

BOOK OF ABSTRACTS

28th Recent Advances in Retailing & Services Science
Conference

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Introduction

This book of abstracts includes the (edited) abstracts of the papers that were accepted to be presented at the 28th Recent Advances in Retailing and Consumer Science Conference, Grand Hotel Dino, Baveno, Italy, July 23-26, 2022. Because the conference was postponed for two years, some papers were accepted before. Full papers and extended versions of the abstracts, if submitted, are included in the Proceedings, made available on an accompanying memory stick.

The RARCS conference aims at bringing together scholars from across the world and various disciplinary backgrounds to discuss their research on retailing and consumer services. This is reflected in the diversity of concepts and methodologies adopted in the studies presented at the conference. The conference accepts both completed projects and work in progress.

We hope for interesting and stimulating presentations of research ideas and findings and constructive discussions.

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Investigating the Effect of an Online-Offline Integrated Shopping Experience on UK Town Centre Patronage Intentions: An Experimental Design

Customers face difficult decisions when choosing a shopping destination (Sit *et al.*, 2003). Whilst, retail offerings and the facilities played a primary role in motivating customers to visit a particular retail store (Stocchi *et al.*, 2016), nowadays, shoppers emphasise the role of shopping experience in choosing a shopping location (Van Rompay *et al.*, 2012). They expect to be stimulated and challenged in their senses beyond basic product and service needs (Schmitt, 1999). Thus, customers may shop in a retail location to fulfil different needs; including entertainment, recreation or social interaction in contrast to solely pursuing purchase intentions (Arnold & Reynolds, 2003). From this perspective, crafting a superior shopping experience is important due to its association with the patronage intentions, satisfaction and purchase intentions (Srinivasan & Srivastava, 2010; Kerin *et al.*, 1992). UK town centres have recorded declining footfall in recent years, which has become a serious concern. With the advancement in digital retail, customer's perception of the Town Centre Customer Experience has changed (Stocchi *et al.*, 2016). As town centres remain digitally disconnected, our understanding of the role of digital domain in Town Centre Shopping Experience remains limited. In this paper, the authors explore how integrating online channels and technologies can influence the perception of Town Centre Shopping Experience and consequently its effect on shoppers' patronage intentions. Shopping Experience encompasses sensory responses to cognitive cues related to the physical store (such as merchandise, price, layout) and sensorial cues that relate to the environment of the store (such as ambience and atmospherics) (Jain & Bagdare, 2011). With the emergence of digital technologies, shoppers are more reliant on the internet to both inform and transact shopping decisions. They may prefer to complete their shop in various ways; searching online and buying in store (Bamfield, 2013). Whilst customers still want to engage with the physical store to create sensory impressions (such as taste, feel, touch), they now seek a plethora of information online at each stage of the decision-making process for reassurances in their choices and to complement their shopping visit (Rigby, 2011). Whilst scholars argue the effect of integrating digital and physical on customers shopping experience and patronage intentions (Herhausen *et al.*, 2015; Cao & Li, 2015; Pantano & Di Pietro, 2012; Aubrey & Judge, 2012), their findings are centred at retailer level. By examining the town centre context, this paper extends our understanding of the effect of digital integration concept at a macrolevel.

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Adaptation of Shopping Behavior in the Aftermath of the COVID-19 Pandemic: Insights from the Lisbon Metropolitan Area

