the highest mean was 'look at your mobile phone while driving' (Mean=2.7,

SD=4.3). This was followed by the behaviours 'read a text message while driving' (Mean=1.1, SD=2.4) and 'use any mobile app while driving' (Mean=1.1, SD=2.7). Conversely, the behaviours with the lowest mean (mean= 0, no evidence of behaviour being present) included 'send an email while driving' and 'reply to an email while driving'. The results for the remaining behaviours include: 'send a text message while driving'(Mean=0.6, SD=1.9), 'check your Facebook while driving'(Mean=0.3, SD=1.2), 'check your social media while driving' (Mean=0.2, SD=0.9), 'read an email while driving'(Mean=0.1, SD=0.8), 'delete an email while driving' (Mean=0.1, SD=0.8) and 'complete an internet search on your mobile phone while driving' (Mean= 0.2, SD=0.7).

Logistic regression was then undertaken to test whether gender, age, education, income, and working hours can predict GUM using the dichotomous variable "Have you ever texted on your mobile phone while driving?". Results showed that age (Wald Chi-square = 5.498, beta = -0.165, p = 0.019) and working hours (Wald Chi-square = 8.825, beta = -0.032, p = 0.003) significantly predicted GUM. Education (p = 0.739), gender (p = 0.523), and income (p = 0.468) did not significantly predict GUM. The overall model was statistically significant (Chi-squre = 25.2, df = 4, p = 0.000) and explained between 7.9% (Cox and Snell R Square) and 11.5% (Nagelkerke R Square) of variance, correctly classifying 74.8% of cases.

Conclusion
This study presents an empirical exploration of GUM while driving. The overarching aim was to determine how young Australians use their mobile phones while driving. Different from what was reported in previous studies (Nemme & White, 2010; Gauld, Lewis, White, Watson, 2015; Bayer & Campbell 2012), this paper identified that the most frequent GUM while driving among young adults is to 'look at your mobile phone while driving'. Using mobile apps while driving is as frequent as reading text messages. Taken together, the results of this study highlight the need to extend research focus and behavioural change interventions beyond texting and driving. The second aim was to determine whether key demographics influenced GUM while driving. Interestingly, different from previous studies indicating that males are more likely to engage in risky behaviours while driving (Tucker et al., 2015), gender does not impact GUM while driving. It was found that age and working hours influenced GUM collectively (p<0.05).

The results of this paper can be used by social marketers and other behaviour change fields to target campaigns more appropriately given the focus on texting and driving may not fully reach the target audience. A focus on mobile phone use would more broadly engage all users given it captures' a broader range of behaviours. Texting and driving is one of many GUM behaviours and messaging focussed on texting and driving only will not engage drivers who don't text and drive but may use their phone for other reasons. Further, age and working hours were associated with GUM providing insights that can guide campaign planning. Policy implications are also evident from this research. Technology exists that can be fitted to cars preventing mobile phone use while driving and given the high prevalence of GUM action is needed to reduce accidents. Limitations of this study include the use of non-probability sampling methods and the use of self-report data, which is expected to be biased. Specifically, it is expected that respondents will have under-reported the extent of GUM due to social desirability bias (Nederhof, 1985). Future research should investigate how psychological factors such as attitudes and perceived risk influence GUM behaviours, to help guide social marketing interventions.

References

AAMI, Melbourne (2007) Retrieved April 11th 2016 from
http://www.aami.com.au/Resources/File.aspx?id=99

Andreasen, A. R. (2002). Marketing social marketing in the social change marketplace. Journal of Public Policy & Marketing, 21(1), 3–13.

Bayer, J. B., & Campbell, S. W. (2012). Texting while driving on automatic: Considering the frequency-independent side of habit. *Computers in Human Behavior*, *28*(6), 2083-2090.

Gauld, C., Lewis, I., & White, K. (2014). Concealed texting while driving: What are young people's beliefs about this risky behaviour? Safety Science, 65, 63-69. doi:10.1016/j.ssci.2013.12.017.

Kubacki, K., Rundle-Thiele, S.R., Pang, B., & Buyucek, N. (2015). Minimising alcohol harm: A systematic social marketing review (2000-2014). *Journal of Business Research, 68*(10), 2214-2222.

Nederhof, A. J. (1985). Methods of coping with social desirability bias: A review. *European journal of social psychology*, *15*(3), 263-280.

Nemme, H. E., & White, K. M. (2010). Texting while driving: Psychosocial influences on young people's texting intentions and behaviour. *Accident Analysis & Prevention*, *42*(4), 1257-1265.

Safe Texting Campaign: Texting while driving. (2015). Retrieved on the 10th September 2015 from http://safetextingcampaign.com/

Sherin, K. M., Lowe, A. L., Harvey, B. J., Leiva, D. F., Malik, A., Matthews, S., & Suh, R. (2014). Preventing texting while driving. *American Journal of Preventive Medicine*, 47(5), 681-688. doi:10.1016/j.amepre.2014.07.004

Stoyanov, S. R., Hides, L., Kavanagh, D. J., Zelenko, O., Tjondronegoro, D., & Mani, M. (2015). Mobile app rating scale: a new tool for assessing the quality of health mobile apps. *JMIR mHealth and uHealth*, *3*(1).

Tucker, S., Pek, S., Morrish, J., & Ruf, M. (2015). Prevalence of texting while driving and other risky driving behaviors among young people in Ontario, Canada: Evidence from 2012 and 2014. *Accident Analysis & Prevention*, *84*, 144-152.

Wang, D., Xiang, Z., & Fesenmaier, D. R. (2016). Smartphone use in everyday life and travel. *Journal of Travel Research*, *55*(1), 52-63.

Yang, H. C. (2013). Bon Appétit for apps: young American consumers' acceptance of mobile applications. *Journal of Computer Information Systems*, *53*(3), 85-96.

What drives texting and driving for Australians (over 25)?

David Schmidtke, Griffith University, d.schmidtke@griffith.edu.au
Timo Dietrich, Griffith University, t.dietrich@griffith.edu.au
Sharyn Rundle-Thiele, Griffith University, s.rundle-thiele@griffith.edu.au

Abstract: In this study, the Extended Health Belief Model (EHBM) is applied to explain texting and driving behaviour of a sample of Australian drivers 26 years of age and older. The sample of drivers (n= 431) completed an online survey that included measures of texting and driving behaviour constructs within the EHBM. Results determined that the EHBM was able to partially explain texting and driving behaviour and determined significant influencers of texting and driving behaviour. Further investigation undertaking multi-group analysis determined that influencers for texting and driving behaviour differed between males and females. The results of this study highlight targets for future texting and driving interventions targeted at males and females over the age of 25.

Key Words: Texting and driving, Extended Health Belief Model (EHBM), Social Marketing
Track: Social Marketing

Introduction and Research Aim

Research in Australia indicates that as many as 59% of drivers use their mobile phone while driving (CARRS, 2015). While there have been a number of studies that have focused on this problem in the under 25 year old age bracket (Nemme & White, 2010; Gauld, Lewis, White, Watson, 2015; Bayer & Campbell 2012) more needs to be done with regard to understanding the problem in the 26 year old and over age bracket (Rumschlag et al., 2015) as well as applying other behavioral models. Previous research has also identified gender differences when it comes to texting and driving behaviour. Struckman-Johnson et al. (2015) found that gender can play a significant role in determining motivations to text and drive. Although theory plays an important role in social marketing, theory is often not applied or reported (Luca & Suggs, 2013). The HBM and extended HBM (EHBM) have been applied to explain which beliefs (constructs) should be targeted in campaigns aimed at positive health and other behaviour change (Straub & Leahy, 2014; Bylund et al., 2011). To the best of the researcher's knowledge, the EHBM or HBM have not been applied quantitatively to explain texting and driving behaviour of individuals. The study's three research questions are presented below:

RQ1: How effective is the EHBM in explaining texting and driving behaviour in 26 year old and over Australians?

RQ2: Can this study uncover consumer insights that can later be used to inform the design of social marketing interventions targeted at reducing texting and driving behaviour?

RQ3: Do influences on texting and driving behaviour differ between males and females?

Methodology

The quantitative research study utilised a cross-sectional survey approach. Non-probability sampling methods underpin the current study, namely convenience sampling and snowball sampling. Convenience sampling was implemented by contacting respondents that had previously completed research studies and had indicated willingness to be recontacted for research and through a broadcast email in a large Australian university. Furthermore, snowball sampling was incorporated into the recruitment strategy, by giving respondents an option to "share this survey on Facebook". Incentives were used to optimise response rate (win 1 of 10 $50 Coles/Myer Gift Cards). An online survey was employed in this study. Due to the lack of available measures in a texting and driving context measures were adapted from Knowlden & Sharma (2012), CHIRr (2015), Bradley (2013), Matterne & Sjeverding (2008) and Freund et al. (2013). All scales exceed the required Cronbach's Alpha threshold (α=0.70) (Orji et al., 2012). This study achieved a large sample size (n=431). Structural equation modelling was utilised for analysis. A full measurement model was estimated to check validity.

Results

The full latent variable model determined that three out of the six constructs in the EHBM were significant influences on texting and driving behaviour indicating the EHBM offered a partial explanation of texting and driving behaviour (see table 1). Perceived benefits, perceived barriers, and self-efficacy explained texting and driving behaviour: C.R values > 1.96 and p values < 0.05 (Blunch, 2008; Byrne, 2013). The EHBM model explains 35.9% of the variation in texting and driving behaviour. Model fit indices indicated good model fit; 2.644 (CMIN/DF), 0.957 (CFI), 0.062 (RMSEA) and 0.0498 (Standardised RMR), therefore the estimate can be interpreted with confidence.

Table 1: Standardised Coefficients

Dependent Variable	Independent Variable	Beta	S.E.	C.R.	P
Text_Drive	Benefits	0.259	0.101	3.196	**0.001**

Text_Drive	Severity	-0.021	0.129	-0.328	0.743
Text_Drive	Barriers	-0.232	0.094	-2.74	**0.006**
Text_Drive	Cue_Action	0.006	0.06	0.092	0.927
Text_Drive	Self-efficacy	0.236	0.077	3.335	**0.001**
Text_Drive	Susceptibility	0.063	0.078	0.846	0.397
R2 (Square Multiple Correlations) = 0.359					

Multi-group analysis was then undertaken. It was found that perceived benefits and self-efficacy were significant influencers for males (p-value < 0.05), however for females' benefits and self-efficacy were insignificant influencers on texting and driving behaviour. Conversely, Barriers was found to be a significant influencer for females (p-value < 0.05), however for males barriers was an insignificant influencer on texting and driving behaviour. Finally, it was found that perceived severity, cues to action and perceived susceptibility were insignificant influencers for both males and females.

Implications for theory and practice

The first aim of this study was to assess the EHBM's ability to explain texting and driving behaviour of Australians 26 and over. Results indicate that the EHBM is partially effective in explaining texting and driving behaviour. Hence this study has demonstrated an extension of the EHBM's applicability to a new context, texting and driving. The second aim of this study was to gain consumer insights that can later be used to inform the design of social marketing interventions targeted at reducing texting and driving behaviour. This research has identified that perceived benefits, perceived barriers and self-efficacy offer potential to reduce texting and driving behaviour and this is an opportunity for social marketing research. The pressure to keep up and be available competes with focused driving time and this provides important insights into the design of social marketing programs. The third aim of this study was to determine whether influences for texting and driving differed between males and females. Through undertaking multi-group analysis, it was uncovered that the key influencers that social marketers should focus on when targeting males are perceived benefits and self-efficacy; for females perceived barriers should be targeted. These findings confirm that differences may exist and at a minimum segmentation based on gender should be applied for the development of social marketing interventions seeking to reduce texting and driving behaviour. The key limitations of the study include the use of non-probability sampling methods and also the study collected self-reporting data. Future research involving an experimental design is recommended to examine how program effectiveness can be optimised.

References

Bayer, J. B., & Campbell, S. W. (2012). Texting while driving on automatic: Considering the frequency-independent side of habit. *Computers in Human Behavior*, *28*(6), 2083-2090.

Blunch, N. (2008). *Introduction to structural equation modelling using SPSS and AMOS*. Sage.

Bradley, C. (2013). *Handbook of psychology and diabetes: a guide to psychological measurement in diabetes research and practice*. Routledge.

Bylund, C. L., Galvin, K. M., Dunet, D. O., & Reyes, M. (2011). Using the extended health belief model to understand siblings' perceptions of risk for hereditary hemochromatosis. *Patient Education and Counseling*, 82(1), 36-41. doi:10.1016/j.pec.2010.03.009.

Byrne, B.M. (2013). *Structural equation modelling with AMOS: Basic concepts, appications and programming (2nd ed.)*. GB: Routledge Ltd.

CARRS: State of the Road. (2015). Retrieved 15th April 2016 from http://www.carrsq.qut.edu.au/publications/corporate/mobile_phones_and_distraction_fs.pdf.

CHIRr: Consumer health informatics research resource. (2015). Retrieved August 14, 2015, from http://chirr.nlm.nih.gov/perceived-susceptibility.php.

Gauld, C., Lewis, I., & White, K. (2014). Concealed texting while driving: What are young people's beliefs about this risky behaviour? Safety Science, 65, 63-69. doi:10.1016/j.ssci.2013.12.017.

Knowlden A, Sharma M. (2012). Health belief model predictors of undergraduate students engagement in short messaging services while operating a motor vehicle. Safety Science Monitor, *16*(1), 1-10.

Luca, N. R., & Suggs, L. S. (2013). Theory and model use in social marketing health interventions. *Journal of Health Communication*, *18*(1), 20-40.

Matterne, U., & Sieverding, M. (2008). What makes men attend early detection cancer screenings? An investigation into the roles of cues to action. *International Journal of Men's Health*, *7*(1), 14-20.

Nemme, H. E., & White, K. M. (2010). Texting while driving: Psychosocial influences on young people's texting intentions and behaviour. *Accident Analysis & Prevention*, *42*(4), 1257-1265.

Orji, R., Vassileva, J., & Mandryk, R. (2012). Towards an effective health interventions design: an extension of the health belief model. *Online journal of public health informatics*, 4(3).

Rumschlag, G., Palumbo, T., Martin, A., Head, D., George, R., & Commissaris, R. L. (2015). The effects of texting on driving performance in a driving simulator: The influence of driver age. *Accident Analysis & Prevention*, *74*, 145-149.

Straub, C. L., & Leahy, J. E. (2014). Application of a Modified Health Belief Model to the Pro-Environmental Behavior of Private Well Water Testing. *JAWRA Journal of the American Water Resources Association*, *50*(6), 1515-1526.

Struckman-Johnson, C., Gaster, S., Struckman-Johnson, D., Johnson, M., & May-Shinagle, G. (2015). Gender differences in psychosocial predictors of texting while driving. *Accident Analysis & Prevention*, *74*, 218-228.

Social Marketing Program for South African Children

David Schmidtke, Griffith University, d.schmidtke@griffith.edu.au
Mohammad Kadir, Griffith University, mohammad.kadir@griffithuni.edu.au
*Abi Badejo, Griffith University, a.badejo@griffith.edu.au
Sharyn Rundle-Thiele, Griffith University, s.rundle-thiele@griffith.edu.au

Abstract
This study focuses on the evaluation of three one day social marketing programs targeted at three social problems (fruit and vegetable consumption, personal hygiene and water conservation and littering and recycling) present in a poor community in Western Cape, South Africa. The number of participants (8-13 years of age) was between seven and 20 children across the three days, set in a school setting. The program was evaluated through a pre/post survey and through written narratives by participants. Findings uncovered a lack of knowledge participants had with regards to each of the problem behaviours. Additionally, the pilot supports the effectiveness of programs delivered in school settings in achieving knowledge and attitudinal change which are important precursors for behavioural change. Finally, this pilot demonstrated the effectiveness of narratives as an evaluation method. In light of these findings, it is recommended that the program be extended to other schools situated in poor communities in South Africa.

Keywords: Social Marketing Promotion, school children, South Africa

Track: Social Marketing

Background

Three social problems discovered in a low-income community in Western Cape, South Africa included: fruit and vegetable consumption, personal hygiene and water conversation and littering and recycling behaviour. Each of these social problems will now be discussed. Habitual consumption of, and exposure of fruit and vegetables from an early age is believed to be of critical importance (Gibson et al., 1998; Rasmussen et al., 2006; Blanchette & Brug, 2005). Cairns et al. (2013) further argued that there is a need to rebalance the food marketing landscape, in order to curb the current trend towards commercial marketing supporting products high in fat, sugar and salt. Second, looking at the social problem relating to personal hygiene and water conservation. One of the risk factors for children's dental caries in Africa is children's lack of knowledge on oral health issues (Mafuvadze et al., 2013; Pengpid & Peltzer, 2012). Yet, interventions to improve oral hygiene among African children are scarce (Pengpid & Peltzer, 2012). Moreover, though the use of water for personal hygiene is necessary to prevent infectious diseases (Esrey et al., 1991; Esrey et al., 1989), overuse of water can create water scarcity leading to decreased crop yield (Rosegrant & Cline, 2003). Given that environmentally aware children may use less water during showers and teeth brushing (Kappel & Grechenig, 2009). Finally, the paper will look at littering and recycling knowledge. Littering reduction and increases in recycling offer environmental benefits (Sale et al., 2000; Cardinale, et al. 2012). Yet, recycling rates are lower in developing countries like South Africa (Liebenberg, 2007). The use of social marketing in litter reduction has been called for (Takahashi, 2009). This study has three research objectives: 1) to determine the knowledge (relating to the three social problems) of children living in a poor community in South Africa; 2) to determine whether a one day social marketing program could result in positive knowledge and attitude change in children living in a poor community in South Africa; 3) to determine whether a narrative study can extend evaluation for school based programs.

Methods

A pre- and post-test design was used to test the efficacy of active learning in changing knowledge and attitude. The number of participants (8-13 years of age) differed across the three active learning program days (fruit and vegetable, n=9, personal hygiene and water conservation, n=7, littering and littering and recycling, n=20), set in a school setting in Western Cape, South Africa. Each activity day focused on the administration of active learning activities that encouraged positive behaviour alternatives. For example, the fruit and vegetable program, focused on strategies children could take to increase their fruit and vegetable intake, such as adding them to their meals. This strategy was reinforced when children were decorating their banana and carrot cupcakes. For the personal hygiene and water conservation day, a 'shower song' was a key activity implemented to equip children with a strategy that ensures they take a shower for the optimal time period. That is, take a shower while listening to their favourite song. Finally, a key activity for the littering and recycling program was getting children to sort what was collected into 'litter' and the 4 recyclables 'plastic', 'glass', 'metal', and 'paper'. Interviewer-administered questionnaire consisted of Likert-type scale and open answer questions used to measure knowledge, preference, attitude and behaviour at both pre and post stages. Children were also asked to write narratives relating to the topic of the education day. Spearman's Rank Correlations, descriptive statistics and manual thematic analysis were used to analyse data.

Results/findings

A common result from the survey data across all three social marketing programs was increased knowledge, albeit at differing levels across the three pilots. First, from the fruit and

vegetable pilot study. Children's knowledge about the name of fruits increased from on average 5.4 to 6 with the addition of two new fruits named. Preferences of fruits increased from 89% to 100%. Knowledge regarding vegetable names also increased from 2.6 to 4.5. There was also a 40% increase in diversity of vegetables mentioned. Knowledge regarding the origin of fruit and vegetables increased from 89% to 100%. Second, results from the Hygiene and water conservation pilot study. Knowledge regarding the source of water and understanding of the importance of water conservation improved from 57% to 100% and from 86% to 100% respectively. By the post-survey all children knew that 4 minutes was the recommend length of a shower. Finally, for the littering and recycling pilot study. Knowledge about recycling increased from 25% to 100%. In the post survey 100% said that throwing litter on the ground 'very bad'. By the post survey 100% knew at least 3 and 67% knowing all 4 types of recyclables. Perception regarding the recycling as 'very good' increased from 42% to 83%.

The thematic analysis of the fruit and vegetable's program narratives determined that the mode setting was a farm (50%), which supports the shift from 89% to 100% in children knowing the origin of fruits and vegetables. All the narratives, were coded as 'positive' which correlates to the shift from 89% of students finding fruit 'super yum' at the start of the day to 100% at the end of the day. Second, for the hygiene and water conservation day. The thematic analysis uncovered the perceptions of water being an important source of health and wellbeing, importance of saving water and the situations when water can be wasted: *"Water is very important for animals and people for be alive"* (Respondent 1) *"Water is good to save"* (Respondent 6) and *"Every day the 2 boys played with the water. When they saw their dad they left the tap open and ran away….there wasn't any water in it"* (Respondent 2). For the littering and recycling, the thematic analysis uncovered the perceptions and behaviour related to littering, and how they intervened when someone else (friend or stranger) littered: *"It (littering) can make mother earth sick* (Respondent 14)*,"I picked it up so my mother and me walked to the supermarket Spar and threw it in the big green bins. Today I recycle every day."* (Respondent 1) and *"People were throwing papers everywhere. I told the people to pick it up, some of them picked it up and some told me to leave them alone. I picked it up and threw it in the bin."* (Respondent 8).

Conclusion
This pilot has made several practical and methodological contributions for social marketing. Firstly, it uncovered a lack of knowledge which children living in a poor community in South Africa have with regards to fruit and vegetable consumption, personal hygiene and water conservation and littering and recycling. Secondly, the pilot supports the effectiveness of programs delivered in school settings in achieving knowledge and attitudinal change which are important precursors for behavioural change. Given the time and cost efficiencies which school based programs can offer in contrast to community based programs (McBride et al., 2004), social marketing programs targeting 5-18 year olds should consider school based settings. Finally, this pilot has demonstrated the effectiveness of narratives as an evaluation method that is capable of assessing the message received by the target audience for programs delivered in school settings. Limitations may include interviewer bias, social desirability bias, self-reporting bias and generalisability of findings. In light of the pilot resulting in positive findings (in terms of positive knowledge and attitude change), it is recommended that the program be extended to more students and schools situated in poor communities in South Africa.

References

Blanchette, L., & Brug, J. (2005). Determinants of fruit and vegetable consumption among 6–12-year-old children and effective interventions to increase consumption. *Journal of human nutrition and dietetics*, *18*(6), 431-443.

Cairns, G., Angus, K., Hastings, G., & Caraher, M. (2013). Systematic reviews of the evidence on the nature, extent and effects of food marketing to children. A retrospective summary. *Appetite*, *62*, 209-215.

Cardinale, B.J., Duffy, J.E., Gonzalez, A., Hooper, D.U., Perrings, C., Venail, P., Narwani, A., Mace, G.M., Tilman, D., Wardle, D.A. and Kinzig, A.P., 2012. Biodiversity loss and its impact on humanity. *Nature*, Vol, 486, No. 7401, pp.59-67.

Esrey, S.A., Collett, J., D Miliotis, M., Koornhof, H.J. & Makhale, P. 1989. The risk of infection from Giardia lamblia due drinking water supply, use of water, and latrines amojng preschool children in rurual Lesotho. *International journal of epidemiology*, 18, 248-253.

Esrey, S.A., Potash, J. B., Roberts, L. & Shiff, C. 1991. Effects of improved water supply and sanitation on ascariasis, diarrhoea, dracunculiasis, hookworm infection, schistosomiasis, and trachoma. *Bulletin of the World Health organization*, 69, 609.

Gibson, E. L., Wardle, J., & Watts, C. J. (1998). Fruit and vegetable consumption, nutritional knowledge and beliefs in mothers and children.*Appetite*, *31*(2), 205-228.

Kappel, K. & Grechenig, T. Show-me: water consumption at a glance to promote water conservation in the shower. Proceedings of the 4th international conference on persuasive technology, 2009. *ACM*, 26.

Liebenberg, C. J. (2007). Waste Recycling in Developing Countries in Africa: Barriers to Improving Reclamation Rates. In *Eleventh International Waste Management and Landfill Symposium, CISA, Environmental Sanitary Symposium Centre, Italy* (pp. 1-9).

Mafuvadze, B.T., Mahachi, L. & Mafuvadze, B. 2013. Dental caries and oral health practice among 12 year old school children from low socio-economic status background in Zimbabwe. *Pan African Medical Journal*, 14.

McBride, N., Farringdon, F., Midford, R., Meuleners, L. and Phillips, M. (2004), "Harm minimization in school drug education: final results of the school health and alcohol harm reduction project (SHAHRP)", Addiction, Vol. 99 No. 3, pp. 278-291.

Pengpid, S. & Peltzer, K. 2012. Hygiene behaviour and health attitudes in African countries. *Current opinion in Psychiatry*, 25, 149-154.

Rasmussen, M., Krølner, R., Klepp, K. I., Lytle, L., Brug, J., Bere, E., & Due, P. (2006). Determinants of fruit and vegetable consumption among children and adolescents: a review of the literature. Part I: quantitative studies. *International Journal of Behavioral Nutrition and Physical Activity*, *3* (1), 1.

Rosegrant, M. W. & Cline, S.A. 2003. Global food security: challenges and policies. *Science*, 302, 1917-1919.

Sale, O.E., Chapin, F.S., Armesto, J.J., Berlow, E., Bloomfield, J., Dirzo, R., Huber-Sanwald, E., Huenneke, L.F., Jackson, R.B., Kinzig, A. and Leemans, R., 2000. Global biodiversity scenarios for the year 2100. *Science*. Vol. 287, No. 5459, pp.1770-1774.

Takahashi, B. (2009). Social marketing for the environment: An assessment of theory and practice. *Applied Environmental Education and Communication, 8*(2), 135-145.

Applying systems thinking to army equipment acquisition

Cuong Pham*, Griffith University, cuong.pham@griffithuni.edu.au
Sharyn Rundle-Thiele, Griffith University, s.rundle-thiele@griffith.edu.au
Julia Carins, Griffith University, j.carins@griffith.edu.au; Defence Science and Technology Group, julia.carins@dst.defence.gov.au
Larissa Cahill, Defence Science and Technology Group, Larissa.Cahill@dst.defence.gov.au

Abstract:
Australia is currently reviewing how Defence examines products and services for adoption among the armed forces (Department of Defence, 2016) and research that seeks to improve evaluation outcomes is timely. User evaluations are complex with many organisations and personnel involved. Systems thinking, a management framework that utilises concepts and techniques to examine processes within complex systems, offers one approach to view a complex system such as user evaluations. This paper proposes a research methodology permitting a wider system view to be applied to gain insights into how Defence user evaluations may potentially be improved. Formative research with participant observations is proposed to gain insights into influences within user evaluations, to identify biases occurring within the evaluations. Formative research will be used to inform the design of new management techniques underpinned by a systems thinking approach.

Keywords: Systems thinking, Participant observation, Product evaluation

Track: Social Marketing

Introduction and Research Aim

To determine services and equipment suitability, part of the assessment process seeks to capture soldier views through user evaluations to inform purchasing decisions. Current user evaluations are considered by Davies (2013) as equipment-centric, raising concerns about parity with potential adversaries; with spending escalation required to maintain existing parity (Australian Army Headquarters, 2013, pg. 3) driving calls for reform. Examining user evaluations (with the aim of guiding this reform) is challenging however, as evaluations can be complex due to multiple organisations (e.g.: Diggerworks, Defence Science and Technology Group, Capability Acquisition and Sustainment Group etc.) being involved (Barker, 2016); with potentially different goals sought out from the same user evaluation. Knowledge can be isolated with information prevented from being distributed across groups, compounded by a lack of formal framework for collaboration (Department of Defence, 2016). Factors such as these have been identified in other contexts as barriers towards better outcomes in overall efficiency, problem solving, decision making, knowledge generation and communication among groups within complex systems (Domegan et al., 2016).

A large factor driving desired outcomes within organisational systems can be attributed to the interactions that occur among individuals (Dhukaram, Sgouropoulou, Feldman & Amini, 2016) operating within a system. Consequently, these interactions can impact on systems being able to effectively formulate, plan and implement solutions to emerging problems and challenges (Maani & Maharaj, 2004). In the context of Army user evaluations, factors (i.e.: individual participant biases, competing group needs, etc.) which are not managed properly within user evaluations may impact or distort assessment outcomes. This warrants investigation of new approaches and techniques to allow examination of interactions among participants within user evaluations to identify and better manage these unaccounted factors.

The aim of this paper is to:
Explore whether systems thinking could be considered as an approach to examine the impact of biases and other potential influences at play within army user evaluations.
The proposition stemming from this aim is:
P1: Can participant observations be used as a method to gain insights into users within the context of Army user evaluations?

Theoretical background:

Systems thinking, a management framework which utilises concepts and techniques to improve efficiency within complex systems (such as that of Army user evaluations) (Jackson, 2003) is proposed as a guiding theoretical framework for this inquiry. System thinking has been used to engineer solutions to seemingly complex problems (Joyce, Green, Carey & Malbon, 2017). This framework permits a wider view to be taken allowing the researcher to: 1) view problems holistically, 2) recognise that relationships/interactions are more important than the problem itself and 3) acknowledge that social elements within systems may act with differing purposes or rationalities which are (or are not) aligned with good systems thinking practice (Mingers & White, 2010).

Methodological approach

A participant observation method is proposed to examine Australian Army user evaluation trials (i.e.: observation of researchers and uniformed personnel evaluating the products). The participant observations aim to examine the trial process applied by uniformed personnel, civilians and other third-party groups present during the user evaluation trials. Following

university and other funding body ethical clearance, participation in the user evaluation is planned with the researchers assisting DST (i.e.: assisting in data collection for the user evaluations) in the trial evaluation so that uniformed personnel participating in the user evaluations do not act differently due to the presence of researchers. Participant observations allow the interactions that occur among uniformed personnel during user evaluations to be observed to understand if these interactions are reflective of good systems thinking practice thereby assisting to identify potential sources of biases.

Observations will be documented in the form of field notes which note interesting features (e.g.: ideas, events, environmental influences, etc.) as transcribed data, before they are coded in a systematic fashion (i.e.: transforming these raw noted features into data that can then be assessed in a meaningful way). Thematic analysis as described by Braun and Clarke (2006) will be used to analyse the observations. Interesting features of the user evaluations will be noted and coded into potential themes, after which these themes will be checked (i.e.: reviewed for internal homogeneity and external heterogeneity) to understand if they work in relation to the initial codes and the larger data set. Final refinement of the themes and accompanying definitions will be undertaken with selection of examples taken to be included in subsequent reporting. A portion of the data will also be independently coded by two researchers, and compared, to determine whether a degree of consensus exists. The results of this cross checking seeks to establish concordance at the level of situating themes within the wider theoretical framework (Armstrong, Gosling, Weinman, & Marteau, 1997), and that differences in the data are mutually compatible rather than mutually exclusive (Belk, Wallendorf, & Sherry, 1989).

This research will repeat these participant observations over multiple user assessments to 1) gather additional data points (extending validity beyond one user evaluation, testing consistency and validity of themes over multiple user evaluations) 2) determine if observations can capture interactions among uniformed personnel (and by extension, the totality of biases that may be present in user evaluations) and 3) test the robustness of the method across varying types of user evaluations that are conducted by Army.

Discussion and Contributions
Systems thinking may offer a guiding approach to examine army user evaluations. There is alignment with the ideals systems thinking espouses and existing practices of deconfliction techniques practiced by uniformed personnel to manage problems in day to day activities. By identifying biases, this research may provide insights to inform the design of future studies/interventions that seek to manage these factors in subsequent user evaluations. There is potential for participant observations to be used as a method to examine systems, which may also assist to overcome sensitivity issues which go with formal empirical methods. Benefits to Australia's national interests are envisioned by improving outcomes of user evaluations to allow informed decisions with respect to military procurement in Australia. Beyond the immediate context of user evaluations, the findings of this research may be of value to practitioners providing an approach which can be taken to solve problems which present themselves within complex organisational structures, with application being extendable beyond the immediate military context this research falls within. To summarise, this research extends our application of systems thinking as an approach proposing the participant observation method as an investigative technique designed to examine practices within a system, while also bridging an important link between theory and subsequent practice.

References

Armstrong, D., Gosling, A., Weinman, J., & Marteau, T. (1997). The place of inter-rater reliability in qualitative research: an empirical study. *Sociology*, *31*(3), 597-606.

Barker, G. (2016). Australia's a lethal military force in Asia with planned big defence spend. Australian Financial Review. Retrieved from: http://www.afr.com/news/policy/defence/australias-a-lethal-military-force-in-asia-with-planned-big-defence-spend-20160226-gn4bw0

Belk, R. W., Wallendorf, M., & Sherry Jr, J. F. (1989). The sacred and the profane in consumer behavior: Theodicy on the odyssey. *Journal of consumer research*, *16*(1), 1-38.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative research in psychology*, *3*(2), 77-101.

Davies, A. (2013). Issues in Australian defence. *New Zealand International Review*, *38*(5), 13.

Department of Defence. (2016). Defence White Paper. Canberra: Australian Government Retrieved 04 March 2017, from: http://www.defence.gov.au/whitepaper/docs/2016-defence-white-paper.pdf

Dhukaram, A. V., Sgouropoulou, C., Feldman, G., & Amini, A. (2016). Higher education provision using systems thinking approach–case studies. *European Journal of Engineering Education*, 1-23.

Domegan, C., McHugh, P., Devaney, M., Duane, S., Hogan, M., Broome, B. J., ... & Piwowarczyk, J. (2016). Systems-thinking social marketing: conceptual extensions and empirical investigations. Journal of Marketing Management, 32(11-12), 1123-1144.

Headquarters, A. A. (2013). The Future Land Warfare Report. Retrieved 27 March 2017, from:http://ndc.gov.bd/lib_mgmt/webroot/earticle/2164/Future_Land_Warfare_Report_2013.pdf

Jackson, M. C. (2003). Systems thinking: Creative holism for managers (p. 378). Chichester: Wiley.

Joyce, A., Green, C., Carey, G., & Malbon, E. (2017). The 'Practice Entrepreneur'–An Australian case study of a systems thinking inspired health promotion initiative. *Health promotion international*, daw102.

Maani, K. E., & Maharaj, V. (2004). Links between systems thinking and complex decision making. System Dynamics Review, 20(1), 21-48.

Mingers, J., & White, L. (2010). A review of the recent contribution of systems thinking to operational research and management science. *European Journal of Operational Research*, *207*(3), 1147-1161.

SPORTS AND LEISURE MARKETING

ABSTRACTS

Booking Online: Review Quantity & Review Site Familiarity

Connie Poblete, Victoria University of Wellington
Micael-Lee Johnstone*, Victoria University of Wellington, micael-lee.johnstone@vuw.ac.nz

Abstract

Consumers are increasingly relying on online reviews to obtain hotel information and mitigate the risks associated with booking accommodation. The primary objective of this study was to examine whether review quantity and review site familiarity influenced consumers' attitudes and willingness to book hotel accommodation. *A secondary objective was to compare review quantity and* review site *familiarity within a luxury and budget hotel context.* This study adopted a 2(review quantity: high/low) x 2(review site familiarity: familiar/unfamiliar) x 2(brand class: luxury hotel/ budget hotel) between-subjects factorial design. The findings revealed that consumers' attitudes towards a hotel were more favourable and their willingness to book a hotel was greater when reading positive reviews on a familiar review site than an unfamiliar review site, regardless of the number of positive reviews. The study identified no differences between luxury and budget hotels, indicating that consumers' evaluations are equally influenced by review quantity and review site familiarity.

Keywords: source familiarity, online reviews, eWOM

Track: Sports and Leisure Marketing

A multi-stakeholder perspective on heritage authenticity and authentication

Ngan Phan*, RMIT University, phan.ngan@rmit.edu.au
Bernardo Figueiredo, RMIT University, bernardo.figueiredo@rmit.edu.au
Michael Beverland, RMIT University, michael.beverland@rmit.edu.au

Abstract:
In this paper, we look into the social process by which multiple stakeholders of heritage tourism construct the authenticity of the heritage site in their own way and negotiate their perceptions of authenticity. This process of authentication is important to understand, because the examination of authenticity as a static concept has certain limitations. As extant literature lacks a simultaneous perspective on both supply and demand sides, we propose the process of authentication should be looked into from a multi-perspective lens, and argue that differing authenticity perceptions can be mutually negotiated among the stakeholders. The multiple stakeholder perspective on heritage authentication is supposed to have strong implications for the sustainable marketing and management of heritage tourism.

Key words: heritage, multi-stakeholder, authentication

Track: Sports and Leisure Marketing

Binge drinking: Does the sport played matter?

Patricia David*, Social Marketing @ Griffith, Griffith University, p.david@griffith.edu.au
Sharyn Rundle-Thiele, Social Marketing @ Griffith, Griffith University, s.rundle-thiele@griffith.edu.au

Abstract:
Alcohol consumption is one of the main behavioural risk factors leading to chronic disease and high mortality rates. The association between sports and alcohol in Australia have been questioned given the influential role sport can have on young population. The aim of this paper is to investigate alcohol consumption among university students and specifically to explore potential differences between students involved in team sports and individual sports. Data was collected via online survey involving recruitment via an e-mail invitation to University students. Statistical analysis consisted of frequencies, Spearmans's correlations and logistic regression. Results showed that involvement in sport activities were significantly correlated with alcohol consumption. Moreover, 40% of young adults involved in team sports were binge drinkers, while only 24% who participate in individual sports reported binge drinking. Findings from logistic regression indicated that young adults who played Rugby and Australian Rules Football (AFL) were predictive of binge-drinking behaviour.

Keywords: Alcohol, Sports

Track: Sports and Leisure Marketing

A new model for Sports Fans repurchase decisions.

David Fouvy, RMIT University, david.fouvy@rmit.edu.au

Abstract:
Club members are strategically and financially important to professional sports clubs. This paper investigates sports fans motives, attachments and the service experience with financial members of the St Kilda Football Club. A single structured on line survey was developed using two previously validated scales, the Sport Interest Inventory and the Points of Attachment Index. Data analysis of over 700 responses using structured equation modeling allowed construction of a new sports fan response model. This model is important as it extends the work of Funk et al., (2003) and Kwon et al., (2005) and Woo et al., (2009). Specifically the model quantifies the drivers of satisfaction and the role of satisfaction with purchase intention. The model is helpful in identifying to professional clubs to what is important to its members.

Keywords: Sports fans, satisfaction, repurchase

Track: Sports and Leisure Marketing

SW2C: So What Who Cares - Volunteer Tourism

Xinru Yu, University of Wollongong, xy536@uowmail.edu.au
Uraiporn Kattiyapornpong*, University of Wollongong, pingk@uow.edu.au

Abstract:
Advanced technology allows both consumers and organisations the opportunities, however substantial available information, dynamic consumer decision-making and consumer empowerment challenge the organisation's operation and goal achievement. As information becomes paramount in consumer's decision-making, volunteer tourism organisations need to be aware and better understand of how potential volunteer tourist's information search behaviour in decision-making especially pre-decision-making (information search) and post-decision-making (information sharing) period. This study aims to investigate the volunteer tourist's information searching and sharing on both marketing communication channels and contents that draw volunteer tourists' attentions to participate in the projects. Using Nvivo to analyse sixteen volunteer tourists' interviews is included in this study. The findings include the contribution to the gap knowledge in identifying the powerful marketing communication channels and contents and practical implications to the volunteer tourism industry that enable the most effective marketing communication channels and contents being promoted, thus, demonstrated the impacts.

Keywords: Volunteer Tourism, Marketing Communication Channels, Contents.

Track: Sports and Leisure Marketing

Self –Emotion-Gaming - Explaining the Self-Control-Aggression Association

Joicey Wei Jie, Singapore University of Social Science, joiceyweij@suss.edu.sg
Yong J. Wang, Ohio University, wangy@ohio.edu
Valerie Wang, Malone University, vwang@malone.edu

Abstract:
Previously, lab studies show people who have exerted self-control are more likely to subsequently engage in aggression against others and previous literature has attributed the self-control-aggression association to diminished ability to self-regulate due to ego depletion. Gal and Liu (2011) found out exerting self-control is associated with angry behavior more broadly. In particular, after exerting self-control people exhibit increased preference for anger-themed content, greater interest in faces exhibiting anger, greater endorsement of anger-framed appeals, and greater irritation to others' attempts to control their behavior. However, the authors only documented the effect, but no underlying mechanism was testified empirically. In this paper, we provide an interesting explanation for this effect, specifically, the self-control-aggression association in the lens of "instrumental motive" of anger. The findings also have implication for marketing field, especially sports marketing where self-control is closely related to consumers' decision making.

Keywords: self-control, anger, instrumental movie of emotion

Track: Sports and Leisure Marketing

Self-Congruity and Word-of-Mouth Behaviour of Local Residents

Ning (Chris) Chen*, University of Canterbury, chris.chen@canterbury.ac.nz
Tina Šegota, University of Greenwich, tina.segota@ef.uni-lj.si
Tea Golja, Juraj Dobrila University of Pula, tea.golja@unipu.hr

Abstract:
Local residents of a place have great potential in promoting the place as a tourism destination in C2C communications. To understand how to motivate residents of a place as the place brand ambassador has become crucial to destination marketing organisations. Literature on residents in tourism context has focuses on residents' attitude toward tourism, place attachment, voluntary behaviours, etc. This study proposes self-congruity as a key concept in understanding and linking residents' place related behaviours, which may assist in the place marketing and branding. 309 valid questionnaires were collected from residents in Ljubljana, Slovenia, via an empirical field survey. The results from a structural equation modelling analysis suggest actual self-congruity and ideal self-congruity have different effects on place satisfaction and destination image, and further on two types of word-of-mouth behaviours: one-to-one and one-to-many word-of-mouth. This study provides insights into place marketing and branding by emphasising on residents' psychology and behaviours.

Keywords: Self-Congruity, Word-of-Mouth, Structural Equation Modelling.

Track: Sports and Leisure Marketing

SPORTS AND LEISURE MARKETING

FULL PAPERS

Functionality and Design Influence on Fitness Fashion

*Derek Ong Lai Teik, Sunway University Business School, dereko@sunway.edu.my
Yang JoAnne, Sunway University Business School, jo.yang@gmail.com*

Abstract

The growing debate between design and functionality dominates within the sportswear industry. Consumers purchase sportswear indirectly due to personal and social intrinsic attributes. Sportswear should be functional, comfortable and safe, developed in line with the performance needs of a person. Hence this study aims to explore the intrinsic factors of consumers purchase intention towards fitness fashion. The conceptual model which is an integration of Social Cognition and Enclothed Cognition theories was analysed using double mediation and reveals that personal and social factors affect perceived importance on functionality and design. While most research claims extrinsic values as main factors of purchase, other perceptions of consumers could come into play which would be beneficial for sportswear brands to identify with and leverage on. The results of this research can assist companies to gain prominence, leveraging on the growing popularity of active lifestyles by designing clothing that match those perceptions.

Keywords: Fitness fashion, Sportswear marketing, Double mediation

Track: Sports and Leisure Marketing

Introduction and Research Aim

Growing health awareness and increase female participation in sports has created a huge growth for sport brands such as Lululemon who target females. The National Sporting Goods Association reported that 40 out of 47 of the activities tracked had increased female participation while only 11 activities tracked showed an increase in male participation (Currie 2014). Comparatively, fitness fashion demand grew by 7% in 2013 while general apparel grew only 1% (Weibe 2013). Women was attributed to this growth because fitness fashion can be worn almost anywhere from the gym, as streetwear, work and evening wear. While initially created for sports purposes, the fitness apparel market is now expanding to those who are not necessarily enthusiastic in fitness by creating apparels which are suitable for casual daily wear. Moreover, the industry realised the importance of having appealing and fashionable designs which led to the crossover between function and fashion, hence the term fitness fashion (Kasriel-Alexander 2016) blurring the lines between functionality and design. Hence, companies are capitalising on this trend by collaborating with fashion designers. Extrinsic values such as price and brand are the main factors affecting purchase intentions (Jalilvand, et al. 2011; Mirabi et el. 2015). However, not much research has been done on testing intrinsic values especially for fitness fashion (Pujara & Chaurasia 2010). This research will likely assist sportswear brands to identify and highlight intrinsic attributes thus increasing the perceived value of their product instead of focusing on price and brand name alone to capture the consumer's attention. This will enhance the marketing efforts and make an impactful contribution to the fitness fashion industry. Thus, this research aims to:

Explore the intrinsic values on the purchase intention of fitness fashion

Two research questions is addressed in line with this aim:

RQ1: What intrinsic factors of consumers' affects fitness fashion functionality and design?

RQ2: Does functionality and design mediate the intrinsic factors of consumers and purchase intention of fitness fashion?