Online shopping has been growing rapidly, with e-shopping demonstrating the potential to replace in-store shopping. It's impact on personal travel and freight transport is increasingly significant, and has been subject to extensive research in urban planning and transportation studies. E-commerce can impact on shopping behavior in four different ways: substitution, complementarity, modification, and neutrality. Identifying the ways and conditions for these impacts to materialize is crucial for policymaking and estimation of e-commerce environmental impacts. Data collected in Lisbon just prior to the pandemic has shown the existence of complementarity between online and in-store purchases. It is likely that the effects of the pandemic might increase e-shopping and reshuffle these relationships, particularly in the face of increased telework adherence. There is a strong likelihood that the pandemic could have increased the strength of substitution effects, particularly in certain types of retail. If so the impacts on street vitality and location strategies of different types of retail will be relevant. In order to gain more insights on the behavioral mechanisms related with online and in-store shopping, we use semi-structured interviews to commuters residing in the Lisbon Metropolitan Area. These interviews are aimed at the travel behavior adaptation in the post COVID-19 phase, considering the strong uptake in e-shopping and the adoption of telework. The interviews are focused on the mobility strategies adopted to cope with the pandemic aftermath, its barriers and enablers -spatial, household characteristics, financial, technological, institutional, temporal or cognitive. They include a component related with e-shopping and teleworking experience and the motivations to engage (or not) in these practices, as well as how interviewees see the relationships between the two. The interviews also include a retrospective component aimed at understanding how the pandemic changed previous behavioral patterns and how they evolved. Besides the knowledge they bring, the insights from these interviews are relevant both for the generation of research hypothesis and to support the design of surveys about shopping behavior. This work presents and discusses the results drawing conclusions and presenting suggestions for further research

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Process Based Analysis of Organization-Customer Links in High Power Culture

Despite the breadth of research examining multiple relationships in the service-profit chain, the field of inquiry has largely focused on low-power distance cultures. This focus is criticized for limiting generalizability of findings. The lack of research connecting organizational variables to service performance and customer outcomes in high-power distance cultures represents an important research gap in need of attention from scholars. Of interest in the current study is an examination of organization-customer links in a Russian service setting. More specifically, this research tests the relationships between management commitment to service quality, service climate, core and relational frontline employee (FLE) service performance and customer satisfaction using data from branches of a Russian retail bank. Data was collected in two phases. The first phase collected data on management commitment to service quality and service climate at the branch level from 230 FLEs in 14 branches of a large private sector bank in Russia. The second phase collected customers' evaluation of FLE service performance, and customer satisfaction data from 186 customers. The psychometric properties of the research constructs were first assessed and confirmed, and several procedures were followed to address the risk of common method bias (CMB) prior to hypotheses testing. The results from PLS-SEM show that branch service climate (training, rewards/recognition and service technology support) impacts both core and relational service performance directly and acts as a process variable in explaining how management commitment to service quality indirectly affects core and relational service performance, with the effect being stronger for core service performance. Further, despite the positive effect of service climate on core and relational service performance, our results show that only relational service performance has a mediating role in transferring the effects of service climate into customer satisfaction. This research not only examines organization-customer links in a Russian service setting, it extends previous research conducted in high power culture in several ways. This study makes an important distinction between core and relational service performance and tests their differential effects on customer satisfaction through mediation links of service climate and FLE service performance. Further, this study uses multiple points/inputs for data collection to avoid CMB. Additionally, our research focuses on organization-customer links at the unit i.e., branch level. Given that service climate has a direct positive impact on core and relational service performance at the branch level, branch management should focus on nurturing a positive service climate by improving training, rewards/recognition and service technology support. The finding that branch service climate is associated with branch customer satisfaction indirectly through relational service performance is important to branch management because it highlights the process through which branch service climate impacts branch customer satisfaction.

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E-Wholesaler – A New Intermediary in Emerging Economies: Role and Importance

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Wholesaler as an intermediary has been significant in the context of emerging economies. They help firms reach out to smaller retailers who form a significant part of the retail space. For example, in countries like India which have close to 15 million small retailers reaching out to them directly through their direct distributors is very expensive. The wholesalers provide the reach at a much lower cost. With the advent of technology in the domain of distribution a new intermediary has started to emerge the “E-Wholesaler” who leverages technology to do the same which a traditional wholesaler would do at a much lesser cost. The last decade has seen many players who have entered this space of e-wholesaling and this paper makes an attempt to document their emergence and how they are becoming more and significant. They are becoming more and more significant in many countries including India. The study documents the case studies of three firms in the Indian market who are operating in this space, Udaan, Ninja Cart and Maxwholesale. These three case studies have been developed based on a mix of primary and secondary research and an attempt has been made to understand the roles that these new age intermediaries are performing and how efficient are they versus the traditional brick-n-mortar wholesalers. Udaan is among the biggest players in this space with significant presence across all major cities in the country. It has been on the forefront of introducing many innovations in the space and has significant presence in the grocery products. Ninja cart is focused more on the agricultural produce and Maxwholesale is a smaller player with presence across some cities only. A cross-comparison of these three case studies have been done derive meaningful insights. The study also tries to understand whether these new age wholesalers would replace the traditional wholesaler in the times to com.