Background and/or Conceptual Model

The conceptual model integrates the Social Cognition (Bandura 1978), and Enclothed Cognition (Adam & Galinsky 2012) theories where Social cognitive theory (SCT) explains purchase intention in a three-way dimension of personal factors, environment and behaviour (Sheppard et al. 1988). The influence of friends and brands which reflects confidence (Madahi & Sukati 2012) increases the probability of purchase. The integration of the Enclothed Cognition theory explains how clothing influences a person's identity and behaviour. In the case of fitness fashion industry, functionality is an appeal for exercising purposes (Özdil & Anand 2014) while design of the attire is used as a fashion statement (Forney et al. 2005). Purchase intention of fitness fashion are explained by the normative and control beliefs evidenced by the increasing reception towards a large number of fashionable styles and variations in behaviour (Wang et al. 2004). Both extrinsic and intrinsic values are important to purchase intentions (Fandos & Flavián 2006) as the former provides differentiation from other competitive goods while the latter are the actual composition of a product (functionality and design). In recent years, intrinsic attributes has gained importance and is noted as a better measure of product quality (Fandos & Flavián 2006) which is a more accurate identification of important values perceived by the consumers (Sweeney & Soutar 2001). Personal and environmental (social) factors of Social Cognition theory consecutively explains the symbolic consumption and self-concept derived from the behaviour and attitudes of purchase intention (ul-Hassan et al, 2016).

Methodology

The research instrument, derived from variable items of personal (Ko et al, 2012), functionality (Sung, 2012), social (Chi & Kilduff, 2011), design (Bae & Miller, 2009), and purchase intention (Rajagopal, 2010) were subjected to a pretesting and pilot testing with potential respondent groups and sportswear marketing executives to ensure validity and reliability of the questions. Then, online data collection was conducted through a survey, where respondents who have purchased sportswear clothing in the last 6 months were asked to fill in a consent form for ethical research purposes. A total of 101 usable sample for the study was analyzed after data cleaning. Descriptive statistics was obtained to compare the means and standard deviations of different groups on the variables studied. Next simultaneous double mediation using PROCESS macro (Preacher & Hayes 2008) was used to analyse the data aimed at determining the existence of an overall effect of the path analysis. This was to ensure that simultaneous mediation effects are taken into consideration to reduce the likelihood of a parameter bias from omitted variables, unlike in a simple mediator model (Judd & Kenny 1981). Relative magnitudes of specific indirect effects associated with the mediators were determined within a single analysis.

Results and/or Discussion and Contributions

Preliminary analysis indicates that males (45%) and females (55%) who exercise regularly (40% indicate few times a week) favors functionality over design. Direct effects reveal that social and personal factors are strong indicators for both function and design. Function and design are also important indicators for purchase intention. These results show that conforming to social norms within a community and self-perception are strong indicators for the types of sportswear clothing consumers choose to purchase. It is important then, for companies to introduce a sense of community through their brands to help increase group acceptance and self-confidence which should be embedded in the sportswear's functionality and design. Further double mediation analysis reveals that consumers consider functionality first and then design, showing the mediating path for both social and personal factors to purchase intention. In the creation of new clothing, companies need to place emphasis on functionality as a precursor to design to ensure both important elements cater to the intrinsic influence of consumers, noting that in this results, consumers evaluate functionality before design.

Implications for Theory and Practice

This study contributes to the understanding of importance of intrinsic values of sportswear purchase intention through the inclusion of functionality and design. The integration of different theories within the new framework in this study allows for a stronger understanding behind the consumer behaviour of fitness fashion. Sportswear brands are encouraged to place more importance on the intrinsic values over the extrinsic ones and how these can enhance the consumers' strong connection to the brand at more than a superficial value. This can be achieved by projecting the strength and self-confidence of the values held by the brand ambassadors who are usually professional athletes and fitness celebrities through celebrity endorsements leveraging on the likes of those who made the shift from celebrity to becoming designers themselves (eg. Rita Ora who is a brand ambassador for Adidas Originals). Companies should also leverage on the global social value that these brands can create to influence consumers' purchase intention.

References

Adam, H, & Galinsky, AD 2012, 'Enclothed Cognition', *Journal of Experimental Social Psychology* ,vol. 48, pp. 918-925.

Bae, S. & Miller, J. 2009, 'Consumer Decision-Making Style for Sport Apparel: Gender Comparisons Between College Consumers, *Journal of Research*, 4(1), 40-45.

Bandura, A. 1978, 'Social Cognitive Theory', *Annals of Child Development*, Vol. *6*, pp. 1–60.

Chi, T, & Kilduff, PPD 2011 'Understanding Consumer Perceived Value of Casual Sportswear: An Empirical Study. *Journal of Retailing and Consumer Services*, *18*(5), 422–429

Currie, S, 2014, 'Global Sportswear Sector*',* M&A update.

Fandos, C, & Flavián, C 2006, 'Intrinsic and Extrinsic Quality Attributes, Loyalty and Buying Intention: An analysis for a PDO product', *British Food Journal*, vol. 108, no 8, pp. 646–662.

Forney, JC, Joo Park, E & Brandon, L 2005, 'Effects of Evaluative Criteria on Fashion Brand Extension', *Journal of Fashion Marketing and Management: An International Journal*, vol. 9, no. 2, pp. 156–165.

Jalilvand, MR, Samiei, N, Mahdavinia, SH 2011, 'The Effect of Brand Equity Components on Purchase Intention', *International Business and Management*, vol. 2, no. 2, pp. 149–158.

Judd, CM & Kenny, DA 1981, 'Process Analysis: Estimating Mediation in Treatment Evaluations' *Evaluation Review*, vol. 5, no. 5, pp. 602–619.

Kasriel-Alexander, D 2016, 'Top 10 Global Consumer Trends for 2016', Retrieved from http://grovara.com/wp-content/uploads/2016/03/Top-10-Global-Consumer-Trends-for-2016-Euromonitor.pdf

Ko, E, Taylor, CR, Sung, H, Lee, J, Wagner, U, Navarro, DM-C, & Wang, F 2012,'Global Marketing Segmentation Usefulness in The Sportswear Industry. *Journal of Business Research*, *65*(11), 1565–1575

Madahi, A, & Sukati, I 2012, 'The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia', *International Business Research*, vol. 5, no. 8, pp. 153–159.

Mirabi, V, Akbariyeh, H, & Tahmasebifard, H 2015, 'A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran', *Journal of Multidisciplinary Engineering Science and Technology*, vol. 2, no. 1, pp. 267-273.

Özdil, N, & Anand, S 2014, 'Recent Developments in Textile Materials and Products Used for Activewear and Sportswear', *Electronic Journal of Textile Technologies,* vol. 8, no. 3, pp. 68–83.

Preacher, K, & Hayes, A 2008, 'Asymptotic and Resampling Strategies for Assessing and Comparing Indirect Effects in Multiple Mediator Models', *Behavior Research Methods*, vol. 40, no. 3,pp. 879–891.

Pujara, T, & Chaurasia, S 2010, 'Understanding the Young Consumers' Perception of Clothing Quality', *Journal of Management & Research*, vol. 1, no. 2, pp. 53–61.

Rajagopal, R, 2010, 'Consumer Culture and Purchase Intentions towards Fashion Apparel (Unpublished doctoral thesis), EGADE Business School, Mexico.

Sheppard, BH, Hartwick, J, & Warshaw, PR 1988, 'The Theory of Reasoned Action : A Meta - Analysis of Past Research with Recommendations for Modifications and Future Research', *Journal of Consumer Research,* vol. 15, no. 3, pp. 325–343.

Sung, HW 2012,'A Study on Purchasing Behavior of Outdoor Sportswear: Based on Sports Types and Sports Participation Motivations', *Korean Journal of Human Ecology*, *21*(2), 315–329.

Sweeney, JC, & Soutar, GN. 2001, 'Consumer Perceived Value: The Development of a Multiple Item Scale', *Journal of Retailing*, vol. 77, no. 2, pp. 203–203.

ul Hassan, SQ, Ilyas, M, & Rehman, CA 2016, 'Corporate Branding, Emotional Attachment and Brand Loyalty: The Case of Luxury Fashion Branding', *Kuwait Chapter of the Arabian Journal of Business and Management Review, 6*(2), 43-57.

Wang, CL, Siu, NYM, & Hui, ASY 2004, 'Consumer Decision-Making Styles on Domestic and Imported Brand Clothing', *European Journal of Marketing*, vol. 38, no. 1/2, pp. 239–252.

Weibe, J, 2013, Psychology of Lululemon: How Fashion Affects Fitness. Retrieved June 20, 2016, from <http://www.theatlantic.com/health/archive/2013/12/psychology-of-lululemon-how-fashion-affects-fitness/281959/>

Examining Ecotourism Experiences: Chinese Tourists in Australia

Fang Liu*, University of Western Australia, fang.liu@uwa.edu.au
Tina Li, University of Western Australia, tina.li@uwa.edu.au
Geoff Soutar, University of Western Australia, geoff.soutar@uwa.edu.au

Abstract:
China has been the world's biggest outbound tourism market since 2012, yet we know little about Chinese outbound tourists and, especially, their experiences in foreign destinations. This study examines outbound Chinese tourists' ecotourism experiences in Australia. We identified seven major experience dimensions, namely sensory, emotional, aesthetics, entertainment, escapism, education and relatedness dimensions, all of which impacted on Chinese tourists' overall ecotourism experiences in Australia.

Keywords: experience, ecotourism, Chinese tourists, Australia

Track: Sports and Leisure Marketing

Introduction and Research Aim

The number of China's outbound tourists reached 122 million in 2016, increasing by 4.3% compared to the year of 2015 with 117 million outbound tourists (CTA, 2017). China has remained the world's largest number of outbound tourists for consecutive years since 2012. Many countries are casting their eyes to China and developing strategies to lure Chinese tourists. However, these measures will not be effective without a good understanding of Chinese tourists' experiences. Unfortunately, there has been little empirical research into the experiences Chinese tourists have in foreign destinations. One challenge lies in the complexity of the Chinese outbound market. For example, Chinese outbound tourists have different travel motivations (Sparks & Pan, 2009), different decision-making processes (Xiang, 2013) and, last but not least, different expectations (Chow & Murphy, 2008).

The complex nature of people's "experience" adds to the challenge of understanding Chinese outbound tourists' experiences. Although it is widely believed we have entered an experience economy and that businesses will fail if they cannot provide positive consumer experiences (Pine & Gilmore, 1998), there is little agreement about how experience is formed, how it should be measured or what its outcomes are. Previous research suggests experience has anywhere from one (Staus & Falk, 2013) to ten dimensions (Kim, 2014) and researchers have debated whether experience is a cognitive or an affective construct (Walls et al., 2011) or whether it should be considered from a planning or an activity perspective (Mantei & Kervin, 2009), from a direct or an indirect perspective (M. Millar & K. Millar, 1996) or from a singular or an interpersonal perspective (Patrick et al., 1994). These disagreements have led to inconsistencies in the measurement of experience. Consequently, this study was designed to:

Identify the key experience dimensions of Chinese tourists' ecotourism experiences in Australia and *to understand the influences these key dimensions have on Chinese tourists' ecotourism experiences.*

The study attempted to address two important research questions in line with the research aims:

    RQ1: What are the key dimensions of Chinese tourists' ecotourism experiences when they visit an ecotourism site in Australia?
    RQ2: What is the relationship between the key experience dimensions and overall ecotourism experiences?

Conceptual Development

Creating a positive consumer experience is vital for any industry, but especially for tourism, which provides service offerings. However, tourism experiences are subjective (Urry, 1990). Tourists may travel to a destination due to similar motivations, but they may have different behaviours during their trips, which will result in different experiences (Ryan, 1997).

One of the earliest experience frameworks in marketing was suggested by Pine and Gilmore (1998), who proposed four experience realms (entertainment, education, escapism, and aesthetics) (the 4Es). These four experience dimensions differ based on consumers' degrees of participation and immersion. Another important experience framework was suggested by Schmitt (1999) under the "experiential marketing" paradigm. In Schmitt's framework, consumer experience has five important dimensions (sensory, emotional, thinking, acting and

relating). These two frameworks have been used in previous studies (e.g., Tsaur et al., 2006; Wang et al., 2012) in various tourism settings, including wetland parks. However, while a number of researchers (e.g., Jurowski, 2009; Bloch et al., 2003) have argued the two frameworks dimensions might be related, they have not been integrated in prior research.

The current study integrated Pine and Gilmore's (1998) and Schmitt's (1999) frameworks to better understand Chinese tourists' ecotourism experiences in a foreign destination. As a result of the integration, a total of thirty-four experience items were adopted in the study.

Method and Analysis

Data were collected through a tourism company that arranges trips to a wildlife park in Western Australia for Chinese tourists. Approximately 60% of the participants were between forty and sixty years of age while the rest were between 18 and 40 years of age. There was a reasonable gender balance (60% males and 40% females) and most respondents belonged to the "outdoor activists" category. A principal component factor analysis of the experience items, discussed subsequently, was used to see how well the two experience frameworks could be combined.

Results, Discussion and Contributions

Descriptive statistics were computed and the means, standard deviations, and the constructs' measurement properties were examined. The WarpPLS version 6.0 partial least squares (PLS) program was used to assess the unidimensionality, reliability, convergent, and discriminant validity of the constructs before the suggested structural model was estimated. All of the items related well to their constructs, with all loadings exceeding 0.60.

Seven experience dimensions were found, including sensory, emotional, aesthetics, entertainment, escapism, education, and relatedness. These factors together explained more than 60% of the variation in the data. The sensory, emotional, aesthetics, and entertainment experience dimensions had significant impacts on the overall ecotourism experience. These experiences dimensions are all related to the hedonic aspect of the experience (Hirschman & Holbrook, 1982). The education, relatedness and escapism dimension did impact on the overall experience but not as strongly.

Findings from this study extend our understanding of the formation of ecotourism experience and suggest ways to develop effective marketing strategies that help create valuable tourism experiences. The results will also help Australian ecotourism and other tourism operators pinpoint marketing communications to attract the Chinese tourists, increasing the success of their operations. Implications to other international ecotourism markets are discussed.

References

Bloch, P, Brunel, F, & Arnold, T (2003). Individual Differences in the Centrality of Visual Product Aesthetics: Concept and Measurement. *Journal of Consumer Research*, 29, 551-565.

China Tourism Academy (2017), "Chinese Outbound Tourism Statistics in 2016", February 3, 2017. Available from http://news.travel168.net/20170203/43145.html.

Chow, I., & Murphy, P. (2008). Travel Activity Preferences of Chinese Outbound Tourists for Overseas Destinations. *Journal of Hospitality Marketing & Management*, 16, 61-80.

Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: emerging concepts, methods and propositions. *The Journal of Marketing*, 92-101.

Jurowski, C. (2009). An examination of the four realms of tourism experience theory. In *International CHRIE Conference*. San Francisco.

Kim, J. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*, 44, 34-45.

Mantei, J., & Kervin, L. (2009). "Authentic" learning experiences: what does this mean and where is the literacy learning?" In *National Conference for Teachers of English and Literacy*. Hobart, Tasmania.

Millar, M., & Millar, K. (1996). The Effects of Direct and Indirect Experience on Affective and Cognitive Responses and the Attitude–Behavior Relation. *Journal of Experimental Social Psychology*, 32, 561-579.

Patrick, M., Hobson, R., Castle, D., Howard, R., & Maughan, B. (1994). Personality disorder and the mental representation of early social experience. *Development and Psychopathology*, 6, 375.

Pine, B., & Gilmore, J. (1998). Welcome to the experience economy. In A. Bernstein, K. Bell, & S. Cliffe (Eds.), *Harvard Business Review* (pp. 97-105). Massachusetts: Harvard Business Publishing.

Ryan, C. (1997). *The Tourist Experience: A New Introduction*. London: Cassell.

Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15, 53-67.

Sparks, B., & Pan, G. (2009). Chinese Outbound tourists: Understanding their attitudes, constraints and use of information sources. *Tourism Management*, 30, 483-494.

Staus, N., & Falk, J. (2013). The role of emotion in ecotourism experiences. In R. Ballantyne, & J. Packer (Eds.), *International Handbook on Ecotourism* (pp. 178-191). Cheltenham: Edward Elgar Pub. Ltd.

Tsaur, S., Chiu, Y., & Wang, C. (2006). The Visitors' Behavioral Consequences of Experiential Marketing. *Journal of Travel & Tourism Marketing*, 21, 47-64.

Urry, J. (1990). The 'Consumption' of Tourism. *Sociology*, 24, 23-35.

Walls, A., Okumus, F., Wang, Y., & Kwun, D. (2011). An epistemological view of consumer experiences. *International Journal of Hospitality Management*, 30, 10-21.

Wang, W., Chen, J., Fan, L., & Lu, J. (2012). Tourist experience and Wetland parks: A case of Zhejiang, China. *Annals of Tourism Research*, 39, 1763-1778.

Xiang, Y. (2013). The Characteristics of Independent Chinese Outbound Tourists. *Tourism Planning & Development*, 10, 134-148.

Social Media Value in Professional Sport

Jessica Huddy, Seven West Media, jessica.huddy@hotmail.com
Gregory Brush*, University of Western Australia, greg.brush@uwa.edu.au

Abstract:
Social media is an increasingly pervasive part of our life. It provides sports fans with access to their team like never before, as well as a means for engaging with their team, their team's players, and fellow fans beyond the context of game day. However, professional sport is not utilising social media to its fullest potential. There also is limited understanding of what sports fans value on social media. This study explores social media value for professional sporting organisations and their fans, in the context of the Australian Football League (AFL). Using Grönroos and Voima's (2013) value spheres framework, a conceptualisation of social media value utilising Facebook, Twitter, Instagram, and Snapchat platforms is provided. A qualitative approach using in-depth semi-structured interviews with AFL club officials, AFL fans, and two administrators of non-official AFL social media sites reveals thirteen themes, and additional sub-themes, which reflect the value of social media platforms.

Keywords: Social Media, Professional Sport, Value

Track: Sports and Leisure Marketing

Introduction
Social media (SM) is increasingly important as it becomes a pervasive part of our everyday lives (Harrigan et al. 2014). Ninety-four percent of Australian SM users maintain a Facebook profile, and 59 percent of Australians access SM at least once a day (Sensis 2017). SM assists an organisation's marketing efforts, particularly with their relationship management goals (Pronschinske, Groza & Walker 2012). SM platforms allow organisations to communicate directly to customers in a timely manner, more efficiently and at a relatively lower cost than traditional methods of communication (Kaplan & Haenlein 2010).

The opportunity for higher forms of interaction has been found to lead to stronger relationships between a sporting organisation and its fans (Hopkins 2013). With a growing use of smartphone technology giving rise to an increase in SM use (Sensis 2017), sports fans' consumption of sport via SM likely will also increase (Gibbs, O'Reilly & Brunette 2014). However, it is suggested that professional sporting organisations are not utilising SM to its fullest potential (Pronschinske, Groza & Walker 2012), despite sporting clubs being amongst the most followed organisations on SM (Sensis 2017). An inability to capitalise on the power of SM platforms is compounded by the challenge of conceptualising and measuring the value of SM, which is identified as an area requiring further research (Aral, Dellarocas & Godes 2013). The AFL is an example of a sporting code that reflects an underperforming SM presence, particularly on Facebook, when compared to other Australian sporting codes attracting less attendance.

The aim of the research is to utilise the insights of AFL fans, AFL club officials and non-official SM site administrators in order to better understand the value of SM platforms. With this in mind, the research is conducted in order to address the following research question: *What is the value created by the use of social media platforms in the context of the AFL?*

Conceptual Model
Vargo and Lusch (2004, 2008) propose that customers are 'co-producers' of value, recognising the need to acknowledge value creation as an interactive and networked process; and that the customer continues the value creation process beyond the organisational production phase. Grönroos and Voima's (2013) conceptualisation of value co-creation into value creation spheres illustrates the roles of service providers and customers in value creation, and outlines how value co-creation occurs in service interactions. This conceptualisation of value provides a useful guide regarding the various routes of value creation, and assisted in the conceptual development for the current research. Past research has presented service providers as the facilitators of value creation (Grönroos 2008). This notion is evident in Grönroos and Voima's (2013) 'provider sphere', in which the service provider produces the resources and processes for their customers, thus generating potential value. Customers are said to create real value in the form of value-in-use in the 'customer sphere', where the value creation occurs autonomously of the service provider (Grönroos & Voima 2013). This independent value creation can occur with one customer individually, or with a group of customers collectively (Grönroos & Voima 2013). Value co-creation occurs in the 'joint sphere', where interactions between the service provider and customer see the customers become co-producers with the service provider, thus jointly creating real value (Grönroos & Voima 2013).

Methodology
The study adopts a qualitative approach. Data was collected through semi-structured in-depth interviews with AFL club officials, AFL team fans, and two administrators of non-official

AFL Club SM sites. The research provides comprehensive coverage on the use and perceived value of SM in the context of the AFL. The researchers selected social networking sites as the 'SM' of focus, as opposed to blogs and content communities (Kaplan & Haenlein 2010). This is in line with other studies that focus on SM sites that allow content generation and peer-to-peer engagement (Rothschild 2011). An iterative process, where data collection and analysis occurs concurrently, was utilised (DiCicco-Bloom & Crabtree (2006). The researchers identified no new themes emerging around the tenth fan interview, signalling a point of data saturation. This was confirmed by a further two fan interviews, which revealed no additional themes or information. Transcripts were in a naturalised form to reveal the words that were said, as opposed to the ideas raised as is the case with denaturalised transcription (Bucholtz 2000). The written transcripts were imported into the QSR NVivo 10 software package to conduct in-depth analysis. The transcribed data was analysed using thematic analysis, and followed the six-stage process outlined by Braun & Clarke (2006). Following Hirschman (1986), to ensure rigour the findings were assessed for credibility, transferability and dependability. To be considered a theme within the data, a concept had to be raised by at least two interview participants.

Results, Discussion and Contributions
The themes and additional sub-themes (in parentheses) that emerged were adverse activity (criticism and trolls), authenticity, banter, emotion, entertainment, expression (coaching advice, content creation, general expression, opinion leadership), fan community, fan intensity, information (behind the scenes, club news, fan opinions, match day, speculation), interaction with club (off-field activities, club social efforts, personification of players, online interaction), involvement with club, purchase and word-of-mouth. The themes were placed into one or multiple spheres (see figure below), dependent on how interview participants raised the theme. These spheres indicate whether value was being facilitated by the clubs, created external to the clubs' SM content, or co-created by the clubs and their fans. The different font sizes reflect the strengths of the themes as determined by the number of fan interviews they appeared in.
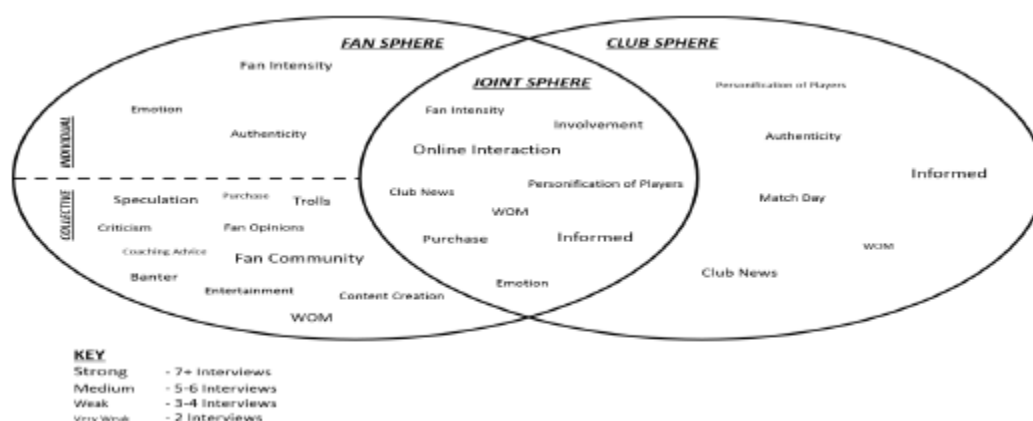
This conceptualisation moves beyond SM value in terms of relationship management, and includes value relating to information, interaction with service providers, customer intensity, customer emotion, word of mouth, expression, purchasing behaviour, and customer-to-customer engagement. Previous studies in professional sport consider fan motivations for engaging with sport-related SM content and the ways in which clubs are using these platforms. This study is the first exploring the forms of value these SM platforms are providing sports fans and sporting organisations. The Grönroos and Voima (2013) value spheres framework is applied to a new context. It has previously been used in more traditional service settings, including the financial planning industry (Plewa, Sweeney &

Michayluk 2015). This study extends the framework's application to a professional sporting context, and a more virtual context, with exchanges between clubs and fans occurring via SM platforms.

References
Aral, S, Dellarocas, C & Godes, D 2013, 'Social Media and Business Transformation: A Framework for Research', *Information Systems Research*, vol. 24, no. 1, pp. 3-13.

Braun, V & Clarke, V 2006, 'Using Thematic Analysis in Psychology', *Qualitative Research in Psychology*, vol. 3, no. 2, pp. 77-101.

Bucholtz, M 2000, 'The Politics of Transcription', *Journal of Pragmatics*, vol. 32, no. 10, pp. 1439-1465.

DiCicco-Bloom, B & Crabtree, BF 2006, 'The Qualitative Research Interview', *Medical Education*, vol. 40, no. 4, pp. 314-321.

Gibbs, C, O'Reilly, N & Brunette, M 2014, 'Professional Team Sport and Twitter: Gratifications Sought and Obtained by Followers', *International Journal of Sport Communication*, vol. 7, no. 2, pp. 188-213.

Grönroos, C 2008, 'Service Logic Revisited: Who Creates Value? And Who Co-Creates?' *European Business Review*, vol. 20, no. 4, pp. 298-314.

Grönroos, C & Voima, P 2013. 'Critical Service Logic: Making Sense of Value Creation and Co-Creation', *Journal of the Academy of Marketing Science*, vol. 41, no. 2, pp. 133-150.

Harrigan, P, Soutar, G, Choudhury, MM & Lowe, M 2014, 'Modelling CRM in a Social Media Age', *Australasian Marketing Journal (AMJ)*, vol. 23, no. 1, pp. 1-11.

Hirschman, EC 1986, 'Humanistic Inquiry in Marketing Research: Philosophy, Method, and Criteria', *Journal of Marketing Research*, vol. 23, no. 3, pp. 237-249.

Hopkins, JL 2013, 'Engaging Australian Rules Football Fans with Social Media: A Case Study', *International Journal of Sport Management and Marketing*, vol. 13, no. 1, pp. 104-121.

Kaplan, AM & Haenlein, M 2010, 'Users of the World, Unite! The Challenges and Opportunities of Social Media', *Business Horizons*, vol. 53, no. 1, pp. 59-68.

Plewa, C, Sweeney, JC & Michayluk, D 2015, 'Determining Value in a Complex Service Setting', *Journal of Service Theory and Practice*, vol. 25, no. 5, pp. 568-591.

Pronschinske, M, Groza, MD & Walker, M 2012, 'Attracting Facebook 'Fans': The Importance of Authenticity and Engagement as a Social Networking Strategy for Professional Sport Teams', *Sport Marketing Quarterly*, vol. 21, no. 4, pp. 221-231.

Rothschild, PC 2011, 'Social Media Use in Sports and Entertainment Venues', *International Journal of Event and Festival Management*, vol. 2, no. 2, pp. 139-150.

Sensis 2017, *Sensis Social Media Report 2017: Chapter 1 – Australians and Social Media*, Sensis, viewed 27 June 2017, https://www.sensis.com.au/asset/PDFdirectory/Sensis_Social_Media_Report_2017-Chapter-1.pdf

Vargo, SL & Lusch, RF 2004, 'Evolving to a New Dominant Logic for Marketing', *Journal of Marketing*, vol. 68, no.1, pp. 1-17.

Vargo, SL & Lusch, RF 2008, 'Service-Dominant Logic: Continuing the Evolution', *Journal of the Academy of Marketing Science*, vol. 36, no. 1, pp. 1-10.

Challenges in managing niche sports sponsorships: Equestrianism.

Dr Sean Ennis, University of Strathclyde: sean.ennis@strath.ac.uk
Dr Michael Marck, University of Strathclyde: m.marck@strath.ac.uk
Sara Meil, University of Strathclyde: s.meil@strath.ac.uk

Abstract

This paper assesses the challenges facing niche sports with regard to attracting and maintaining sponsorship. While the overall area of sports sponsorship attracts much research and discussion, by contrast sponsorship of niche sports receives little comparative coverage and investigation in the extant literature. Our research examines the sport of equestrianism as a case in focus. Our study found that niche sport sponsorship offers a number of benefits not achieved through mainstream sport sponsorship. These included the ability of niche sports to offer organisations an uncluttered marketing platform, the ability to reach a specific target market and the ability to transfer the image of the sport onto the brand.

The eventing sport can be seen as old fashioned by some and thus further improvements in the way that sponsorship relationships exist are highlighted. These include further use of sponsorship activation, implementation of contracts and viewing eventing sponsorship as a long-term investment.

Key words: sponsorship, niche sports, activation

Track: Sports and Leisure Marketing

Introduction

Much of the extant literature on sports sponsorship focuses on "big" sports, "big" events and "big" companies. In this paper, we consider a neglected area of research – niche sports. We assess the relevance of some of the theoretical frameworks to the reality of niche sports and selected the sport of equestrian as case in point. We considered the following objectives.

1. To explore the motivations behind organisation's choice to sponsor the niche sport of eventing and what benefits it can bring to the organisation.
2. To identify and analyse the consumer's perspective of eventing and eventing sponsorship.
3. To investigate the sponsorship relationships between the sponsors and the sponsored party within eventing.

Niche sports

Niche sports can be described as sports that involve a smaller sub segment of the population and do not tend to appeal to the wider market (Miloch et al, 2006). Rosner and Shropshire (2004) placed niche sports in four categories: a) minor leagues, b) emerging sports that represent the top level of competition in their respective sport, c) indoor variations of traditionally outdoor sports and d) gender-specific leagues, which offer women the opportunity to participate in their own league. It can also be argued that a sport such as rugby, which has a wide, arguably semi-global appeal, also falls into the niche category given that it attracts a relatively narrow audience in countries such as the UK and Australia: the former due to its attraction to the middle-class, middle-income segment and the latter also due to geographical focus. Niche sports have experienced rapid growth rates whereas mainstream sports have seen slowing growth rates, and in some cases a decline. (Miloch et al., 2006). Scandals within some of the mainstream sports have also encouraged companies to rethink their approach.

Niche sports tend to have fewer sponsors, which in turn leads to a less cluttered marketing environment, which offers the potential for better and more effective exposure. With these sports being smaller in size, the sponsor has more of an opportunity to become involved with the event and sport itself (Cortsen, 2013). As with mainstream sports, sponsors choose to sponsor niche sports to increase market awareness, to increase sale/market share, increase public awareness, enhance company image and to become involved with the community (Greenhalgh, 2010). An organisation may be more positively looked at if they sponsor smaller events due to the community feeling more valued than they would with large mainstream events (Miloch et el., 2007).

A study by Greenhalgh and Greenwell (2013) provides some support for the concept of the sponsorship life cycle put forward by Lough and Irwin (2001). This concept argues that the sponsorship lifecycle begins with awareness and image-focused for sponsors of less mature sports properties and progresses towards more market-drive objectives such as increasing sales or market share.

The sport of equestrianism refers to the possession or use of horses, and secondly suppliers of horse related goods (BETA, 2015). From this, the industry involves those who partake professionally and those who are involved for leisure. The professional industry includes areas such as racing, eventing, dressage and show jumping (BETA, 2015). When we look at

main equestrian leisure activities, this includes trekking centres, riding schools and tourist activities (BETA, 2015). In 2015, the equestrian sector in the UK was worth £4.3 billion with 2.7million people partaking in equestrian sport on a regular basis in the UK alone (BETA, 2015).

Methodology

In order to gain a multi-dimensional perspective from key informants we opted for a qualitative approach to research design and implementation. To this end, we conducted in-depth interviews with the following informants: four professional event riders, three owners of companies who sponsor equestrian events and one journalist who covers the sport in the national press. In addition, we conducted two focus groups with ten individuals who regularly attend equestrian events. (Five within each group). The following themes (derived from the literature) were explored with the respondents. Brand awareness (image transfer, goodwill), sales, athlete endorsement (brand congruence, target audience). Sponsorship relationships (formal and informal), expectations of sponsors and riders, sponsorship activation.

Results and discussion

- Giving something back to the community and the potential benefits of being associated with ethical issues such as gender equality in the sport.
- The importance of relationships within the context of sport and their symbiotic nature.
- Woking within an uncluttered marketing environment.
- The concept of "gift-in-kind" was a feature of all of the sponsorship packages with two of the sponsors stating that the arrangement was mainly financial.
- The need to engage more proactively with sponsorship activation.

Implications for theory and practice

Our research reinforces some of the extant literature but raises some issues that relevant for stakeholders in this area and for future research. Because of the specialised nature of niche sports, both sponsors and the sponsored entity need to recognise the concept of co-creation more fully and in a more proactive way. This is captured in the following implications.

- The absence of contract could be seen as a casual and non-focused approach to managing the relationship. However the close-knit community of equestrian means that the lack of KPI's reinforces the informal nature of the relationship. This encourages a friendly and informal approach from both parties, which leads to maximising the benefits for both parties.
- The backgrounds of many of the competitors means that they are not totally reliant on sponsorship to enable them to compete at elite level. This is in contrast to other sports clearly.
- In this sport it is not all about financial sponsorship. Benefits in kind tend to be equally as important for riders.
- There is clearly scope for greater activation of sponsorship arrangements. This can involve both spectators and fans such as free lessons with a specific rider, discounts on clothing and equipment and so on. A more strategic focus is needed by sponsors.

References

Applebaum, M. (2012) Beyond Top Tier. Adweek, [online]. Available at: http://www.adweek.com/sa-article/beyond-top-tier-137840 [Accessed 27 October 2015].

British Equestrian Trade Association, 2015. National Equestrian Survey. BETA UK, [online] Available at http://www.beta-uk.org/pages/industry-information/market-information.php [Accessed 12 October 2015].

Greenhalgh, G., 2010. An examination of professional niche sport sponsorship: Sponsors' objectives and selection criteria. University of Louisville, [online]. Available at http://ir.library.louisville.edu/cgi/viewcontent.cgi?article=1528&context=etd [Accessed 27 October 2015].

Greenhalgh, Greg and Greenwell, Christopher (2013) "What's in it for me? An investigation of North American Professional Niches Sports Sponsorship Objectives. Sports Marketing Quarterly, 22, pp101-112.

Exploring inbound travel barriers impeding destination competitiveness

Leonie Menzies, Auckland Institute of Studies, leoniem@ais.ac.nz
Danie Ferreira, Nelson Mandela University, danie.ferreira@mandela.ac.za

Abstract

The purpose of this paper was to explore the inbound travel barriers that impede destination competitiveness. This study followed a qualitative research approach with the main data analysis strategy being summative content analysis. The findings indicated that both structural, intra- and interpersonal barriers exist across global influences, particularly, the economy, policy and legislation, sociocultural-, geographical- environmental and safety and security factors. The findings of this study will be used in the development of a comprehensive measuring instrument that can be adapted and used in various contexts across different destinations. It is anticipated that this will provide destination marketers with insight as to what the specific travel barriers are at a destination, from a potential tourist's perspective.

Keywords: Barriers, Travel, Destination Competitiveness

Track: Sports and Leisure Marketing

Introduction and Research Aim
The tourism industry operates in a highly competitive environment (Buck, Ruetz & Freitag, 2015), with a contribution of 10.2% to the global GDP and a growth rate of 3.9% in 2016. According to the United Nations World Tourism Organisation (UNWTO, 2017), the year 2016 was the 7th consecutive year of sustained growth despite the global economic crisis. Furthermore, the tourism industry is globally regarded as a vital means for socio-economic development and therefore destination competitiveness is an important aspect to consider (UNWTO, 2017). Image, as an important function of destination competitiveness, plays a crucial role in the decision-making process (Ferreira & Perks, 2017; Chen, Chen & Okumus, 2012). Image is further influenced by the perceptions that potential tourists hold of a destination. Destination image, and consequently travel decisions are influenced by global forces such as the economy, policy and legislation and safety and security to name a few (Du Plessis, Saayman & Van der Merwe, 2017; Ferreira, Perks & Oosthuizen, 2016). Not only can these global forces influence tourists' image of a destination, but also their willingness and ability to travel to certain destinations (Celata, 2013). To be competitive, destination marketers, together with other tourism stakeholders such as governments, public and private sector as well as communities need to deliberate and find solutions to minimise travel barriers (UNWTO 2017; WEF, 2014).

In the tourism industry, it is commonly accepted that an understanding of travel demand and knowledge of travel barriers are important for forecasting future travel patterns (Yuan, Cai, Morrison & Linton, 2005), as contemporary barriers to travel may negatively impact on this upward growth trend and competitiveness of destinations. Global violent conflicts, political uncertainty, geopolitical tension and terrorist attacks, as well as the refugee crisis in Europe, are having a significant impact on the global tourism industry (Buck et al., 2015). Barriers represent the aspects that inhibit tourists to visit a certain destination. According to Kimmm (2009), the most commonly identified barriers include money, time, health, fear, and finding a partner. However, perception is also a barrier that has received significant attention (Ferreira, et al. 2016; Khan, 2011). The various types of barriers that prevent people from travelling can be categorised into three broad categories: intrapersonal, structural, and interpersonal (Crawford, Jackson & Godbey, 1991). Interpersonal barriers (such as finding a partner) has been found to be a minor challenge that can easily be overcome by, for example joining a tour group (Kimmm, 2009). However, it is worth exploring this category in terms of barriers that are created through social media.

Therefore, the aim of this paper is:
> To explore the structural, intra- and interpersonal inbound travel barriers that impede destination competitiveness.
In this paper the following research question is addressed:
> What are the structural, intra- and interpersonal barriers to international travel?

Background
Based on the model of leisure constraints developed by Crawford, et al. (1991), leisure barriers can be divided into three main categories; intrapersonal (such as perception and attitude), interpersonal (unavailability of a travel partner or participants) and structural (such as money, access and time). This model has been extended to various tourism and recreation studies. Nyaupane and Andereck (2008) expanded the original model to include a new dimension to the structural barrier category, namely destination attributes. A major criticism of the model included the invalidity of its hierarchical nature, which was addressed by Kimmm (2009) whose study indicated that the three factors can interact dynamically.

Methodology

This paper forms part of a larger study which adopts the mixed method research paradigm. This paper represents the qualitative research component of the latter. The paper thus followed a qualitative research paradigm and the main data analysis strategy used was a summative content analysis. Relevant theory and research findings were extracted from purposively sampled texts. Tesch's eight step process was followed to ensure the rigour of the analysis of the extant of literature (Creswell, 2009). The researchers read through extant literature and identified the most recurring themes under each category. Trustworthiness in qualitative research refers to the credibility, transferability, dependability and confirmability of the results (Morrow, 2005). Credibility was ensured by the rigour of the data collected from published sources and a data analysis process guided by Tesch's process. Transferability was ensured by sampling primarily contemporary sources in order to contextualise the results. Dependability and confirmability were ensured by following an explicit process in the collection and analysis of the data. Bias was mitigated by data triangulation which involves the convergence of data from various authors in order to increase the validity of the results (Yeasmin & Rahman, 2012).

Results, Discussion and Contribution

Based on a summative content analysis, structural, intra- and interpersonal inbound travel barriers were identified in the context of global forces. Structural barriers include economic, geographical, environmental, socio-cultural, safety and security and finally policy and legislation barriers. Money had been identified as a common travel barrier. (Kimmm, 2009; Nyaupane & Andereck; 2008). Since travel is relatively elastic; price increases in tourism services, general inflation and exchange rates create structural economic barriers, thus significantly affect the demand at a destination. Economic efficiency is therefore important to increase a country's destination competitiveness (Prideaux, 2005). Geographical and environmental factors which include seasonal patterns and distance, especially if leisure time is limited, can also pose structural barriers (Ferreira et al., 2016; Kimmm, 2009). Socio-cultural barriers include structural aspects such as language and hospitability of the host community as well as intrapersonal aspects such as unfamiliarity (lack of knowledge) of the local culture, the dominant religion and geopolitical situation (Chen et al., 2012; Ferreira et al., 2016). Safety and security has received significant attention in tourism literature (Yang & Nair, 2014) posing both intrapersonal (risk perception) and structural barriers. Safety barriers are viewed as threats to the well-being of tourist, such as limited access to adequate medical facilities, contagious diseases, and natural disasters; whereas security barriers relate to malicious acts such as terrorism, war, political unrest and crime (Yang & Nair, 2014). Growing concerns over these security issues also serve as a basis for stricter policy and legislation, creating another structural barrier, for example visa restrictions (Artel-Tur, Pallardó-López & Silvente, 2016; Duerrmeier, 2014). Although visas might be accepted by some tourists as a necessary security regulation, processing times and fees might lead to a negative perception (intrapersonal) of the destination (Duerrmeier, 2014). Intrapersonal barriers such as knowledge, fear, perception and attitude are present across the global structural barriers that were identified and are often influenced by interpersonal barriers created though social media.

This study explored the structural, intra- and interpersonal barriers in the context of global forces. The latter will be used in the development of a comprehensive measuring instrument that can be adapted and used in various contexts across different destinations. It is anticipated that this will provide destination marketers with insight as to what the specific travel barriers are at a destination, from a potential tourist's perspective.

References

Artal-Tur, A., Pallardó-López, V.J & Silvente, F. (2016). Examining the impact of visa restrictions on international tourist flows using panel data. *Estudios de Economía, 43* (2), 265-279.

Buck, M., Ruetz, D. & Freitag, R. (2015). *ITB world travel trends report: December 2015*. Germany: Messe Berlin GmbH.

Celata, F. (2013). Geographic marginality, transport accessibility and tourism development. Retrieved from http://thehqbooks.com/gb/140848

Chen, H.J., Chen, P.J., & Okumus, F. (2012). The relationship between travel constraints and destination image:a case study of Brunei. *Tourism Manage*ment, 1-11. http://dx.doi.org/10.1016/j.tourman.2012.07.004

Crawford, D. Jackson, E.L. and Godbey, G. (1991). A hierarchical model of leisure constraints. *Leisure Sciences*, 309-320.

Creswell, J.W. (2009). *Research design: qualitative, quantitative, and mixed methods approaches.* (3rd ed.). California: Sage.

Duerrmeier, R.M. (2014). Travel visa impacts on destination choice and perception. *Worldwide Hospitality & Tourism Themes, 6* (4), 305-316.

Du Plessis, E., Saayman, M. & Van der Merwe, A. (2017), Explore changes in the aspects fundamental to the competitiveness of South Africa as a preferred tourist destination, *South African Journal of Economic and Management Sciences*, *20* (1), 1-11.

Ferreira, D., & Perks, S. (2017). The role of democratic peace and diplomatic governance in increasing South Africa's tourism demand. *Proceedings of Annual South African Business Research Conference*. Cape Town, South Africa.

Ferreira, D., Perks, S & Oosthuizen, N. (2016). Travellers' perspectives of travel constraints and travel booking channel preferences. *African Journal of Hospitality, Tourism and Leisure, 5* (4), 1-23.

Khan, S. (2011). Gendered leisure: are women more constrained in travel for leisure? *Tourismos: An International Multidisciplinary Journal of Tourism*, 6(1), 105-121.

Kimmm, J. (2009). Three-Factor Model and Pyramid Model of Leisure Constraints. *Journal of Travel and Tourism Research, 9* (2),122-138.

Morrow, S.L. (2005). Quality and trustworthiness in qualitative research in counselling psychology. *Journal of Counselling Psychology*, *52* (2), 250-260.

Nyaupane, G. P., & Andereck, K. L. (2008). Understanding travel constraints: application and extension of a leisure constraints model. *Journal of Travel Research, 46* (4), 433-439.

Prideaux, B. (2005). Factors affecting bilateral tourism flows. *Annals of Tourism Research, 32* (3), 780-810.

UNWTO (United Nations World Tourism Organisation). (2017). *Sustained growth in international tourism despite challenges.* Retrieved from: http://www2.unwto.org/press-release/2017-01-17/sustained-growth-international-tourism-despite-challenges

WEF (World Economic Forum) (2014). Why countries should reduce barriers to travel. Retrieved from https://www.weforum.org/agenda/2014/09/ways-make-travel-easier/

Yang, E.C.L. & Nair, V. (2014). Tourism at risk: A review of risk and perceived risk in tourism. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 3(2), 239-259.

Yeasmin, S. & Rahman, K.F. (2012). Triangulation research method as the tool of social science research. *BUP Journal*, *1* (1), 154-163.

Yuan, J., Cai, L.A., Morrison, A.M. & Linton, S. (2005). An analysis of wine festival attendees' motivations: A synergy of wine, travel and special events? *Journal of Vacation Marketing, 11* (1), 41-58.

Collaborative research in customer experience with zoos.