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The Boundary Effect of Value Co-creation on Customer Engagement in Augmented Reality Application

Advancements in Augmented Reality (AR) technology have given ways for service providers to improve customer experiences and engagement. Using AR to create quality experiences, this research explores the impact of autonomy and network externality on customer experience evaluations and its effect on customer engagement while considering the moderating role of co-creation intentions, on both shared and individually consumed products. An online survey was used to collect data. Participants were divided into two groups with one group downloading and using the 'IKEA PLACE' application, and the other group downloading and using the 'WannaKicks' application. The applications allow participants to view 3D models of the products (furniture for IKEA and footwear for Wannakicks), read customer reviews, check prices, and manipulate creations/colors and share creations with others. To collect a representative sample, we used MTurk as the results have been found to be comparable with both online and traditional surveys. and we collected a total of 290 surveys in the IKEA group and 286 in the Wannakicks. All items measuring the research constructs were adapted from previous well-established scales. Prior to hypotheses testing, constructs in the research model were verified to confirm the reliability and validity of the measurement hypotheses were tested using a two-step approach. First, research hypotheses were tested on each sample separately. Second, a multi group analysis was conducted to test the difference in research model path coefficients between the two samples. The findings reveal that autonomy and network externality both predict customer experience evaluation for both shared and individually consumed products. Moreover, customer experience quality was found to predict customer engagement. The results also show that the experience quality mediates the relationship between each of autonomy, network externality and engagement for both shared and individually consumed products. Finally, co-creation intentions moderate the relationship between customer experience quality and customer engagement for the shared consumption but not for the individually consumed group. To further test the robustness of the research results, we test the difference between the two samples hypotheses coefficients. The results show that only the moderation effect difference is statistically significant between the two sample, whereas all other research hypotheses do not show any significant difference.

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May Robots Be Held Responsible for Service Failure and Recovery? The Role of Robot Service Provider Agents' Human Likeness

Building on attribution and anthropomorphism theories, this study aims to examine whether and how the responses of consumers vary based on the type of service provider agent (SPA) (i.e., human, humanoid robot, and non-humanoid robot) in terms of attributional processes, forgiveness, and satisfaction in the presence and absence of recovery after a service failure. For that, two experimental studies are conducted, and 468 responses are collected using online panels. A between-subjects scenario-based experimental design is used in both of these studies, and the respondents are exposed to written scenarios describing a service experience in a fictitious restaurant setting. Study 1 examines whether consumers report higher failure attribution to the firm when served by a non-humanoid robot compared to the human or humanoid robot conditions. The results reveal that when a non-humanoid robot SPA is involved in an unrecovered service failure, consumers attribute the failure responsibility to the service firm, whereas the failure responsibility is attributed to the human and humanoid robot SPAs rather than the firm when these SPAs are involved in such a service failure. The results further demonstrate that an increased level of failure attribution to the firm has a negative effect on consumers' forgiveness and satisfaction. Study 2 concentrates on service recovery following a service failure and examines whether consumers report higher recovery attribution to the firm when served by a non-humanoid robot compared to the human or humanoid robot conditions. The results reveal that when either a non-humanoid or a humanoid robot SPA performs an effective service recovery, consumers attribute the recovery responsibility to the service firm, while the recovery responsibility is attributed to the human SPA rather than the firm when a human delivers it. The results also show that an increased level of recovery attribution to the firm enhances consumers' forgiveness and satisfaction. All these results are important in terms of understanding the role of SPAs' humanness (human vs. robot) and service robots' level of human likeness (humanoid vs. non-humanoid robot) on consumers' attributional processes, forgiveness, and satisfaction about service both in the presence and absence of recovery after a service failure and thus, contributing the current literature and practice.