Wendy Spinks, University of the Sunshine Coast
Florian Riedmüller, Technische Hochschule Nürnberg

Abstract:
Modern zoological gardens or zoos are important contributors to scientific understanding of animal and ecological conservation, the social and economic sustainability of their local community, and visitor education, entertainment and well-being. It is therefore important that zoos maintain public visitor satisfaction to maintain funding from their diverse stakeholders in the public, government and research communities. This paper describes how the Tiergarten Nürnberg zoo in Germany fulfils visitor motivational needs through the many zoo elements to provide a positive visitor experience and satisfaction. This project is the first stage of an international collaboration between the Tiergarten Nürnberg, Masters students in Germany, and two marketing lecturers, one Australian and one German. Whilst the results are of benefit to all stakeholders, further research into understanding visitor motivation and ways to improve visitor experience will benefit visitors and assist zoos to meet their public, government and scientific mandates.

Keywords: Customer satisfaction, Visitor experience, Motivation.

Track: Sports and Leisure Marketing

Introduction and Research Aim
Well run zoos have become very important for leisure and education for humans, and the conservation of our wildlife and ecosystems especially in a world of rapid climate change and loss of natural ecosystems (Luebke & Matiasek, 2013; Milman, Okumus & Dickson, 2010). The Nuremberg Zoo (Tiergarten Nürnberg) in Germany is the only zoo in the city as well as being one of the oldest and largest zoos in Europe. Although the zoo is very active in ongoing sponsorship of International ecological and wildlife conservation research, with 300 animal species over an area of 67 hectares, the zoo cannot support itself from visitor entry fees alone, and costs are supplemented by local government. However, costs providing for animal welfare and visitor experience are increasing, and the zoo management recognize that there may be potential to increase revenue from visitors to the zoo. Two marketing academics, one Australian and one German, identified the opportunity to develop the customer experience scale for zoos, while assisting the Nuremberg Zoo and providing valuable real world experience for German Masters students enrolled in Marketing research. Discussions with Zoo management, student and academic research informed the research aim and questions set out below.

The aim of this study is: *To measure the variables contributing to visitor motivation and visitor satisfaction.*
We address three research questions in line with this aim:
RQ1: Is the zoo experience fulfilling visitors' differing motivational needs
RQ2: What factors affect a visitor's experience at the zoo?
RQ3: Will visitors accept an extra cost in their entry fee to help cover animal welfare?

Background and Conceptual Model
Researchers have suggested that zoos in natural settings are an important contributor to human wellbeing. Studies into visitor motivations to visit zoos have identified education and intrinsic and altruistic entertainment or enjoyment (Carr & Cohen, 2015; Morgan & Hodgkinson, 1999; Moss, Jensen & Gusset, 2014; Roe & McConney, 2015) as the main motivators. Motivations include helping others and the environment, well-being and exercise, as well as socialization with family and friends, fun and entertainment (Karanikola et al. 2014). While zoos contribute to social and economic sustainability of their location (Milman, Okumus & Dickson 2010), their role is also as important contributors to recreation and education regarding animal conservation and ecological sustainability (Shani & Pizam,2010). There are many conceptual models with different scales used to conceptualize visitor experience or perception of the experience (Packer & Ballantyne, 2016). A zoo is mostly a service experience and fall within the leisure or recreation sector, so services dominant logic (Gronroos, 2006; Vargo & Lusch, 2008) and customer experience research provides the foundation for this research. Therefore, there is potential for the 7P marketing mix of Product, Price, Place, Promotion (or Marketing communication), People, Physical evidence and Process to be used for both a zoo's marketing strategies (Hume, 2011) and in measuring visitor perceptions (Spinks, Richins & Lawley, 2005). Scales such as SERVQUAL and SERVPERF are obvious models to consider, however as the zoo was particularly concerned in visitor perception of price and place, a range of service consumer behavior research was reviewed for a range of items important to management.

Method and Analysis
The questionnaire was developed by adapting existing customer experience scales in consultation with zoo management, with consideration to validity, reliability and pragmatism

(I.e. Maximising completion rates). The surveys were conducted by Masters students over three-hour periods at the zoo during different times and days (including the weekends) over two weeks. All adult visitors exiting the zoo were asked to complete the survey, with a reward of a packet of bee flower seeds from the zoo. The data was then entered and cleaned and checked.

Results, Discussion and Contributions
Preliminary analysis resulted in 230 visitors with 123 females and 107 males completing the questionnaire. The oldest visitor was 77, the mode was 27 years and a mean of 38.88. As with the majority of customer experience samples taken during or after the event, results were typically negatively skewed towards a positive answer (Danaher & Haddrell, 1996).
The first research question investigating how well the zoo experience fulfilled visitors' differing motivational needs, found that types of motivation needs mirrored previous research findings with a factor analysis (FA) resulting in the six measures developed for motivation falling into four factors with eigenvalues greater than one. These equated to Well-being; Fun & Social; Animals and Education. While Bartlett's test of shericity was signifcant, the Kaiser-Meyer-Olkin (K-M-O) measure of sampling adequacy was only 0.56, rather than the required 0.6 for a good FA. Multiple regression ($R2 =.168$) found that the six independent variables showed a significant multiple correlation coefficient with Overall satisfaction, with three motivations (*Visiting for; fun and entertainment; relaxation and distressing; and exercising in natural surroundings)* showed significant unique contributions ($p< .05$) to the dependent variable, *Overall satisfaction. Education* and the A*nimals* were not significant contributors to variances in visitor satisfaction. However, visitors were satisfied with their experience regardless of their motivation. Indeed, 93.4 percent of those motivated by education were satisfied, with only three people (1.3%) just slightly dissatisfied. This is a good result for the Tiergarten.

Results for the second research question found that although the 21 items developed to measure visitor experience only fell into six factors of eigenvalues greater than one (*Marketing communication*; *People/Staff*; *Price*; and *Product, Physical Evidence* and a single item, *Convenience of opening of hours)*, the results fitted the extended marketing mix better than SERVQUAL/SERVPERF dimensions. Although the K-M-O was healthy at 0.837, this scale needs further development. Regression analysis showed that all items measuring visitor experience/perception had a small ($R2 =.229$), but significant effect on overall satisfaction. These findings support the need for further research into customer experience measures across different industries. The mean for overall satisfaction and post-purchase intention for the zoo was excellent, with 6.17 on a 7-point Likert type scale with 7 being the highest value. Another pleasing response for the zoo addressed research question three, with 65.7 percent of visitors said they would contribute an extra one Euro donation on top of their ticket price to animal conservation at the zoo. Only 7.6 percent would "rarely" or "never" do this.
In this preliminary study, the findings do provide interesting information for stakeholders. Firstly, all visitor motivational needs appear to be satisfied. This enables the Tiergarten to communicate that visitors to their zoo do indeed learn, have fun and increase their well-being, perhaps by sharing comments from other visitors. The Tiergarten Nurnberg management have been able to confidently use the findings to substantiate their marketing report and proposals to the Municipal Council. Secondly, the Masters students have benefited from an enjoyable and active learning approach to marketing research, and three of the students have subsequently gone on to enroll in higher degree research studies. Thirdly, the authors have planned more research to refine this visitor experience instrument in both Germany and Australia. They hope to provide further feedback to zoos to improve visitor experience.

References

Carr, N. & Cohen, S. (2011). The Public Face of Zoos: Images of Entertainment, Education and Conservation. *Anthrozoös*, *24*(2), 175-189.

Danaher, P. & Haddrell, V. (1996). A comparison of question scales for measuring customer satisfaction. *International Journal of Service Industry Management, 7(4),4-26.*

Gronroos, C. (2006). Adopting a service logic for marketing. *Marketing Theory*, *6* (Sep), 317-333.

Hume, M. (2011). How do we keep them coming? Examining museum experiences using a services marketing paradigm. *Journal of Nonprofit and Public Sector Marketing, 23*(1), 71-94.

Karanikola, P., Tampakis, S., Tsantopoulos, G., & Digbasani, C. (2014). The public zoo as recreation and environmental education area: Visitor's perceptions and management implications. *WSEAS Transactions on Environment and Development*, *10*, 81-91.

Luebke,J. & Matiasek, J. (2013). An exploratory study of zoo visitors' exhibit experiences and reactions. *Zoo Biology, 32,* 407–416.

Milman, A., Okumus, F. & Dickson, D. (2010). The contribution of theme parks and attractions to the social and economic sustainability of destinations, *Worldwide Hospitality and Tourism Themes, 2*(3), 338-345.

Morgan, J. & Hodginson, M. (1999). The motivation and social orientation of visitors attending a contemporary zoological park. *Environment and Behavior, 31*(2), 227-239.

Moss, A., Jensen, E., & Gusset, M. (2014). Visitor Survey WAZA (World Association of Zoos and Aquariums). Retrieved November 12, 2016 from http://www.waza.org/en/site/conservation/un-decade-on-biodiversity/visitor-survey

Packer, J. & Ballantyne, R. (2016). Conceptualizing the visitor experience: A review of literature and development of a multifaceted model. *Visitor Studies, 19*(2),128-143.

Roe, K. & McConney, A. (2015). Do zoo visitors come to learn? An internationally comparative, mixed-methods study. *Environmental Education Research*, *21*(6), 113–125.

Shani, A. and Pizam, A. (2010), "The role of animal-based attractions in ecological sustainability: current issues and controversies", *Worldwide Hospitality and Tourism Themes*, *2* (3), 281-298.

Spinks, W., Lawley, M. & Richins, H. (2005). Satisfaction with Sunshine Coast tourist attractions: The influence of individual visitor characteristics. *Journal of Tourism Studies, 16*(1), 12-23.

Vargo, S.L. & Lusch, R.F. (2008) Service-dominant logic: continuing the evolution. *Journal of the Academy of Marketing Science.* 36 (1) 1-10.

Should Independent Film Studios Use Super Stars?

Yue Wang*, Singapore University of Social Sciences, wangyue@suss.edu.sg
Chong Guan, Singapore University of Social Sciences, guanchong@suss.edu.sg
Yu-chen Hung, Singapore University of Social Sciences, ychung@suss.edu.sg
Joicey Wei, Singapore University of Social Sciences, joiceyweij@suss.edu.sg

Abstract:
To choose the right cast is both a critical decision and a risky one for film studios. The decision heavily influences the outcome whether the film will be critically acclaimed, a box-office hit or a failure. Some papers have studied beauty and sports industries about the optimal match between a brand/team and a celebrity/player. But so far no paper was done to explicitly address the alliance between film studios and stars to our knowledge. We use the secondary data grabbed online, trying to understand empirically what should be the studios' optimal cast decisions given the two aims: to make the next movie 1) a box-office hit; 2) critically acclaimed. We found that for large-scale studios and independent studios, their strategies should be different. We also demonstrated why to be a box-office hit and to be critically acclaimed are the two aims hardly being achieved at the same time.

Keywords: indie studio, super star, empirical model

Track: Sports and Leisure Marketing

Introduction and Research Aim

In the hundreds of years' development of Hollywood film production and distribution system, two main groups of studios and films are formed. One type is the large-scale studios which have sufficient production budgets, produce blockbusters and target at international markets. The other type is the independent studios which have limited budgets, produce art films and usually target at local niche markets. The examples of the large-scale studios include the big 8: Universal Pictures, Columbia Pictures, Warner Bros and so on. One famous example of the independent studios is Miramax. No matter what type of studios, they are struggling for the similar targets: to catch attentions, to gain satisfying gross revenues and to receive positive reviews, given the restricted budget.

Film studios believe that the involvement of stars is important to the success of films and regularly pay multimillion-dollar fees to stars (Elberse, A., 2007). It is true that super stars can make magnificent impact on films as they have huge fan bases. But stars' salary can take up to two third of the whole production cost. In some cases, studios were brought down because the payment to the super stars were too high. Stars are like double-edged sword. Cast selection is a very important and risky decision. It is especially so for the independent studios with limited budgets. There is always debate whether indie studios should use stars or newbies.

Besides, there seems to be a dilemma for film makers that to be a box-office hit and to be critically acclaimed usually don't happen together. Thus, we find it very useful to understand what are the optimal strategies for different studios in cast decisions when they have different aims in mind.

The aim of this study is:
To investigate how super stars (whether to use super stars at all and the percentage of superstars) affect the two types of studios (the large-scale studios and the indie studios which are differentiated by their production budgets and ratings)' gross revenues and average ratings.

We address two research questions in line with this aim:
RQ1: How super stars affect gross box-office revenues of the films belonging to either the large-scale or the indie film studios?
RQ2: How super stars affect ratings of the films belonging to either the large-scale or the indie film studios?

Background and/or Conceptual Model

In film industry, Anita Elberse tests the argument "Is the involvement of stars critical to the success of motion pictures?" and gets positive answer. However he does not find that "the involvement of stars in movies increases the valuation of film companies that release the movies" (Elberse, A., 2007). He does not examine the effect of stars on different types of studios neither. Mathys, J., et. al. (2016) take the perspective of stars, showing that stars increase the frequency of their appearances and select the films that have high potential and fit their image to enhance their market popularity.

There is also rich literature about the interaction between celebrities and brand in various industries. For instance, Yang, Y., et. al. (2007) find that brand alliances between medium brand equity and high brand equity players generate the highest value. Zamudio, C. (2016)

argues that congruent brand personality contracts are not always optimal. Chung, K.Y., et. al. (2013) quantify the economic value of celebrity endorsements.

We take the perspective from film studios alone instead of two sides (both studios and actors) and make use of the data of films, stars and studios between 1990 and 2010. Although research suggests that online ratings can influence the box office revenue (Chintagunta, P.K., et. al., 2010), to aim at box office or favourable ratings requires different efforts. We use gross revenue and online rating as two dependent variables respectively and regress on super star index (whether including super stars or superstar proportion) and the interaction term between super star index and studios' characteristics (average budgets and ratings) while other characteristics are controlled by the fixed effect. The interaction terms are what we are most interested in.

Methodology

As briefly discussed in the last session, the method we used is empirical modelling: regression. A fixed effect model was adopted to control for different studios' characteristics. The data is the second hand data that we grabbed from websites.

The data we used to run the empirical analysis came from three sources: two movie review websites IMDB[4], Rotten Tomatoes[5] where we grabbed the film studio, rating, and cast's information and box office mojo[6] where we collected gross revenue and production budget information. We selected the films released between 1990 and 2010 in US and listed on all of the three websites, which left us with 2931 films. We recorded the 10 leading casts in each of the films and matched with the actors ranked within 1000. The ranking system is based on the actors' accumulated ratings by 2010. Then we worked on this raw data. First, we labelled the actors as super star, middle star and no star based on their rankings/ratings. For instance, those whose ratings are higher or equal to 5 (ranked within 226) are super stars, those who do not even belong to the 1000 are seen as nobody. By doing this categorization, about 8.4% of the 10 leading casts are super stars, 20.0% are middle stars and 71.6% are nobody for each film on average. We also tried different cut-off points as robustness checks but the results are consistent. Second, we calculated each studio's average budget, average gross revenue and average rating given all the films belonging to them within our dataset. We then labelled the studio as large-scale studio and indie studio based on their production budget. The cut-off point is 15000000 usd based on the industry stats[7].

Results and/or Discussion and Contributions

By running the regression with the two dependent variables (gross revenue and rating) respectively, we got the following findings. When the aim is to gain higher gross revenue: controlling for studios' fixed effect, superindex is not significant, which means including super stars does not help to increase the gross revenue in general. However, the studios with higher budgets benefit more from including superstars than studios with lower budgets. The coefficient of the interaction term between studio budgets and superstar index is 0.76 (0.13) and significant. When the aim is to receive better ratings: including super stars do help with the target (coefficient of super star index is 3.56(0.76)). Moreover, the studios with lower ratings benefit more as the coefficient of the interaction term between studio ratings and super star index is -0.49(0.12) and significant. The summary statistics show that studio

---

[4] http://www.imdb.com/
[5] https://www.rottentomatoes.com/
[6] http://www.boxofficemojo.com/
[7] From book "American independent films production" published by Beijing United Publishing Co. Ltd.

budgets and studio ratings are negatively correlated. As indie studios are usually with lower budgets but higher ratings, they won't benefit much from including super stars.

Implications for Theory and Practice
To sum up, our research findings suggest that given different types of studios and different aims, the studios should make different cast decisions. For the large-scale studios with high budgets and low average ratings, including super stars can help to enhance their films' ratings but not necessarily gross revenues. While for the indie studios with low budgets and high average ratings, including super stars won't help much with neither gross revenues nor ratings. Thus, the indie studios' optimal cast decision is to use newbies or amateurs instead of stars. Our research also deepens the understanding of super stars' effect by broadening the discussion on different types of studios and different aims of the studios, which were neglected in the previous literature.

References

Chintagunta, P.K., Gopinath, S. and Venkataraman, S., 2010. The effects of online user reviews on movie box office performance: Accounting for sequential rollout and aggregation across local markets. *Marketing Science*, 29(5), pp.944-957.

Chung, K.Y., Derdenger, T.P. and Srinivasan, K., 2013. Economic value of celebrity endorsements: Tiger Woods' impact on sales of Nike golf balls. *Marketing Science*, 32(2), pp.271-293.

De Vany, A.S. and Walls, W.D., 2004. Motion picture profit, the stable Paretian hypothesis, and the curse of the superstar. *Journal of Economic Dynamics and Control*, 28(6), pp.1035-1057.

Duan, W., Gu, B. and Whinston, A.B., 2008. The dynamics of online word-of-mouth and product sales—An empirical investigation of the movie industry. *Journal of retailing*, 84(2), pp.233-242.

Elberse, A., 2007. The power of stars: Do star actors drive the success of movies?. *Journal of Marketing*, 71(4), pp.102-120.

Ilicic, J. and Webster, C.M., 2013. Celebrity co-branding partners as irrelevant brand information in advertisements. *Journal of Business Research*, 66(7), pp.941-947.

Joshi, A. and Mao, H., 2012. Adapting to succeed? Leveraging the brand equity of best sellers to succeed at the box office. *Journal of the Academy of Marketing Science*, 40(4), pp.558-571.

Liu, Y., 2006. Word of mouth for movies: Its dynamics and impact on box office revenue. *Journal of marketing*, 70(3), pp.74-89.

Mathys, J., Burmester, A.B. and Clement, M., 2016. What drives the market popularity of celebrities? A longitudinal analysis of consumer interest in film stars. *International Journal of Research in Marketing*, 33(2), pp.428-448.

Park, C.W., Jun, S.Y. and Shocker, A.D., 1996. Composite branding alliances: An investigation of extension and feedback effects. *Journal of Marketing Research*, pp.453-466.

Rindova, V. P., Pollock, T. G., & Hayward, M. L. A. (2006). Celebrity firms: The social construction of market popularity. *Academy of Management Review*, 31(1), 50–71.

Thomson, M., 2006. Human brands: Investigating antecedents to consumers' strong attachments to celebrities. *Journal of marketing*, 70(3), pp.104-119.

Van der Lans, R., Van den Bergh, B. and Dieleman, E., 2014. Partner selection in brand alliances: An empirical investigation of the drivers of brand fit. *Marketing science*, 33(4), pp.551-566.

Wallace, W.T., Seigerman, A. and Holbrook, M.B., 1993. The role of actors and actresses in the success of films: How much is a movie star worth?. *Journal of cultural economics*, 17(1), pp.1-27.

Yang, Y., Shi, M. and Goldfarb, A., 2009. Estimating the value of brand alliances in professional team sports. *Marketing Science*, 28(6), pp.1095-1111.

Zamudio, C., 2016. Matching with the stars: How brand personality determines celebrity endorsement contract formation. *International Journal of Research in Marketing*, 33(2), pp.409-427.

Winning Box Office with Right Movie Synopsis

*Yu-chen Hung, Singapore University of Social Sciences, ychung@suss.edu.sg
Chong Guan, Singapore University of Social Sciences, guanchong@suss.edu.sg
Yue Wang, Singapore University of Social Sciences, wangyue@suss.edu.sg
Joicey Wei, Singapore University of Social Sciences, joiceyweij@suss.edu.sg
Ding Ding, Singapore University of Social Sciences, dingding@suss.edu.sg

Abstract
Consumers often search for movie information and purchase tickets on the go. To aid their decision making, a synopsis is often provided by producers and theatres in apps and websites. However, little research has investigated whether the synopsis has an impact on a movie's box office. Our research is the first to use text analysis in examining the influence of linguistic style of synopsis on movie's financial performance. The analysis shows that word choice in synopsis is a significant factor in predicting box office performance. We provide potential psychological mechanisms to explain the effect. Managerially, the results offer guidelines for synopsis crafting.

Key words: movie synopsis, box office, text analysis, marketing communication

Track: Sports and Leisure Marketing

Introduction

Consumers often turn to their smartphones to search for movie information, share information and purchase tickets on the go. To communicate with movie-goers effectively in a mobile search environment, producers and theatres provide brief information in apps and websites. Casts, directors, genres, synopses and reviews are typically presented. In light of their influence, research on movie consumption has extensively examined the influence of stars and directors (Liu, Liu, & Mazumdar, 2013), genres (Redfern, 2012), and reviews (Moon, Bergey, & Iacobucci, 2010) on box office performance. However, little research has investigated whether synopsis has an impact on a movie's box office. This is surprising as a story summary provides an authentic portrait of the movie independent from other movie goers' viewpoints and experience, allowing people to make a decision based on own preferences. More importantly, from marketers' perspectives, once a movie is produced, the synopsis is a contact point with movie-goers that can effectively influence their perception. Our research is the first to use text analysis to examine the influence of linguistic style of synopsis on movie box office. We identify the fit between genre and linguistic styles in light of enhancing box office performance. The results have both theoretical and practical contributions. Theoretically, we identify potential psychological mechanisms to account for the fit between genre and linguistic expression. Managerially, the results provide concrete guidelines in crafting synopsis.

Theoretical background

The study on the financial success of movies has adopted two approaches: one is econometric and quantitative models that explore relevant factors (Chintagunta, Gopinath, & Venkataraman, 2010); the other is behavior models that focuses on decision making process of movie choices (Eliashberg & Sawhney, 1994; Gazley, Clark, & Sinha, 2011). Our study builds on the second approach and propose that movie synopsis plays a role in movie-going decision. The proposition is informed by two streams of literature. The first is the study on the role of movie scripts in movie production (Eliashberg, Hui, & Zhang, 2007, 2014). At the script screening stage, major studios employ three to four readers to read each script. After a reader reads a script, he/she writes a synopsis of the story line and makes a recommendation on whether it should be produced. The synopsis, thus, becomes a very means to communicate with the investors even before a movie has a chance to be produced. Despite its importance is well recognized at the script screening, little research has examined how it directly affects movie-going *after* a movie is produced.

To inform how synopsis may affect decision making, we draw on the study of content analysis (Weber, 1990). Content analysis has shown to be effective in predicting electoral politics. Linguistic styles of presidential candidates affect public perceptions and vote choice (Slatcher, Chung, Pennebaker, & Stone, 2007). Specifically, people are likely to evaluate presidential candidates more positively if their linguistic style fits into expectation to a president's role. Similarly, consumers may be more likely to choose the movies that has a plot fitting their expectations. The linguistic style of synopsis creates perceptions the extent that the movie has a story line that they would enjoy watching. Therefore, it is likely that linguistic style of synopsis affects consumer perceptions and their movie-going decision. If so, linguistic expressions that fits with movie genre is to increase box office due to a congruence with consumer expectation.

Methodolody

We analysed synopsis films released between 1990 and 2010 in the US using a computerized text analysis program called Linguistic Inquiry and Word Count, or LIWC (Pennebaker,

Chung, Ireland, Gonzales, & Booth, 2007). LIWC analyzes text files on a word-by-word basis using an internal dictionary of more than 2,000 of the most common words and word stems. It classifies the words into dozens of linguistic and psychological categories that reflect on social, cognitive, and affective processes. The generated categories based on the synopses analysis were mapped into twelve factors with explorative factor analysis, and regress on movie box office. Genre and budget was added into the regression as covariates, so as to rule out two alternative explanations – the word choice merely reflects difference in genre or capital available for quality work.

Results & discussion
Across genre, the text analysis effectively identified content words that significantly affected box office. Firstly, emotional expressions increased sales. The presence of positive-charged emotion words ($\beta = .03$, $p = .006$) and negatively-charged emotion words ($\beta = .04$, $p = .002$) both contribute positively to box office. The words reflecting positive personal pursuits (e.g., achieve) enhanced box office performance ($\beta = .06$, $p < .001$). Both the social-relations words negated sales and the bodily-sensation words negated box office ($\beta = -.06$, $p < .001$; $\beta = -.05$, $p < .001$). We further conducted the analysis within 2 top genres, comedy and drama. The analyses supported that the words matching consumer expectation increases sales. For comedy, the presence of positive-charged emotion words ($\beta = .06$, $p = .001$) contributed positively to box office, but not negatively-charged emotion words ($\beta = -.01$, $p = .62$). Both personal pursuits and social-relation words have positive effects ($\beta = .06$, $p = .001$; $\beta = .08$, $p < .001$). In regard to drama, only positive affect has a significant effect on box office ($\beta = .05$, $p = .006$).

 The results suggest that overall, the emotional expression in synopsis was effective in stimulating movie ticket sales. But the effect varied largely depending on genre. People who chose comedy expected to boost their mood, such that only the positive-charged emotion expression had an effect. In addition, they might expect the light-heartedness to occur in social interaction or in the course of personal pursuits.

IMPLICATIONS for THEORY AND PRACTICES
The results suggest that the word choice in synopsis influences movie revenue. The inclusion of emotion expression, social relation and bodily sensations in a movie's introduction create different perception on the movie, so as to drive audience toward or away from watching it. To provide guidelines on the "right words', marketers need to examine movie-goers' expectations within specific genre.

References

Chintagunta, P. K., Gopinath, S., & Venkataraman, S. (2010). The Effects of Online User Reviews on Movie Box Office Performance: Accounting for Sequential Rollout and Aggregation Across Local Markets. *Marketing Science*, *29*(5), 944–957. https://doi.org/10.1287/mksc.1100.0572

Eliashberg, J., Hui, S. K., & Zhang, Z. J. (2007). From Story Line to Box Office: A New Approach for Green-Lighting Movie Scripts. *Management Science*, *53*(6), 881–893. https://doi.org/10.1287/mnsc.1060.0668

Eliashberg, J., Hui, S. K., & Zhang, Z. J. (2014). Assessing box office performance using movie scripts: A kernel-based approach. *IEEE Transactions on Knowledge and Data Engineering*, *26*(11), 2639–2648. https://doi.org/10.1109/TKDE.2014.2306681

Eliashberg, J., & Sawhney, M. S. (1994). Modeling Goes to Hollywood: Predicting Individual Differences in Movie Enjoyment. *Management Science*, *40*(9), 1151–1173. https://doi.org/10.1287/mnsc.40.9.1151

Gazley, A., Clark, G., & Sinha, A. (2011). Understanding preferences for motion pictures. *Journal of Business Research*, *64*(8), 854–861. https://doi.org/10.1016/j.jbusres.2010.09.012

Liu, A., Liu, Y., & Mazumdar, T. (2013). Star power in the eye of the beholder: A study of the influence of stars in the movie industry. *Marketing Letters*, *25*(4), 385–396. https://doi.org/10.1007/s11002-013-9258-x

Moon, S., Bergey, P. K., & Iacobucci, D. (2010). Dynamic Effects Among Movie Ratings, Movie Revenues, and Viewer Satisfaction. *Journal of Marketing*, *74*(1), 108–121. https://doi.org/10.1509/jmkg.74.1.108

Pennebaker, J. W., Chung, C. K., Ireland, M., Gonzales, A., & Booth, R. J. (2007). The Development and Psychometric Properties of LIWC2007. *LIWC2007 Manuel*, 1–22. https://doi.org/10.1068/d010163

Redfern, N. (2012). Genre trends at the US box office, 1991 to 2010. *European Journal of American Culture*, *31*(2), 145–167. https://doi.org/10.1386/ejac.31.2.145_1

Slatcher, R. B., Chung, C. K., Pennebaker, J. W., & Stone, L. D. (2007). Winning words: Individual differences in linguistic style among U.S. presidential and vice presidential candidates. *Journal of Research in Personality*, *41*(1), 63–75. https://doi.org/10.1016/j.jrp.2006.01.006

Weber, R. P. (1990). *Basic content analysis*. *Sage*. https://doi.org/10.2307/2289192

STRATEGIC MARKETING AND BRANDING

ABSTRACTS

'You're like me.' Children's brand community participation.

Margurite Hook*, University of Newcastle, margurite.hook@newcastle.edu.au
Stacey Baxter, University of Newcastle, stacey.baxter@newcastle.edu.au
Alicia Kulczynski, University of Newcastle, alicia.kulczynski@newcastle.edu.au

Abstract:
Similarity-attraction theory is applied to examine the impact of high similarity between child brand community members (e.g. age, background, opinions) on their desire to participate in a brand community. Australian children (n = 466) aged 6 - 17 participated in one of three experimental studies to assess the impacts of member-similarity, respect, and member deviance on brand community participation desire. Results suggest a common brand interest is not sufficient for participation alone; with greater member similarity in respect to an individual's characteristics required for children to want to participate. Member similarity had a significant impact on participation desire through influencing respect towards the collective of members. In addition, when a community member was deviant (disloyal to the community), respect, and subsequently participation desire, declined. This study provides useful findings for practitioners, especially those developing child-oriented brand communities and contributes to the sparse literature on child-oriented brand communities.

Keywords: Brand Communities, Children, Similarity

Track: Strategic Marketing and Branding

Age of acquisition effects in brand names

Peilin Phua *, University of South Australia, peilin.phua@marketingscience.info
Rachel Kennedy, University of South Australia, rachel.kennedy@marketingscience.info
Giang Trinh, University of South Australia, giang.trinh@marketingscience.info
Nicole Hartnett, University of South Australia, nicole.hartnett@marketingscience.info
Bill Page, University of South Australia, bill.page@marketingscience.info

Abstract
Consumers are able to make brand choice decisions in a third of a second. It is therefore important for marketers to understand how consumers learn and recognise brands. In psychological research, it is established that words, faces, and objects learned early in life are recognised faster and more accurately than items learned later in life, known as the age of acquisition effects (AoA). This study adopts AoA theory to assess consumers' brand name recognition. Analyses of 1000 respondents and 52 brands found early exposed brand names were recognised faster (by 14ms) and more accurately (by two percent) than late exposed brands. Brand usage recency (β=-5.71) and respondents' age when brand was launched (β=.53) significantly predicted recognition speed but with small effect sizes (R^2=.014). Results raised an interesting point for the long-term effects of childhood brand exposure and suggested that other factors may have greater influence on brand memory in adulthood.

Keywords: Age of acquisition; Memory; Brand names; Brand recognition

Track: Strategic Marketing and Branding

Does employees' problem-solving creativity pays off in NPD?

Hailu Getnet*, Macquarie University, hailu.getnet@mq.edu.au
Aron O'Cass, Macquarie University, aron.ocass@mq.edu.au
Hormoz Ahmadi, Australian Catholic University, hormoz.ahmadi@acu.edu.au
Vida Siahtiri, Macquarie University, vida.siahtiri@mq.edu.au

Abstract:
Leadership and role clarity are key predictors of employees' problem solving creativity (PSC) in new product development (NPD) team in BoP markets. Drawing on social exchange theory, we examine two specific predictors of PSC in NPD team that seems relevant to BoP markets. These are the synergistic effect of transformational-transactional leadership and role ambiguity. Using a multiple informant design, we test our propositions on 150 domestic manufacturing firms operating in BoP market, Ethiopia. The result drawn from 450 respondents across these 150 manufacturing firms show that both antecedents have significant effects on employees' PSC in NPD teams but in different directions. While interaction effect of transformational/transactional leadership is positively related to employees' PSC in teams, role ambiguity has a negative influence. We found palpable evidence for our prediction that teams' ability to creatively solve problems is a key success to develop new products for BoP that financially pay off.

Keywords: Base of the Pyramid (BoP), Problem solving creativity, Leadership

Track: Strategic Marketing & Branding

Valuing a Firm's Choice of Product-Market Strategies

Ashish S. Galande*, Deakin University / Indian School of Business, ashish_galande@isb.edu
Sudhir Voleti, Indian School of Business, sudhir_voleti@isb.edu

Abstract:
In the technology sector firms not only need to focus on attracting, winning and retaining customers, but they also need to outwit and outperform their current and potential competitors. Competitor intelligence provides firms insights into their competitors' current and potential strategies and hence critical to determine the firm's marketing strategy and product offerings. We propose a systematic and scalable means to infer competitive intelligence from publicly available firm data which helps in better understanding the firm's marketing and innovation focus. We study how this focus evolves over a 10 year period from 2005-2014 for publicly traded firms in the technology sector and attempt to explain how firms that have adapted the winning strategies have consistently outperformed the others.

Keywords: Product-Market Strategies, Firm Performance, Text Analytics

Track: Strategic Marketing and Branding

Economic Impact of Inter-firm Similarity in Marketing Strategy

Prakash Satyavageeswaran*, ISB & Deakin University,
Prakash_Satyavageeswaran@isb.edu
Ashish S. Galande, ISB & Deakin University, Ashish_Galande@isb.edu
Sudhir Voleti, ISB, Sudhir_Voleti@isb.edu

Abstract:
Firm strategy is widely recognized as a key determinant of firm performance. But firm strategy is an intangible quantity whose measurement, modelling and analysis have proven to be a challenge. Since firms most often express and communicate firm strategy in descriptive terms and in textual form, we develop and demonstrate an objective and scalable approach to measure and analyse the impact of stated firm strategy on firm performance. We (i) invoke text analysis procedures to tokenize and extract strategic content from raw text data, (ii) use latent space models to transform similarities in firms' strategic vocabulary into firm locations in a large-dimensional latent strategy space, and (iii) draw upon spatial econometrics for estimation, inference and interpretation. We label our approach *textspatial* modeling. We implement our approach on data from the Fortune 1000 public US firms and find a statistically significant performance differential across firms attributable to elements of firm strategy.

Keywords: Latent space model, Firm Performance, Strategic Interaction

Track: Strategic Marketing and Branding

The Two Traditional Concepts Underlying Customer-Brand Engagement

Dean C.H. Wilkie*, University of Adelaide, dean.wilkie@adelaide.edu.au
Lester W. Johnson, Swinburne University of Technology, lwjohnson@swin.edu.au
Rebecca Dolan, University of Auckland Business School, rebecca.dolan@auckland.ac.nz
Abhishek Dwivedi, Charles Sturt University, adwivedi@csu.edu.au

Abstract:
Given the desire to create a more personal, connective relationship between the brand and its customers, managers are continuing to be drawn to the concept of customer brand engagement (CBE). It is argued that the popularity of this concept has flourished due to the perception that traditional measures such as perceived quality cannot capture the effects of changes in the consumer-brand relationship. However, in aiming to predict and explain the effect CBE on brand performance, researchers are ignoring the importance of two underlying concepts. In this paper, we present two models based on two conceptualisations of CBE—a relationship-based, and a psychological-based conceptualisation of CBE. The results show that underlying both interpretations is 1) a tripartite relationship between the consumer's level of cognition, affection, and their behaviour, and 2) perceived quality as a driver of each of the constructs in the tripartite relationship.

Keywords: customer brand engagement, tripartite relationship, perceived quality

Track: Strategic Marketing and Branding

Implementing Green Innovation: Strategy, Operations, and Cooperation

Jirapol Jirakraisiri, Asian Institute of Technology, jirapol.jirakraisiri@ait.asia
Yuosre F. Badir, Asian Institute of Technology, badir@ait.asia
Björn Frank*, Sophia University, frank@genv.sophia.ac.jp

Abstract:
As a contribution to the literature on green innovation management, this study explores the implementation of green innovation from green management strategy via green operations to green innovation performance. Analyses of multi-source data from 514 managers in 257 firms show that green management strategy drives the deployment of both internal (green management system, green employee performance) and external green operations (green stakeholder cooperation). While all of these internal and external operations substantially contribute to green innovation performance, green employee performance has the strongest effect. The design of a green management system positively moderates the effect of green stakeholder cooperation on green innovation performance, whereas it negatively moderates the effect of green employee performance. That is, the design of a green management system appears to be very important for absorbing the benefits of external capabilities, but there are decreasing returns to leveraging multiple types (institutional, individual efforts) of internal capabilities.

Keywords: Environmental Sustainability, Open Innovation, Strategy Design and Implementation

Track: Strategic Marketing and Branding

Brand Management in Social Media

Sascha Raithel*, Freie Universität Berlin, sascha.raithel@fu-berlin.de
Maximilian Hausmann, Ludwig-Maximilians-Universität München, hausmann@bwl.lmu.de
Johanna Eberhardt, Ludwig-Maximilians-Universität München, eberhardt@bwl.lmu.de
Manfred Schwaiger, Ludwig-Maximilians-Universität München, schwaiger@bwl.lmu.de

Abstract:
This study aims to understand how firm's strategic approach to manage value exchange and channel synergy in social media can amplify the link between consumer engagement and brand performance or, if mismanaged, mitigate or even reverse potentially beneficial effects. Empirical evidence is based on a sample of 10,755 daily observations of 32 global brands comprising several brand metrics measured in three major markets (US, UK, and Germany) as well as social media metrics for the brands' international social media presences in three leading channels (Facebook, Twitter, and YouTube). Within the brand hierarchy, we find several moderation effects related to (1) value exchange, i.e., value presentation and value co-creation and (2) channel synergy, i.e., channel multiplicity, multichannel integration, and multichannel activity. Our findings suggest that firms' need to go beyond mere tactics and to adopt a strategic approach to manage their social media activities and to reach their brand performance targets.

Keywords: Social media, Consumer engagement, Brand equity

Track: Strategic Marketing and Branding

Antecedents and Consequences of Brand Page Attachment

Rico Piehler, University of Bremen, rico.piehler@uni-bremen.de
Michael Schade*, University of Bremen, mschade@uni-bremen.de
Barbara Kleine-Kalmer, University of Bremen, limsekr@uni-bremen.de
Christoph Burmann, University of Bremen, burmann@uni-bremen.de

Abstract:
While behavior-related constructs like brand engagement that measure the success of activities in social networks exist, a psychological, pre-behavioral construct is missing in literature. Therefore, brand page attachment as strength of the bond connecting the brand page with the self of the user is introduced. In addition, antecedents and consequences of brand page attachment are investigated based on an empirical study with 590 German Facebook users. The results reveal that brand page attachment is a strong predictor of brand page participation (e.g., like, comment, and share posts). Concerning the antecedents, social value had the largest effect, followed by infotainment (information & service and entertainment) and economic incentives. Based on these results, brand page attachment should be considered as psychological, pre-behavioral construct in social media research and practice.

Keywords: Brand Attachment, Brand Page Attachment, Brand Page Participation

Track: Strategic Marketing and Branding

Increasing Consumers' Intention to Use Location-Based Advertising

Michael Schade*, University of Bremen, mschade@uni-bremen.de
Rico Piehler, University of Bremen, rico.piehler@uni-bremen.de
Claudius Warwitz, University of Bremen, warwitz@gmail.com
Christoph Burmann, University of Bremen, burmann@uni-bremen.de

Abstract:
To use location-based advertising (LBA) effectively as an innovative advertising channel, providers must identify the main determinants of consumers' LBA usage intention. An empirical study with 1,132 actual smartphone users from Germany reveals that advertising value affects LBA usage intention positively; privacy concerns have negative effects. In contrast with factors that enhance advertising value, little is known about factors that might mitigate privacy concerns, especially in terms of brand trust toward the LBA provider. The results of this study indicate that brand trust toward the LBA provider has a strong negative effect on privacy concerns and thus can increase consumer's LBA usage intention.

Keywords: Location-based Advertising, Privacy Concerns, Brand Trust

Track: Strategic Marketing and Branding

The Effect of External Communication on Employees

Rico Piehler*, University of Bremen, rico.piehler@uni-bremen.de
Michael Schade, University of Bremen, mschade@uni-bremen.de
Christoph Burmann, University of Bremen, burmann@uni-bremen.de

Abstract:
External communication primarily aims to build brand awareness and communicate a brand's identity and promise to customers in an effort to build a positive brand image. A sole focus on the external effects represents a failure to realize external communication's full potential as it has an often overlooked effect on employees. This paper develops a conceptual model of the effect of external communication congruence on employee-related internal brand management outcomes. To empirically test the model, an e-mail list of employees from a German tourism service firm is used to obtain a sample of 790 respondents for an online survey. The results reveal that external communication congruence affects cognitive (i.e., brand understanding), affective (i.e., brand commitment), and behavioral (i.e., brand citizenship behavior) internal brand management outcomes. This study offers an empirical investigation of the rarely investigated effect of external communication on employees from a brand management perspective.

Keywords: External Communication, Employees, Internal Brand Management

Track: Strategic Marketing and Branding

A Classification of Actor Participation

*Hedieh Hatami, PhD Candidate, University of Melbourne, hedieh.hatami@unimelb.edu.au
Associate Professor Anish Nagpal, University of Melbourne, anagpal@unimelb.edu.au
Professor Ujwal Kayande, Melbourne Business School, U.Kayande@mbs.edu

Abstract:
Researchers and practitioners have largely embraced the importance of *Actor Participation (AP)* by integrating various resources of not just consumers but the general public as well. Many established organisations such as Lego and Ikea are largely using intellectual and non-intellectual resources of their consumers. Additionally, more recent organisations such as Facebook and Airbnb are building their entire business model around the concept of AP. While extant research has considerably focused on the variety of ways organisations adopt AP, the inter-relationships and distinctions among such practices are still unclear. Hence, this research aims to extend the conceptualisation of AP and provide an all inclusive and detailed classification of AP practices. We achieve this by introducing three core dimensions of AP namely, *nature of AP*, *actors' resource, and scope of AP,* which facilitate our classification. This classification adds more clarity to this research domain and contributes to the emerging theory of value co-creation.

Keywords: Actor Participation, Value Co-creation, Core Dimensions

Track: Strategic Marketing and Branding

Brand Personality Congruence and Brand Love

Naser Pourazad*, Flinders University, naser.pourazad@flinders.edu.au
Atefeh Saniee, Macquarie University, atefeh.saniee@students.mq.edu.au

Abstract:
Leveraging brand personality is acknowledged as a significant predictor of brand-related thoughts and emotions. Accordingly, the present study explores the mechanism that unfolds the power of personality congruency in development of brand emotions. More specifically, the present research examines a) the influence of brand personality congruence on brand love, and within this influence, b) the interacting role of several relevant factors including brand attitude (mediation), brand loyalty (mediation) and product category involvement (moderation). Using mobile phones category as the gauging context, a sample of 518 revealed that consumers tend to develop love for brands that reflect their personalities, and the extent that customers are involved with mobile phones can strengthen this effect, confirming the moderating effect. However, the mediating role of brand loyalty and brand attitude were not supported by the study data. The study concludes with theoretical and managerial implications of the empirical results.

Keywords: brand personality congruence, brand love, brand loyalty, brand attitude

Track: Strategic Marketing and Branding

A Dynamic Capabilities View on Opportunity Creation

Reza Kachouie*, Monash Business School, reza.kachouie@monash.edu
Felix Mavondo, Monash Business School, feix.mavondo@monash.edu
Sean Sands, Swinburne Business School, ssands@swin.edu.au

Abstract:
The dynamic capabilities (DCs) view has become the predominant theory in describing organizational competitive advantage in changing environments. Despite the cumulative body of knowledge in DCs, there remains ongoing debate regarding whether organizations align to their environment or create their market or seek to undertake both. This research proposes that DCs view can address the issue of firms' performance and survival with regards to market shaping. This study also investigates the antecedents of DCs by proposing that the antecedents could be internal to the business and/or the external. A sample of 275 responses was obtained from senior managers in Australia. After ensuring the constructs' reliability and validity, the hypotheses were tested utilizing structural equation modelling. We conclude that the development of DCs can be triggered by managerial decisions and/or by environmental change. Furthermore, by developing DCs, organizations may engage in market-shaping activities which leads to superior performance and competitive advantage.

Keywords: Dynamic Capabilities View, Opportunity Creation, Market Shaping.

Track: Strategic Marketing and Branding

Secondary Brand Associations: Consumer Brand Engagement Impacts

Daniel Rayne, Swinburne University of Technology, drayne@swin.edu.au
Alan Pomering*, University of Wollongong, alanp@uow.edu.au
Lester Johnson, Swinburne University of Technology, lwjohnson@swin.edu.au

Abstract:
Organisations typically strategically collaborate with other brands in order to benefit from the associations target audiences have with those partnering firms. Understanding factors that influence secondary brand effects is important for marketing managers to realise the benefits of these collaborations. To demonstrate social responsibility, professional sport franchises are increasingly associating with causes aimed at building societal capacity. For potential collaborator-brands, partnering with a sports franchise provides opportunities for awareness creation and increased funds. In effect, both organisations hope to leverage the relationship to achieve their marketing objectives. The leveraged marketing communications (LMC) concept (Bergkvist and Taylor, 2016) suggests that firms collaborate to achieve associated benefits, and that this process is not unidirectional. This paper proposes a research agenda to improve understanding of the bidirectional association-transfer impacts of the LMC process, with a focus on customer brand engagement (CBE) benefits accruing to both focal and object brands as a result.

Keywords: Brand engagement, leveraged marketing communication, secondary brand effects.

Track: Strategic Marketing and Branding

Why do consumers identify with brands?

Tai Anh Kieu, Western Sydney University, kieuanhtai@gmail.com
Phuong Vien Tang, phuongvtang@gmail.com
Phu Hai Ho*, Western Sydney University, phuhaiho@gmail.com

Abstract:
The identity perspective on consumer–brand relationships emphasises brand identification as an important symbolic driver for consumers to enter relationships with brands. However, the functional approach to attitude suggests different motivational variables can drive the relationships between consumers and brands. This poses a question whether brand identification can be a marketing universal in driving behavioural outcomes of brand relationships. The findings of a survey with 206 fashion clothing and smartphone consumers in Vietnam reveal brand identification significantly influences sense of brand community, which in turn affects relationship–related sustaining behaviour. The study also finds that two other motivational bases, hedonic value and perceived value, are good predictors of both relationship–related sustaining and promoting behaviours. The significance of this study is its actionable insights for marketers underscoring the simultaneous consideration of utilitarian, hedonic and symbolic motivations orienting the relationship building approach, especially in an emerging market context.

Keywords: Brand Identification, Sense of Brand Community, Emerging Markets

Track: Strategic Marketing and Branding

The Charismatic Jokowi: A Political Brand Study

Gunaro Setiawan*, Griffith University, gunaro.setiawan@griffithuni.edu.au
Peter Woods, Griffith University, p.woods@griffith.edu.au
Catherine Burns, Griffith University, c.burns@griffith.edu.au

Abstract:
In 2014 Indonesian presidential election, the political newcomer Joko Widodo or Jokowi has managed to defeat Prabowo, a senior political elite with 30 years of history in politics. Jokowi's leadership has managed him to garner the support of the people in a relatively short time, which made him deemed as the most successful example of political branding in Indonesia. The aim of this research is to explore how charismatic leadership influences political brand equity of a newcomer based on the successful example of Joko Widodo. This study explores voters' perception which are divided to four groups, by utilising marketing theory such as Keller's Customer-Based Brand Equity Model (2008) and charismatic leadership theory by Conger & Kanungo (1998). This study used Leximancer to assist in exploring themes. We find Jokowi's charismatic leadership contributes to his brand equity. Jokowi's unique approach the "blusukan" would be the main theme of his political brand.

Keywords: Political Branding, Charismatic Leadership, Joko Widodo

Track: Strategic Marketing and Branding

The cyclic relationship between salience and resonance

Argho Bandyopadhyay*, Deakin University, argho.b@deakin.edu.au
John Hall, Deakin University, john.hall@deakin.edu.au
Ho Yin Wong, Deakin University, ho.wong@deakin.edu.au
Alvin Lee, Deakin University, a.lee@deakin.edu.au

Abstract:
Numerous researchers have utilised Keller's CBBE model in investigating the importance of separate components such as building brand salience consumer brand loyalty, consumer brand feelings and its effect on consumer purchase behaviour. However, the holistic cyclic relationship between brand salience and brand resonance and vice versa with the view to develop strong consumer brand engagement and thus reflecting brand equity has not been successfully researched before. Utilising a sample of 274 regional wine consumers, two conceptual models are investigated and analysed through a structural equation modelling technique. The findings suggest that, to have active engagement, a regional wine consumer utilises information sources and extrinsic wine features in order to be knowledgeable and thus develops trust and a positive behavioural attitude towards a wine brand. In doing so, this study has advanced branding knowledge in a practical and theoretical sense and therefore it enables marketers to develop strategies accordingly.

Key words- Brand equity, consumer brand engagement, regional wine branding

Track: Strategic Marketing and Branding

A Systemic and Institutional Approach to Business Model Design

Heiko Wieland, California State University, hwieland@csumb.edu
Julia A. Fehrer*, University of Auckland / University of Bayreuth, j.fehrer@auckland.ac.nz

Abstract:
The business model literature is converging on a more systemic perspective of what business models are and what they do. However, normative recommendations on how to design business models have, with a few notable exceptions, not kept up with these theoretical developments. In this paper, we review both the business model and design literatures and, based on this review, outline key normative guidelines for business model design. Specifically, we highlight the institutional grounding of business models and argue that business models form through the competition and collaboration of broad sets of actors. This institutional perspective refocuses business model design from a view in which a focal firm designs and distributes valuable products and services to one in which the focal firm is one of many participants in both value creation and the creation, maintenance, and disruption of institutional arrangements. Consequently, we propose more systemic, dynamic, and effectual design methodologies.

Keywords: Business Models, Institutions, Design Processes.

Track: Strategic Marketing and Branding

STRATEGIC MARKETING AND BRANDING

FULL PAPERS

Knowledge as a determinant of competitive advantage

Thi Nguyet Que Nguyen, Vietnam National University
Gavin Northey*, The University of Auckland Business School
Liem Viet Ngo, UNSW Australia Business School
Christopher Agyapong Siaw, University of Sydney Business School

Abstract:
Drawing upon the resource-based view of the firm, this paper examines the relationships between components of a firm's knowledge management system, including the technical KM infrastructure (TKMI), social KM infrastructure (SKMI) and the firm's KM process capabilities. It then examines how each of these components come together to deliver on-going competitive advantage. Analyses included PLS-SEM to test hypotheses and bias-corrected bootstrapping to confirm results. Robustness was checked by examining a competing moderation model, as well as performing fuzzy-set qualitative comparative analysis (fsQCA). The findings show that TKMI and SKMI have positive effects on competitive advantage. In addition, KM process capabilities mediate the direct effects of TKMI and SKMI on competitive advantage. This paper complements and advances prior research by examining the interrelationships between TKMI, SKMI, KM process capabilities, and competitive advantage, and identifies the critical role of the "action" component (i.e. KM process capabilities) in the creation of competitive advantage

Keywords: knowledge management, competitive advantage, Social knowledge management

Track: Strategic Marketing and Branding

Introduction and Research Aim

According to the old adage, knowledge is power. And in a business environment, knowledge management (KM) not only offers power, but has the potential to increase a firm's competitive advantage. Drawing upon the resource-based view of the firm, this paper develops and empirically validates a model that examines the relationships between technical KM infrastructure (TKMI), social KM infrastructure (SKMI) and competitive advantage. The authors argue that KM process capabilities account for the direct effects of TKMI and SKMI on competitive advantage

This paper complements and advances prior research in several ways. First, the paper develops a conceptual model that depicts the interrelationships between TKMI, SKMI, KM process capabilities, and competitive advantage. Second, this paper suggests the critical role of the "action" component (i.e. KM process capabilities) that capitalizes on the KM resources in the creation of competitive advantage.

Background and/or Conceptual Model

Knowledge management (KM) literature makes it clear that KM outcomes associated with competitive advantage are based on three separate but highly complementary factors. These factors include technical KM infrastructure (TKMI), social KM infrastructure (SKMI), and KM process capabilities. TKMI refers to technological resources that enable and support KM processes in an organisation. SKMI refers to the role of KM infrastructure elements from social perspectives that stimulate KM activities in an organisation. A broad range of these factors have been identified in the literature such as organisational structure, organisational culture, leadership, people, and KM strategy (e.g. Gold, Maholtra and Segars, 2001; Lee and Choi, 2003; Migdadi 2005). KM process capabilities refer to the organisation's ability to create and manage knowledge in an effective and efficient manner through combinative processes that are embedded in the social and physical structure of the organisation (Pentland 1995; Gold et al., 2001). A firm's ability to manage the interactive relationship between these factors will determine the extent to which it can harness the KM outcomes associated with competitive advantage. Using technology to leverage other resources in the organisation is deeply rooted in the firm's ability to integrate IT resources that complement one another to create organisational capabilities that lead to competitive advantage (Grant, 1991). Accordingly, there is a reasonable justification to believe that TKMI will have a direct impact on firm competitive advantage. Thus we hypothesise (H1) TKMI will have a positive effect on competitive advantage.

According to Lee and Choi (2003), organisations with strong social knowledge management resources, including culture, structure, and people, are able (1) to integrate the knowledge management and business planning processes more effectively, (2) to develop reliable and innovation applications that support the business needs of the firm faster than competition, and (3) to predict future business needs of the firm and innovate valuable new product features before competitors. Thus we hypothesise (H2) SKMI will have a positive effect on competitive advantage. From the perspective of technology assimilation, IT must be infused and diffused into business processes to enhance organisational performance (Cooper and Zmud, 1990; Fichman and Kemerer, 1997; Khalifa and Liu, 2003). In the context of KM, therefore, the technical infrastructure capabilities should become the enabler of process capabilities to improve its indirect effect on a firm's competitive advantage (Nguyen and Neck, 2008). Accordingly, we hypothesise (H3) knowledge process capabilities will mediate the relationship between TKMI and competitive advantage.

Additionally, the impact of the improved KM process capabilities by SKMI capabilities on firm competitive advantage has been established in the literature by findings in various

studies such as Chuang (2004), Gold et al., (2001), Tanriverdi (2005) and Zheng et al. (2010). Therefore, we hypothesise (H4) that KM process capabilities will mediate the relationship between SKMI and competitive advantage.

Methodology

Data was collected in Vietnam, with 1000 companies used as a random sample from a Business Directory issued by the Vietnamese Chamber of Commerce and Industry. Using the pairwise deletion method of missing cases resulted in 251 useable responses, producing an acceptable response rate of 25.1%. Established scales were used to measure the focal constructs of the proposed theoretical model: TKMI (Smith, 2006), SKMI (Gold et al., 2001) and KM process capabilities (Gold et al., 2001; Inkpen, 1996). Gender was used as a marker variable (Lindell and Whitney, 2001) to rule out the influence of any common method variance, while the variance inflation factor (VIF) was used to rule out any multi-collinearity. SmartPLS 3.0 software was used to test the hypotheses, supplemented by the bootstrapping technique as per Preacher and Hayes (2008). Robustness of the main findings were confirmed by conducting fuzzy-set qualitative comparative analysis (fsQCA).

Results and/or Discussion and Contributions

The results of the analyses are as follows:

H1: TKMI positively influences competitive advantage (Model 1, β=0.14, t=2.15), thus hypothesis 1 is supported

H2: SKMI positively influences competitive advantage (Model 1, β=0.62, t=13.12), thus H2 is supported

H3: In hypothesis 3, we predicted KM process capabilities mediate the relationship between TKMI and competitive advantage. Two models were compared, with results showing the positive effect of TKMI on competitive advantage in Model 1 became insignificant in Model 2 (β = 0.04, t-value = 0.80). We then calculated the variance accounted for (VAF), and found 81% of the total effect of TKMI on competitive advantage was indirect, so KM process capabilities fully mediate the effect of TKMI on competitive advantage, in support of Hypothesis 3.

H4: In hypothesis 4, we predicted KM process capabilities mediate the relationship between SKMI and competitive advantage. Once again, two models were compared, with results showing the positive effect of TKMI on competitive advantage in Model 1 became weaker in Model 2 (β = 0.19, t-value = 2.54). We then calculated the variance accounted for (VAF) and found that 70% of the total effect of SKMI on competitive advantage was indirect, so KM process capabilities partially mediate the effect of SKMI on competitive advantage, in support of Hypothesis 4. We also controlled for firm size and ownership type but results showed these had no significant relationships with competitive advantage. To test for robustness, fuzzy-set qualitative comparative analysis (fsQCA) was employed, using set frequency and consistency thresholds and the Quine-McClusky algorithm. Thus, we provide greater robustness to our findings by illustrating that TKMI, SKMI, and KM process capabilities are important elements of a complex causal combination in explaining variance in competitive advantage.

Implications for Theory and Practice

The results support current research and confirm that both TKMI and SKMI have a direct influence on competitive advantage. In addition, the findings extend existing theory and show KMPC acts as a mechanism between both TKMI and SKMI and a firm's overall competitive advantage.

In the modern business environment, knowledge is a highly valuable commodity that can offer significant competitive advantage. This paper has attempted to clearly establish the relationships between TKMI, SKMI, KMPC and CA. Moving away from the typical resource based view of CA provides an objective picture of knowledge and its movement through the KM network from acquisition, through to conversion. In turn, viewing the route knowledge takes to influence competitive advantage sheds light, not just on the mechanisms at work within the network, but on the managerial responsibilities for ensuring KM processes are in place and clearly linked to the requisite organisational outcomes

References

CHUANG, S.-H. 2004. A resource-based perspective on knowledge management capability and competitive advantage: an empirical investigation. *Expert systems with applications,* 27**,** 459-465.

COOPER, R. B. & ZMUD, R. W. 1990. Information technology implementation research: a technological diffusion approach. *Management science,* 36**,** 123-139.

FICHMAN, R. G. & KEMERER, C. F. 1997. The assimilation of software process innovations: An organizational learning perspective. *Management science,* 43**,** 1345-1363.

GOLD, A. H., MALHOTRA, A. & SEGARS, A. 2001. Knowledge management: An organizational capabilities perspective. *Journal of Management Information Systems,* 18**,** 185-214.

GRANT, R. M. 1991. The resource-based theory of competitive advantage: implications for strategy formulation. *California management review,* 33**,** 114-135.

INKPEN, A. C. 1996. Creating knowledge through collaboration. *California Management Review,* 39**,** 123-140.

LEE, H. & CHOI, B. 2003. Knowledge management enablers, processes, and organizational performance: An integrative view and empirical examination. *Journal of management information systems,* 20**,** 179-228.

LINDELL, M. & WHITNEY, D. 2001. Accounting for common method variance in cross-sectional research designs. *Journal of Applied Psychology,* 86**,** 114.

MIGDADI, M. M. 2005. *An integrative view and empirical examination of the relationships among knowledge management enablers, processes, and organizational performance in Australian enterprises.* PhD, Univeristy of Wollongong.

PENTLAND, B. T. 1995. Information systems and organizational learning: the social epistemology of organizational knowledge systems. *Accounting, Management and Information Technologies,* 5**,** 1-21.

PREACHER, K. J. & HAYES, A. F. 2008. Assessing mediation in communication research. *The Sage sourcebook of advanced data analysis methods for communication research***,** 13-54.

SMITH, T. 2006. *Knowledge management and its capabilities linked to the business strategy for organizational effectiveness,* Nova Southeastern University.

TANRIVERDI, H. 2005. Information technology relatedness, knowledge management capability, and performance of multibusiness firms. *MIS quarterly***,** 311-334.

ZHENG, W., YANG, B. & MCLEAN, G. N. 2010. Linking organizational culture, structure, strategy, and organizational effectiveness: Mediating role of knowledge management. *Journal of Business research,* 63**,** 763-771.

Elite Universities: A future luxury goods sector?

Marion Burford, School of Marketing, UNSW, m.burford@unsw.edu.au

Abstract:
Thrift recently suggested that a group of high-ranked universities provide 'luxury educational goods' to a select student cohort (Thrift 2016, p.15) - a 'luxury package' of educational services. If the term luxury can be associated with a top-ranked higher education segment is there any evidence that the vision and positioning statements of such universities reflect similar sentiments to those of luxury goods brands? This paper explores this question through a comparative lexical analysis of the expressed aspirations that represent distilled brand positioning of a sample of luxury goods organizations and a sample of world-ranked universities. What emerged was that the only semantic link between the two groups was their 'global' outlook. Luxury goods brands aspirations were quite varied whilst the university group had a strong common element centred on 'world'-renowned research. This finding suggests that 'elite' rather than 'luxury' is currently a more fitting descriptor for the top-ranked university offerings.

Keywords: luxury goods, world-ranked universities, aspirations

Track: Strategic Marketing and Branding

Introduction

The nature of a university has changed from that of a social and moral institution to that of being the deliverer of an economic global service - providing opportunities for individuals to enhance their social prestige and income-earning capacity (Lynch, 2015; Marginson, 2006; Pucciarelli and Kaplan, 2016). Education is no longer exclusive, nor rare. This massification has seen the increasing use of: 'market-type mechanisms' (Hemsley-Brown and Oplatka, 2006, p.317); corporate management language and wider communication to survive in an increasingly competitive higher education (HE) field (Naidoo, Shankar and Veer, 2011; Thuy and Thao, 2016). New managerialism (Lynch, 2015) has led to segmentation and the 'global' ranking of universities. This study compares how the public positioning of some of the top-ranked higher education institutions, who through tradition and endowment can provide select educational services, might reflect the positioning of high-end consumer goods brands. Analysis in this instance will be restricted to publicly available statements from the organization's website (Giannoni, 2016, Sataøen, 2015), providing just one part of the jigsaw that forms organizational image.

Background

Recognition of the role of university image in maintaining global competitiveness, and attracting both staff and students is increasing (Casidy and Wymer, 2106; Rauschnabel, *et al*, 2016; Stack, 2013). Brand image and symbolic brand associations help to shorthand complexity in the often-intangible high-risk purchase decisions of experiential credence services such as education (Chapelo, 2015; Jevons, 2006). Additionally, there are various ranking systems that position institutional image and reputation within the global market (Jevons, 2006; Stack, 2013). These 'rankings' often have a greater influence on student choice than actual program quality, as it is hard to quantify quality and therefore to compare what is being offered prior to consumption. Two of the most cited ranking lists are the Academic Ranking of World Universities list (ARWU) and the Times Higher Education World University Rankings (THE) (Lynch, 2015). Though it should be noted that these rankings schemes are already inherently elitist: as they sample a relatively small percentage of HE market, and factors such as endowments skew the scores - favouring long established institutions.

In contrast, the role of a strong brand image in decision making in the luxury consumer goods is already well understood (Phau and Prendegast, 2000). The term luxury has its origins in the word 'luxus' - being something desirable, expensive and rare (Sung, *et al*, 2015). Luxury is a niche (Kapferer and Valette-Florence, 2016) - the domain of the 'happy few' (Chandon, Laurent and Valette-Florence, 2016, p. 299). Though the 'kernel' of luxury is elitism (Kapferer and Valette-Florence, 2016, p. 121) luxury goods consumption may reflect other values such as: conspicuous, unique, social, emotional, and quality (Vigneron and Johnson, 1999). However, the addition of inimitable service elements to counter the dilution of rarity in luxury brands - to the 'happy many' moves these brands closer to services markets such as education.
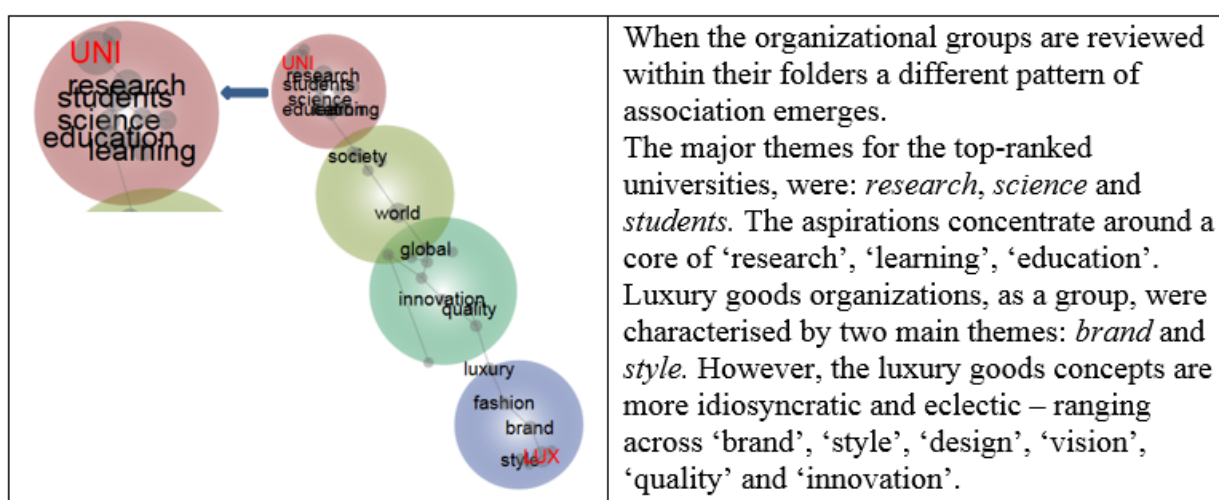
Method

This exploratory study looked at corporate positioning, through exploration of mission statements and/or value propositions (Giannoni, 2016) of two samples. The first (UNI) - twelve of the top-ranked universities (from across the ARWU and THE 2016 listings); the second (LUX) – a sample of twelve luxury brands often mentioned in the literature (Kapferer and Valette-Florence, 2016; Sung, *et al*, 2015). A word file (up to half a page) for each organization was stored in the relevant folder. UNI included Harvard University; Stanford

University; University of California, Berkeley; University of Cambridge; Massachusetts Institute of Technology; Princeton University; University of Oxford; California Institute of Technology; Columbia University; Imperial College: ETH Zurich; and the University of Chicago.   LUX included Burberry; Calvin Klein; Cartier; Chanel; Gucci; Hermès; Louis Vuitton; Prada; Phillips-Van Heusen (PVH); Ralph Lauren; Tommy Hilfiger; Tiffany & Co.. The text-mining software Leximancer was then utilised to graphically explore the *themes* and semantic relationships between 'learned concepts', both within, and between the tagged UNI and LUX folders (Mirzaei, *et el*, 2016; Smith and Humphreys, 2006) - helping to characterise the source texts as a group.

Findings / Discussion

When the source files are analysed all together four main themes emerge: *research, world, fashion* and *brand*. The themes that were common to both sets of organizations were *world* and *global,* though these themes captured different concept groupings within each sample. For universities, the concept of 'scholarship' most strongly denotes their contribution to the 'world'. Also, the universities expressed global impact as a common element or aspiration – 'our reach extends beyond campus borders' (ETH). For the luxury brands the 'world' association relates more to their positioning as 'global brands', e.g. 'Chanel itself is the world's highest form of total luxury' (Chanel).

When the organizational groups are reviewed within their folders a different pattern of association emerges.
The major themes for the top-ranked universities, were: *research, science* and *students*. The aspirations concentrate around a core of 'research', 'learning', 'education'. Luxury goods organizations, as a group, were characterised by two main themes: *brand* and *style*. However, the luxury goods concepts are more idiosyncratic and eclectic – ranging across 'brand', 'style', 'design', 'vision', 'quality' and 'innovation'.

Conclusion / Implications

This study is a small window into the strategic aspirations of top-ranked universities and luxury goods brands. The themes *world* and *global* semantically link the two sets of organizations, providing a common association among these high-end organizations. Additionally, despite the characteristics of rarity and quality often being associated with both these sectors, the 'luxury' goods sector' positioning is not semantically mirrored in the 'high-rank university sector' aspirations - except in their global outlook. It would therefore be premature to claim that a 'luxury educational good sector' currently exists in HE. However, if as suggested by Thrift (2016) there is be an emergence of an elite university segment then luxury may indeed become an apt descriptor. Additionally, with the increasing influence of Neoliberalism in the management of higher education, as reflected in the threefold jump in publications mentioning corporatization and marketization, from 358 in the period 2001 to 2005 to 1,200 in the period 2011 to 2015 (Google Scholar), more research into evolving educational market segments, institutional positioning and brand image specific to higher education is warranted.

References

Academic Ranking of World Universities, ARWU, http://www.shanghairanking.com/ (accessed 3rd January, 2017)

Casidy, R., & Wymer, W. (2016). A taxonomy of prestige-seeking university students: strategic insights for higher education. *Journal of Strategic Marketing*, 1-16.

Chapleo, C. (2015). Brands in Higher Education. *International Studies of Management & Organization, 45*(2), 150-163.

Giannoni, D. S. (2016). An Investigation of Value Claims in Academic and Corporate 'About us' Texts. *Applied Linguistics*, 1-25.

Hemsley-Brown, J., & Oplatka, I. (2006). Universities in a competitive global marketplace: A systematic review of the literature on higher education marketing. International *Journal of Public Sector Management, 19*(4), 316-338.

Jevons, C. (2006). Universities: A prime example of branding going wrong. *Journal of Product & Brand Management, 15*(7), 466-467.

Kapferer, J.-N., & Valette-Florence, P. (2016). Beyond rarity: the paths of luxury desire. How luxury brands grow yet remain desirable. *Journal of Product & Brand Management, 25*(2), 120-133.

Lynch, K. (2015). Control by numbers: new managerialism and ranking in higher education. *Critical Studies in Education, 56*(2), 190-207.

Marginson, S. (2006). Dynamics of national and global competition in higher education. *Higher Education, 52*(1), 1-39.

Mirzaei, A., Siuki, E., Gray, D., & Johnson, L. W. (2016). Brand associations in the higher education sector: The difference between shared and owned associations. *Journal of Brand Management, 23*(4), 419-438.

Naidoo, R., Shankar, A., & Veer, E. (2011). The consumerist turn in higher education: Policy aspirations and outcomes. *Journal of Marketing Management, 27*(11-12), 1142-1162.

Phau, I., & Prendergast, G. (2000). Consuming luxury brands: The relevance of the 'Rarity Principle'. *Journal of Brand Management, 8*(2), 122-138.

Pucciarelli, F., & Kaplan, A. (2016). Competition and strategy in higher education: Managing complexity and uncertainty. *Business Horizons, 59*(3), 311-320.

Rauschnabel, P. A., Krey, N., Babin, B. J., & Ivens, B. S. (2016). Brand management in higher education: the university brand personality scale. *Journal of Business Research, 69*(8), 3077-3086.

Sataøen, H. L. (2015). Higher education as object for corporate and nation branding: between equality and flagships. Journal of Higher Education Policy and Management, 37(6), 702-717.

Smith, A. E., & Humphreys, M. S. (2006). Evaluation of unsupervised semantic mapping of natural language with Leximancer concept mapping. *Behavior Research Methods, 38*(2), 262-279.

Stack, M. L. (2013). The Times Higher Education ranking product: visualising excellence through media. *Globalisation, Societies and Education, 11*(4), 560-582.

Sung, Y., Choi, S. M., Ahn, H., & Song, Y.-A. (2015). Dimensions of luxury brand personality: Scale development and validation. *Psychology & Marketing, 32*(1), 121-132.

Times Higher Education World University Rankings, THE, https://www.timeshighereducation.com/ (accessed 3rd January, 2017)

Thrift, N. (2016). Universities 2035. *Perspectives: Policy Practice in Higher Education, 20*(1), 12-16.

Thuy, V. T. N., & Thao, H. D. P. (2016). Impact of students' experiences on brand image perception: the case of Vietnamese higher education. *International Review on Public and Nonprofit Marketing*, 1-35.

Vigneron, F., & Johnson, L. W. (1999). A review and a conceptual framework of prestige-seeking consumer behavior. *Academy of Marketing Science Review, 1999*, 1-15.

Does Ambidexterity in Marketing Pay Off?

Hillbun Ho, University of Technology Sydney, hillbun.ho@uts.edu.au*
Oleksiy Osiyevskyy, University of Calgary, oosiyevs@ucalgary.ca
James Agarwal, University of Calgary, james.agarwal@haskayne.ucalgary.ca
Sadat Reza, Nanyang Technology University, sreza@ntu.edu.sg

Abstract:
Dynamic capability theory contends that firms can gain competitive advantage by being ambidextrous (simultaneous pursuit of exploitation and exploration). However, empirical studies show that the ambidexterity–firm performance relationship is elusive and high levels of both exploitation and exploration may not lead to higher firm performance. To shed new light on the literature, this study examines ambidexterity in marketing as a balance between exploitation and exploration across marketing activities and tests how firms' absorptive capacity moderates the ambidexterity–firm performance relationship. Analyzing survey and archival financial data gathered from 318 private firms, the study shows that ambidexterity in marketing is positively associated with revenue growth in an upward concave manner at high levels of absorptive capacity. Yet, this association weakens and becomes non-significant at low levels of absorptive capacity. Findings of this research shed light on the roles of organizational knowledge activities in ensuring that firms reap the benefits of ambidexterity.

Keywords: Marketing Ambidexterity, Exploitation, Exploration, Absorptive Capacity

Track: Strategic Marketing and Branding

Introduction

To succeed in the complex and fast-changing marketplace today, firms must not only exploit existing marketing knowledge and practices but also explore new ones, that is, to be ambidextrous in the marketing function (Day 2011). Simultaneous pursuit of exploitation and exploration across the marketing activities may provide firms opportunities to leverage the complementarity to gain competitive advantage. However, there is limited empirical evidence regarding the relationship between ambidexterity in marketing and firm performance, suggesting more empirical investigations are needed.

Therefore, the aim of this study is:

To conceptualize marketing ambidexterity as a distinct construct and examine its impact on firm performance and the contingent condition for such impact.

We address two research questions in line with this aim:

RQ1: What is the nature of the relationship between marketing ambidexterity and firm performance?
RQ2: Is the relationship between marketing ambidexterity and firm performance moderated by firms' absorptive capacity?

Background

Marketing ambidexterity, in our definition, stresses the advantages of allocating similar levels of resources and efforts to exploitation and exploration. According to dynamic capability theory, firms that pursue marketing ambidexterity should perform better than firms that focus on either marketing exploitation or exploration (Kyriakopoulos & Moorman 2004). While exploitation strengthens existing practices across marketing mix and exploration facilitates the development of new knowledge and skills in marketing practices, ambidextrous firms can benefit from leveraging the complementarity between these two spectrums of activities. By combining exploitation and exploration synergistically, ambidextrous firms will be able to stimulate greater demand and preference from existing and new customers, resulting in higher sales revenue.

In line with these contentions, prior ambidexterity research in non-marketing domains suggests that dual pursuit of exploitation and exploration in core value-creation activities helps firms avoid the pitfalls of a one-side focus, including competence traps and failure to harvest returns from experimenting behaviors (He & Wong 2004; Kristal et al. 2010; Rothaermel & Alexandre 2009). As a result, ambidextrous firms can reap the benefits of improved efficacy from exploitation and greater adaptability from exploration (Lavie & Rosenkopf 2006).

Since pursuing exploitation and exploration requires firms to generate and use market-oriented knowledge (Bierly III et al. 2009; Morgan et al. 2003), the association between marketing ambidexterity and firm performance would be strengthened by firms' absorptive capacity—the abilities to identify, access, assimilate, and use incremental and novel knowledge—in executing marketing mix decisions (Cohen & Levinthal 1990; Zahra & George 2002). In view of this, this study also examines how absorptive capacity moderates the marketing ambidexterity–firm performance relationship.

Method and Analysis

We test the research hypotheses in a sample of domestic companies in Singapore. The sample came from a database sourced from a global information company, and contained the

financial data of about 2,000 companies in Singapore across multiple industries. The explanatory variables (marketing ambidexterity, absorptive capacity) were captured by a mail survey responded by a key informant of each sampled firm in the base year (2010). The dependent variable (revenue growth) was derived from financial data in the database mentioned above. We tested the hypotheses using hierarchical OLS regression models that included the explanatory variables, dependent variable, control variables, and the interaction terms between ambidexterity and absorptive capacity. To test the curvilinear relationship between ambidexterity and performance, we used a squared term of ambidexterity in the regression models. The regression results indicated that the coefficients of ambidexterity and its squared term are statistically significant. The interactions between absorptive capacity and ambidexterity as well as its squared term are also significant.

Results, Discussion and Contributions
Findings of this study confirm an upward, concave relationship between marketing ambidexterity and firms' revenue growth. Thus, the marginal effect of ambidexterity on revenue growth increases with converging levels of marketing exploitation and exploration. This curvilinear relationship could be attributed to the explanation that obtaining learning experience from shifting a one-sided strategic focus to a more balanced focus would enable firms to more precisely identify and take advantage of the synergy arising from integrating exploitative and exploratory activities across marketing mix. As a result, marketing strategies and programs would become more effective, resulting in increasing revenue. Since marketing actions involve mobilization of knowledge and resources within and across a firm's boundary, our findings resonate with the organizational learning perspective in marketing literature (Moorman & Miner 1997; Slater & Narver 1995).

Our findings also illustrate that absorptive capacity is vital for firms to maintain a balance between marketing exploitation and exploration, as it supports firms in applying incremental and novel knowledge in executing marketing mix. Specifically, when firms possess medium to high levels of absorptive capacity, undertaking marketing ambidexterity contributes positively to firm performance. In contrast, when firms lack adequate absorptive capacity, pursuing ambidexterity hurts performance. These findings could be attributed to the explanation that absorptive capacity establishes a reservoir of market knowledge and organizational routines for knowledge search and assimilation, which support effective integration and utilization of knowledge generated from marketing exploitation and exploration endeavors. Thus, firms possessing high absorptive capacity are in a better position to resolve the trade-offs between marketing exploitation and exploration (Cao et al. 2009). This study underscores that learning-oriented organizational structure, systems, and incentive schemes must be in place to facilitate and reinforce firms' pursuit of ambidexterity in marketing (De Luca & Atuahene-Gima 2007).

Relatedly, our findings indicate that it is rewarding for managers to overcome the inertia in shifting a unilateral strategic focus to a balanced focus within the marketing function in response to dynamic market environments. Overall, although pursuing marketing ambidexterity poses challenges, properly managed marketing ambidexterity could constitute a dynamic capability that enables firms to earn increasing returns from improved efficiency as well as long-term sustainability.

References

Bierly III, PE, Damanpour, F & Santoro, MD (2009), "The application of external knowledge: Organizational conditions for exploration and exploitation," Journal of Management Studies, 46, 481–509.

Cao, Q., Gedajlovic, E. and Zhang, H. (2009), "Unpacking organizational ambidexterity: Cohen, W. M. and Levinthal, D. A. (1990), "Absorptive Capacity: A New Perspective on Learning and Innovation," Administrative Science Quarterly, 35 (1), 128–152.

Dimensions, contingencies, and synergistic effects," Organization Science, 20 (4), 781–796.

Day, G. S. (2011), "Closing the marketing capabilities gap," Journal of Marketing, 75 (4), 183–195.

De Luca, L. M. and Atuahene-Gima, K. (2007), "Market knowledge dimensions and cross-functional collaboration: Examining the different routes to product innovation performance," Journal of Marketing, 71 (1), 95–112.

He, Z. L. and Wong, P. K. (2004), "Exploration vs. exploitation: An empirical test of the ambidexterity hypothesis," Organization Science, 15 (4), 481–494.

Kristal, M. M., Huang, X. and Roth, A. V. (2010), "The effect of an ambidextrous supply chain strategy on combinative competitive capabilities and business performance," Journal of Operations Management, 28 (5), 415–429.

Kyriakopoulos, K. and Moorman, C. (2004), "Tradeoffs in marketing exploitation and exploration strategies: The overlooked role of market orientation," International Journal of Research in Marketing, 21(September), 219–240.

Lavie, D. and Rosenkopf, L. (2006), "Balancing exploration and exploitation in alliance formation," Academy of Management Journal, 49 (4), 797–718.

Moorman, C. and Miner, A. S. (1997), "The impact of organizational memory on new product creativity," Journal of Marketing Research, 34 (February), 91–106.

Slater, S. and Narver, J. (1995), "Market orientation and the learning organization," Journal of Marketing, 59 (3), 63–74.

Rothaermel, F. T. and Alexandre, M. T. (2008), "Ambidexterity in technology sourcing: The moderating role of absorptive capacity," Organization Science, 20 (4), 759–780.

Zahra, S. A. and George, G. (2002), "Absorptive capacity: A review, reconceptualization, and extension," Academy of Management Review, 27 (2), 185–203.

Morgan, N. A., Zou, S., Vorhies, D. W. and Katsikeas, C. S. (2003), "Experiential and informational knowledge, architectural marketing capabilities, and the adaptive performance of export ventures: A cross-national study," Decision Sciences, 34 (2), 287–321.

The Australian University Landscape: Espoused Aspirations

Marion Burford, School of Marketing, UNSW, m.burford@unsw.edu.au

Abstract:
Australian universities were grouped historically on their traditions and time of establishment (Marginson 2006). However, such segmentation may not capture current positioning in what has become a globally and nationally competitive higher education environment. This paper uses text-mining to explore current institutional mission, or value, statements within these historic groupings. Thematic analysis of the rhetoric highlighted that time of establishment, and nature of nascent institutions, still reflects differences in espoused aspirations. As might be expected the three most common themes across all institutions relate to *research*, *teaching* and *students*. Whereas older institutions expressed a *global*, *world* and *international* orientation; newer institutions reflected a more *local community* focus; and universities evolving from technical institutions continue to promote a strong connection to *industry*. Semantic analysis of these distilled positioning insights can give a window into where each institution currently sits in relation to their national competitors.

Keywords: higher education positioning, Leximancer, mission and value statements

Track: Strategic Marketing and Branding

Introduction and Background
Australian universities are largely not-for-profit institutions with government funding arrangements regulating fees, and mandating a research-oriented culture across the higher education (HE) sector. Universities are facing increasing competition, and therefore a need to stand out, both at a national and international level (Hemsley-Brown and Oplatka, 2006; Thrift 2016). Thus, there is tension between government regulations that foster sameness and the desire for competitive advantage (Sataøen, 2015). This study explores for segment-based differentiation in espoused aspirations as evidenced in the missions and values found on the official Web sites of the thirty-nine Australian universities - grouped on 'history and funding' (Marginson, 2006, p.11), into five post 'unified national system, UNS' segments.

Australia's higher education system from 1987-1989 underwent a structural change with national policy reforms introducing a 'unified national system' (Croucher and Woelert, 2016; Marginson, 2006). The long established 'sandstone' universities (referred to as the G08) were joined by transformed technical institutions (Unitech.s) and colleges of advanced education (Gumtrees), as well as new regional universities (New Uni.s), and more recently a few private universities. Under the UNS policy there was an expectation for diversity to meet local as well as national needs. Whether this differentiation of institutional brand image (Chapleo, 2015; Hemsley-Brown and Goonawardana, 2007; Jevons, 2006; Morphew, Fumasoli, and Stensaker, 2016) has eventuated is not clear. Some argue that the increasing external pressure from corporatization, globalization and technology leads to 'isomorphism' (Chapleo, 2015; Croucher and Woelert, 2016; DiMaggio and Powell, 1983) reducing differentiation in espoused aspirations. Mission, vision and values statements are shorthand for university image - portraying 1) what they are 'known for' that is different from their competitors, 2) built around the core generic HE activities of research and teaching that is a societal expectation of HE (Bennett and Ali-Choudhury 2009; Giannoni, 2016; Kosmützky and Krücken, 2015).
This study sets out to answer the following questions:
> RQ1. What is the overall pattern of themes and semantic concepts associated with Australian higher education image statements?
> RQ2. Where are historically grouped segments (Marginson, 2006) semantically located in the current Australian higher education landscape?

Method
The corporate positioning, mission statements and/or value propositions of the 39 Australian universities was captured in a word document (up to half a page of text) and grouped in folders according to the Marginson (2006) institutional segments (G08, Gumtrees, New Uni.s, Unitech.s, Private). Leximancer, text-mining software, was then used to graphically explore the semantic relationships, *themes* and 'concepts', found through iterative automatic text processing of the folders (Mirzaei, *et el*, 2016; Smith and Humphreys, 2006). The research questions were addressed in separate projects where the likelihood of occurrence of 'found concepts' overall and between the folders or segments is generated in the Insight Dashboard (Thompson, Davis and Mazerolle, 2014).

Findings and Discussion
Semantic maps addressing RQ1 & RQ2 are presented in Figure 1. The overall pattern, across all 39 Australian universities, of *themes* and semantic 'concepts' (found within themes) (RQ1 - left hand map) centres around *research* (arrowed - coloured red). *Research* encompasses 'teaching', 'learning', 'industry' highlighting these core elements of higher education. The second most prevalent theme in the overall semantic pattern was *students* capturing 'staff'

and 'quality'. Other semantic clusters pick up on 'graduates', 'work' 'opportunities' and the 'international' focus of many of the Australian universities.

Figure 1 – Leximancer Maps (*Themes* - coloured circles, source folders (red) and concepts)
RQ1- Overall semantic pattern   RQ2- Patterns within Australian segments
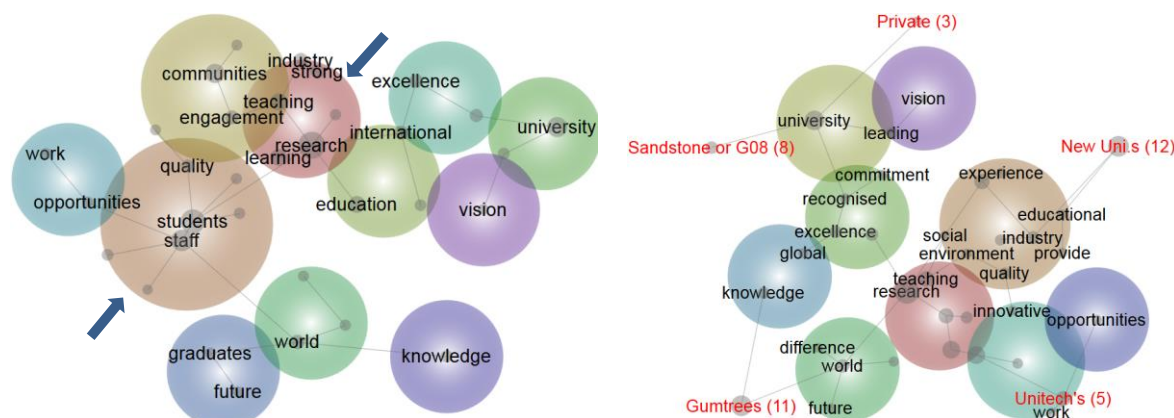
Whilst the common elements of *research, teaching* and *students* remain within the historically formed university groupings there are detectable differences within the segment groups (RQ2- right hand map with segment tags). The Sandstone or GO8 universities have a very consistent message around being 'world' and 'global', 'leading', with 'excellence' in both 'knowledge' and 'teaching'. The next longest-established group are the Gumtrees who share 'world' and 'excellence' but also pick up on 'future' and making a 'difference'. The Unitech. group reflect their technical and applied origins with consistent descriptors emerging: 'industry', 'innovative', 'engagement' and 'work'. The youngest (New Uni.s) as a group express a connection with 'industry', 'quality' and 'educational' 'opportunities' and generally have a greater community/local focus. The Private group, with two of the three being faith-based institutions, was dominated by 'commitment'. The two longest established groupings (G08, Gumtrees) appear to be the most similar in their expressed aspirations, perhaps reflecting *isomorphism*, though further exploration of individual institutions would be needed to confirm this possibility.

Concluding comments
Corporate planning practices are now common place in most universities (Chapleo, 2015) with institutions incorporating strategic intent as an integral component of their communication strategy. Simple-to-apply semantic analysis of the Australian UNS-based institutional grouping's mission and values statements demonstrated differing segment characteristics - giving a snapshot of the current higher education milieu. Overall, across the groups, as might be expected, there was commonality in aspirations relating to *research*, *students* and *teaching*. Limitations of this study include the lack of inclusion of stakeholder's perceptions of realised positioning, and that individual evaluation of each institution was not possible given the limited text available for analysis. Exploring differential positioning at an institutional level would need to include other factors such as: location; proximity to competitors; research and teaching alliances; level of internationalization; specializations in discipline areas and courses offered. Further nuanced research is needed to explore whether each institution has a unique positioning strategy; if *isomorphism* is in play; and/or if current positioning is simply a reflection of time (Thrift 2016) - an historic artefact.

References

Ali-Choudhury, R., R. Bennett and S. Savani (2009). 'Defining the components of a university brand: A qualitative investigation: Lessons from higher education branding', *International Review on Public and Nonprofit Marketing,* 6, pp. 11-33.

Bennett, R., and R. Ali-Choudry (2009). Prospective Students' Perceptions of University Brands: An Empirical Study. *Journal of Marketing for Higher Education, 19*(1), pp. 85-107.

Chapleo, C. (2015). 'Brands in Higher Education', *International Studies of Management & Organization,* 45, pp. 150-163.

Croucher, G. and P. Woelert (2016). 'Institutional isomorphism and the creation of the unified national system of higher education in Australia: an empirical analysis', *Higher Education*, 71, pp. 439-453.

DiMaggio, P. J. and W. W. Powell (1983). 'The iron cage revisited: Institutional isomorphism and collective rationality in organizational fields', *American Sociological Review,* 48, pp. 147-160.

Giannoni, D. S. (2016). An Investigation of Value Claims in Academic and Corporate 'About us' Texts. *Applied Linguistics*, pp. 1-25.

Hemsley-Brown, J. and S. Goonawardana (2007). 'Brand harmonization in the international higher education market', *Journal of Business Research,* 60, pp. 942-948.

Hemsley-Brown, J. and I. Oplatka (2006). 'Universities in a competitive global marketplace: A systematic review of the literature on higher education marketing', *International Journal of Public Sector Management,* 19, pp. 316-338.

Jevons, C. (2006). 'Universities: A prime example of branding going wrong', *Journal of Product and Brand Management,* 15, pp. 466-467.

Kosmützky, A. and G. Krücken (2015). 'Sameness and Difference', *International Studies of Management & Organization,* 45, pp. 137-149.

Marginson, S. (2006). Dynamics of National and Global Competition in Higher Education. *Higher Education, 52*(1), pp. 1-39.

Mirzaei, A., E. Siuki, D. Gray and L. W. Johnson (2016). 'Brand associations in the higher education sector: The difference between shared and owned associations', *Journal of Brand Management,* 23, pp. 419-438.

Morphew, C. C., T. Fumasoli, and B. Stensaker (2016). Changing missions? How the strategic plans of research-intensive universities in Northern Europe and North America balance competing identities. *Studies in Higher Education*, pp. 1-15.

Sataøen, H. L. (2015). 'Higher education as object for corporate and nation branding: between equality and flagships', *Journal of Higher Education Policy and Management,* 37, pp. 702-717.

Smith, A. E. and M. S. Humphreys (2006). 'Evaluation of unsupervised semantic mapping of natural language with Leximancer concept mapping', *Behavior Research Methods,* 38, pp. 262-279.

Thompson, J., J. Davis and L. Mazerolle (2014). A systematic method for search term selection in systematic reviews. *Research Synthesis Methods, 5*(2), pp. 87-97.

Thrift, N. (2016). 'Universities 2035', *Perspectives: Policy and Practice in Higher Education,* 20, pp. 12-16.

Allocating Resources between Exploitation and Exploration

Setiadi Umar*, King Fahd University of Petroleum and Minerals,
umarsetiadi@kfupm.edu.sa
Sengun Yeniyurt, Rutgers Business School, yeniyurt@business.rutgers.edu
Nelson Oly Ndubisi, King Fahd University of Petroleum and Minerals, nelson@kfupm.edu.sa
Goksel Yalcinkaya, University of New Hampshire, goksel.yalcinkaya@unh.edu
Rayed Alotaibi, Rutgers Business School, rayed.alotaibi@rutgers.edu

Abstract
In this research, an effort is made to reconcile the disparity between the normative conjecture that companies should attempt to balance exploitation and exploration and the observation that in practice these companies show polar tendencies to explore or exploit. This will be achieved by investigating the organizational mechanism that drives firms' tendencies to engage in either activity or about whether and how firms balance the two activities. This study argues that the polar tendencies to explore and to exploit found in practice are temporary, and these tendencies will be weakened or strengthened in accordance with the environmental and the firm's specific conditions at a given time. This research uses panel data from the U.S. automotive market and a discrete model (a count model) to estimate the effects of the independent variables on the likelihood of a company to undertake a higher number of major or incremental modifications.

Keywords: Exploration and Exploitation, Resource Allocation, Competitive Response/Interaction

Track: Strategic Marketing

Introduction and Research Aim

Central to the adaptation and a firm's long run survival is a firm's ability to maintain an appropriate balance between two abilities: the exploitation of existing assets and positions in a profit-producing way and the exploration of new technologies and markets to capture existing and new opportunities (e.g. March, 1991; Teece, 2007) or to be ambidextrous. Various works, ranging from technological change to organizational design, have discussed the need for firms to achieve a balance between exploitation and exploration activities (Benner & Tushman, 2003; Burgelman, 1991). Most findings emphasized the importance of balancing exploration and exploitation.

However, existing research reveals a striking contrast between normative conjectures and behavioral tendencies with respect to the balance between exploration and exploitation. Prescriptions about whether firms should strive to manage the trade-off between exploration and exploitation are inconsistent with observations about firms' tendencies to balance these activities in actual practice. Despite the undesirable outcomes and self-destructive nature of adaptive processes (March, 1991), failure and success (competency) traps may lead to excessive exploration and exploitation resulting in imbalance (Siggelkow & Rivkin, 2006). In practice, researchers have recognized the obstacles firms face when simultaneously pursuing exploration and exploitation, highlighting the contradictory and incompatibility natures of activities designed to achieve efficiency and those aimed at flexibility and adaptation (Abernathy, 1978).

Researchers offer evidence of a firm's tendencies to focus on one of these types of activity, and explain what may lead to imbalance between exploration and exploitation. However, they pay less attention to whether balance can be achieved. Little is known about the organizational mechanism that drives firms' tendencies to engage in either activity or about whether and how firms balance the two activities. We intend to address this problem by offering theory and evidence that demonstrate and explain organizational mechanism that drive firms' tendencies to engage in either activity or about whether and how firms balance the two activities.

Specifically, the paper investigates: how firms and managers deal with changes by shifting and allocating their resources between exploiting existing products and exploring new products in order to ensure firm survival. The research addresses the following key questions. When does management decide to support more experimental products (thus becoming more exploratory)? When does management decide to support more incremental modification, thus increase the firm's exploitation level? When does management decide to support both exploration and exploitation products?

Background and Conceptual Model

We address this problem by following contradictory findings to the normative assumption of balance, we thus also expect that either exploration or exploitation will dominate product modification decisions at any given time and previous experience on either exploration or exploitation will influence subsequent decisions. However, we also draw on incentive to act related theories such as from the organizational change, learning and decision making (Allison, 1971; Chen, 1996; Chen & Miller, 1994; Miller & Chen, 1996; Milliken & Lant, 1991; Schelling, 1971; Staw, 1976) in this study. The paper argues that these tendencies are temporary and the tendencies are weaker or stronger according to changes in the environment and company's condition. The study demonstrates how and when top management manages and balances the company's product modification activities by allocating or shifting around

company's resources between major and incremental product modification, and thus strengthening or weakening their intensity at the same time.

Research Methodology
We devised this study as a pooled time series analysis of product modification created by the U.S. automotive industry (an annual panel data). The frequent product modifications conducted by automobile firms enable us to investigate the antecedents and timing when a firm tends to be exploratory by making many major modifications, when a firm tends to be exploitative by creating many incremental modifications, or when a firm tends to be ambidextrous by balancing exploration and exploitation. The unit of analysis is individual firm's actions, namely the number of product modifications conducted by a firm each year. The number and type of modifications (major or incremental product modifications) on a firm's product portfolio and a firm's financial condition were recorded. The data set were secured from various sources such as The Automotive News, annual reports of automotive companies, the Auto Pacific Historical Battleground, WARDS Automotive, and Compustat. We employed a discrete model (a count model) to determine the impact of the predictor on the likelihood of a company to introduce a higher number of cars experiencing major or minor / incremental modifications.

Results, Discussion and Contributions.
We contribute to theory by bridging the disparity between normative conjecture that companies should aim to balance exploration and exploitation and the observation that in practice companies show polar inclinations to explore or exploit. We advance a dynamic perspective on exploration and exploitation wherein companies do not only have tendencies to focus on one type of activity of exploration or exploitation but the tendencies depend on incentives provided at a given time. This study sheds light on the organizational mechanism which guides these inclinations and on how firms attempt to balance these inclinations in the firms' new product portfolio. We argue that the polar tendencies to explore and to exploit found in practice are temporary, and the top management will alter their attention, time, and commitment depending on situation. Changes in the environment (such as competitor's product modifications) and the company's condition (e.g. profit fluctuation) provide incentives to the focal company to increase or decrease its exploration and exploitation level and thus their proportion of balance.

References

Abernathy, W. J. 1978, *The productivity dilemma: Roadblock to innovation in the automobile industry.* Baltimore, MA: Johns Hopkins University Press.

Allison, G. T. 1971, *Essence of decision: Explaining the Cuban missile crisis*. Boston, MA: Little Brown.

Benner, M. J. & Tushman, M. L. 2003, 'Exploitation, exploration, and process management: The productivity dilemma revisited', *Academy of Management Review, 28*(2), 238-56.

Burgelman, R. A. 1991, 'Intraorganizational ecology of strategy making and organizational adaptation: Theory and field research'. *Organization Science, 2*(3), 239-262.

Chen, M.-J. 1996, 'Competitor analysis and interfirm rivalry: Toward a theoretical integration'. *Academy of Management Review, 21*(1), 100-134.

Chen, M-J. & Miller, D. 1994, 'Competitive attack, retaliation and performance'. *Strategic Management Journal, 15*(2), 85-102.

March, J. G. 1991, 'Exploration and exploitation in organizational learning'. *Organizational Science, 2*(1), 71-87.

Miller, D., & Chen, M.-J. 1996, 'Nonconformity in competitive repertoires: A Sociological view of Markets', *Social Forces, 74*(4), 1209-1234.

Milliken, F. J, & Lant, T. K. 1991, 'The impact of an organization's recent performance history on strategic persistence and change'. In P. Shrivastava, A. Huff, & J. Dutton (Eds.) *Advances in Strategic Management (pp. 129-156).* Greenwich, CT: JAl Press.

Schelling, T. C. 1971, *The Strategy of Conflict*. Cambridge. MA: Harvard University Press.

Siggelkow, N., & Rivkin, J. 2006, 'When exploration backfires: Unintended consequences of organizational search'. *Academy of Management Journal, 49*(4), 779-796.

Staw, B. M. 1976, 'Knee-deep in the big muddy: A study of escalating commitment to a chosen course of action'. *Organizational Behavior and Human Performance, 16*(1), 27-44.

Teece, D. J. 2007, 'Explicating dynamic capabilities: The nature and microfoundations of (sustainable) enterprise performance'. *Strategic Management Journal, 28*(13), 1319-1350

Unlocking Growth for Small Businesses

**Lara Stocchi, College of Business, Government and Law, Flinders University
Vipul Pare, College of Business, Government and Law, Flinders University
Michelle Graves, College of Business, Government and Law, Flinders University
Armando Corsi, Ehrenberg-Bass Institute for Marketing Science, UniSA

Abstract:
Existing research claims that marketing is crucial to the growth of small businesses, albeit referring primarily to the marketing function as a whole or marketing capability. Given the increasing importance of small businesses as catalysts of state and regional economic development, it is essential to identify more specific small business growth strategies originating from marketing. To answer this call, this paper explores the possibility of explicitly linking small business growth to insights from buying behaviour research, which typically attributes brand growth to increases in *purchase penetration* (how many buyers a brand attracts in a given time period) and *mental availability* (how easily a brand comes to mind). We explore the value of this proposition using the case of a small wine business in McLaren Vale, South Australia, examining data from internal sales records and from an online survey gathering consumer views of wine brands from the same region.

Keywords: Small business growth, purchase penetration, mental availability.

Track: Strategic Marketing and Branding

Introduction and Research Aim

Several authors have highlighted that, in comparison to larger organizations, small businesses[8] are exposed to limited resources and capabilities (Jocumsen, 2004; Dobbs & Hamilton, 2007; Grimes, Doole & Kitchen, 2007; McCarton-Quinn & Carson, 2003; Wilson, 1995). Yet, existing research has identified marketing as a driver of positive performance for small-to-medium businesses (SMEs) (McCarton-Quinn & Carson, 2003; Sok, O'Cass, & Sok, 2013). Specifically, past studies have introduced frameworks that link marketing to small business growth thanks to the acquisition and/or improvement of: (i) learning capabilities (Carson, 1990; Simpson & Taylor, 2002; Sok, O'Cass, & Sok, 2013; Walsh & Lipinski, 2009); (ii) entrepreneurial behaviour (Bettiol, Di Maria, & Finotto, 2012; Harris & Rae, 2009; Hill, 2001); and (iii) strategic planning (Jocumsen, 2004; Möller & Anttila, 1987; Sashittal & Wilemon, 1996). For instance, Simpson and Taylor (2002) presented a framework revealing that SMEs need to focus on becoming marketing-oriented to pursue growth, i.e. becoming concerned with improving business performance through marketing activities. Similarly, Walsh and Lipinski (2009) showed that entrepreneurial orientation, strategy planning and management knowledge influence marketing-oriented activities, and thereby growth. However, marketing-oriented activities in small firms are primarily operational (Möller & Anttila, 1987) and only rarely included in strategic planning (Sashittal & Jassawalla, 2001; Simpson, Padmore, Taylor, & Frecknall-Hughes, 2006). Moreover, marketing function is often overlooked in business planning because it can be problematic (Peterson, Kozmetsky, & Ridgway, 1883; Wilson, 1995; Fuller, 1994); this is due, at least in part, to a weak understanding of its benefits (Huang & Brown, 1999) or carrying out marketing activities too informally (Carson, 1990). It is also important to note that the literature presents generalised thoughts about marketing function as a whole (i.e., with no breakdown into specific marketing activities or strategies), and existing frameworks focus primarily on attitudes and behaviours that can potentially promote growth (Gilmore, Carson, & Grant, 2001; Merrilees, Rundle-Thiele, & Lye, 2011; O'Dwyer, Gilmore, & Carson, 2009; Rosenbusch, Brinckmann, & Bausch, 2011). Therefore, although existing research clarifies that SMEs can pursue growth through marketing, it does not offer a clear explanation of *how* small businesses can grow – e.g., it does not clarify which specific marketing activities or strategies should be used.

One possible solution to this issue lies in considering an area of research that offers clear theoretical and practical guidelines on how to achieve *brand growth*, which can be easily translated into a series of marketing activities and strategies that firms can implement. Specifically, buying behaviour literature provides a tradition of empirically-driven research, which attributes brand growth primarily to two strategies: increasing *purchase penetration*, i.e. the number of consumers making at least one purchase in a given time-period (Ehrenberg et al., 2004; Sharp et al., 2012); and enhancing *mental availability*, i.e. ensuring that the brand comes easily to mind (Sharp, 2010; Romaniuk & Sharp, 2016). Increases in purchase penetration are often linked to marketing activities and strategies that encourage brand trial and attract 'new' customers (even if 'new' only for a specific time period). Increases in mental availability can be attributed to branding and advertising strategies, which establish and maintain a pool of concepts and ideas in the minds of consumers and influence consumer decisions (especially at the point of purchase). Accordingly, the aim of this paper is to explore the validity of two overarching research questions:

> **Rq1**: Is increasing purchase penetration a likely driver of small business growth?
> **Rq2**: Is increasing mental availability a likely driver of small business growth?

---

[8] This paper considers a 'small business' as an organization with less than 20 full time employees, as per the guidelines by the South Australian Small Business Commission (https://www.sasbc.sa.gov.au/).

Addressing these two research questions is an essential step required to outline a concrete research program, which has the end goal of generating a series of practical insights that small businesses can use to attain growth. This would ultimately benefit national and international targets for economic growth and development.

Due to the exploratory nature of this research, we base our analysis on the case of a small wine business from the McLaren Vale region in South Australia (kept anonymous to honor a confidentiality agreement), which is in the process of outlining a 10-year strategic plan for growth to counteract their stagnating market performance. South Australia has 140,000 small businesses currently (Economic Priorities, 2017), which drive state-level economic development. In particular, the wine industry continues to grow in comparison to other Australian regions and internationally (IBIS World, 2016; Winetitles Media, 2017). Thus, this case study provides an example of a small business that wants to grow, but is yet to work out *how* to pursue growth, which is a fitting context to address the above research questions.

Background
Buying behaviour research is often based on the analysis of purchase and sales data using mathematical models such as the Dirichlet (Goodhardt et al., 1984). This allows benchmarking the performance of brands competing within the same market and the identification of practical strategies to pursue brand growth. Above all, existing works highlight the importance of increasing *purchase penetration* (the number of buyers that a brand has in any given time period) by strategically attracting and valuing *light buyers*, i.e. consumers who made at least one purchase over a certain time frame, since they typically contribute to half of a brand's sales (Sharp, 2010). This strategy is far more effective than enhancing brand loyalty (purchase frequency) by retaining highly loyal customers at all costs (i.e., *heavy buyers*), as this aspect shows little or no variation across brands competing within the same market (Ehrenberg et al., 2004; Sharp et al., 2012). In practical terms, the key implications resulting from these insights include, above all, the importance of deploying marketing tactics aimed at encouraging purchase trial, 'capturing' purchases by as many 'new' customers as possible (even if 'new' just in relation to a certain time period). This evidence defeats the incorrect assumption of the need to allocate a lot of resources to reward loyal customers, as it basically implies concentrating efforts on 'existing business' as opposed to looking for 'new business'. Buying behaviour literature shows that these principles are relevant to many different competitive settings, including commonly purchased Fast Moving Consumer Goods (FMCGs) and services (Ehrenberg et al., 2004; Sharp, 2010; Sharp et al., 2012). Moreover, considering the case study of this paper, these notions are also known to apply to wine brands (Jarvis & Goodman, 2005) and can explain strategic aspects such as pricing (Casini et al., 2009; Cohen & Tataru, 2011; Corsi, et al., 2011; Khal et al., 2017; Jarvis, et al., 2006), regions and grape varieties (Cohen & Tataru, 2011; Corsi et al., 2017; Jarvis & Goodman, 2005; Trinh et al., 2017), quality designations and formats (Casini et al., 2009; Corsi et al., 2011). Specifically, empirical evidence consistently shows that way people purchase wine conforms to the Dirichlet model and that the same strategic actions one could apply to grow any FMCGs or service brands can also be applied to wine brands.

More recent work in buying behaviour research has focused on another driver of brand growth: *mental availability*. Mental availability is a marketing concept that has emerged from research linking brand management practices to the principles of cognitive psychology, such as frameworks that describe how human memory works, especially in relation to storing and subsequently accessing information (see Anderson et al., 2004). In a nutshell, mental availability means making a brand 'easy to think of', particularly during decision-making;

this typically underpins positive trends in market performance, such as brand sales (Romaniuk & Sharp, 2004; Sharp, 2010; Romaniuk, 2013; Romaniuk & Sharp, 2016). Mental availability is achieved through branding and advertising strategies, which are devised to lead to the synergic improvement of two aspects, as follows: i) ensuring that as many consumers as possible are able to recognize the brand in the marketplace, in line with the notion of *brand awareness*; and ii) establishing a wide range of strongly held *brand image associations*, i.e. links between the brand and other concepts such as attributes of the brand or positive evaluations of it (see also Keller, 2003 in relation to strategic brand management practices and the tactics required for building strong brands). A gap in mental availability can cause a lot of harm to a brand, inhibiting its chances of being noticed, considered and selected in purchase situations (Romaniuk & Sharp, 2004). Accordingly, recent research has illustrated the ways in which organizations can measure and monitor mental availability, by using the same principles and mathematical model (i.e., the Dirichlet) as buying behaviour research to track brand performance over time and against competitors (see Romaniuk, 2013). It is worth noting that existing research concerning the importance of building and maintaining penetration and mental availability to pursue growth has not been applied, thus far, to small businesses. Empirical evidence simply suggests that smaller brands typically face a number of deficiencies in market performance, which in fact arise from limited penetration and limited mental availability (Ehrenberg et al., 2004; Sharp, 2010; Romaniuk & Sharp, 2016). However, 'smaller brands' do not necessarily imply that the organizations behind them are also small; hence, in this sense, the present research also contributes to expanding buying behaviour literature to the analysis of small businesses' performance.

Methodology
As mentioned briefly in the introduction, this research presents the case study of a small wine business from South Australia, using two sets of data, as follows:
• **Internal sales data of the firm's database** ($N = 280$; 12 months), featuring the number and $-value of the orders placed, and the (wine) label and quantities purchased by each customer. We use this data set to determine whether there are patterns in the firm's sales that are indicative of a clear issue in terms of penetration. To do so, we look for some recurring trends, which buying behaviour literature highlights as being problematic, such as disproportionally high *contribution to sales* or *sales concentration* (i.e., percentage of total sales or number of orders) from the most loyal customers (heavy buyers) (Sharp, 2010).
• **Data from an online survey** ($N = 114$; purposive sample contacted via email and social media sites, including 30% firm's current customers and 70% general public) featuring: i) information about the mental availability for the focal firm and a range of key competitors from the same region (selected on the basis of similarities in product range and price point); and ii) demographic profile and current buying behaviour data (i.e., last three purchases, price and variety preferences, reasons for buying etc.). We used this data to look for patterns that clearly indicate a gap in mental availability for the firm vs. its competitors, while taking into account demographic differences and buying behaviour trends, and while contrasting current customers of the firm vs. the general public. When doing so, we run simple descriptive comparisons of the values of the following key metrics:
  – *Unprompted and prompted brand awareness*: in line with the literature (Nedungadi & Hutchinson, 1985), for unprompted awareness we asked respondents to name the first wine brand from McLaren Vale that came to their mind and then any other wine brand from the same region that they could think of; for prompted brand awareness, we asked respondents which brand they could recognize, using bottles of wines as visual prompts. Brand awareness scores were then calculated as percentage of mentions that each brand got, divided by the total mentions for all brands.

- *Brand image associations*: following existing research (Romaniuk & Sharp, 2000), we gathered information about brand image using a pick-any format; i.e., respondents were presented with the wine brands and a list of attributes likely to be associable to these brands (e.g., *Easy to drink*, *For a special occasion*, *For connoisseurs*, etc.), and were asked to select as many brand-to-attribute associations as they saw fit. We then used the counts of the associations that each brand received to derive each brand's perceived strengths and weaknesses (i.e., attributes frequently associated with the brand vs. attributes not really associated with the brand relative to competitors).
- *Mental market share*: in line with recent research (Romaniuk, 2013), we used the counts of brand image associations to calculate each brand's mental market share, i.e. the associations that each brand got, divided by the total (associations) for all brands.

Results

As Table 1 shows, the analysis of the internal sales data reveals one key empirical pattern which existing research typically considers as an inhibitor of brand growth (see Sharp, 2010). Specifically, highly loyal customers (members of the loyalty program) constitute only 22% of the firm's total customer base and place, on average, a higher number of orders (2.6 on average) but with a lower $-value per order, thus contributing to less than half of the sales (44%). The remaining customers (cellar door sales) constitute the majority of the firm's customer base (78%) and place only one order in each time period (hence are technically less loyal), but for a higher $-value and contribute to over half the overall sales (58%). Therefore, when considering the first research question, it emerges that an increase in purchase penetration via attracting more orders from light buyers and placing strategic relevance to less loyal customers (cellar door) would certainly catalyze growth for this firm.

Table 1: Analysis of sales data		
Comparisons	Most loyal customers	Least loyal customers
% of total customers	22	78
% of total orders	44	58
Average nr of orders	2.6	1.0
Average $ ordered	318.43	355.02

Similarly, the analysis of the survey data highlights a clear deficiency in mental availability in comparison to competitors. This finding is consistent across existing customers of the firm as well as the general public, and across comparatively different demographic profiles and buying habits (detailed in Table 2). Table 3 shows the values of brand awareness (unprompted and prompted) and mental market share for the focal firm vs. two selected brands[9]: the market leader and a competitor similar in terms of brand positioning and market share. It can be seen that the focal firm has a considerable gap in brand awareness and mental market share (hence in mental availability) compared to the market leader and also in comparison to its key competitor when we consider results for the general public. For example, nearly one in five members of the general public mentioned the key competitor a wine brand from the region, whereas only 3% mentioned the focal firm. Similarly, only less than one in three respondents (28%) could recognize the bottle of the focal wine brand vs. more than half (55%) who could recognize the bottle of the key competitor. Also, the results of the analysis of brand image associations (not tabulated for reasons of space) revealed that the overall image of the brand lacked strengths and was anchored to only one concept (heritage), albeit exclusively by current customers of the firm; not the general public.

---

[9] Due to space constraints, we report only results for the focal firm and two competitors. However, a total of 9 competitors were considered in the survey, covering approximately 80% of the market share in the region.

Considering the second research question, these findings indicate that the wine brand of the small business analyzed stands very limited chance to 'come to mind', especially among the general public. Hence, an increase in mental availability (synergetic improvement of brand awareness and brand image) could be a driver of growth for this small business.

Table 2: Analysis of survey data

Comparisons	Current customers	General public
Demographic profile: *Age* *Income*	• Mostly 46-65 (58%) • Mostly >$80Kpa (40%)	• Mostly 18-35 (72%) • Mostly <$60Kpa (54%)
Buying behaviour: *Monthly consumption* *Price range*	• Mostly >12 bottles per month (41%) • Mostly buys $30-50 price range	• Mostly 2-6 bottles per month (39%) • Mostly buys $20-30 price range

Table 3: Analysis of survey data cont.

Brands	Unprompted brand awareness		Prompted brand awareness		Mental market share	
	Customers	Public	Customers	Public	Customers	Public
Leader	45 %	17 %	100 %	72 %	25 %	15 %
Focal firm	28 %	3 %	89 %	28 %	16 %	4 %
Competitor	21 %	17 %	81 %	55 %	10 %	14 %

Implications and Contribution

These exploratory results indicate that there is scope for linking small business growth research and practice to the insights that empirical research in the buying behaviour literature offer. This could yield multiple benefits in terms of explicating *how* small businesses can use more specific marketing tactics and strategies to grow, offering clear practical guidelines relevant to small organizations, which are likely to make a positive impact on their activities and market performance. Ultimately, these benefits would feed back the bigger picture of national and international targets for economic growth and development.

From a more general perspective of contribution to knowledge, this research offered a first attempt to consider key insights on brand growth from buying behaviour literature applied to the specific instance of small businesses. To that extent, it appears that the foundational principles guiding analytical reflections on the (strategic) relevance of purchase penetration and mental availability are equally applicable, if not even more important, to SMEs. This opens up a considerable number of venues for future research, especially frameworks linking marketing to small business growth.

Limitations and Future Research Directions

This research presented a single case study/example of a small business for the sake of validating some initial intuitions in relation to the potential value of a research program linking the literature on the importance of marketing as a driver of growth and the literature on buying behaviour revealing clear pathways to brand growth. Hence, the scope for the generalization of empirical findings may be limited and is mostly confined to 'proof of concept' stage. Future research (already underway) includes the replication of a similar analysis for multiple firms and the triangulation of results with a survey gathering information about the managerial perceptions and practices in relation to marketing tactics linked to purchase penetrations and mental availability.

References

Anderson, J.R., Bothell, D., Byrne, M.D., Douglass, S., Lebiere, C. & Qin, Y. (2004). An integrated theory of the mind. *Psychological Review*, *111*(4), 1036.

Bettiol, M., Di Maria, E., & Finotto, V. (2012). Marketing in SMEs: the role of entrepreneurial sensemaking. *International Entrepreneurship and Management Journal*, 8(2), 223-248.

Carson, D. (1990). Some Exploratory Models for Assessing Small Firms' Marketing Performance (A Qualitative Approach). *European Journal of Marketing*, 24(11), 8-51.

Casini, L., Rungie, C., & Corsi, A. M. (2009). How Loyal are Italian Wine Consumers to Wine Attributes. *Journal of Wine Research*, 20(2), 125-142.

Cohen, J., & Tataru, D. (2011). The Structure of the French Retail Wine Market: A Duplication of Purchase Approach. 6th AWBR International Conference, France.

Corsi, A. M., Remaud, H., & Chiera, B. (2017). Exploring duplication of purchase patterns between wine buyers residing in different regions. 10th International Conference of the Academy of Wine Business Research, US.

Corsi, A. M., Rungie, C., & Casini, L. (2011). Is the polarization index a valid measure of loyalty for evaluating changes over time? *Journal of Product and Brand Management*, 20(2), 111-120.

Dobbs, M., & Hamilton, R. T. (2007). Small business growth: recent evidence and new directions. *International Journal of Entrepreneurial Behaviour and Research*, 13(5), 296-322.

Economic Priorities. (2017). Opening doors for small business. Retrieved from http://economic.priorities.sa.gov.au/priorities/small_businesses_access_capital_and_global_markets

Ehrenberg, A., Uncles, M., & Goodhardt, G. (2004). Understanding brand performance measures: using Dirichlet benchmarks. *Journal of Business Research*, 57(12), 1307-1325.

Gilmore, A., Carson, D., & Grant, K. (2001). SME marketing in practice. *Marketing intelligence & planning*, 19(1), 6-11.

Goodhardt, G. J., Ehrenberg, A. S. C., & Chatfield, C. (1984). The Dirichlet: A Comprehensive Model of Buying Behaviour. *Journal of the Royal Statistical Society*, 147(5), 621-655.

IBIS World. (2016). Wine Production in Australia. Retrieved from https://www.ibisworld.com.au/industry-trends/market-researchreports/manufacturing/beverage-tobacco-product/wine-production.html

Harris, L., & Rae, A. (2009). Social networks: the future of marketing ofr small business. *Journal of Business Strategy*, 30(5), 24-31.

Hill, J. (2001). A multidimensional study of the key determinants of effective SME marketing activity: Part 1. *International Journal of Entrepreneurial Behaviour & Research*, 7(5), 171-204.

Huang, X., & Brown, A. (1999). An analysis and classification of problems in small business. *International Small Business Journal*, 18(1), 73-85.

Jarvis, W., & Goodman, S. (2005). Effective marketing of small brands: niche positions, attribute loyalty and direct marketing. *Journal of Product and Brand Management*, 14(5), 292-299.

Jarvis, W., Rungie, C., Goodman, S., & Lockshin, L. (2006). Using polarisation to identify variations in behavioural loyalty to price tiers. *Journal of Product and Brand Management*, 15(4), 257-264.

Jocumsen, G. (2004). How do small business managers make strategic marketing decisions? A model of process. *European Journal of Marketing*, 38(5/6), 659-674.

Kahl, S., Mueller-Loose, S., & Corsi, A. M. (2017). How do consumers shop wine online? An application of the Dirichlet model. 10th International Conference of the Academy of Wine Business Research, US.

Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57, 1-22.

McCarton-Quinn, D., & Carson, D. (2003). Issues which Impact upon Marketing in the Small Firm. *Small Business Economics*, 21, 201-213.

Merrilees, B., Rundle-Thiele, S., & Lye, A. (2011). Marketing capabilities: Antecedens and implications for B2B SME performance. *Industrial Marketing Management*, 40, 368-375.

Möller, K., & Anttila, M. (1987). Marketing Capability: A Key Success Factor in Small Business? *Journal of Marketing Management*, 3(2), 185-203.

Nedungadi, P., & Hutchinson, J. (1985). The prototypicality of brands: Relationships with brand awareness, preference and usage. *Advances in Consumer Research*, 12.

O'Dwyer, M., Gilmore, A., & Carson, D. (2009). Innovative marketing in SMEs. European *Journal of Marketing*, 43(1/2), 46-61.

Romaniuk, J. (2013). Modeling mental market share. Journal of Business Research, 66(2), 188-195.

Romaniuk, J., & Sharp, B. (2000). Using known patterns in image data to determine brand positioning. *International Journal of Market Research*, 42(2), 219.

Romaniuk, J., & Sharp, B. (2004). Conceptualizing and measuring brand salience. *Marketing Theory*, 4(4), 327-342.

Romaniuk, J., & Sharp, B. (2016). How Brands Grow Part 2. In J. Romaniuk (Ed.), Building Mental Availability. Australia and New Zealand: Oxford University Press.

Sashittal, H. C., & Jassawalla, A. R. (2001). Marketing implementation in smaller organizations: Definition, framework, and propositional inventory. *Journal of the Academy of Marketing Science*, 29(1), 50-69.

Sashittal, H. C., & Wilemon, D. (1996). Marketing implementation in small and midsized industrial firms: An exploratory study. *Industrial Marketing Management*, 25(1), 67-78.

Sharp, B. (2010). How Brands Grow Part 1. In B. Sharp (Ed.), Mental and Physical Availability (pp. 180-214). Victoria, Australia: Oxford University Press.

Sharp, B., Wright, M., Dawes, J., Driesener, C., Meyer-Waarden, L., Stocchi, L., & Stern, P. (2012). It's a Dirichlet World; Modeling Individuals' Loyalties Reveals How Brands Compete, Grow and Decline. *Journal of Advertising Research*, 52(2), 203-213.

Simpson, M., Padmore, J., Taylor, N., & Frecknall-Hughes, J. (2006). Marketing in small and medium sized enterprises. *International Journal of Entrepreneurial Behaviour & Research*, 12(6), 361-387.

Simpson, M., & Taylor, N. (2002). The role and relevance of marketing in SMEs: towards a new model. *Journal of Small Business and Enterprise Development*, 9(4), 370-382.

Sok, P., O'Cass, A., & Sok, K. M. (2013). Achieving superior SME performance: Overarching role of marketing, innovation, and learning capabilities. *Australasian Marketing Journal*, 21, 161-167.

Trinh, G., Corsi, A. M., & Lockshin, L. (2017). How country of origins compete and grow. 10th International Conference of the Academy of Wine Business Research, US.

Walsh, M. F., & Lipinski, J. (2009). The role of the marketing function in small and medium sized enterprises. *Journal of Small Business and Enterprise Development*, 16(4), 569-585.

Winetitles Media. (2017). Viticulture. Retrieved from
http://winetitles.com.au/statistics/viticulture.asp

Walsh, M. F., & Lipinski, J. (2009). The role of the marketing function in small and medium
sized enterprises. *Journal of Small Business and Enterprise Development*, 16(4), 569-
585.

Positive word-of-mouth: brand credibility and social identity

Diem Do, Ho Chi Minh City Open University, diem.dkx@ou.edu.vn *
Jake An, The University of New South Wales, jake.an@unsw.edu.au
Liem Ngo, The University of New South Wales, liem.ngo@unsw.edu.au

Abstract

Positive word-of-mouth is of significant importance to firms in building brand equity. Drawing upon the signaling theory and social identity theory, this research investigates the effect of brand credibility on positive word-of-mouth via the mediating roles of brand-self connection and brand-social connection in a higher education context. The proposed model was empirically tested using time-lagged data from a sample of 249 students of a top university in a metropolitan city. The findings show that brand credibility plays important role in forming a sense of oneness with the brand as well as a sense of affinity with other users of the brand. In addition, brand serves as a symbolic device that connects brand self-connection and brand-social connection, which in turn positively affect positive word-of-mouth.

Key words: positive word-of-mouth, brand credibility, social identity

Track: Strategic Marketing and Branding

Introduction and Research Aim

Customers today are not only the "recipients" of information about the brand, but they are also the "senders" of that information - for example by introducing the brand, commenting on the brand or sharing information about the brand to others (Hennig-Thurau et al., 2010). It is argued that this informal information is more reliable and relevant than marketing information from providers in forming customer perceptions of the brand and making purchase decision (Richins, 1983; Keller, 2013). Therefore, how to obtain positive word-of-mouth (WOM) from customers is of significant importance to firms in building brand equity and improving business performance.

Brand credibility is defined as "the believability of the product information contained in a brand, which requires that consumers perceive that the brand has the ability (i.e., expertise) and willingness (i.e., trustworthiness) to continuously deliver what has been promised" (Erdem and Swait, 2004, p. 192). Evidence has suggested that brand credibility increases the probability of inclusion of a brand in the consideration set (Erdem et al 2006), enhanced perceived quality (Baek and King 2011), and decreases price sensitivity (Erdem et al., 2002). However, the literature is silent on the role of brand credibility after purchase. Prior research has not addressed an important but neglected issue – the implication of brand credibility in spreading positive word-of-mouth and its underlying mechanisms. A better understanding of the neglected outcome of brand credibility would allow managers to consider more carefully regarding the allocation of resources for increasing brand credibility.

In a service context, examining the relationship between brand credibility and WOM becomes more critical because the quality of services is often very difficult to evaluate prior to or even after consumption (Darby and Karni, 1973). The intangible and heterogeneous nature of services increases uncertainty, perceived risk and variability of service quality (Parasuraman, Zeithaml, and Berry, 1985). However, since brands often embody signals of quality (Erdem and Swait 1998; Rao and Ruekkert 1994; Wernerfelt 1988), brands may be a key ingredient in driving WOM behaviors in services context. Adopting the signalling framework of brand effects on consumer behavior (Erdem and Swait 2004), we explore the critical role that brand credibility might play in fostering positive WOM in services context.

The inseparability of service production and consumption informs that social interactions between a consumer and a service employee is central to the service experience (Lehtinen and Lehtinen, 1982). Personal trust, care and connections that arise from social interactions become especially important for services that are high in credence properties where the service quality is difficult to evaluate (Eisingerich and Bell, 2007). Moreover, the presence of other customers during a service encounter and interactions between them further reinforce the social nature of many service contexts (Gummesson and Lovelock, 2004). Recognising the social nature of service encounters, we adopt social identity theory (Hogg and Abrams 1988) in unravelling the modus operandi through which brand credibility influences WOM.

Drawing upon signalling theory and social identity theory, we suggest brand credibility positively affects positive WOM via the mediating roles of brand-self connection and brand-social connection. Brand-self connection refers to "the extent to which individuals have incorporated a brand into their self-concept" (Escalas and Bettman, 2003, p. 329). On the other hand, brand-social connection refers to the extent to which a customer develops the feeling of being connected to other brand users (Lobschat et al. 2013; Fischer et al. 2010). Hence, the purpose of this study is:

To investigate the role of brand credibility in eliciting positive WOM via the mediating roles of brand-self connection and brand-social connection

Specifically, we address the following research question:
How does brand credibility affect positive WOM via the mediating roles of brand-self connection and brand-social connection?

Conceptual model
Signaling theory explains that the importance of branding as a signal of service quality mainly arises from asymmetric information regarding the quality of service that service providers and consumers possess (Spence 1974). Although a brand is viewed as a signal of product or service quality, the signal must be credible (Wernerfelt, 1988). Ghantous (2015; 2016) illustrates the importance of brand credibility especially in service contexts with relatively high perceived risks, which arise from the intangible and interactive nature of services.

Social identity theory explains that through self-categorization processes, individuals categorize or classify themselves into a social category or group by accentuating perceived similarities with other in-group members in order to form their social identities. Once their social identities are formed, they promote and protect the interests of the group in order to build and maintain a consistent self-image and self-esteem (Tajfel and Turner, 1979). This provides a theoretical basis on which individual consumers connect with a social category (the brand) or a social group (other users of the same brand), and enhance, maintain or protect their connections via spreading positive WOM.

According to social identity theory, individuals identify with social categories and social groups partly to enhance self-esteem (Taifel and Turner, 1979). However, they must evaluate their social categories and groups in a positive light in order to enhance their self-esteem, and to identify with them (Oakes and Turner 1980). Therefore, consumers are more likely to identify or connect with social categories or brands that are evaluated positively, and more specifically, credibly. Evidence also suggests that consumers use *trusted* brands to communicate their self-concept (Dolich, 1969; Chaplin and John, 2005; Hankinson, 2004; Escalas and Bettman, 2005). Therefore, we propose ***brand credibility positively affect brand-self connection (H1).***

Signaling theory in service branding literature illustrates the positive effect of brand credibility on service quality perceptions (Erdem and Swait 2004). This means that credible brands are seen as having more positive service quality and thus, more attractive compared to non-credible brands. According to social identity theory, individuals tend to put themselves into a group with attractive characteristics, distinctiveness and reputation to improve their own image (Tajfel and Turner, 1985; Bhattacharya and Sen 2003). Thus, we expect ***brand credibility has positive effect on brand-social connection (H2).***

The intricate relationship between brand-self connection and brand-social connection can be explained based on social identity theory. According to the theory, the self-concept is comprised of a personal identity (personal characteristics), and a social indentity (memberships in social groups) (Mael and Ashforth, 1992; Tajfel and Turner, 1985). Studies by Wallendorf and Arnould (1988) and Escalas (2004) show that the connection with the brand itself can satisfy the psychological needs of the individual, define the identity of the

individual, and allow the individual to connect with others. Hence, we suggest ***brand-self connection has positive effect on brand-social connection (H3)***.

According to social identity theory, when individuals have identified themselves with a social group, they will promote and protect the interests of the group in order to build and maintain a consistent self-image and self-esteem (Tajfel and Turner, 1979). Such actions of promotion and protection arise from a stronger connection to other users of the brand. Therefore, we expect ***brand-social connection has a positive effect on positive WOM (H4).***

Thus far, we have illustrated that the credibility of the brand reflects the confidence of consumers in the ability and willingness to deliver what was promised, which allows consumers to have the connection with the brand to enhance the evaluation itself. Through engagement with the brand, these individuals tend to connect to a brand community to affirm self-image and social relationships. Cohesion among group members with their brand will stimulate positive advocacy for the brand to protect their image and to raise the appreciation of themselves. Therefore, we argue that ***brand credibility positively influence positive WOM through the sequential impact via brand-self connection and brand-social connection (H5).***

Figure 1. Conceptual framework
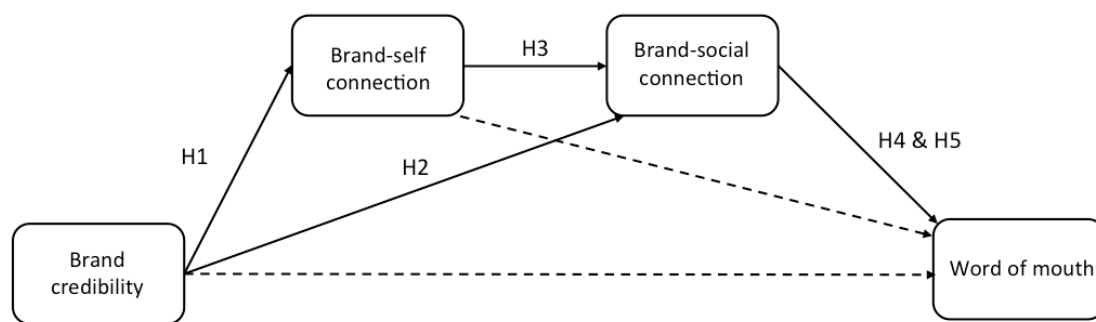
Methodology
The research is conducted in a context of higher education service. Curtis et al. (2009) emphasized the importance of branding in the higher education sector, where the brand has important implications for attracting students as well as faculty and staff. Joseph, Mullen and Spake (2012) also demonstrate the importance of word-of-mouth for university branding, specifically in motivating potential students' university selection.

Survey research method is employed to investigate the proposed hypothesis. Measurement instrument was developed based on existing scales from previous studies. Scale items are measured with seven-point Likert scales (1: strongly disagree, 7: strongly agree). Time-lagged data was collected from students of a top university in Vietnam via self-completion online survey. Specifically, we personally contacted the university asking for authorization to contact their students. We received an email list of 2000 students studying in business disciplines. A total of 417 participants responded at Time 1 to the first survey which contained the scales to measure brand credibility, brand-self connection, and brand-social connection. One month later, respondents were invited to complete the second survey which contained the scales to measure WOM and demographic questions. A total of 249 participants completed the second survey at Time 2.

Data analysis and Findings

Common method variance (CMV) may have an impact on the findings in this study as we used the survey data. In addition to procedural approaches (e.g. time-lagged data), we applied Harmon's single factor analysis (Podsakoff et al., 2003) and marker variable technique (Lindell and Whitney, 2001; Malhotra et al., 2006) to examine common method variance. The results of both tests indicate that CMV is not a significant issue in the data.

In order to test our hypotheses, we conducted a series of analyses using the bootstrapping bias-corrected confidence interval procedure with the SPSS macro PROCESS (Preacher and Hayes 2008). This procedure uses an OLS path analysis to estimate the coefficients in the model. We used 95% confidence interval and 5,000 bootstrap re-samples for the coefficient estimation.

In Table 1, Model 1 shows that brand credibility is positively related to brand-self connection (β =.95, t-value = 10.82), supporting H1. Model 2 shows that brand credibility is positively related to brand-social connection (β =.57, t-value = 6.90), while brand-self connection is positively related to brand-social connection (β =.19, t-value = 3.85) in support of H2 and H3 respectively. Finally, Model 3 shows that brand-social connection is positively related to WOM (β =.19, t-value = 2.29) in support of H4. To test the serial mediation (*brand credibility → brand-self connection → brand-social connection → brand advocacy*), we specified a model in PROCESS. The results show that there is a significant serial mediation in support of H5 (β =.03; p < .05; 95% CI [.003, .089]).

Table 1. Results for conceptual model

	Dependent variables		
	Model 1	Model 2	Model 3
Independent variables	Brand-self connection	Brand-social connection	WOM
Brand credibility	.95**	0.57**	0.18
	(10.82)	(6.90)	(1.66)
Brand-self connection	-	.19**	0.05
		(3.85)	(.79)
Brand-social connection	-	-	.19*
			(2.29)
Control variables			
Age	-.06**	.01	.02
	(-3.39)	(1.15)	(1.20)
Gender	-.05	.10	.00
	(-.43)	(.94)	(.03)
Education	-.17*	-.05	-.06
	(-2.09)	(-.74)	(-.79)
Income	-.01	-.11*	.06
	(-0.20)	(-2.15)	(.85)
Brand Quality	-.04	.10	.11
	(-.40)	(1.30)	(1.19)
Brand Uniqueness	.03	.03	-.11
	(.36)	(.36)	(-1.21)
R^2	.59	.66	.24
Indirect Effects	Estimate	LLCI	UCLI
Brand Credibility →	.03*	.003	0.089

| Brand-self connection → Brand-social connection → WOM | | | |

Note: N = 249; LLCI = lower level of the 95% confidence interval; UCLI = upper level of the 95% confidence interval; *, **: significant at the .05 and .01 levels respectively (2-tailed *t*-test); t values in bracket

For robustness check, the hypotheses were also examined with 152 responses from staffs of the university and a competing model with brand-self connection and brand-social connection as the moderators in the relationship between brand credibility and WOM. The results confirm the findings in the student sample. Further, we conducted fuzzy-set qualitative comparative analysis (fsQCA) (Ragin, 1987) to show that the presence of brand credibility, brand-self connection and brand-social connection is required to increase positive WOM. The results reveal that the combination of brand credibility, brand-self connection and brand-social connection is sufficient in increasing positive WOM (raw coverage = .64; consistency = .84).

Discussion and Implications

The results support the important role of brand credibility in eliciting positive WOM via the mediating roles of brand-self connection and brand-social connection. First, the direct effects of brand credibility on brand-self connection and brand-social connection shed new light on the importance ascribed to brands as symbolic resources for customers to construct their personal identity and social identity. Different from previous studies that examine brand credibility as a signal of product quality (Erdem and Swait 1998; Wernerfelt 1988) that affects brand choice and brand consideration (Erdem and Swait 2004; Erdem et al 2006), this research extends this body of knowledge by investigating the identity signaling effect of brand credibility. In this sense, the credibility of a brand is of paramount importance for the customer to develop a sense of oneness with the brand as well as a sense of affinity with other users of the brand. Second, we find strong support for the theoretical contention that "the consumer's self does not develop in isolation but rather evolves within a complex process of social interaction" (Fischer et al., 2010, p. 826). Our study offers the new insight that brands serve as symbolic devices that customers use in their evolving thought processes that create a link between personal identity (brand-self connection) and social identity (brand-social connection). Third, the findings also suggest a link between brand-social connection and WOM. Although existing research on social identification acknowledges that individuals who develop a sense of affinity with others in a certain group behave positively towards the group (Mael and Ashforth, 1992; Bhattacharya et al., 1995), little is known about the implication of brand-social connection in turning customers into advocates. Finally, our findings support a sequential mediation model according to which brand credibility is positively related to brand-self connection and brand-social connection, which in turn are positively associated with positive WOM.

For managerial contributions, this research raises awareness of managers on building brand credibility as a key strategy to achieve brand-self connection and brand-social connection, which in turn has positive effect on WOM. Building strong brand credibility is a key strategic asset of any firm; however, our findings suggest that brand credibility is not sufficient for nurturing positive WOM. Instead, what managers should be cognizant of is how customers construct their identity via brand-self connection and brand-social connection. Our significant managerial implication is that forming brand-self connection and brand-social connection is a psychological manifestation of intangible brand assets. Marketers should take into

consideration the two form of connections simultaneously in their marketing activities that are designed to enhance the perceptions of brand credibility. For instance, managers might focus on enhancing brand credibility in order to nurture their relationship with customers, and in turn, stimulate positive WOM. However, our findings suggest that managers would be able to generate more positive WOM by nurturing their relationship with customers as well as customers' relationships with other customers. Managers' efforts to optimally generate WOM may be inadequate if the importance of brand-social connection is neglected. Therefore, managers' understanding of the signaling effect of building brand credibility needs to be enriched by incorporating social identity perspective.

The current research examined the validity of the conceptual model in one services context (education) and one university brand. Future research should address this important limitation by exploring multiple brands with varying degrees of brand credibility across multiple service contexts. Moreover, this research did not investigate any moderating factors that may influence the mediating mechanisms. For instance, depending on the type of service or customer profiles, brand credibility may lead to positive WOM via brand-self connection or via brand-social connection.

References

Baek, H. T., & King, W.K. (2011). Exploring the consequences of brand credibility in services. Journal of Services Marketing, 25(4), 260-272.

Bhattacharya, C. B., Rao, H., & Glynn, M. A. (1995). Understanding the bond of identification: An investigation of its correlates among art museum members. Journal of Marketing, 46-57.

Bhattacharya, C. B., & Sen, S. (2003). Consumer-company identification: A framework for understanding consumers' relationships with companies. Journal of Marketing, 67(2), 76-88.

Chaplin, L.N. and John, D.J. (2005). The development of self-brand connections in children and adolescents. Journal of Consumer Research, 32(1), 119-29.

Curtis, T., Abratt, R., & Minor, W. (2009). Corporate brand management in higher education: The case of ERAU. Journal of Product & Brand Management, 18(6), 404-413.

Darby, M. R., & Karni, E. (1973). Free competition and the optimal amount of fraud. The journal of law & economics, 16(1), 67-88.

Dolich, I. (1969). Congruence relationships between self images and product brands. Journal of Marketing Research, 6(1), 80-84.

Eisingerich, A. B., & Bell, S. J. (2007). Maintaining customer relationships in high credence services. Journal of Services Marketing, 21(4), 253-262.

Erdem, T., & Swait, J. (1998). Brand equity as a signaling phenomenon. Journal of Consumer Psychology, 7(2), 131-157.

Erdem, T., Swait, J., & Louviere, J. (2002). The impact of brand credibility on consumer price sensitivity. International Journal of Research in Marketing, 19(1), 1-19.

Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. Journal of Consumer Research, 31(1), 191-198.

Erdem, T., Swait, J., & Valenzuela, A. (2006). Brands as signals: A cross-country validation study. Journal of Marketing, 70(1), 34-49.

Escalas, J. E., & Bettman, J. R. (2005). Self-construal, reference groups, and brand meaning. Journal of Consumer research, 32(3), 378-389.

Fischer, M., Völckner, F., & Sattler, H. (2010). How important are brands? A cross-category, cross-country study. Journal of Marketing Research, 47(5), 823-839.

Ghantous, N. (2015). Re-examining encounter intensity's conceptualisation, measurement and role. The Service Industries Journal, 35(5), 237-254.

Ghantous, N. (2016). The Impact of Services Brand Personality on Consumer–Brand Relationship Quality. Services Marketing Quarterly, 37(3), 185-199.

Gummesson, E., & Lovelock, C. (2004). Whither Services Marketing. Search of a New Paradigm and Fresh Perspectives. Journal of Service Research, 7(1), 20-41

Hankinson, G. (2004). The brand image of tourism destinations: A study of the saliency of organic images. Journal of Product & Brand Management, 13(1), 6-14.

Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer relationships. Journal of Service Research, 13(3), 311-330.

Hogg, M. A., & Abrams, D. (1988). Social identifications.

Joseph, M., Mullen, E. W., & Spake, D. (2012). University branding: Understanding students' choice of an educational institution. *Journal of Brand Management*, *20*(1), 1-12.

Oakes, P. J., & Turner, J. C. (1980). Social categorization and intergroup behaviour: Does minimal intergroup discrimination make social identity more   positive?. *European Journal of Social Psychology*, *10*(3), 295-301.

Keller, K. L. (2013). Strategic Brand Management. Pearson Education.

Lehtinen, U., & Lehtinen, J. R. (1982). Service quality: a study of quality dimensions: Service Management Institute.

Lindell, M. K., & Whitney, D. J. (2001). Accounting for common method variance in cross-sectional research designs. Journal of Applied Psychology, 86(1), 114.

Lobschat, L., Zinnbauer, M. A., Pallas, F., & Joachimsthaler, E. (2013). Why Social Currency Becomes a Key Driver of a Firm's Brand Equity–Insights from the Automotive Industry. Long Range Planning, 46(1), 125-148.

Mael, F., & Ashforth, B. E. (1992). Alumni and their alma mater: A partial test of the reformulated model of organizational identification. Journal of Organizational Behavior, 13(2), 103-123.

Malhotra, N. K., Kim, S. S., & Patil, A. (2006). Common method variance in IS research: A comparison of alternative approaches and a reanalysis of past research. Management Science, 52(12), 1865-1883.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. The Journal of Marketing, 41-50.

Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. Journal of Applied Psychology, 88(5), 879.

Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. Behavior Research Methods, 40(3), 879-891.

Ragin, C. (1987). The comparative method: Moving beyond qualitative and quantitative methods. Berkeley: University of California.

Rao, A. R., & Ruekert, R. W. (1994). Brand alliances as signals of product quality. Sloan ManagementRreview, 36(1), 87.

Richins, M. L. 1983. Negative Word-of-Mouth by Dissatisfied Consumers: A Pilot Study. Journal of Marketing, 47, 68-78.

Spence, M. (1974). *Market signalling*. Harvard University Press.

Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. The social psychology of intergroup relations, 33(47), 74.

Tajfel, H., & Turner, J. C. (1985). The social identity theory of intergroup behavior. In S.Worchel, & W. G. Austin (Eds.), Psychology of intergroup relations (pp. 7–24). (2nd ed.). Chicago, IL: Nelson Hall.

Wallendorf, M. and Arnould, E.J. (1988). My favorite things: a cross-cultural inquiry into object attachment, possessiveness and social linkage. Journal of Consumer Research, 14(4), 531-47.

Wernerfelt, B. (1988). Umbrella branding as a signal of new product quality: An example of signalling by posting a bond. The RAND Journal of Economics, 458-466.

Marketing Strategies of ICT Firms

Thelma Solomon, Wellington Institute of Technology, thelma.moses@gmail.com
Raja Peter, Massey University, r.m.peter@massey.ac.nz*

Abstract
The rapid developments in the ICT sector in India coupled with the country's efforts to capitalise on the ICT revolution have positioned India as a major player in the global market. Given the importance of ICT firms to the Indian economy and the importance of marketing for the success of these firms, there is a need to examine the marketing practices adopted by these firms and their influence on firm performance. Therefore, this study aims to enhance the understanding of the marketing practices of the ICT firms in India. Exploratory research design guided this research and data was collected through an online survey. Empirical evidence points out that Firm Performance is significantly influenced by Marketing Strategies. Therefore practitioners should recognize the importance of being marketing-oriented rather than just being technologically-oriented. This study provides diagnostic guidance for managers in the ICT sector who are exploring ways to improve Firm Performance.

Keywords: Marketing Strategies, Firm Performance, ICT sector

Track: Strategic Marketing and Branding

Introduction and Research Aim

India is one of the fastest growing economies in the world. Even though the economic growth rate is attributed to tremendous progress across all industries, the information and communication sector (ICT) in particular holds significant promise. The rapid developments in this sector coupled with the country's efforts to capitalise on the ICT revolution have propelled India into the global arena as a leader in this sector. Given the importance of ICT firms to the Indian economy and the importance of marketing for the success of these firms, there is a need to examine the marketing practices adopted by these firms and their influence on firm performance. In view of the limited research in this area, this study aims to enhance the understanding of the marketing practices of the ICT firms in India.

Conceptual Foundations

Lehtinen (2011) proposed that "when developing marketing theory, marketing mix and relationship marketing should not be considered as rivals but rather as complementary approaches that could even be combined" (p. 118). Coviello and Brodie (2001) observed that, "Studies that attempt to assess the presence of particular type of marketing (for example, transaction marketing) are not likely to capture the scope of what is really being practiced." (p.541). Hence, this research seeks to simultaneously examine the transactional and relational practices with a view to identify the marketing practices of the ICT firms. In integrating these different theoretical perspectives, this research attempts to capture both the transactional and relational marketing practices of the ICT firms in India.

The use of social media in the B2B market is a relatively a new phenomenon and remains largely unexplored in literature (Järvinen, Tollinen, Karjaluoto & Jayawardhena, 2012; Schultz, Schwepker & Good, 2012). ICT firms have the technological competency to use online networks and their customers are proficient in internet use. These firms rely on the internet more than any other firms in the business sector. Hence engagement in social media platforms has become a strategic choice for the success of these firms.

The predictor variables identified in this study are Social Media, Relationship Marketing, Marketing Research, Segmentation and Targeting, Positioning, the Marketing Mix and Customer Satisfaction. Marketing practices are designed to enhance firm performance (Sweeney, Soutar, & McColl-Kennedy, 2011; Lee, Yoon, Kim, & Kang, 2006). Hence this paper examines the influence of these strategic marketing practices on firm performance in the Indian context.

Method and Analysis

Exploratory research design was used in this research. A well-structured questionnaire was used to obtain specific information from the population of ICT firms in India. A multi-item Likert scale with anchor points of 1 = strongly disagree and 7 = strongly agree was used to measure each construct in this research. The items assessing each construct were adapted from literature. The sampling frame came from a list of registered online panel members of a reputed market research agency which assisted with data collection. Managers from the population of 2983 firms were invited to participate in an online survey. There were 187 useable responses, yielding a response rate of 6.3%. The authors employed Exploratory Factor Analysis (EFA) and Stepwise Regression analysis to test the proposed conceptual framework.

Results, Discussion and Contributions

Factor analysis resulted 11 distinct factors and were labelled based on the items that loaded onto them. The factors and the number of items as shown in brackets are: *Social Media* (3), *Relationship Marketing* (10), *Market Research* (4), *Segmentation* (3), *Targeting* (2), *Positioning* (3), *Product* (7), *Pricing* (3), *Distribution* (4), *Promotion* (5) and *Customer Satisfaction* (7). These factors were posited as the independent variables (IV's) in the study. The statistically significant factor loadings for all the variables (>.32) and communalities (>.5) suggested that the individual items were reliable measures of the extracted factors. High Cronbach's alpha values (>.7) also indicated that the items that loaded on to the factors are internally consistent.

The items that loaded on Social Media, suggest that these firms used social media to explain the products and services to customers, to facilitate endorsement of the firm's products/services by customers and to build the firm's reputation. ICT firms also used social media for relationship marketing and market research. It is evident that social media practices are widely prevalent in the ICT firms in India and are efficiently used by these firms for a variety of reasons.

The summated scores were computed for the factors identified from factor analysis. These composite variables were used as the independent variables and Firm Performance was theorized as the dependent variable (DV). Stepwise regression analysis yielded a statistically significant result at p<.001 (F (3, 181) = 180.347). The adjusted value of r^2 = .745 indicates that approximately 75% of the variability in Firm Performance in the ICT firms is influenced by three of the eleven IV's chosen for this analysis. The results demonstrate that the Strategic Marketing Practices of the ICT firms have a strong positive influence on Firm Performance in these firms. This can be seen from the β values ranging from .174 to .407. The best set of Strategic Marketing Practices includes those practices that are statistically significant. They are: *Customer Satisfaction* (t= 6.379; p = .000), *Product* (t = 6.326; p = .000) and *Relationship Marketing* (t= 2.924; p < .005).

This research offers significant advancement to the current literature both on marketing theory and practice. This study is among the first to empirically examine the Strategic Marketing Practices of the ICT firms in India and its influence on Firm Performance and answers the call for more research into marketing practices of firms competing in diverse market and sector contexts (Palmer & Wilson, 2009; Patterson, 1999; Webster, 1992). This research fills this gap by examining the Strategic Marketing Practices that were adopted by the ICT firms in India and provided insights into the influence of these practices on Firm Performance. The research empirically supports the arguments that both relational and transactional aspects of marketing must be considered to understand the dynamics of marketing practice in a given context.

Implications and Conclusion

A major implication of the empirical evidence from this study for practitioners is that the adoption of Strategic Marketing Practices contributes to Firm Performance in this high technology industry, as there is a strong drive for marketing accountability (O'Sullivan, Abela & Hutchinson, 2009; Luo & Bhattacharya, 2006; Rust, Lemon, & Zeithaml, 2004). Therefore practitioners should recognize the importance of being marketing-oriented rather than just being technologically-oriented and implement industry-specific Marketing Strategies. Thus,

this study provides diagnostic guidance for managers in the ICT sector who are exploring ways to improve Firm Performance.

Practitioners need to leverage Social Media to facilitate Relationship Marketing, Market Research and other Social Media practices. Managers can efficiently use Social Media to build and maintain relationships with customers. Social networking capabilities enable firms to generate market knowledge deploy this information (Heirati, O'Cass & Ngo, 2013). Social Media is one of the cost effective means to reach a wider audience in the market. Further an online presence creates and enhances product and/or brand awareness and builds brand reputation. Thus, Social Media tools can be used to complement the objectives of strategic marketing in these firms.

The purpose of this research study was to understand the influence of the Strategic Marketing Practices adopted by the ICT firms in India on Firm Performance. The research findings supported the conceptual framework that was proposed for this research, thus providing empirical evidence to uphold the fact that the Strategic Marketing Practices adopted by the firms significantly influences Firm Performance. The framework incorporated the full spectrum of marketing practices, including the transactional and relational marketing activities.

References

Coviello, N. E., & Brodie, R. J. (2001). Contemporary marketing practices of consumer and business-to-business firms: how different are they? *Journal of Business & Industrial Marketing, 16*(5), 382.

Heirati, N., O'Cass, A., & Ngo, L. V. (2013). The contingent value of marketing and social networking capabilities in firm performance. *Journal of Strategic Marketing, 21*(1), 82-98.

Järvinen, J., Tollinen, A., Karjaluoto, H., & Jayawardhena, C. (2012). Digital and social media marketing usage in B2B industrial section. *Marketing Management Journal, 22*(2), 102-117.

Lee, S., Yoon, S. J., Kim, S., & Kang, J. W. (2006). The integrated effects of market-oriented culture and marketing strategy on firm performance. *Journal of Strategic Marketing, 14*(3), 245-261.

Lehtinen, U. (2011). Combining mix and relationship marketing. *Marketing Review, 11*(2), 117-   136.

Luo, X., & Bhattacharya, C. B. (2006). Corporate Social Responsibility, Customer Satisfaction and Market Value. *The Journal of Marketing*, 70(4), 1-18.

O'Sullivan, D., Abela, A. V., & Hutchinson, M. (2009). Marketing performance measurement and firm performance: Evidence from the European high-technology sector. *European Journal of Marketing*, 43(5/6), 843-862.

Palmer, R., & Wilson, H. (2009). An exploratory case study analysis of contemporary marketing practices. *Journal of Strategic Marketing*, 17(2), 169-187.

Patterson, M. (1999). Rethinking Marketing: Towards Critical Marketing Accountings. *Journal of Marketing Management*, 15(5), 435-438.

Rust, R. T., Lemon, K. N., & Zeithaml, V. A. (2004). Return on Marketing: Using Customer Equity to Focus Marketing Strategy. *Journal of Marketing, 68*(1), 109-127.

Schultz, R. J., Schwepker, C. H., & Good, D. J. (2012). An exploratory study of social media in business-to-business selling: salesperson characteristics, activities and performance. *Marketing Management Journal, 22*(2), 76-89.

Sweeney, J. C., Soutar, G. N., & McColl-Kennedy, J. R. (2011). The marketing practices-performance relationship in professional service firms. *Journal of Service Management*, 22(3), 292-316.

Webster, J. F. E. (1992). The changing role of marketing in the corporation. *Journal of Marketing*, 56(4), 1.

Turning Brand Experience into Positive Word-of-Mouth

Pham Hung Cuong, Foreign Trade University, HoChiMinh City Campus,
Liem Viet Ngo, UNSW Sydney,
Nguyen Xuan Minh, Foreign Trade University, HoChiMinh City Campus,
*Nguyen Dinh Yen Oanh, UNSW Sydney

Abstract:
This study proposes brand experience as an important enabler of word-of-mouth. Moreover, we examine both how and when brand experience enhances word-of-mouth by considering brand equity as a mediator and value equity as an important contingency. We test our moderated mediation model using a sample of 2268 shoppers in a metropolitan city. We discuss how our findings extend the brand management literature and provide implications for practice.

Keywords: Brand Experience, Value Equity, Brand Equity

Track: Strategic Marketing and Branding

Introduction and Research Aim

Shopping and service experiences occur when a consumer interacts with a store's physical environment, its personnel, and its policies and practices (Schmitt, Brakus, & Zarantonello, 2015; Brakus, Schmitt & Zarantonello 2009). These experiences play an important role in retail brand management because store brands are typically more multi-sensory in nature than product brands and can rely on rich consumer experiences to impact their equity (Ailawadi & Keller, 2004). Brand experiences can stimulate WOM. It is a customers' experience of a brand that will form the basis of any subsequent WOM messages. WOM is the informal communication amongst people about products or services, which is usually perceived to be more credible and is more easily accessible through social networks (Liu, 2006). Despite significant attention given to store brand experience (Ailawadi & Keller 2004; Schmitt et al., 2015; Brakus et al., 2009; Moller & Herm 2013), extant literature has yet fully answered a fundamental question: through which mechanisms brand experience is related to word-of-mouth. Building upon equity theory, we propose that brand equity and value equity are of paramount importance in turning brand experience into positive word-of-mouth. Brand equity refers to the value added to a product or service due to the brand name (Yoo & Donthu, 2001). Value equity refers to "the perceived ratio of what is received . . . to what must be sacrificed" (Vogel et al., 2008, p. 100).

The aim of this study is:
> *To examine the mechanism through which brand experience enhances word-of-mouth.*

We address a research question in line with this aim:
> RQ: How and why value equity and brand equity influence the relationship between brand experience and word-of-mouth?

Literature Review and Hypotheses

Creating a superior experience for a customer is a high priority for consumer marketers (Verhoef et al., 2009; Zarantonello & Schmitt, 2010), the focus on experience has been well-documented in the service dominant logic literature (Vargo & Lusch, 2008). Brand experience refers to the combined effects of all things related to a brand such as environment, personnel, product, quality, comprise the inputs that consumers interpret, contributing to their brand experience (Kozinets et al., 2002). It is important to highlight that the experience may involve pre-conceived ideas based on communication received prior to the experience itself. The scale developed and validated by Brakus et al. (2009) divides brand experience into four elements: sensory, affective, intellectual and behavioural which will be evoked differently depending on the context studied. Customers who have positively experienced the brand are more likely to engage in positive WOM communication, which is highly desirable to any organisation. "Word-of-mouth communication strategies are appealing because they combine the prospect of overcoming consumer resistance with significantly lower costs and fast delivery - especially through technology, such as the Internet" (Trusov, Bucklin, & Pauwels, 2009, p. 90). Thus, brand experience will be positively related to word of mouth.

The importance of the value of the customer to the firm has been a common refrain among both practitioners and theorists over the last few decades (e.g. Rust, Lemon & Zeithaml, 2004; Vogel et al., 2008). This perspective holds that the value of customers to the firm is considered as an output, rather than an input to the value creation process (Payne & Holt, 2001). In this context, we identify brand equity and value equity as the two essential

contingencies that reinforce the experience-WOM linkage. Brand equity is "the added value with which a given brand endows a product" (Farquhar, 1989, p.24). The consumer behaviour literature has extended the conceptual domain of brand equity, which involves 'how customers evaluate brand equity' (e.g. Yoo & Donthu, 2001). Reflecting this view of the brand equity concept, the literature reveals different definitions and terms, such as brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary brand assets; brand knowledge including brand awareness and brand image; perceived quality, perceived value for the cost, uniqueness, and willingness to pay a price premium; performance, social image, value, trustworthiness, and attachment; brand loyalty, perceived quality, and brand awareness and brand associations (Baalbaki & Guzmán, 2016; Keller, 2016). Despite the variety of terms used to describe brand equity, it is worthy to note that the conceptualisation of brand equity is premised on customer perception. Recent research has shown that a more positive brand experience increases brand equity (Dolbec & Chebat, 2013). Not to different from the concept of customer perceived value, value equity is defined as the comparison between customer's perceptions of what is given up for what is received. When a customer's outcome–input ratio corresponds to his or her own reference outcome–input ratio, the experience of inner fairness and positive affective states result (Vogel et al., 2008). As such, we propose that the relationship between brand experience and word-of-mouth is mediated by brand equity. And this mediating pathway is moderated by value equity.

Method and Analysis

Our sample consists of 2268 shoppers of supermarkets in a metropolitan city. We used the existing scales to measure brand experience, value equity, brand equity, and word-of-mouth (Brakus et al., 2009; Vogel et al., 2008; Harrison-Walker, 2001). We find that brand equity mediates the relationship between brand experience and word-of-mouth. We also find that value equity moderate the indirect effect of brand experience on word-of-mouth through brand equity.

Results, Discussion and Contributions

The current study contributes to the growing body of work on brand experience (Brakus et al., 2009; Schmitt, Brakus, & Zarantonello, 2015) by examining how and when brand experience enhances word-of-mouth. We develop theoretical argumentation and find empirical evidence showing that a focus on brand equity and value is vital for marketers to transform brand experience into word-of-mouth. Despite the relative importance of brand equity and value equity, the extant literature has been relatively underdeveloped. By demonstrating the importance of brand equity and value equity, our study opens the black box of the experience-WOM linkage. We shed light on the two underlying mechanisms of which brand equity acts as a mediator and value equity acts as a moderator, through which brand experience stimulates positive word-of-mouth.

References

Ailawadi, K. L., & Keller, K. L. (2004). Understanding retail branding: conceptual insights and research priorities. *Journal of Retailing*, *80*(4), 331-342.

Baalbaki, S., & Guzmán, F. (2016). A consumer-perceived consumer-based brand equity scale. *Journal of Brand Management*, 23(3), 229-251.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty?. *Journal of Marketing*, 73(3), 52-68.

Dolbec, P. Y., & Chebat, J. C. (2013). The impact of a flagship vs. a brand store on brand attitude, brand attachment and brand equity. *Journal of Retailing*, 89(4), 460-466.

Farquhar, P. H. (1989). Managing Brand Equity. Marketing Research, 1(3).

Harrison-Walker, L. J. (2001). The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents. *Journal of Service Research*, 4(1), 60-75.

Keller, K. L. (2016). Reflections on customer-based brand equity: perspectives, progress, and priorities. *AMS Review*, 1(6), 1-16.

Kozinets, R. V. (2002). The field behind the screen: Using netnography for marketing research in online communities. *Journal of Marketing Research*, 39(1), 61-72.

Liu, Y. (2006). Word of mouth for movies: Its dynamics and impact on box office revenue. *Journal of Marketing*, 70(3), 74-89.

Möller, J., & Herm, S. (2013). Shaping retail brand personality perceptions by bodily experiences. *Journal of Retailing*, 89(4), 438-446.

Payne, A., & Holt, S. (2001). Diagnosing customer value: integrating the value process and relationship marketing. *British Journal of Management*, 12(2), 159-182.

Rust, R. T., Lemon, K. N., & Zeithaml, V. A. (2004). Return on marketing: Using customer equity to focus marketing strategy. *Journal of Marketing*, 68(1), 109-127.

Schmitt, B., Brakus, J. J., & Zarantonello, L. (2015). From experiential psychology to consumer experience. *Journal of Consumer Psychology*, 25(1), 166-171.

Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: findings from an internet social networking site. *Journal of Marketing*, 73(5), 90-102.

Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1-10.

Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants, dynamics and management strategies. *Journal of Retailing*, 85(1), 31-41.

Vogel, V., Evanschitzky, H., & Ramaseshan, B. (2008). Customer equity drivers and future sales. *Journal of Marketing*, 72(6), 98-108.

Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1-14.

Green Brand Attachment influencing Brand Forgiveness

Jialing Lin*, Swinburne University of Technology, jialinglin@swin.edu.au
Antonio Lobo, Swinburne University of Technology, alobo@swin.edu.au
Civilai Leckie, Swinburne University of Technology, cleckie@swin.edu.au

Abstract:
Building on the literature relating to green marketing and relationship marketing, this study aims at investigating how green brand attachment and green brand loyalty influence brand forgiveness. Additionally, the mediating role of green brand loyalty in the relationship between brand attachment and brand forgiveness are examined. Data were collected using an online survey administered to a validated consumer panel in China and structural equation modelling (SEM) with a sample of 826 respondents was used to test the conceptual model. The results demonstrate that brand prominence directly influenced brand forgiveness and indirectly influenced brand forgiveness via green brand loyalty. Likewise, brand loyalty fully mediated the relationship between self-brand connection and brand forgiveness. A comparison between brands of physical goods and services reveal that the influential path from brand attachment to brand forgiveness and the influence of brand loyalty on brand forgiveness is significantly different between these two categories of brands.

Keywords: Green brand attachment, Loyalty, Forgiveness

Track: Strategic Marketing and Branding

Introduction and Research Aim

Recently, several companies are endeavouring to position their brands as being green to achieve huge green market value (Berrone et al. 2013; Leonidou & Skarmeas 2015). However, not all companies are able to market their brands successfully and they are concerned about the return on green investment due to consumers' increasing skeptical attitude towards green claims and their unsatisfactory purchase experience (Chen & Chang 2012; Huang & Chen 2015). In this regard, it is imperative to investigate how to improve the effectiveness of green branding strategies. Prior research suggests that brand attachment results in numerous positive relational outcomes, such as trust, satisfaction, commitment and brand loyalty (e.g., Huang et al. 2014; Nath & Mukherjee 2012; Olsen et al. 2013). Additionally, brand attachment performs better than brand attitude in predicting actual purchase behavior and it generates brand forgiveness (i.e. consumers' resistance to the moderately negative information about firms' ethical behaviour). (Park et al. 2010; Schmalz & Orth 2012). Particularly, consumers are willing to explain relationship mishaps and respond constructively to an organization's related recovery efforts if they form strong cognitive and affective bonds with an organization or a brand (Finkel et al. 2002). Yet, the role of brand attachment in enhancing brand forgiveness remains unexplored in the green brand context. Hence, this research aims at improving the effectiveness of green branding strategies by investigating the influence of green brand attachment on green brand loyalty and brand forgiveness. The overarching research questions of this study are: (1) How does green brand attachment affect brand forgiveness? (2) What is the influence of the inclusion of green brand loyalty in the relationship between green brand attachment and brand forgiveness? (3) How do the proposed relationships among constructs vary among brands of physical goods and services?

Conceptual Model

The conceptual model guiding the present study is depicted in Figure1. Based on relevant literature review, hypothesized relationships among the latent variables have been derived. First, green brand attachment comprising of self-brand connection and brand prominence based on the attachment theory are assumed to have a direct positive impact on brand forgiveness. Second, the indirect effects of self-brand connection and brand prominence on brand forgiveness via green brand loyalty are also investigated.

Figure1: Proposed conceptual framework
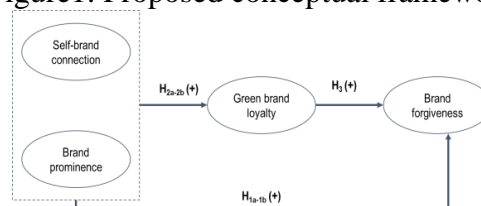
Methodology

Previously validated scales were adopted to capture respondents' perceptions. All the items were measured using a 7-point Likert scale (1=strongly disagree to 7=strongly agree). To measure self-brand connection, three items adapted from Dwivedi (2014) and Stokburger-Sauer et al. (2012) were used. The scale measuring brand prominence was adapted from Park et al. (2010). As for green brand loyalty, the four-item scale adapted from Chen (2013) was adopted. Finally, brand forgiveness was measured by four items adapted from Eisingerich et al. (2010) and Skarmeas and Leonidou (2013). The online survey method was used for data collection and an international market research agency was employed to collected data in China. The recruited respondents were those who had purchase experience of green brands. They were initially asked to select one brand from the listed seven green brands, with which they had the strongest association based on their previous purchase or identification of the logo. These brands were related to electronic and electrical products, personal care products

and tourism services. Then, they were requested to complete the survey keeping in mind their selected green brand as the focal object and remembering the image associated with green claims of the selected green brand.

Analysis Results and Discussions

A total of 826 usable online responses were obtained for this study. The two-step approach developed by Anderson and Gerbing (1988) was employed to analyze the data and the statistical software program Mplus7.31 was used to perform the analysis. The results of the measurement model revealed a satisfactory fit to the data. The results of the hypotheses tests indicated that the fit of the model was acceptable ($\chi^2(73)$= 166.281; χ^2/d.f.=2.3; CFI=.98, TLI=.98, RMSEA=.039). Brand prominence positively influenced brand forgiveness while the direct relationship between self-brand connection and brand forgiveness was not significant. Therefore, $H_{1b}$was supported. Additionally, both self-brand connection and brand prominence had positive influences on green brand loyalty and in turn, green brand loyalty had a positive influence on brand forgiveness. Hence, H_{2a-2b} and H_3 were supported. These empirical findings suggest that green brand attachment comprising of self-brand connection and brand prominence together with green brand loyalty are important determinants of brand forgiveness. These findings are consistent with recent studies indicating that strong brand attachment contributes to the enhancement of loyalty and forgiveness even in the presence of moderately negative information (Schmalz & Orth 2012). Moreover, brand prominence has a stronger influence on brand forgiveness as compared to self-brand connection. Likewise, green brand loyalty fully mediated the relationship between self-brand connection and brand forgiveness while it partially mediated the influence of brand prominence on brand forgiveness, which addresses the previous inconsistent findings about how brand attachment affects brand forgiveness (Japutra et al. 2014). Finally, the results of multi-group analysis demonstrated that the differences between brands of physical goods and services were significant. Particularly, significant differences in the chi-square statistics were found for one of the five individual paths, i.e. from green brand loyalty to brand forgiveness. In other words, consumers perceived that the linkage between green brand loyalty and brand forgiveness was evident in brands associated with physical goods whilst this direct relationship was absent in brands associated with services. This inconsistency may be due to consumers' higher perceived green risk in the services context and more trust is required to strengthen this relationship (Chen & Chang 2013; Choi & La 2013). Besides, the formation of consumers' green brand loyalty across two groups of brands was different. For example, self-brand connection had a stronger influence on green brand loyalty in brands of services while brand prominence exhibited a stronger effect on green brand loyalty in brands associated with physical goods.

Implications

The findings of this study facilitate the understanding of the influence of brand attachment on brand forgiveness in the green brand context and they enrich the body of knowledge on green branding. Organisations should create scenarios to recall consumers' thoughts of the green brand easily and frequently if they want to receive brand forgiveness. Besides, the enhancement of green brand loyalty is an effective approach to gain brand forgiveness. Notably, it would be more effective for organisations to have differing green branding strategies for the two categories of brands, i.e. physical goods and services as the influence of brand attachment on brand loyalty and forgiveness is different across brands of physical goods and services.

References

Anderson, J C & Gerbing, DW 1988, 'Structural equation modeling in practice: A review and recommended two-step approach', *Psychological bulletin*, vol.103, no.3, pp.411-423.

Berrone, P, Fosfuri, A, Gelabert, L & Gomez-Mejia, LR 2013, 'Necessity as the mother of 'green'inventions: Institutional pressures and environmental innovations', *Strategic Management Journal*, vol.34, no.8, pp.891-909.

Chen, Y S 2013, 'Towards green loyalty: driving from green perceived value, green satisfaction, and green trust', *Sustainable Development*, vol.21, no.5, pp.294-308.

Chen, YS & Chang, CH 2013, 'Towards green trust. Management Decision', vol.51, no.1, pp. 63-82.

Dwivedi, A 2014, 'Self-Brand Connection With Service Brands: Examining Relationships With Performance Satisfaction, Perceived Value, and Brand Relationship Quality', *Services Marketing Quarterly*, vol.35, no.1, pp.37-53.

Eisingerich, A B, Rubera, G, Seifert, M & Bhardwaj, G 2010, 'Doing Good and Doing Better despite Negative Information?: The Role of Corporate Social Responsibility in Consumer Resistance to Negative Information', *Journal of Service Research*, vol.14, no.1, pp.60-75.

Finkel, EJ, Rusbult, C E, Kumashiro, M & Hannon, PA 2002, 'Dealing with betrayal in close relationships: Does commitment promote forgiveness?', *Journal of personality and social psychology*, vol.82, no.6, pp.956-974.

Huang, CC, Fang, SC, Huang, SM, Chang, SC & Fang, SR 2014, 'The impact of relational bonds on brand loyalty: the mediating effect of brand relationship quality', *Managing Service Quality*, vol.24, no.2, pp.184-204.

Huang, R & Chen, D 2015, 'Does environmental information disclosure benefit waste discharge reduction? Evidence from China', *Journal of Business Ethics*, vol.129, no.3, pp.535-552.

Japutra, A, Ekinci, Y & Simkin, L 2014, 'Exploring brand attachment, its determinants and outcomes', *Journal of strategic Marketing*, vol.22, no.7, pp.616-630.

Leonidou, CN & Skarmeas, D 2015, 'Gray Shades of Green: Causes and Consequences of Green Skepticism', *Journal of Business Ethics*, vol.144, no.2, pp.1-15.

Nath, P & Mukherjee, A 2012, 'Complementary effects of relational bonds in information asymmetry contexts', *Journal of Services Marketing*, vol.26, no.3, pp.168-180.

Ottar Olsen, S, Alina Tudoran, A, Brunsø, K & Verbeke, W 2013, 'Extending the prevalent consumer loyalty modelling: the role of habit strength', *European Journal of Marketing*, vol.47, no.1/2, pp.303-323.

Park, K, MacInnis, DJ, Priester, J, Eisingerich, AB & Iacobucci, D 2010, 'Brand Attachment and Brand Attitude Strength:Conceptual and Empirical Differentiation ofTwo Critical Brand Equity Drivers', *Journal of Marketing*, vol.74, no.11, pp.1-17.

Schmalz, S & Orth, UR 2012, 'Brand attachment and consumer emotional response to unethical firm behavior', *Psychology & Marketing*, vol.29, no.11, pp.869-884.

Skarmeas, D & Leonidou, CN 2013,'When consumers doubt, Watch out! The role of CSR skepticism. Journal of Business Research', vol.66, no.10, pp.1831-1838.

Stokburger-Sauer, N, Ratneshwar, S & Sen, S 2012, 'Drivers of consumer–brand identification', *International Journal of Research in Marketing*, vol.29, no.4, pp.406-418.

Usunier, J C 1998, *International and cross-cultural management research*, London: London : SAGE.

How Empathy Encourages Social Entrepreneurship

*Le Thanh Truc, University of Economics HoChiMinh City,
Liem Viet Ngo, UNSW Sydney,
Tran Ha Minh Quan, University of Economics HoChiMinh City*

Abstract:
Empathy is assumed to be related to social entrepreneurship intention. However, this relationship may not take place due to the absence of prosocial behavior, entrepreneurial opportunity evaluation and exploitation. This study proposes a cognitive-affect model of social entrepreneurship and validates it using a sample of 537 respondents. Results suggest that prosocial behavior mediates the relationship between empathy (perspective taking and empathic concern) and social entrepreneurial intention. We also find that opportunity evaluation and opportunity exploitation moderate this mediating pathway.

Keywords: Empathy, Prosocial Behavior, Social Entrepreneurship

Track: Strategic Marketing and Branding

Introduction and Research Aim

Understanding the role that empathy plays in social entrepreneurship has been a fruitful venue of academic inquiry (Mair & Marti, 2006; Short et al., 2009; Calic & Mosakowski, 2016; Hockerts, 2015). Empathy is defined as "an individual's ability to imagine what feelings another person has [cognitive empathy or perspective taking] . . . or a tendency to respond to another being's mental state emotionally [emotional empathy or empathic concern]" (Hockerts, 2015, p. 4). Perspective taking enables an individual to understand the point of view of another person, to anticipate the reactions of the other, and to address the other's perceived needs, motivations, or opinions, whereas empathic concern allows individuals to express apprehensiveness for the welfare of others, resulting in altruistic behaviors (Wieseke, Geigenmu & Kraus, 2012).

Social entrepreneurial intention refers to the discovery of opportunities to create social impact through the generation of market and nonmarket disequilibria (Hockerts, 2010). Empathy is assumed to be a proxy for attitudes toward behavior (Mair & Noboa, 2006). Building upon this reasoning, researchers have pursued an understanding of the direct causal link between empathy and social entrepreneurial intention (Hockerts, 2015). Yet, research has left a fundamental question unanswered: through which mechanisms empathy is related to social entrepreneurial intention.

The aim of this study is:
> To examine the mechanism through which empathy is related to social entrepreneurial intention.

Literature Review and Hypotheses

In the current study, we propose that two mechanisms, which combine and interact, are fundamental to connecting empathy to social entrepreneurial intention. The first mechanism involves the mediating role of prosocial behavior in the empathy-intention linkage; the other focuses on the moderating role of entrepreneurial opportunity evaluation and exploitation in this mediating pathway.

Prosocial behavior is defined as a voluntary behavior "performed to benefit others, rather than to benefit the self" (Twenge et al., 2007, p. 56). Attention to prosocial behavior in extant literature has focused primarily on when people help and why people help, examining processes that motivated prosocial behavior (Penner et al., 2005). From this perspective, empathy is a critical aspect of human emotion in promoting prosocial behavior (Rameson et al., 2011). Whereas the altruistic helping implication of empathy has been well-established in prior research, very little work has connected this linkage to social entrepreneurial intention. Mair and Noboa (2006) assert that prosocial behavior is a relevant parameter in distinguishing social from traditional entrepreneurs. More recently, Miller et al (2012) propose that compassion serves as a prosocial motivator by way of its other-orientation, in contrast to proself motivators. In the current study, we expand the scope of this perspective to examine the mediating role of prosocial behavior in explaining how empathy encourages social entrepreneurship.

We further argue that opportunity evaluation and opportunity exploitation create the conditions that will further channel the proposed mediating pathway to compel individuals to engage in social entrepreneurship. Indeed, trigger events might also play an important role in the social sector, in that an individual with a minimum level of empathy and prosocial

behavior might choose to become a social entrepreneur after being exposed to a particular social problem (Mair & Noboa, 2006). The extant literature however is silent on the role of opportunity evaluation and opportunity exploitation in social entrepreneurship development (Hockert, 2006). The evaluation of potential new ideas and decision on how to allocate available resources is a fundamental cognitive process for entrepreneurial success (Grichnik et al., 2010). We posit that opportunity evaluation and opportunity exploitation will strengthen the likelihood that empathy and prosocial behavior will yield the choice to engage in social entrepreneurship.

Building upon the aforementioned literature review, we hypothesize two mechanisms that mediate and moderate the relationship between empathy (perspective taking and empathic concern) on social entrepreneurial intention: prosocial behavior, opportunity evaluation and opportunity exploitation.

Method and Analysis

Our sample consists of 537 respondents of which 28.1% started up their own businesses, 71.9% have intention to startup businesses. We used the existing scales to measure perspective taking, empathic concern, prosocial behavior, opportunity evaluation, opportunity exploitation, and social entrepreneurial intention (Wieseke et al., 2012; Padilla-Walker & Fraser, 2014; Grichnik et al., 2010; Hockerts, 2015). We find that prosocial behavior mediates the relationship between empathy (cognitive and emotional) and social entrepreneurial intention. We also find that opportunity evaluation and opportunity exploitation moderate the indirect effect of empathy on social entrepreneurial intention through prosocial behavior.

Results, Discussion and Contributions

We develop a conceptual model that proposes that the relationship between empathy and social entrepreneurial intention is more complex than prior research has indicated (e.g. Hockert, 2009). Our study contributes to the extant literature of social entrepreneurship by collaborating and extending prior findings in several ways. First, the indirect, positive effects of cognitive empathy (i.e. perspective taking) and emotional empathy (i.e. empathic concern) on social entrepreneurial intention shed new light on the importance of modus operandi through which empathy can be transformed into attitudes toward social entrepreneurial business ventures. We clarify how and why prosocial behavior matters in the empathy-intention linkage by showing its mediating role. We extend prior work of Mair and Noboa (2006) and Hockerts (2015) by showing that prosocial behavior converts both cognitive empathy and emotional empathy into social entrepreneurial intention. Second, our study is the first to broaden the focus of empathy in social entrepreneurship research and presents a more complex scenario of how empathy influences social entrepreneurial intention. On the basis of our findings, the strength of the mediated effect (empathy via prosocial behavior on social entrepreneurial intention) increased along with levels of opportunity evaluation and opportunity exploitation. Indeed, individual base their social entrepreneurial intention on their empathy and prosocial behavior, when they evaluate new business opportunities more positive and have higher intention to exploit new business opportunities.

References

Calic, G & Mosakowski, E 2016, 'Kicking off social entrepreneurship: how a sustainability orientation influences crowdfunding success', *Journal of Management Studies*, vol. 53, no. 5, pp. 738–67.

Grichnik, D, Smeja, A, & Welpe, I 2010. 'The importance of being emotional: how do emotions affect entrepreneurial opportunity evaluation and exploitation?', *Journal of Economic Behavior & Organization*, vol. 76, no. 1, pp. 15-29.

Hockerts, K, Mair, J & Robinson, J 2006. *Social entrepreneurship* (1st ed.). New York: Palgrave Macmillan.

Hockerts, K, Mair, J & Robinson, J 2009. *International perspectives on social entrepreneurship* (1st ed.). New York: Palgrave Macmillan.

Hockerts, K, Mair, J & Robinson, J 2010. *Values and opportunities in social entrepreneurship* (1st ed.). New York: Palgrave Macmillan.

Hockerts, K 2015, 'Determinants of social entrepreneurial intentions', *Entrepreneurship Theory & Practice*, vol. 41, no. 1, pp. 105-30.

Mair, J & Martí, I 2006, 'Social entrepreneurship research: a source of explanation, prediction, and delight', *Journal of World Business*, vol. 41, no. 1, pp. 36-44.

Mair, J & Noboa, E (2006). Social entrepreneurship: How intentions to create a social venture get formed. In J. Mair, J. Robinson, & K. Hockerts (Eds.). *Social entrepreneurship*, (pp. 121-135). New York: Palgrave Macmillan.

Miller, TL, Grimes, MG, McMullen, JS & Vogus, TJ (2012), 'Venturing for others with heart and head: how compassion encourages social entrepreneurship', *Academy of Management Review*, vol. 37, no. 4, pp. 616-40.

Padilla-Walker, LM & Fraser, AM 2014, 'How much is it going to cost me? Bidirectional relations. between adolescents' moral personality and prosocial behavior', *Journal of Adolescence,* vol. 37, no. 7, pp. 993-1001.

Penner, LA, Dovidio, JF, Piliavin, JA & Schroeder, DA 2005, 'Prosocial Behavior: Multilevel Perspectives', ***Annual Review of Psychology,*** vol. 56, pp. 365-92.

Rameson, Morelli, SA & Lieberman, MD 2011, 'The Neural Correlates of Empathy: Experience, Automaticity, and Prosocial Behavior, *Journal of Cognitive Neuroscience,* vol. 24, no. 1, pp. 235-45.

Short, JC, Moss, TW & Lumpkin, GT 2009, 'Research in social entrepreneurship: past contributions and future opportunities', *Strategic Entrepreneurship Journal,* vol. 3, pp. 161-94.

Twenge, JM, Baumeister, RF, DeWall, CN, Ciarocco, NJ & Bartels, JM 2007, 'Social exclusion decreases prosocial behavior', *Journal of Personality and Social Psychology,* vol. 92, no. 1, pp. 56-66.

Wieseke, J, Geigenmüller, A & Kraus, F 2012, 'On the role of empathy in customer-employee interactions', *Journal of Service Research,* vol. 15, no. 3, pp. 316-31.

Market learning and social innovation-based value creation

Kumudu Jayawardhana, UQ Business School, The University of Queensland,
a.jayawardhana@business.uq.edu.au
Jay Weerawardena*, UQ Business School, The University of Queensland,
j.weerawardena@business.uq.edu.au
Josephine Previte, UQ Business School, The University of Queensland,
j.previte@business.uq.edu.au

Abstract:
While an increasingly competitive environment has forced Social Purpose Organisations (SPOs) to be innovative in value creation, the role of market learning in that process has also received increased scholarly attention. The for-profit literature suggests the inadequacy of market learning to deliver value-adding innovations, however this discussion has escaped scrutiny in the SPO context. This paper examines how market learning interplays with other learning sources, namely, internally focused (experimental) and network learning. The study adopted a two-stage mixed method research design comprising a qualitative phase and a quantitative phase. The study findings confirm that social entrepreneurship drives overall social innovation-based value creation processes. An interesting finding is that market learning and internally focused learning have no direct effect on social innovation, but rather influence social innovation through network learning suggesting the significance of network learning in social innovation-led value creation process.

Keywords: Social entrepreneurship, market-focused learning, social innovation-based value creation.

Track: Strategic Marketing and Branding

Introduction and Research Aim

Social Purpose Organisations (SPOs) exist primarily to achieve a social mission; including conventional nonprofits, social enterprises and social businesses. SPOs make a valuable contribution to the economy and societal well-being; yet these organisations operate in an increasingly competitive environment due to increasing community needs and growing competition for resources (Weerawardena & Sullivan-Mort, 2012). These environmental influences require SPOs to be entrepreneurial and innovative in creating greater value for their beneficiaries and organisations. As a result, there has been an increased academic, practitioner, and policy planner interest in understanding the role of social entrepreneurship (SE) in social innovation-based social value creation (Bacq & Janssen, 2011). While the social innovation literature is still growing following the for-profit literature, SPO researchers have studied the role of market learning in social innovation-based value creation (Weerawardena & Sullivan Mort, 2012). Market orientation view suggests that market information processing and responding to such information is a prerequisite for higher firm performance. However, it has been argued that market learning is inadequate to deliver high-value adding innovations and the need for other sources of learning, namely, internally focused and network learning has been emphasised (Slater & Narver, 1995; Weerawardena, Sullivan Mort, Salunke, Liesch & Knight, 2015). However, this discussion has escaped empirical scrutiny in the SPO context; specifically, the role of multiple knowledge resources in social innovation (SI) has received limited attention. There are other limitations in this literature. First, although social entrepreneurship (SE) is suggested as the key driver of social innovation-led value creation, the literature is fragmented on several aspects. The role of social entrepreneurship in the social innovation-based value creation process is still unknown and the lack of conceptualisation and operationalisation of the construct hinders advancing the social entrepreneurship literature. Second, although the SPO literature suggests that social innovation is distinct from commercial innovation (Drucker, 2007), what innovation types constitute social innovation has not been empirically examined. Overall, this literature remains in the early stage of development and further research is needed on antecedents and measures of social innovation to advance the social innovation literature. Third, the literature on the antecedents driving social innovation is limited. Having identified the limitations of market-focused learning, the need for other knowledge resources beyond market knowledge such as internal-focused learning and network-focused learning has been emphasised over the last few years (Weerawardena et al., 2015). In particular, how market learning relates to other strategic learning activities such as internally focused learning and network learning is yet to be examined in the SPO context. These important knowledge gaps in the current SPO literature collectively provide a promising path to advance the social entrepreneurship and social innovation-based value creation literature.The overarching research question guiding this is: *How does market learning interplay with other forms of learning in social innovation-based value creation?*

The study addresses four specific research questions in line with this aim:
RQ 1: What is the role of social entrepreneurship in social innovation-based value creation?
RQ 2: How does the SPO market differ from the for-profit market, and what are the implications for market learning?
RQ 3: How do the different learning types link with social innovation?
RQ 4: What are the antecedents of social innovation?

Conceptual Model

First, a preliminary conceptual model based on extant literature was developed to theorise that SPOs with higher entrepreneurial intensity build and nurture multiple learning capabilities, namely: market focused learning (MFL), internal focused learning (IFL) and network focused learning (NFL). These learning capabilities enable SPOs to build new knowledge configurations to undertake greater social innovation (SI). The model also theorises that SPOs pursuing greater social innovation create higher level value (VC). The preliminary conceptual model was strongly supported with the qualitative findings of Study 1. Figure 1 illustrates the research model tested in this study.
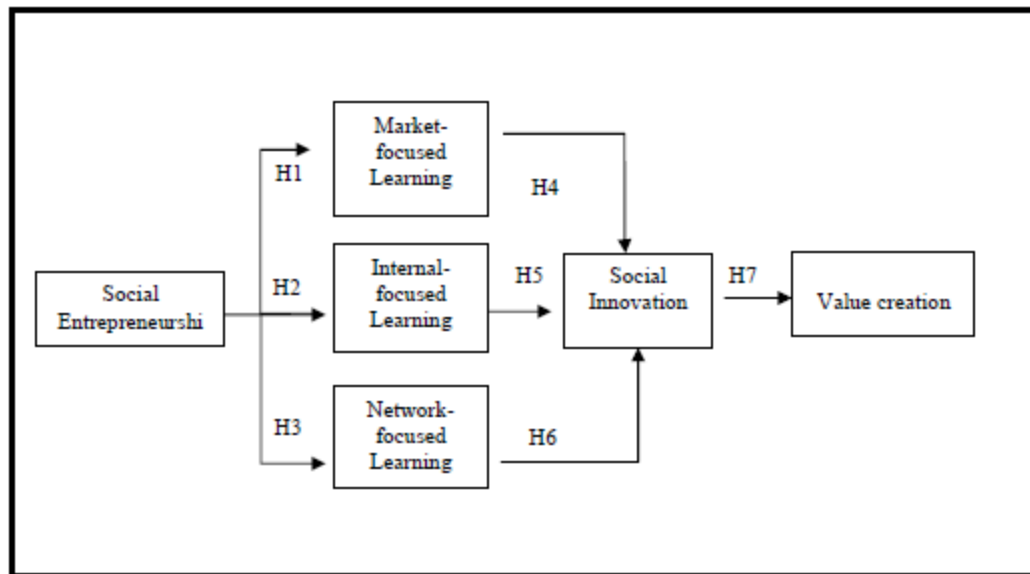
Figure 1: Research model

Overall, the model proposed seven hypotheses:
H1 - SE is positively linked with MFL
H2 - SE is positively linked with IFL
H3 - SE is positively linked NFL
H4 - MFL is positively linked with SI
H5 - IFL is positively linked with SI
H6 - NFL is positively linked with SI
H7 - SI is positively linked with VC

Method and analysis

A mixed methods research approach was adopted in this study given the nature of the overarching research question. This approach identified the need for two main studies: a) Study 1 (qualitative study) and, b) Study 2 (quantitative study).

Study 1 adopted a qualitative approach to: a) build/refine concepts and theories, and b) develop context-specific measurement items to be used in the empirical phase. Maximum variation sampling strategy was adopted to collect contextually rich data to uncover the focal study phenomena, while also discovering differences, similarities, and trends among SPOs (Marshall, 1996). The study chose eleven CEOs from eleven SPOs based in Brisbane to complete semi-structured in-depth interviews (Miller & Toulouse, 1986). Thematic analysis guided the management and interpretation of the qualitative data collated (Braun & Clarke, 2006).

The purpose of *Study 2* involved testing the theoretical model to investigate social innovation based value creation of SPOs. In total, 212 usable responses were collated for final analysis. A random theoretical sampling method was adopted for Study 2. SPOs were selected from a publicly available online database; 4000 SPOs were selected to receive online survey invitations. The survey responses were managed with Qualtrics software. Data was analysed with Structural Equation Modelling (SEM) using AMOS software (Byrne, 1998). *Measures* were developed from a theoretical base and also strongly supported with the qualitative evidence from Study 1. Two strategies were adopted to purify the measures: a) expert review of the measures and, b) pilot testing the measurement items. Several techniques were used to assess the *validity and reliability of measures.* AVE values were evaluated to assess the convergent validity. AVE values for four constructs were above .50 while the values for four constructs (VC) were slightly lower than .50. Fornell and Larcker's test was performed to assess the discriminant validity of the measures.The results demonstrated that multicollinearity was not a problem in this study.

Results and/or Discussion and Contributions
The final structural model emergent from quantitative data basically supports the initial model that was tested in the study and suggests new paths, which have important theoretical implications. The exact fitness of the model is tenable as Chi-Square (9.11) is with p 0.058 (p > .05). All fit statistics GFI (.986), CFI (.992) and TLI (.969) indicate a good model fit. Both RMSEA (.062) and RMR (.008) further confirm a good model fit. Thus, all multiple fit statistics confirm that the re-specified final structural model offers an adequate fit to evaluate social innovation and value creation occurring within SPOs.

Overall, the results support our central theorisation that SE plays a significant role in social innovation-based value creation by actively building and nurturing learning capabilities (H1, H2 and H3 respectively): a) MFL ($\beta = 0.36$: CR = 6.26: p = 0.000), b) IFL ($\beta = 0.66$: CR = 12.61: p = 0.000) and c) NFL ($\beta = 0.31$: CR = 4.83: p = 0.000). Results also confirm that multiple learning capabilities play a significant role in social innovation-based value creation. However, in spite of the importance assigned to market learning in the broader innovation literature, our findings suggest a complex interplay of learning types in the social innovation-led value creation process. Although the study hypothesised a direct relationship between all three learning capabilities and social innovation (H4, H5 and H6 respectively), only the network learning had a direct impact on social innovation (H6) ($\beta = 0.22$: CR = 2.68: p = 0.000). However, the emergent paths derived from the data analysis suggest that both MFL and IFL are contributing to social innovation through network learning (NFL). This highlights the importance of network knowledge over the other two knowledge sources. It seems resource-constrained SPOs have limited resources to deploy to generate new ideas through market learning and internal (experimental) learning and they primarily rely on their networks for that purpose. Similarly, the findings suggest that SPOs those nurture more SI, in general, create greater value (H7) ($\beta = 0.14$: CR = 2.51: p = 0.012). Table 1 summarises the specific study findings in relation to each research question and outlines further the contribution to theory in respect of each of the study's research questions investigated.

Table 1: Research questions, summary of study findings and contribution to theory

RQ	Summary of study findings	Contribution to theory
RQ 1	The findings reveal that social entrepreneurship plays a significant role in social innovation and value creation in SPOs. SE is directly linked to three dynamic learning capabilities and social innovation. Significantly, the construct is directly, or indirectly, linked to all other endogenous constructs in the research model which emphasises that SE plays a key role in the process of social innovation and value creation.	Contributes to *SE literature* on three fronts by: a. Providing a conceptualisation for SE. b. Developing measures of SE. c. Investigating the role of SE in creating preconditions for social innovation-led value creation.
RQ 2	The study findings confirm the need to make a clear departure from applying for-profit concepts and suggest four main "SPO market constituents": a) beneficiaries, b) donors, c) volunteers and d) co-service providers. Based on these study findings, this study defined market-focused learning as the capability of a SPO to build, extend and modify technical and non-technical knowledge generated through market sources/constituents.	Contributes to *SPO market literature* on four fronts by: a. Making a clear departure from for-profit literature in defining 'SPO market'. b. Defining 'market constituents' from SPO context. c. Building a scale to capture 'market learning' from SPO context d. Empirically investigating how market learning interplays with other forms of learning in social innovation-led value creation.
RQ 3	The study findings suggest that network learning capability is directly and strongly linked with social innovation. Both other learning capabilities (market-focused learning capability and internal-focused learning capability) are linked with social innovation through network-focused learning capability. However, findings suggest that market- focused learning is directly linked with SPO value creation.	Contributes to both *social entrepreneurship and strategic marketing literature* on three fronts by: a. Introducing dynamic learning capabilities view to investigate social innovation. b. Conceptualising and measuring learning capabilities as dynamic capabilities c. Empirically testing how different learning capabilities interplay in their contribution to social innovation-led value creation.
RQ 4	The study findings confirm that learning capabilities and social entrepreneurship are the major antecedents of social innovation.	Contributes to *social innovation literature* on three fronts by: a. Proposing a typology of social innovation. b. Empirically testing the antecedents of social innovation. c. Developing measure using typology proposed by Caulier-Grice, et al. (2012).

Implications for Theory and Practice
The study contributes to SE literature by confirming the suggested leading role of SE in social innovation-based value creation and by developing a new measure for the construct. Further, This study advances current literature by introducing the dynamic capabilities framework to study social innovation. The study contributes to social innovation literature by investigating the interplay of key learning sources in social innovation-led value creation. The study specifically contributes through the development of measures for key constructs and testing their relationships. The study findings provide important theoretical insights to strategic marketing literature by investigating the role of MFL in social innovation-based value creation. In addition to these theoretical contributions, the study provides significant insights for SPO managers and policy planners.

References

Bacq, S., & Janssen, F. (2011). The multiple faces of social entrepreneurship: A review of definitional issues based on geographical and thematic criteria. *Entrepreneurship & Regional Development*, *23,* 373-403.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology, 3,* 77-101.

Byrne, B.M. (1998). *Structural Equation Modeling with LISREL, PRELIS and SIMPLIS: Basic concepts, applications and programming*. Lawrence Erlbaum Associates.

Caulier-Grice, J., Davies, A., Patrick, R., & Norman, W. (2012). *Defining social innovation. A deliverable of the project: 'The theoretical, empirical and policy foundations for building social innovation in Europe', European Commission–7th Framework Programme.* Brussels: DG Research.

Drucker, P. F. (2007). *Management challenges for the 21st century*. Routledge.

Marshall, M. N. (1996). Sampling for qualitative research. *Family Practice, 13,* 522-526.

Miller, D., & Toulouse, J. M. (1986). Chief executive personality and corporate strategy and structure in small firms. *Management Science, 32,* 1389-1409.

Slater, S. F., & Narver, J. C. (1995). Market orientation and the learning organization. *The Journal of Marketing, 59*, 63-74.

Weerawardena, J., & Sullivan Mort, G. (2012). Competitive strategy in socially entrepreneurial nonprofit organizations: Innovation and differentiation. *Journal of Public Policy & Marketing*, *31*, 91-101.

Weerawardena, J., Sullivan Mort, G., Salunke, S., Knight, G., & Liesch, P. W. (2015). The role of the market sub-system and the socio-technical sub-system in innovation and firm performance: a dynamic capabilities approach. *Journal of the Academy of Marketing Science*, *43*, 1-19.

Psychological Underpinnings of Brand Community Image

Phu Hai Ho*, Western Sydney University, phuhaiho@gmail.com
Sara Denize, Western Sydney University, s.denize@westernsydney.edu.au
Nicole Stegemann, Western Sydney University, n.stegemann@westernsydney.edu.au
Tai Anh Kieu, Western Sydney University, kieuanhtai@gmail.com

Abstract:
Increasing competition and social media use leads marketers to seek ways to engage consumers through brand communities. The brand community and its image is a source of brand equity. Nonetheless, there is a lack of research attention to brand community image (BCI). Further, previous studies stopped short of considering social comparison processes that form brand community image. This study aims to examine psychological drivers of brand community image, namely brand identification, sense of brand community and social comparison. The findings of a survey with 340 members Johnnie Walker brand community in Vietnam reveal that sense of brand community and social comparison significantly influence BCI. The impact of this research is its actionable insights for marketers suggesting that a focus on facilitating social interactions, rather than just building brand identity, will serve as a rallying point for brand community members.

Keywords: Brand community image, sense of brand community, social comparison

Track: Strategic Marketing and Branding

Introduction and Research Aim

For decades, brand equity and one of its components - brand image - have received substantial attention from marketing academia and marketers (Keller 2013). This body of knowledge suggests that brand image, reflected in favourable, unique and strong associations about the brand, could be derived from the brand community. The role of brand community in building brand equity is further supported by recent research considering consumer relationship marketing; in which the brand serves as a facilitator to connect one consumer with other consumers (Patterson & O'Malley 2006). Grounded in sociology and human relationship literature, researchers conceptualised brand community as 'specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand' (Muniz Jr & O'Guinn 2001, p. 412). Subsequent studies not only reinforced the argument for brand community but also investigated important marketing-related outcomes of establishing strong brand community (Algesheimer, Dholakia & Herrmann 2005; Bagozzi & Dholakia 2006; Carlson, Suter & Brown 2008). Just as the community concept can be applied in branding (Muniz Jr & O'Guinn 2001), so too community image. We argue that if positive image is an indication of strong brands, positive brand community image (hereafter BCI) can also be an indication of strong brand community (Wang, Butt & Wei 2011). Further, drawing on brand image literature, researchers have suggested that brand community can be psychological in nature and motivated mainly by symbolism (Bagozzi & Dholakia 2006; Carlson, Suter & Brown 2008). As such, this study considers if *there are other psychological drivers of brand community, particularly its indication of BCI, apart from symbolic value endowed to brand*. Accordingly, the aim of this paper is *to investigate the psychological drivers that underpin BCI,* especially in the context of an emerging market. This research is significant given that prior research has predominantly focused on the integration in brand community and its marketing related outcomes while little attention has been paid to the psychological processes of individual brand community members. In doing so this research aims to enrich the theoretical understanding of the brand community phenomenon and also provide actionable strategies for marketers to build brand image and equity.

Conceptual Model

This study defines BCI as the collective feelings and perceptions of members toward the brand community (Borich & Korsching 1990). As brand community is characterised by the triadic relationships of customer-brand-customer (Muniz & O'Guinn 2001), BCI can be formed not only out of the consumer's connections with the brand at the centre of brand community but also through connections with other consumers. In applying social identity theory to brand community, it is worth noting a critical notion of this theory is that customers can achieve a social identity through self-awareness of and self-categorisation into the social groups. This occurs through the operation of comparison processes (intra- and inter-groups) (Bagozzi & Dholakia 2006; Brown et al. 2006; Tajfel & Turner 1979). In the light of this social psychological perspective, several researchers argued for the need to further investigate the psychological underpinnings of brand community (separate from brand identification), specifically the consumer's perception of their relationship with the community, including the sense of community (Carlson, Suter & Brown 2008), social identity (Bagozzi & Dholakia 2006), and brand community identification (Algesheimer, Dholakia & Herrmann 2005). Despite compelling reasons to consider these issues the extant research stopped short of considering the social comparisons that addresses the identity-shaping goal that motivates consumers to participate in the brand community. Drawing upon those previous studies, this study devised a conceptual model in which brand identification, sense of brand community and social comparison serves to shape BCI, i.e. the consumer's perceptions of brand community. Brand identification and sense of brand community refer states of perceiving the

sameness with and belongingness to a brand and a brand community, respectively (Carlson, Suter, & Brown 2008). Consumers categorise themselves into the brand community that the brand at its core or the members match with their actual or aspired identities. As their relationships with the brand community evolve and social interactions with other members take place, consumers contribute to the common image for their brand community through comparing the similarities within groups and differences between groups (Carlson, Suter, & Brown 2008).

Methodology

Data to investigate the model, was collected using a survey of 340 members of the Johnny Walker community in the emerging market context of Vietnam. This brand context was selected because alcohol branding has strong symbolic characteristics and social influences have been found to affect alcohol consumption (Casswell & Maxwell 2005). Respondents answered a questionnaire with measures adopted from extant literature. Data collected were checked for common data issues before the analysis following Anderson and Gerbing (1988)'s two-step approach to validate scales and test hypotheses. The Harman's test of common method bias suggested that it did not pose a serious problem in this research.

Results and Discussion

The findings provided support for the hypothesised relationships between sense of brand community and BCI, as well as those between social comparison and BCI. This suggests that it is the perceptions of community of brand users as a whole and the interactions with other members that drive BCI. Unexpectedly, the hypothesised relationship between brand identification and BCI is not supported by the data. There are two possible explanations for this unsupported relationship. First, once the consumers engage in brand community and socially interact with other members, the social identity of the brand community may evolve and not be exactly the same as the identity of the brand that serves as a starting rallying point of the community. Second, it may be due to the context of the research in that the product category in this study is alcohol associated strongly with socially symbolic consumption (Ross-Houle, Atkinson & Sumnall 2015) and in that the market context has a collectivistic orientation.

Implications for theory and practice

This research has attempted to complement extant work in brand community literature. First, this research is significant as it considers social comparison, a goal-related aspect not often considered in the study of image of the brand, as an antecedent of BCI. Second, this research enriches the literature by exploring the interplay between the psychological states, that can be formed prior brand community integration (brand identification and sense of brand community), and the perceptions formed through social interactions upon brand community integration. Lastly, this research provides empirical evidence from the context of emerging markets where branding research is scant (Kieu 2015).

Managerially, this study emphasises the importance of maintaining brand community and facilitating social interactions as this is where strong brand community arises. This is significant since the brand identity takes time to build and is difficult to change, whereas activities to encourage social interactions are more amenable. Future research is suggested to address the limitation of this cross section study and extended to other market and product contexts.

References

Algesheimer, R, Dholakia, UM & Herrmann, A 2005, 'The social influence of brand community: Evidence from European car clubs', *Journal of Marketing*, vol. 69, no. 3, pp. 19-34.

Anderson, JC & Gerbing, DW 1988, 'Structural equation modeling in practice: A review and recommended two-step approach', *Psychological Bulletin*, vol. 103, no. 3, pp. 411-23.

Bagozzi, RP & Dholakia, UM 2006, 'Antecedents and purchase consequences of customer participation in small group brand communities', *International Journal of Research in Marketing*, vol. 23, no. 1, pp. 45-61.

Borich, TO & Korsching, PF 1990, 'Community image and community innovativeness', *Journal of the Community Development Society*, vol. 21, no. 1, pp. 1-18.

Brown, TJ, Dacin, PA, Pratt, MG & Whetten, DA 2006, 'Identity, Intended Image, Construed Image, and Reputation: An Interdisciplinary Framework and Suggested Terminology', *Journal of the Academy of Marketing Science*, vol. 34, no. 2, pp. 99-106.

Carlson, BD, Suter, TA & Brown, TJ 2008, 'Social versus psychological brand community: The role of psychological sense of brand community', *Journal of Business Research*, vol. 61, no. 4, pp. 284-91.

Casswell, S & Maxwell, A 2005, 'Regulation of alcohol marketing: A global view', *Journal of Public Health Policy*, vol. 26, no. 3, pp. 343-58.

Fournier, S 2009, 'Lessons learned about consumers' relationships with their brands', in DJ MacInnis, CW Park & JR Priester (eds), *Handbook of brand relationships.*, M. E. Sharpe, Armonk, NY, pp. 5-23.

Keller, KL 2013, *Strategic brand management: Building, measuring, and managing brand equity*, Pearson, Boston, MA.

Kieu, TA 2015, 'Consumer–Brand Relationships in Vietnamese Context', paper presented to Australian and New Zealand Marketing Academy Conference 2015 (ANZMAC), UNSW, Sydney, Australia.

Muniz Jr, AM & O'Guinn, TC 2001, 'Brand Community', *Journal of Consumer Research*, vol. 27, no. 4, pp. 412-32.

Patterson, M & O'Malley, L 2006, 'Brands, consumers and relationships: A review', *Irish Marketing Review*, vol. 18, no. 1/2, pp. 10-20.

Ross-Houle, K, Atkinson, A & Sumnall, H 2015, 'The symbolic value of alcohol', *Drinking Dilemmas: Space, Culture and Identity*, pp. 28-44.

Tajfel, H & Turner, JC 1979, 'The social identity theory of intergroup behavior', in S Worchel & WG Austin (eds), *Psychology of intergroup relations*, 2nd edn, Nelson-Hall, Chicago, IL, pp. 7-24.

Wang, YJ, Butt, OJ & Wei, J 2011, 'My identity is my membership: A longitudinal explanation of online brand community members' behavioral characteristics', *Journal of Brand Management*, vol. 19, no. 1, pp. 45-56.

Does Social Responsibility Create Value in a Monopoly Company?

Aretha Saud, Universitas Indonesia, aretharetha13@gmail.com
Tengku Ezni Balqiah,* Universitas Indonesia, tengku.ezni@ui.ac.id

Abstract

The pertinence of corporate social responsibility (CSR) to companies has remained a prominent issue of discussion in these last decades. Prior research indicates that CSR activities in firms and, generally, corporate sustainable development contribute as key drivers of firms' sustainable competitive advantage and social welfare, so long as these activities are properly managed. This research examines the role of CSR and public relations in enhancing business performance from the perspective of employees of a state-owned enterprise (SOE) – a monopoly – that manages ports in Western Indonesia. Using surveys of 47 employees as respondents and SmartPLS, the results demonstrate that CSR capability enhances business performance through CSR association, corporate reputation, and customer orientation. This finding contributes to the understanding of CSR in creating value, even in a business-to-business (B2B) and monopoly market structure.

Keywords: Business Performance, CSR Capability, State-Owned Enterprise

Track: Strategic Marketing and Branding

Introduction and Research Aim

Despite the enthrallment of corporate social responsibility (CSR), a deep concern arises regarding the lack of research into CSR in developing countries (Dobers & Halme, 2009; Jamali & Mirshak 2007). It is apparent through the analysis from Chambers et al. (2003) that Asian companies, which operate domestically and internationally, mostly lack in CSR adaptations. Thus, to clarify CSR practices in developing countries, Indonesia is an appealing subject for examination. Its development has entailed Indonesia's state-owned enterprise (SOE) assets, revenues, and net profit. The overall growth has displayed a rising trend, excluding the significant drop in SOE revenues in 2008, which is understandable because it was aligned with the global financial crisis. Nevertheless, the inclusion of CSR in 2003 in Indonesia's SOEs has contributed to the growth of Indonesia and amplified the current growth in the nation's development. Some SOEs in Indonesia are monopolies, especially companies related to natural resources and as public service, such as Pelindo 1. This company serves as a port service in Western Indonesia. Even though regulations permit more than one company to operate in this service and area, only Pelindo 1 operates in this area.

Lee et al. (2016) proposed that the effects of CSR and public relations (PR) capabilities on CSR and corporate ability association and, consequently, customer orientation and price premium, are essential to obtain a competitive advantage. However, as an attempt to involve the social side and to observe the influences on a broader audience than only customers, Abdullah and Aziz (2013) advise including the consequences of CSR in the reputation of companies, which is directed to all stakeholders – hence, the effects of corporate reputation on business performance (Taghian et al., 2015), the company's social objective, and the price premium (Liozu & Hinterhuber, 2013). Both are examined to better comprehend the impact of CSR and PR capabilities as a means to achieve a competitive advantage (CA) and product evaluation (Berens et al., 2005). Previous studies showed the importance of CSR activities to develop a competitive advantage and business performance (Campbell, 2007; Lee et al., 2016; Taghian, D'Souza, & Polonsky, 2015). Is it still important to have a monopoly?

The aim of this study is
> *To investigate whether CSR and PR capability will create a competitive advantage and business performance in a state-owned and monopoly enterprise*

We address two research questions in line with this aim:
> **RQ1:** Does CSR capability enhance business performance?
> **RQ2:** Does PR capability enhance business performance?

Conceptual Model

Resource-based view explains how a company must manage its resources to create a competitive advantage and business performance (Barney, 2001). Hence, a company must manage its limited resources not only to satisfy shareholders but other stakeholders as well, such as employees, customers, and society. Stakeholder theory is concerned about how a company must compensate its stakeholders to generate their support (Verbeke & Tung, 2013). This perspective is related to institutional theory, which explains why some firms are concerned about social norms and institutional expectations in conducting ethical practices and socially responsible behavior (Maignan & Ferrell, 2004).

Referring to those three theories, this research model is primarily based on Lee et al. (2016). This study highlight two types of capabilities, CSR capabilities and PR capabilities, with respect to CSR association and company ability (CA) association, which affect customer

orientation and the price premium. However, Lee et al. (2016) investigate from the perspective of customers only, excluding the relation with other stakeholders. This research investigated from employees' perspectives.

Furthermore, this research integrates price premium and corporate reputation into business performance (Liozu & Hinterhuber, 2013; Taghian et al., 2015) to measure whether price premium and corporate reputation – as a competitive advantage – influence business performance. In addition, this research incorporates the extent to which CA association affects product evaluation, such as price premium (Berens et al., 2005), which consequently affects business performance.

Effect of CSR and PR Capability on CSR and CA Association

CSR capabilities are illustrated as the knowledge of a corporation, which is associated with planning, execution, and evaluation of CSR initiatives (Lee et al., 2016). CSR capability will influence how employees perceive CSR initiatives, which demonstrate a company's ability to plan, implement, and evaluate its CSR (Brown & Dacin, 1997) and help a company achieve and maintain legitimacy (Lee et al., 2016). As a source of competitive advantage, CSR needs will create customer's positive reaction (i.e., company ability belief) (Du et al., 2007). This reaction is related to perceptions toward some aspects of a company. Barens and van Riel (2005) define those perception as corporate association.

> $H1_a$: *CSR capability positively influence CSR association*
> $H1_b$: *CSR capability positively influence CA association*

PR concerns about how a company manages its communication with stakeholders (Clow & Baack, 2016) and PR capability are needed to maintain and build relationships with stakeholders (Lee et al., 2016). Hence, how a company communicates with stakeholders will build association toward CSR and CA.

> $H2_a$: *PR capability positively influence CSR association*
> $H2_b$: *PR capability positively influence CA association*

Effects of CSR and CA Associations on Customer Orientation and Price Premium

Brown (1998) explored the effects of CSR and CA associations with consumer responses toward products and brands. Moreover, Maignan and Ferrell (2001) implied that CSR association affected the whole product evaluation and loyalty, including compliance to pay for a higher price.

> $H3_a$: *CSR association positively influence customer orientation*
> $H3_b$: *CSR association positively influence price premium*
> $H3_a$: *CA association positively influence customer orientation*
> $H3_b$: *CA association positively influence price premium*

Effects of CSR Association on Corporate Reputation

Fombrun and Shanley (1990) expressed that a firm's reputation is established through CSR actions. It is understandable, considering that reputation is shaped through positive CSR actions (McWilliams & Siegel, 2000). Hooghiemstra (2000) explained that communicating through CSR amplified reputation. Moreover, Abdullah and Aziz (2013) expressed that a firm builds a competitive advantage, which affects customer satisfaction through gaining a good reputation. Thus, the following hypothesis is formulated:

> H5: *CSR association positively influence corporate reputation*

Effects of Corporate Reputation, CA, and Price Premium on Business Performance

Goldring (2015) stated that strategic activities infused with reputation orientation would improve business performance. Researchers proposed that better reputation resulted in enhanced performance (Fombrun & Shanley, 1990; Taghian et al., 2015).

H6: *Reputation positively influence business performance*

Price premium, which in this research is presumed as value-based pricing, through understanding its price definition from customers' value perception, leads to higher profit margins and sales (Piercy et al., 2010). Research stated that it is already in common knowledge that value-based pricing enhances performance (Cannon & Morgan, 1990; Ingenbleek et al., 2003; Monroe, 1990, in Liozu & Hinterhuber, 2013).

H7: *Price premium positively influence business performance*

The consumer assessments to the company's products and eventually the company's profitability is positively influenced by CA association (Brown & Dacin, 1997; Lee et al., 2016).

H8: *CA association positively influence business performance*

Effects of Customer Orientation on Price Premium

Luo and Bhattacharya (2006) have suggested that CSR activities facilitated a company to build its customer-orientation base, which submitted a positive market value. Several studies have exposed the affiliation between customer orientation and customers' price sensitivity (Anderson & Sullivan 1993; Fornell et al., 1996). The higher the company's customer orientation, the better it will establish a superior value of the products/services and impose a premium price over customers (Huber et al., 2001).

H9: *Customer orientation positively influences price premium*

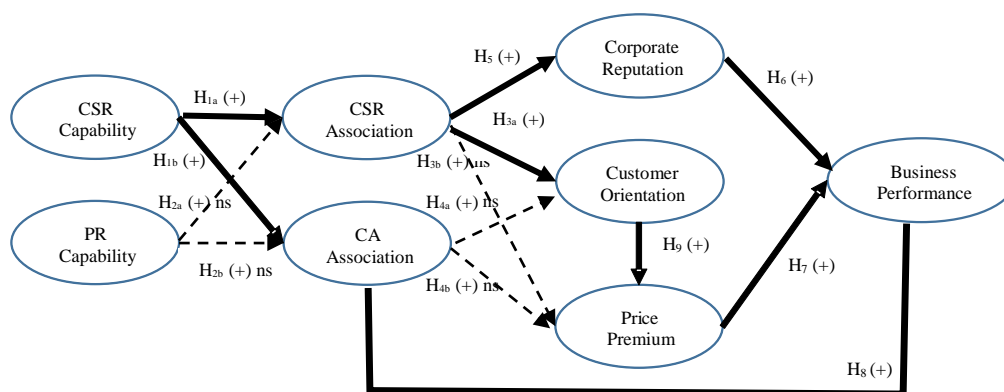The research model and all hypotheses are illustrated in Figure 1.

Figure 1: Research Model

Methodology

This research follows the descriptive-conclusive research design. The measurements, adopted from Lee et al. (2016), Abdullah and Aziz (2013), Liozu and Hinterhuber (2013), Taghian et al. (2015), and Karatepe et al. (2016), use a 7-point Likert scale. Using offline self-administered questionnaires consisting of 64 items, only 61 items are valid and reliable. Furthermore, using judgmental sampling, the respondents are chosen by the human resources

department of PT, Pelindo 1, as the object of research. The hypotheses are tested using SmartPLS.

Results, Discussion, and Contribution

The data analysis by Smart PLS shows that eight of 13 hypotheses are significant. Derived from the previous section, this research offers a valid model of CSR capability and business performance mediated through CSR association, CA association, corporate reputation, customer orientation, and price premium. However, in contrast with the previous research (Lee et al., 2016; Abdullah & Aziz, 2013; Taghian et al., 2015; Liozu & Hinterhuber, 2013; Berens et al., 2005), significant differences emerge.

Overall, the research has indicated PR capability cannot create business performance. In this research, PR capability shows how an organization manages its strategic foundations, performed in maintaining and building relationships with stakeholders (Lee et al., 2016). As a monopoly and B2B operation, PR could include nonimportant activities to develop a competitive advantage. However, CSR capability affects business performance through mediation of CSR association, corporate reputation, customer orientation, and price premium. The reasons may reside in the disparities of country, culture, and industry in this research, and also the characteristics of Pelindo 1 as a monopoly company. The company still enjoys its resource-based competitive advantage of regulating the ports in Sumatra without competitors.

Corporations across countries have different attitudes toward social responsibility (Maignan & Ralston, 2002, in Campbell, 2007). Thus, the application of CSR to Korean firms (Lee et al. 2016) will significantly differ from the execution of CSR in Indonesia. The lack of integration of CSR is one of the most crucial barriers to distribution of CSR within firms (Wu et al., 2014). Wu et al. (2014) argue that this lack is caused by the differences in various industrial sector characteristics and the unique social and business environments in which the firms function. The industrial climate in Indonesia, especially for SOEs, might include embedded CSR activities, but Pelindo 1 might not communicate the correct contents for the public to understand. Brown and Dacin (1997) explained that, without quality content in communicating with stakeholders, the company will be vulnerable to the allegation that the PR within the company is symbolic and without significant meaning.

Different from Lee et al. (2016), this paper examined the role of CSR and PR in creating reputation and business performance. Campbell (2007) mentioned that a company that behaves in a monopoly environment has less interest in engaging CSR via the perception that CSR might not influence profitability, sales, or the existence survival of the firm. This research implies that CSR capability as perceived by employees can enhance reputation and business performance, even in a monopoly. Hence, SOEs need to consider their social activities.

Data collection was conducted through offline self-administered questions, which were delivered through the human resources division, and created potential biased. The researcher is unable to directly administer the questions to the respondents due to permission restrictions. Hence, there are limited data and potential respondents who were chosen and did not answer all the questions. Another consideration from this research, control variables, should be added, along with self-reported answers relating to the company's own business performance. Future research must consider the measurement of PR that is more suitable for the specific type of company (e.g., nonprofit, manufacturing).

Implications for Theory and Practice

This research demonstrates that CSR capability can influence a competitive advantage and further enhance perceived business performance. Hence, social activities could generate business performance through reputation and customer orientation. A firm's capability in conducting ethical behavior and social accountability can transform its resources to a competitive advantage and performance (marketing and financial performance). CSR, as a source of competitive advantage, must be considered in creating a company's ability to create a positive reputation and customer orientation regarding service quality, customer satisfaction, and develop and maintain relationship with customers. This finding is accordance with a resource-based view, institutional theory, and stakeholder theory.

Pelindo 1 is an SOE in that its business manages ports in Western Indonesia. Even though Pelindo 1 is the only company that serves some ports at that area, this research demonstrated that concerns with ethical and social activities are still an importance practice to create business performance. Hence, Pelindo 1 and other similar businesses must sustain and enhance these activities and build a positive association toward CSR. It requires a marketing strategy to communicate with stakeholders in regards to the company's commitment to ethical and social activities. It is important to create a positive image for stakeholders, especially employees and customers. While active in social issues that concern society, CSR creates value for customers and shareholders but still carefully considers what CSR activities are expected by its stakeholders. Research in this issue may be of interest to academics and practioners.

References

Abdullah, Z., & Aziz, Y. A. (2013). Institutionalizing corporate social responsibility: effects on corporate reputation, culture, and legitimacy in Malaysia. *Social Responsibility Journal*, *9*(3), 344-361.

Barney, J. B. (1991). Firm resources and sustained competitive advantage. *Journal of Management, 17*, 99–120.

Berens, G., van Riel, C. B. V., & Bruggen, G. H. V. (2005). Corporate associations and consumer product responses: The moderating role of corporate brand dominance. *Journal of Marketing*, *69*(3), 35-48.

Brown, T. J., & Dacin, P. A. (1997). The company and the product: Corporate associations and consumer product responses. *Journal of Marketing*, *61*(1), 68-84.

Brown, B. (1998). Do stock market investors reward companies with reputations for social performance?. *Corporate Reputation Review, 1*(3), 271-280.

Cannon, H. M., & Morgan, F. W. (1990). A strategic pricing framework. *Journal of Services Marketing, 4*(2), 19-30.

Campbell, J. L. (2007). Why would corporations behave in socially responsible ways? An institutional theory of corporate social responsibility. *Academy of management Review*, *32*(3), 946-967.

Chambers, E., Chapple, W., Moon, J., & Sullivan, M. (2003). *CSR in Asia: A seven country study of CSR website reporting* (Vol. 09-2003, Research Paper, pp. 1-43, Rep. No. 1479-5124). Nottingham, United Kingdom: International Centre for Corporate Social Responsibility.

Clow, K. E., & Baack, D. (2016). *Integrated Advertising, Promotion, and Marketing Communications*. (7th ed.). London: Pearson Education, (Chapter 13).

Dobers, P. & Halme, M. (2009), Corporate social responsibility and developing countries. *The Accountable Corporation, 3*(1), 111-129.

Du, S., Bhattacharya, C. B., & Sen, S. (2007), Reaping relational rewards from corporate social responsibilty: The role of competitive positioning. *International Journal of Research in Marketing, 24*, 224-241.

Fombrun, C., & Shanley, M. (1990). What's in a name? Reputation building and corporate strategy. *Academy of Management Journal, 33*(2), 233-258.

Goldring, D. (2015). Reputation orientation: Improving marketing performance through corporate reputation building. *Marketing Intelligence & Planning, 33*(5), 784-803

Hooghiemstra, R. (2000). Corporate communication and impression management – new perspectives on why companies engage in corporate social reporting. *Journal of Business Ethics, 27*(1-2), 55-68.

Ingenbleek, P., Debruyne, M., Frambach, R. T., & Verhallen, T. M. M. (2003). Successful new product pricing practices: A contingency approach. *Marketing Letters, 14*(4), 289-305.

Jamali, D., & Mirshak, R. (2007). Corporate social responsibility (CSR): theory and practice in a developing country context. *Journal of Business Ethics, 72*(3), 243-262.

Karatepe, O. M., Uner, M. M., & Kocak, A. (2016). Investigating the impact of customer orientation on innovativeness: evidence from born-global firms in Turkey. *Ekonomska istraživanja*, *29*(1), 721-757.

Lee, E. M., Lee, H. J., Pae, J. H., & Park, S. Y. (2016). The important role of corporate social responsibility capabilities in improving sustainable competitive advantage. *Social Responsibility Journal*, *12*(4), 642-653.

Liozu, S. M., & Hinterhuber, A. (2013). Pricing orientation, pricing capabilities, and firm performance. *Management Decision*, *51*(3), 594-614.

Maignan, I., & Ferrell, O. C. (2001). Corporate citizen as a marketing instrument – concepts, evidence and research directions. *European Journal of Marketing, 35*(3/4), 457-484.

Maignan, I. & Ralston, D. A. (2002). Corporate social responsibility in Europe and the U.S.: Insights from businesses' self-presentations. *Journal of International Business Studies, 33*, 497-514.

McWilliams, A., & Siegel, D. S. (2011). Creating and capturing value: strategic corporate social responsibility, resource-based theory, and sustainable competitive advantage. *Journal of Management, 37*(5), 1480-1495

Piercy, N. F., Cravens, D. W., & Lane, N. (2010). Thinking strategically about pricing decisions. *Journal of Business Strategy, 31*(5), 38-48.

Taghian, M., D'Souza, C., & Polonsky, M. (2015). A stakeholder approach to corporate social responsibility, reputation and business performance. *Social Responsibility Journal, 11*(2), 340-363.

Verbeke, A., & Tung, V. (2013). The Future of Stakeholder Management Theory: A Temporal Perspective. *Journal of Business Ethics, 112*, 529-543.

Wu, Q., He, Q., & Duan, Y. (2014). Dynamic capabilities for CSR management: Towards identifying common processes. *Society and Business Review, 9*(3), 276-297

POSTER SESSION

The following posters were presented at the 2017 ANZMAC Conference Poster Session.

Consumer-Oriented Marketing in the mHealth Segment *Andrej Miklosik, Stefan Zak, Maria Hasprova*

Is he hot or sexy? Aesthetic labor and visible diversity in retailing* *Sara Quach, Park Thaichon*

Optimising young adults' engagement with health messages using social media: study protocol *Linda Brennan, Michael Reid, Catherine Lombard, Karen Klassen, Claire Palermo, Troy Walker, Megan Lim, Moira Dean, Tracy McCaffrey, Helen Truby*

Societal value creation in transactional NPO-Business collaboration *Helena Knight*

The Effects of Ad Appeal, Product Social Visibility, and Dogmatism on Attitudes *Yizhou Yuan, Chanthika Pornpitakpan, Vassana Maprasert*

The Progenic Brand and its effect on brand authenticity: Understanding what it means to consumers *Natalya Saldanha, Rajendra Mulye, Kaleel Rahman*

What's in the box? Unpacking unboxing videos *Rhonwyn K. Vaudrey*

*Poster subject has changed since submission

ANZMAC-GAMMA JOINT SYMPOSIUM

ABSTRACTS & PAPERS

A Multidimensional Typology of Packaging Cues

Wayne Wang, University of South Australia

Abstract:
This paper conceptualises a multidimensional – functional, symbolic and distinctive – framework of packaging localisation cues. We categorise packaging cues which deliver similar values and process in influencing consumers' behaviour to a dimensional level. Building on the prior marketing literature and three main theories – signalling theory (Spence 1973), symbolic theory (Cooley 1902) and accessibility-diagnosticity theory (Feldman and Lynch 1988), we aim at improving both the theoretical and empirical robustness to yield clear insights to packaging localisation strategies for non-Western markets, an area that researchers have lamented as lacking. This conceptual framework shall build a foundation for future researches to validate this typology by investigating how the different dimensions may influence consumer behaviour differently. We also argue that the process that underpins each dimension's influence on consumer behaviour.

Keywords: packaging cues, packaging dimensions, packaging localisation strategies

Dark Marketing: the new definition, category, and its implications

Park Thaichon, Griffith University
Sarah Quach, Swinburne University of Technology

Abstract:
This paper aims to fill a gap in the conceptual development of dark marketing. The paper defines dark marketing as a set of behaviors and practices to advance the welfares of a certain party, but disregard and diminish the well-being of another party. Dark marketing can be described as the adaptation of marketing practices, actions, and strategies to promote self-benefits in a manner that could cause a financial loss, physical damage or mental destruction to themselves, other individuals, corporations or nature. In addition, five broad categories of dark marketing practices are identified. They are (1) Information, (2) Operation, (3) Finance, (4) Encounter and exchange/value co-destruction, and (5) Targeting/exploiting vulnerable groups of subjects. In terms of originality, the paper proposes a complete definition of dark marking that reflects behaviors and attitudes of the involved parties together with the benefits and costs associated with the action. It also proposes five broad categories of dark marketing practices.

Keywords: Dark Marketing, Misbehaviours, Unethical

Fast Food Chain Store Managers: Marketing Strategies and Promotional Campaigns

Sarah Quach, Swinburne University of Technology
Park Thaichon, Griffith University
Jiraporn Surachartkumtonkun, Griffith University

Abstract:
The current study aims to explore the hedonic and utilitarian values offered through fast food attributes (e.g. menu items, calorie information, location, etc.) and the impact of these values on customer consumption. Interviews were orchestrated with 16 store managers of different fast food chains in Australia. The findings show that a hedonic value is delivered through the use of marketing strategies by offering a variety of menu items, menu customization, and fun activities in promotional materials. Some fast food marketing strategies – which include simplifying the menu classification, displaying kilojoules information, and locating at convenience location – are intended to offer utilitarian value. The hedonic values tend to offer an enjoyment and excitement in fast food consumption and could result in an increase in sales for a certain period of time. The utilitarian values are task-oriented consumption, which tends to motivate regular customers to visit fast food restaurants.

Keywords: Marketing Strategies, Promotion Campaigns, Intention to Purchase

Ethnic Media Advertising Effectiveness, Influences and Implications

Hei Tong Lau, University of South Australia

Abstract:
Cultural diversity is the norm in today's society. This research examines how ethnic identity may influence ethnic consumers' media preference and usage. Past research has shown that using ethnic cues in advertisements to target ethnic consumers are effective. This study extends this research stream by comparing the effectiveness of ethnic cues in ethnic versus English mass media. The results suggest that ethnic identity is significantly correlated to advertising effectiveness. Specifically, ethnic consumers with higher ethnic identity have more positive response towards advertisements with ethnic cues, particularly when the advertisements appear in ethnic newspapers. By contrast, for the same advertisements, mainstream media appears less effective in eliciting positive responses from ethnic consumers. These findings offer insights to marketers and businesses who are targeting ethnic consumers. They shed light on when and how to use ethnic cues, particularly in ethnic media, in order to achieve desirable marketing and communication strategies targeting the ethnic segments.

Expression and transformation of loyalty in a contractual service setting:
A processual view

Sara Quach, Swinburne University of Technology
Chandana Hewege, Swinburne University of Technology
Heath McDonald, Swinburne University of Technology
Viet Le, Swinburne University of Technology

Abstract:
The main objectives of this study are twofold: (1) to gauge the expressions of loyalty toward a service provider, (2) to identify possible transformations of loyalty in the contractual service settings. Using an integrative theoretical perspective, the study presents a more holistic understanding of the dynamics of loyalty transformation taking a processual view. Following an interpretive research approach, we conducted twenty-eight semi-structured interviews with customers and managers of major mobile telephony service providers. The findings confirm that customer loyalty can transform into various states: (1) fanaticism, (2) state of transition, (3) point of disinterest, and (4) state of betrayal. Moreover, it is determined that customers could express their loyalty to the service provider in several ways signifying their concern, advocacy, rituals, identification, beliefs and nostalgic feelings.

Keywords: Loyalty, Transformation, Processual View, Emotional Energy

Understanding blended learning in marketing education

Angela Bowles, Griffith University
Park Thaichon, Griffith University
Sara Quach, Griffith University
Scott Weaven, Griffith University

Abstract:
This study aimed to develop a better understanding of blending learning in the context of marketing education. The research sought to examine the nature of blended learning as a tool to engage students in marketing courses within a Business School of a large Australian University. A qualitative research design was adopted using 20 semi-structured interviews to gain students perceptions around the shift to blended learning in marketing education. Results from the data acknowledge the importance of maintaining a certain level of face-to-face interactions within marketing courses. Whilst, highlighting the benefits of blended modes in providing increased flexibility around communication and access. The outcomes of this research proposed that particularly mature-age and part-time students are influenced by work and family commitments in their preferences around blended learning versus students transitioning from school to study preferring opportunities to interact with teachers and peers. Ultimately, seeking to inform best practice in marketing education amongst institutions.

Keywords: Marketing Education, Blended Learning, Student Engagement

Brand Sustainability factors: Service stations

Kittisorn Boonnark, Griffith University
Park Thaichon, Griffith University
Mitchell Ross, Griffith University
Jiraporn Surachartkumtonkun, Griffith University

Abstract:
Marketers extend their branding interest from building a brand to a sustaining brand. It has been questioning for decades if a brand can last forever. According to the massive business growth rate, service stations of PTT Public Company Limited (PTT) in Thailand has been selected to be the unit of analysis and therefore this research focus on service marketing from Thailand case. The study aims to identify major factors that sustaining brand's life as well as marketing strategies that influence over the brand. It also aims to encourage the future-oriented branding focus to enhance marketing and branding studies in academic using a blend of qualitative and quantitative research methods. The survey instrument will be administered online using the Opinio platform, the ideal sample size was 1,000. This research will help to generate more academic interest in the branding literature and helping firms to utilize strategies following the conclusion of this research.

Keywords: Brand sustainability, Brand life cycle, Service marketing.

Understanding Responses to Sensory Cues in Luxury Retail

Emma Regolini, Curtin University, Australia
Billy Sung, Curtin University, Australia
Min Teah, Curtin University, Australia

Abstract:
The purpose of this study is to test the effects of sensory cues within luxury retail by measuring the intensity of visual, gustatory and olfactory cues. Using psychophysiological methods and immersive visualization techniques, the relationships between brand and product evaluation, purchase intention and perceptions of luxury are explored. Psychophysiological methods such as skin conductance and eyetracking were utilised to measure consumer's level of arousal and eye-gaze towards stimulus. It was found that the combination of visual, gustatory and olfactory cues lead to more positive brand perceptions and higher purchase intention. The findings can be applied by marketers, brand managers and strategists to enhance the physical retail environment through multiple sensory cues to elicit positive brand evaluation. In addition, this research extends current studies on sensory cues by studying a real life brand and emulating a real life retail setting. The study is underpinned by theories such as spillover effects and congruency theory.

Keywords: psychophysiology, sensory cues, retail

Drivers of Consumer Advocacy for Luxury Brands

Anwar Sadat Shimul, Curtin University
Michael Lwin, Curtin University
Ian Phau, Curtin University

Abstract:
This research provides empirical support to the understanding of the drivers for luxury brands. In particular the inter-construct relationships among luxury brand attachment, brand satisfaction, brand loyalty and consumer advocacy are tested. A self-administered survey questionnaire was distributed to an online consumer panel. The results show that neither satisfied nor loyal consumers advocate the luxury brand to others. Only highly attached consumers get involved in consumer advocacy. Luxury brand manages should go beyond mere brand satisfaction and loyalty. Future research may validate the hypothesised relationships within different luxury product and service category to enhance the generalisability   of   the   findings.

Keywords: Luxury brand attachment, Brand loyalty, Consumer advocacy

Fruit growers' perspectives towards fruit quality: Study on Jujubes

Ian Phau, Curtin University
Min Teah, Curtin University
Billy Sung, Curtin University
Isaac Cheah, Curtin University
Jeffrey Parker, Georgia State University

Abstract:
As food security is a key concern globally, there are little studies understanding the supply side of fruit production in particular within the fruit industry. There is a growing need to understand the perspectives of various stakeholders within the fruit market in order to ensure quality produce and food security for national and international consumers. The study aims to understand the perspectives of fruits growers towards fruit quality within the agriculture sector. Through semi-structured interviews and focus groups, a number of key themes have been identified. These key themes include industry motivations, challenges within the fruit industry, consumer perceptions and education and quality indicators to measure fruits. The findings for this study provide valuation insights and implications for policy makers and practitioners.

Keywords: Fruits, Quality, Food Security

Motivators of healthy eating behaviours: The case of fruit and vegetables

Ian Phau, Curtin University
Min Teah, Curtin University
Billy Sung, Curtin University
Luke Butcher, Curtin University
Suk Hoo Yoon, Woosuk University

Abstract:
As consumer become more knowledgeable and savvy about food choices, there are growing concerns about consumers' changes in eating behaviours. These include lower intake of healthy foods which results in higher chances of health related diseases within younger consumers. Therefore, it is important for policy makers and practitioners to better understand consumers' motivations and de-motivations when it comes to eating healthily. In addition, the study examines the perceptions, drivers and outcomes of fruit and vegetable consumption. Using a mall intercept method, data is collected in Australia and is analysed using SPSS 24. The results provide implications for communication strategies and incentives to encourage healthy eating behaviours.

Keywords: Fruits, Vegetables, Health, Eating Behaviours

Predicting purchase intention of Electric Vehicles in Hong Kong

Mark Ng, Hong Kong Shue Yan University

Abstract:
What makes consumers adopt energy-sustainable innovations? This paper reports on a case study of consumer adoption of electric vehicles in Hong Kong, a green innovation that has been in the market in recent years. An empirical study has been carried out to test the conceptual framework and the four hypotheses developed based on seminal literature. The conceptual framework and hypotheses are tested using both SEM (AMOS) with survey data from 205 respondents from the automobile communities in Hong Kong. The results demonstrate that perceived value, environmental concern, and trust to EV have significant and positive influence on purchase intention of EVs. It appears that EV manufacturers could improve the appeal of their marketing campaign through incorporating in them content themed about both the contributions of EV to environmental protection and quality of EV to potential customers.

How to make higher education institutions innovative: an application of market orientation practices

Sathana Vaikunthavasan, University of Jaffna, Sri Lanka
Charles Jebarajakirthy, Swinburne University of Technology

Abstract:
In the last few decades, intense competition prevails in the higher education sector which requires higher education institutions to become market oriented and to innovate in courses, delivery methods and student support services. The main aim of this study is to investigate the influence of both market orientation and its dimensions, on innovation in higher education institutions. This study also considered the age of the faculty a moderator to these influences. The sample comprised 270 managers attached to faculties, schools or units in Sri Lankan higher education institutions. The surveys were administered for data collection. The findings showed that all the three dimensions of market orientation, significantly and positively influenced innovation in higher education institutions. The age of the faculty significantly moderated the influence of both market orientation and its dimensions (Intelligence Generation and Responsiveness), on innovation. From these findings, academic and practical implications are discussed.

Keywords: market orientation, the dimensions of market orientation, innovation, higher education institutions, age of the faculty

Gamification and Engagement

Graham Ferguson, Curtin University
Luke Butcher, Curtin University
Mohammed Quaddus, Curtin University

Abstract:
Customer experience is a primary determinant of customer value in many service environments and an important, hard to replicate, differentiator for a brand. These outcomes have important implications for customer loyalty. Marketers have therefore spent considerable time developing models and mechanisms to guide the development and ongoing management of customer experiences. Customer engagement is an important component of customer experience because it encourages customers to undertake an experience and to apply more effort during the experience. Games generate high engagement from players and therefore game ideas are being applied in business contexts to increase customer engagement. In this paper we extend this process by applying game thinking to customer experience contexts. This contributes to our thinking on customer experience and helps us to identify tools to manage customer experience. This paper forms an initial stage of a larger project to apply game ideas in customer experience situations.

Keywords: Customer Experience, Gamification, Customer Engagement.

Orchestrating A Renaissance in Oceania and Asia Marketing Education

Suresh Sood, University of Technology, Sydney
Hugh Pattinson, Western Sydney University

Abstract:
Software dominates new and emerging "marketing", with Artificial Intelligence (AI) also emerging as a key requirement, creating new high demand marketing skills including understanding and using data analytics, Google Analytics, Marketing Big Data and Marketing Automation. Software and AI and associated marketing skills don't occupy a significant proportion of time or content in current tertiary marketing courses but are now critical for all businesses and marketers facing rapid e-commerce growth in the Asia Pacific Region. This paper recommends a 3-prong strategy for addressing marketing skills at tertiary level in Oceania and Asia by 2018/19 through: a) An online community of marketing educators and students from across the areas encompassing Oceania and Asia b) E-commerce Social Media driven curriculum c) Remote marketing internships. The vision is achievable and represents a renaissance in marketing education while balancing and fulfilling the diverse needs of Oceania and Asia for work ready marketing talent.

Keywords: Marketing, Analytics, E-Commerce

User Diary Perspectives of Gamified Learning Apps

Hannah Tompkins, Curtin University
Luke Butcher, Curtin University
Graham Ferguson, Curtin University
Mohammed Quaddus, Curtin University

Abstract:
As people, we all learn, and we all indulge a lusory attitude where we openly accept the rules of a game to enter in the experience of play. The popularity of games, particularly video games, reinforces to researchers that there is something inherently enjoyable and motivating about play. Gamification harnesses this experience, applying its elements and mechanics to achieve outcomes in non-gaming contexts. As a concept it is widely applied to achieving business objectives; particularly marketing objectives. Through examining the user perspectives of four gamified learning apps (skills learnt include dancing, language, mathematics, and playing guitar) through a user-diary and interview methodology, valuable insights are to be gained. Results will reveal significant implications for establishing intrinsic and extrinsic motivation, the difficulty and challenges of learning, using game mechanics to engage, and an understanding of how external factors experienced by the learner impact on the effectiveness of gamified learning apps.

Keywords: Gamification, Diary, Learning

Consumer ethnocentrism, market mavenism and Social network analysis

Isaac Cheah, Curtin University
Ian Phau, Curtin University
Anwar Sadat Shimul, Curtin University
Kevin Teah, Curtin University

Abstract:
This study investigates the tendency of consumer ethnocentrism, the role of market mavenism and interactions between these two constructs within a social structure. A total of 215 responses were collected online using the snowballing technique. This study finds that younger consumers are less ethnocentric but demonstrate more mavenism than their counterparts. The social network analysis shows that within the 2-clique, the market mavens outnumbered the non-mavens. This paper provides a holistic view by incorporating the relationship among three concepts with six-degrees-of-separation theory, adding new insights into the constructs which was not previously addressed within the literature.

Keywords: *Consumer ethnocentrism, CETSCALE, Market maven, Social network, Six degrees of separation*

Investigating the Concepts of Perceived Exclusivity, Perceived Rarity and Luxury Desirability: A Consumer-Centric Approach

Xujia Wang, Curtin University
Ian Phau, Curtin University
Michael Lwin, Curtin University

Abstract:
Luxury has its nature of being rare and exclusive (Catry, 2003; Kapferer, 2012), yet limited literature has investigated the phenomenon of consumers' perception of rarity and exclusivity in a systematic way. The purpose of this study is to examine the impact of Perceived Exclusivity and Perceived Rarity in today's luxury market environment. Specifically, it is aimed to investigate the differences and associations between consumers' perceptions of rarity, exclusivity and their perceived value of the brand. Further, a scale assessing luxury desirability will also be developed in order to understand how consumers' perceptions of rarity and exclusivity influence their desire for luxury. Data will be collected from young Australian consumer segment using simple random sampling, and desirability scale will be developed by incorporating semi-structured interviews and focused groups. Findings of this research will share insights on how to restore brand exclusivity and maintain consumers' desire of luxury. This can be provide meaningful outcomes for both luxury businesses and research academics.

Keywords: Perceived exclusivity, abundant rarity, exclusive brands, luxury branding, consumer behaviour

Exploring Sustainable Index In Fashion Industry: Calculation Of The Sustainable Performance Of Fashion Company

Huanzhang Wang, Changwon National University, Republic of Korea[1]
Kyung Hoon Kim, Changwon National University, Republic of Korea[2]

Abstract:
The global apparel market is worth 3 trillion dollars, and accounts for 2 percent of the world's Gross Domestic Product (GDP). The fashion products are believed that exert much negative influence such as the inequities reinforce, exploiting workers, stimulus of resource utilization, increaseing environmental impact, and generating waste (Fletcher, 2007). Sustainability has been recognized as a major concern worldwide, and it also increases considerations regarding the obstacles to business need to be faced in the fashion industry (Kong et al., 2016). It have been shown to public that most of famous fashion brands has made a contribution to the sustainable and sustainable strategy has been a vital strategy to get competitive advantage based on sustainability reports and CSR reports.

How do consumers assess sustainability and how can consumers' evaluation of sustainability affect their clients' interests? For answering this question, the ACSI (American Customer Satisfaction Index) (Fornell et al., 1996) is selected as the theory of this study. For measuring the index this study explored a measurement system to calculate the sustainable performance of Fashion Company. The measurements system was explored based on the four dimensions of sustainability in fashion industry: Economics, Environmental, Social and Cultural. The perceived sustainable quality, sustainable value and sustainable expectations and customer equity and complaint are applied to build a construct a model to test the measurement system in fashion industry.

The data was collected in China from five fashion brands. The result shows that the sustainable value and sustainable quality of fashion product plays a significant role when the customers evaluate the companies' sustainable performance. The level of satisfaction has a great impact on customer's repurchase decision making. Low level of satisfaction leads to withdrawal from the brand or complaint.

The main idea of this index is that we have built a new measurement system based on customer perception. Through the specific measurements customers can tell the fashion industry practitioners what customer focused on in the eco-society. Based on this indicator, fashion industry managers can make their sustainability strategy more effectively and more pertinently.

---

[1] gammaneowng@gmail.com
[2] stride@changwon.ac.kr

References

Fletcher, K. (2007). Clothes that connect. *Chapman, J. & Gant, N., Designers, Visionaries and Other Stories: A Collection of Sustainable Design Essays*, 118-132.

Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American customer satisfaction index: nature, purpose, and findings. *the Journal of Marketing*, 7-18.

Kong, H. M., Ko, E., Chae, H., & Mattila, P. (2016). Understanding fashion consumers' attitude and behavioral intention toward sustainable fashion products: Focus on sustainable knowledge sources and knowledge types. *Journal of Global Fashion Marketing*, *7*(2), 103-119.

Sustainable Message Appeal Of Luxury Fashion Brands
For Generation Y In Instagram

Jihye Yu, Yonsei University, Republic of Korea[1]
Wei Jiang, Yonsei University, Republic of Korea[2]
Eunha Chun, Yonsei University, Republic of Korea[3]
Eunju Ko, Yonsei University, Republic of Korea[4]

Abstract:
This study explored the responses of the generation Y (gen Y) regarding to the use of sustainable message appeal in Instagram. Gen Y consumers became aware of the importance of sustainability and are focusing on related issues. Brands are interested in gen Y's consumption habits and tendencies, since they are emerging as new consumers and changing the marketing strategies of the industry. 'Authenticity' was emphasized as a factor stimulating consumers' interest and purchasing, being actively studied in various fields in recent years. In addition, luxury brands are actively engaged in communing with gen Y, which is very active in collecting and exchanging information through SNS such as Instagram. Thus, these marketing activities are directly or indirectly influencing brand authenticity. But luxury brands are very passive about exposing their sustainable activities through SNS. Therefore, the purpose of this study was to investigate the effects of using sustainable message appeal on luxury brand authenticity and the effect of brand authenticity on online word of mouth (eWOM). Second, the authors examined the moderating effects of social consciousness and value-based segmentation of luxury consumers on the relationship between sustainable message appeal and brand authenticity. For this study, 210 gen Y data were collected and analyzed with the SPSS 21.0 statistical program. Results indicated that the consumers recognized the brand authenticity more on the posts that expressed sustainable message through Instagram in the luxury brand than the posts with a general message. Also, the consumers with higher social consciousness perceived more on the brand authenticity. In addition, brand authenticity had a positive effect on eWOM. These results suggest that the exposure of more active sustainable activities in luxury brands is also effective because the sustainable message appeal strategy of the luxury brand results in a positive gen Y consumer response.

Keywords: Luxury brand, Gen Y, Sustainable message, Social consciousness, Instagram

[1] my_outfit@naver.com
[2] kangmiiiiii@naver.com
[3] ehch0122@naver.com
[4] ejko@yonsei.ac.kr

Sustainable Value Co-Creation Advantage in Social Platform Service

Chang Suk Choi, Changwon National University, Republic of Korea
Sang Jin Kim, Changwon National University, Republic of Korea
Kyung Hoon Kim, Changwon National University, Republic of Korea

Abstract:
The authors study sources of sustainable value co-creation and sustainable value co-creation advantage in business-to-business (B2B) social platform marketing through Facebook, Twitter, Instagram, KakaoStory, and Blog. The results show that sources of sustainable value co-creation positively affect sustainable value co-creation advantage, which then positively impact marketing performance. The study has academic and practical implications showing sustainable value co-creation and sustainable value co-creation advantage can bring sustainable competitive advantage.

Keywords: marketing performance, social platform service, sustainable value co-creation, sustainable value co-creation advantage, sustainable competitive advantage

Consumer behavior of certification of organic cosmetics

Eung Jin Lee, Changwon National University, Republic of Korea[1]
Sang Jin Kim, Changwon National University, Republic of Korea
Kyung Hoon Kim, Changwon National University, Republic of Korea

Abstract:
Internet technology allows products and services to be purchased through online or mobile shopping. Many firms open online and mobile stores or establish social network services to meet changing customer desires. Despite the convenience of online shopping, customers are often uncertain about product quality because they cannot see or touch products. Consequently, firms may use various certifications that assure product quality such as KC certification in the Republic of Korea, CE certification in Europe, and UL certification in the United States and CCC certification in the china.
Consumers are becoming increasingly concerned that the fashion industry would present threats to the environment and well-being. Cosmetic manufacturers are turning to the use of organic, eco-friendly, sustainable natural raw materials. Most studies about organic manufacturing have focused on the food industry, but we contend that cosmetics is similar to the organic food industry in the importance of certification that guarantees whether products are produced organically.
In this study, we focus on how consumers rely on certification when they search for information and purchase organic cosmetic. We discuss theoretical and practical implications of our results.

Keywords: Certification, Information search, Organic cosmetic, Purchase behavior, Sustainable growth

"References available upon request"

---

[1] din3281@naver.com

Consumer Behavior Of Virtual Reality Culture Marketing:
A Case Study On "K-Fashion Show"

Jaesuk Jung, Yonsei University, Republic of Korea[1]
Eunju Ko, Yonsei University, Republic of Korea[2]

Abstract:
Virtual reality technology gives a new experience for consumers by providing high realism. However, empirical research of on the impact of virtual reality on consumer is insufficient. Here, the authors examine the effect of virtual reality technology on customer's brand attitude and purchase intention by comparing it with the video through K-fashion Show. K-fashion originated from Korea-Wave (Hallyu), a phenomenon of Korean popular culture, such as K-pop, K-drama, and K-culture. Hallyu is rising since the late 2000s; the heightened cultural status of Korea provides opportunities for Korean fashion companies to enter the global fashion industry. The purposes of this study are to examine the effects of experiential value of virtual reality on brand attitude and purchase intention toward the 'K-Fashion show'. The second purpose of this study is to examine group difference between the contents mediated by either virtual reality or video. The results demonstrate that experiential value has positive effect on brand attitude and purchase intention. In contrast, the perception of responses was influenced by the contents from the virtual reality and video. The results also offer meaningful implications for executive officers and marketers of K-Fashion & Culture in regard to new technology management strategies.

Keywords: Virtual reality, K-fashion, Brand attitude, Purchase intention, Presence

---

[1] nickjjs@naver.com
[2] ejko@yonsei.ac.kr

Identify The Customer Equity Drivers In Culture Industry

Huanzhang Wang, Changwon National University, Republic of Korea
Kyung Hoon Kim, Changwon National University, Republic of Korea[1]

Abstract:
The term of culture industry was first presented by Adorno and Horkheimer. In the Culture Industry Theory, culture was explained as products of media (TV, Newspaper, Radio) and markets which were constantly adjusting consumption. And now the culture developed more industrialized in television dramas, movies, pop songs and their associated celebrities and their SNS, TV programs and fashion styles. The customer is involved in culture industry more widely, conveniently and closely. With the development of technology, globalization crossed time, geospatial, languages, ideology and culture. The consumption of culture increased with multipliers especially the popular culture in Asia and Young Generation. Accompanied by developing rapidly, fierce competition happened in culture industry. Every company in culture industry is forced to face the challenge of how to keep the customer loyalty in diversity culture. Strong customer loyalty means the increasing of yield rate and the customer equity means the future profitability of company. Customer equity calculates how much a client will contribute in his or her life. The brand equity, value equity and relationship equity were defined as the drivers of customer equity. This study would develop a measurement system of drivers of customer equity in culture industry to estimate the future competitiveness and figure out what items are perceived by customer most and drive the customer equity most in culture industry.

Keywords: culture, market, customer equity, brand, relationship

---

[1] stride@changwon.ac.kr

EXAMINING THE EFFECTIVENESS OF CONVERSATIONAL AGENTS MARKETING EFFORTS ON CUSTOMER LOYALTY: FOCUS ON CHATBOT SERVICE FOR CULTURE PRODUCTS

Minjee Chung, Yonsei University, Republic of Korea[10]
Eunju Ko, Yonsei University, Republic of Korea*[11]

Abstract:
The quality of service that the brand provides is often related by the degree to which the customers perceive a brand to be effective on assistance. Previous studies verified the importance of brands' online presence in the customer's decision-making process. Thus, companies are increasingly pursuing a co-existence and joint action in the offline and online world. But moving to the digital context is not always easy. Brands are trying to stay true to their core essence while offering a convenient, personal, and unique assistance to customers. Moreover, agents play an essential role on this process, bringing companies closer to the customer, this way enhancing this relationship. As the pursue for immediate assistance and comfort leads to that customers move to the digital world, Chatbot technology emerges as a new and efficient tool for companies to interact with their customers. However, due to the lack of researches about Chatbot, the present study aims to identify the effects of conversational agents marketing efforts on customer loyalty. The second aim within this context is to analyze how customer-company identification and customer satisfaction can impact customer loyalty. Customer-company identification and customer satisfaction are two important relational constructs when predicting customer loyalty. They can play a complementary role in the service-profit chain, which can lead to positive effects on customer loyalty. The findings of this study provide meaningful implications for marketers, encouraging the use of the Chatbot as a communication tool that can enhance customer loyalty and consequently building a good relationship with the customers.
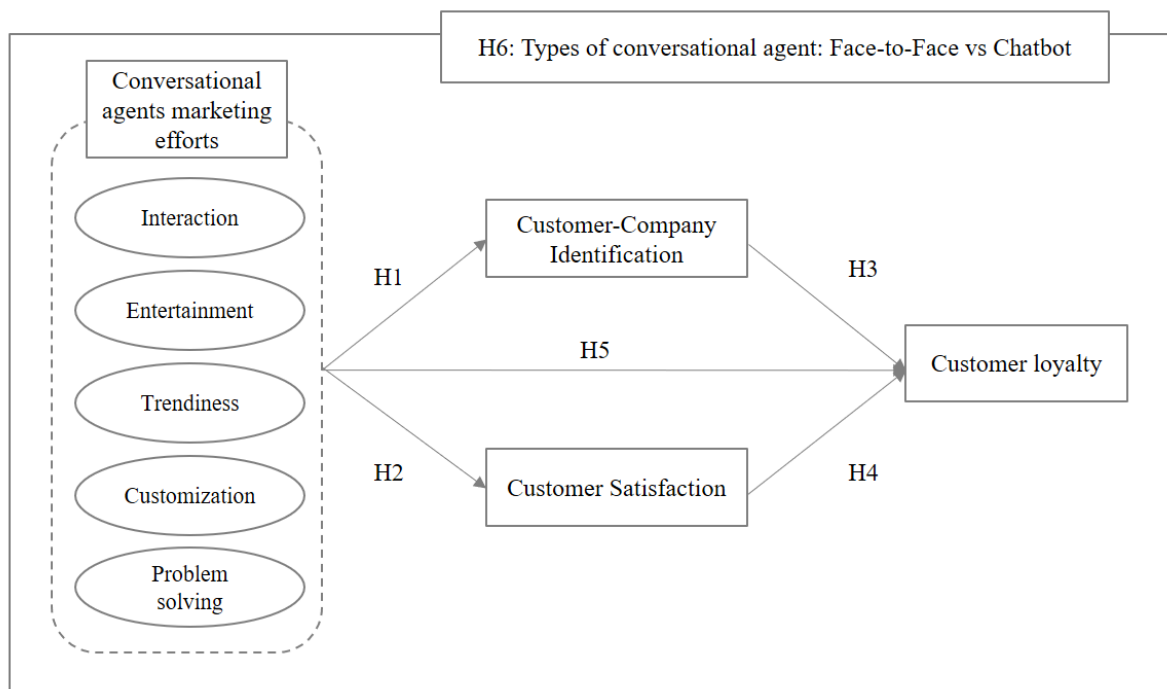
Keywords: Marketing efforts, Customer-company identification, Customer satisfaction, Customer loyalty, Chatbot

---

[1] chungminjee@yonsei.kr
[3] ejko@yonsei.ac.kr, Corresponding author*

Research model

Safety Service Quality and Safety Engagement

Hee Seok Woo, Changwon National University, Republic of Korea
Sang Jin Kim, Changwon National University, Republic of Korea
Kyung Hoon Kim, Changwon National University, Republic of Korea

Abstract:
Safety is a fundamental concern and organizations try to make safety workplace environment to reduce accidents and injuries. Engagement of organization in safety activities is essential. Related researches show that leadership and safety climate lead to safety engagement. Safety service allows firm to prevent hazards and deal with emergency and lead to higher performance. Employees are expected to be engaged in safety when they perceive the safety leadership and climate in their working place. Authors investigate whether safety service quality can enhance leadership and climate for safety. The results of this study make a significant contribution to the advancement of theoretical and practical implications in safety quality and safety engagement.

Keywords: Firm performance, Leadership, Safety climate, Safety engagement, Safety service quality.

A ROLE OF CONSUMER EXPERIENTIAL VALUE TO PURCHASE INTENTION IN ONLINE SHOPPING ENVIRONMENT

Wei Jiang, Yonsei University, Republic of Korea[1]
Heerim Joung, Yonsei University, Republic of Korea[2]
Eunju Ko*, Yonsei University, Republic of Korea[3]

Abstract:
Consumer behaviors in the online shopping environment are changing due to the development of technology. As poor online customer experience accounts for the loss of 24 % of the annual online revenue in the world, this is a big challenge for companies to improve consumer shopping experience by using the most advanced technology. Due to the rapidly developing virtual reality (VR) technology, consumers can experience a real shopping environment on the internet, and, therefore, the gap between the convenience of online shopping and the actual shopping environment is decreasing. Previous studies focused on consumer online shopping behaviors in mobile shopping, classified as social media shopping. Based on original online shopping studies, this study will add an empirical research to identify how VR technology is applied to a fashion online shopping mall. The purpose of this study is to identify the different consumer experiential values between online and online VR shopping malls and to analyze the effects of consumer experiential value on perceived usefulness, consumer satisfaction, and purchase intention. Questionnaires were conducted for persons aged 20–30 who showed the highest scores in usage of internet shopping as well as fast adaptability to new technology. 288 samples were collected and the data analysis performed using SPSS 23.0 and AMOS 18.0. The study will contribute to the new technology research for the Korean fashion industry by providing information about the differences of consumer experiential value between VR with or without online shopping mall and practical advice for VR fashion marketing of retailing stores.

---

1) kangmiiiiii@naver.com
2) heelim208@naver.com
3) ejko@yonsei.ac.kr, Corresponding author*

SERVICE INNOVATION AND FIRM PERFORMANCE

Kyeong Kook, Jang, Changwon National University, Republic of Korea
Sang Jin Kim, Changwon National University, Republic of Korea

Abstract:
The market environment of companies has been changing rapidly. In order to cope with these changes efficiently, companies are concentrating their efforts on customer orientation to achieve performance. Customer orientation which understands customers well to create better value for customers, plays an important role in the development of products or services that can meet customer needs. Product innovation and service innovation can improve firm performance. Innovation creates new ideas and behaviors, and in turn, innovative products and services deliver value to customer. The purpose of this study is to empirically examine the effect of customer orientation on product design innovation, service innovation and firm performance. The results of this study will give marketing scholars and managers to theoretical and practical implications

Keywords: customer orientation, product design innovation, service innovation, firm performance, servitization

Influences of technology driven marketing on perceived value of brands

Juran Kim, Jeonju University

Abstract:
High technology provides innovative and exceptional experiences beyond routine experiences for brands. Global brands can take full advantage from the newly developed technology because of its innovative experiences. This study focuses on the marketing communication campaign experiences through high technology for brands and their influences on perceived value of brands and brand evaluation. This study represented a step toward a better understanding of the relationships between technology driven marketing experiences and perceived value of brands as well as brand evaluation offering implications for marketing academics and practitioners.

Keywords: digital marketing, technology driven marketing, perceived value, brand evaluation, experience

Singapore advertising agencies 1900s-1940s

Peter Ling, RMIT University

Abstract:
Much has been written about Singapore as a regional advertising hub in Asia. There have been studies on the history of local and international advertising agencies from the 1950s to its present day. However, there is hardly any literature on the active and competitive advertising agency scene between the 1900s and 1940s, where local and regional agencies serviced Singapore and the Malay Peninsula. With the aim of investigating the advertising agency scene between the 1900s-1940s, this qualitative research paper examines the practices of early agency pioneers and the contribution of some agencies towards modern day practice. Data obtained from digital archives of newspapers were analysed, uncovering 14 advertising agencies and several regional networks even in the 1930-1940s. Further research could analyse the self-promotion advertisements that early agencies in Singapore ran plus the services offered to key clients.

Keywords: Singapore advertising agencies, agency networks, 1900s-1940s

Feng Shui: Traditional Rituals Impacting Business

Madeleine Ogilvie, Edith Cowan University
Danny Ng, Edith Cowan University
Erwei Xiang, Edith Cowan University
Maria M. Ryan, Edith Cowan University
Hadrian Djajadikerta, Edith Cowan University
Jaime Yong, Edith Cowan University

Abstract:
Rituals and their associated behaviour have long been used to define the cultural identity of a community throughout history. This paper explores the importance of ritual with a focus on the practice of Feng Shui. It introduces this traditional belief, explores its impact on contemporary business practices and discusses the importance of this lingering tradition in ascribing individual identity and business behaviour. The paper presents preliminary findings from a qualitative study into the use of Feng Shui in the retail setting and discusses the core elements of this ritualistic behavior. Results from interviews across four different Asian countries provide insights into the lingering impact of this lost tradition and the importance it plays in the creation of value for the business proprietors who practice it.

Keywords: Feng Shui, ritual, cultural identity.

Introduction and Research Aim

Traditional beliefs and superstitions are an important element in defining the cultural identity of a country or group of people. In China today superstition remains a crucial part of Chinese business society and with new economic reforms there is resurgence in its use (Tsang 2004).

This paper presents preliminary findings from a study that explores Feng Shui practices in Chinese restaurants from across four Asian countries; and examines how these traditional practices influence business decisions and assist in the creation of value for those who practice them.

It is proposed that the practice of Feng Shui still has significant influence in defining the cultural identity of Business in Asia, and, that this lingering tradition is important in understanding everyday commercial behaviour.

The study is guided by the following broad research questions:

1. How do ancient traditional rituals influence current day retail practices?
2. What role do superstitions play in contemporary business decision-making?
3. How do business owners evaluate the success of implementing Feng Shui traditional rituals?

Chinese restaurants were selected as the retail medium for the research as they are plentiful and widely dispersed across the globe. They also offer a unique global product with similarities in servicescape so that feng shui practices across borders could be evaluated.

Background

Feng Shui, or "wind water", is a traditional Chinese worldview regarding the art of spatial alignment and orientation and the relationship between humans and their environment. As defined by Skinner (1982, p. 4), Feng Shui is "the art of living in harmony with the land, and deriving the greatest benefit, peace and prosperity from being in the right place at the right time". Reflecting the Daoist cosmology, it is believed that Feng Shui is responsible for health, good luck and prosperity and is deeply entrenched in Chinese social life and ingrained in the psyche and culture of many Chinese (Hobson, 1994).

Chinese people will often relate success or failure to the dynamics of earth forces (e.g. Feng Shui), as opposed to the cause of human influence (Chen, 2007). To produce vibrant Qi (cosmic health), Feng Shui principles assert that sites be favourably oriented and protected from evil influences (sha) (Guo, 2006). As such, Feng Shui connects beliefs of planning, interior design, psychology and common sense (Tsang 2004), and can be seen as the relationship between people and their surrounds (Ho & Chuang 2012). From a global perspective recent studies highlight the importance of Feng Shui in day to day life and its impact on consumer behaviour and consumption (Wang, Joy, & Sherry 2013; Wu 2008).

As China emerges as a major economic powerhouse of the future, its traditions and ancient beliefs remain evident and continue to impact on a plethora of business decisions. Superstitions provide many business men and women with a sense of security in their decision making (Tsang 2004) and the behaviours they adopt in following these superstitions are often ritualistic in nature and follow a set script, with a ritualistic performance, use of set artefacts and the involvement of a set audience.

Using the conceptual framework of ritual proposed by Rook (1985), the consumption behaviours of restaurant proprietors are examined in this study to gain insights into how Feng Shui principles influence contemporary business practices.

Methodology

This study adopts an interpretivist epistemology and uses a qualitative methodology in the form of phenomenology. As Goulding (1999) claims, these methods take into account "the social, complex, often irrational and sometimes unpredictable nature of consumer behaviour" (Goulding, 1999, p 860).

Retail Chinese restaurants from Singapore, Hong Kong, Macau and China who practice Feng Shui principles were selected to be part of the study. Participants were selected through existing industry connections in a snowball sample. A total of 20 face-to-face in-depth interviews were conducted, three (3) in Singapore, eleven (11) in Beijing and Tianjin and six (6) in Hong Kong and Macau. In addition to the interviews, a range of visual data depicting restaurant servicescapes and Feng Shui artefacts were captured using photographs. The in-depth interviews explored respondents' feelings, attitudes, perceptions and experiences about Feng Shui (Sampson, 1996). Interviews were translated, transcribed and analysed to identify bracketing, commonalities and emergent themes. Visual data was analysed using content analysis, and, key themes and semiotic perspectives documented and categorised (Bleicher 1980; Ricoeur 1976; Thompson 1989 & 1990).

Discussion and Contribution

Preliminary findings from the data would indicate a strong use of Feng Shui rituals and their associate behaviours in business today. Our findings suggest that there is a perception that these behaviours impact on business success and create value. We found evidence of strong elements of ritual and discuss these under the categories of ritual artefacts (gourds, fish, coins, statues); ritual script (matching the positioning of furniture and artefacts to the proprietor, maximising light); ritual roles (guidance by a Feng Shui master) and ritual audience (proprietors, employees and customers).

Interestingly, younger participants, who claimed not to believe, still actively engaged in these behaviours claiming 'it did little harm' and there was a mentality of 'just in case' when they considered their profitability. Feng Shui masters were consulted regularly to provide guidance and advice on servicescape improvements. The findings support previous studies that argue that Feng Shui experts in Chinese businesses have a similar role to management consultants in western business operations (Chang, 2009; Tsang, 2004).

This paper demonstrates how behaviour and decision making are based on superstitious practices and in following these traditional rituals, the believer gains a sense of comfort as they shift the risk and uncertainty normally associated with business decisions to others as they ease the stress associated with business risk.

The paper proposes that these traditions should not be overlooked when planning and operating businesses in the Asia-Pacific area. As businesses from the West launch and expand their operations in Asia, and as Asian based companies expand out of the region, it is likely that there will need to be greater understanding of such concepts as these traditions permeate Western lifestyle in the merge of global business practices.

References

Bleicher, Josef (1980). *Contemporary Hermenuetics*. London: Routledge Kegan Paul.

Chang, L. (2009). Using Feng Shui to Create a Positive Corporate Reputation. *Corporate Reputation Review, 12(1),* 43-51.

Chen, G.-M. (2007). The Impact of Feng Shui on Chinese Communication. *Chinese Media Research, 3(4),* 102-109. Accessed: http://digitalcommons.uri.edu/cgi/viewcontent.cgi?article=1006&context=com_facpubs

Goulding, C. (1999). Consumer research, interpretive paradigms and methodological ambiguities. *European Journal of Marketing*, *33 (9/10)*, 859-873.

Guo, C. (2006). Tourism and the spiritual philosophies of the "Orient". In *Tourism, Religion & Spiritual Journeys*. Ed. Dallen J. Timothy and Daniel H. Olsen. pp. 121-138. Routledge: Oxon. Accessed: http://shora.tabriz.ir/Uploads/83/cms/user/File/657/E_Book/Tourism/Tourism%20Religion%20and%20Spiritual%20Journeys.pdf#page=138

Ho, S.-H., & Chuang, S.-T. (2012). The influence of lay theories of Feng Shui on consumers' peace of mind: The role of regulatory fit. *Asian Journal of Social Psychology, 15*, 304-313.

Hobson, J. S. P. (1994). Feng Shui: its impacts on the Asian hospitality industry. *International Journal of Contemporary Hospitality Management, 6(6)*, 21-26.

Ricoeur, P. (1976). *Interpretation Theory*. Fort Worth: Texas University Press.

Rook, D. W. (1985). The ritual dimensions of consumer behavior. *Journal of Consumer Research, 12(December)*, 251-264

Skinner, S. (1982). *The living earth manual of feng-shui: Chinese geomancy*. Penguin Books.

Thompson, Craig J. (1990). Eureka! and Other Tests of Significance: A New Look at Evaluating Interpretive Research, in *Advances in Consumer Research*, Vol. 17, ed. Marvin E. Goldberg et al., 25-30.

Thompson, Craig J., Locander, William B., Pollio, Howard R. (1990). The lived meaning of free choice: an existential-phenomenological description of everyday consumer experiences of contemporary married women. *Journal of Consumer Research, 17(3)*, 346-361

Tsang, (2004). Toward a Scientific Inquiry into Superstitious Business Decision-Making. *Organization Studies, 26(6),* 923-946.

Wang, J., Joy, A., & Sherry, J. F. (2013). Creating and sustaining a culture of hope: Feng Shui discourses and practices in Hong Kong. *Journal of Consumer Culture*, *13(3)*, 241-263.

Wu. J. (2008). An analysis of business challenges faced by foreign multinationals operating the Chinese market. *International Journal of Business and Management, 3(12),* 169-174.

Singapore *kopitiam* menu and ethnic culture preservation

Guan Cheng Quek, The University of Melbourne
Peter Ling, RMIT University

Abstract:
Despite the influx of Western coffee brands in Singapore, there is a thriving *kopitiam* or *local coffee shop* culture with its own unique beverage menu lingo alien to the global language of latte and strong black. Existing research studies have analysed the *kopitiam* from the perspectives of physical evolution, business development and political site. However, there is little research on the persistence and diversity of *kopitiam* menu descriptions, and the ethnic origins of such menu lingo. This paper is a preliminary qualitative exploration on *kopitiam* consumer behavior based on observations, casual conversations and content analysis. There is indeed a richness of language and origins that suggest a theory of ethnic culture preservation to unify diverse tastes in global Singapore. Further fuller research into this *kopitiam* phenomenon is therefore warranted.

Keywords: Local coffee culture, global Singapore, ethnic culture preservation