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How American and Spanish Consumers Differ in Lifespan Expectations and Usage of Technology Products

Despite the impact of overconsumption on the environment (IPCC, 2021), many retail brands continue to create items with short lifespans, thereby fueling more production and increased waste (Ahmed, 2021). Product lifespan is defined as the length of time from acquisition to disposal (Murakmai *et al.*, 2010) and product life extension (PLE) can be achieved via product design and practices that allow longer life through durability, repair, refurbishment, or remanufacturing (Bakker, 2014). We suggest that consumers can also be encouraged to keep functional products longer rather than discarding them prematurely as environmentally-oriented anti-consumption actions (García-de-Frutos *et al.*, 2018). PLE is a climate positive and compelling action that retailers can take to help mitigate climate change. This research explores the differences between PLE in American and Spanish consumers related to technology products as technology production and waste is a particularly concerning area related to climate change (PACE, 2019). Specifically, we test lifespan expectations of technology products in general and regarding five tech products (cell phones, laptops, desktops, tablets and televisions) and their related usage/disposal behaviors to identify patterns. Data was collected from university undergraduates (U.S. sample $n = 47$, and Spanish sample $n = 68$). Americans reported that tech products lifespan was more acceptable (tech lasts as long as I expect: $M_{US} = 4.64$, $M_{SPAIN} = 4.25$; $X^2 = 7.60$, 6 df, ns) and tech last as long as it should ($M_{US} = 3.89$, $M_{SPAIN} = 3.37$; $X^2 = 13.63$, 6 df, $p < 0.05$) than Spanish consumers. See table for means on product lifespans, usage, and percentage of extenders for US vs. Spain. In a second study, we model participants' PLE behavior based on their reasons for and against PLE, as well as their price consciousness, environmental concern, and materialism. Future planned research will also explore lay people's understanding of how product lifespan extension can reduce negative environmental impact. It is expected that PLE is not widely considered as an environmentally friendly activity and that consumers will underestimate the impact of PLE activities in reducing their carbon footprint as compared to more traditional "green" activities, such as recycling and clean sourcing. Implications for this research will provide direction for retail brands leveraging durability using an environmental appeal.

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Decoding Consumers' Webrooming Phenomenon: Framework and Propositions

The ongoing proliferation of marketing channels and changing consumer behaviour has led to the concept of webrooming taking a centre stage in today's retailing milieu. Webrooming has been largely conceptualised as a two-staged decision-making phenomenon, where product inspection at an online retailer (or website) is followed by an offline purchase at a competing brick and mortar retailer. While webrooming has been recognized as the most dominant form of free-riding behaviour which proposedly takes away the share of sales and profits of online retailers, the concept lacks a comprehensive exploration. The present study fills this gap by proposing a framework based on the behavioural reasoning ideology and identifies both a consumer's reasons for and against webrooming. To better understand webrooming, the study via a qualitative examination classifies mavenism, perceived in-store value, past positive experience, perceived deception, and risk aversion as top 5 reasons behind webrooming, alternatively, high time-pressure, high price dispersion, information overload confusion, switching costs, and prior knowledge as the uppermost 5 reasons against (or barriers to) webrooming. A conceptual framework and a connected set of propositions have been made of webrooming by drawing systematically from the existing multi-channel shopping behaviour literature. The study concludes by discussing important theoretical and practical implications that are expected to arise from the validation of the proposed model that integrates both proposed reasons for and against webrooming with the consumers' value alignment.

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Accommodating Nonlinearities and Dynamics in Store- Level Sales Response Models

It is well-known that store-level retail sales may not only depend on contemporaneous variables like current own and competitive prices or other marketing activities like sales promotions, but also on past prices representing customer response to price changes. It has further been shown that accounting for lagged prices in a sales response model can increase expected brand profits over a static model that ignores price dynamics. On the other hand, non- or semiparametric regression models have been proposed in order to accommodate potential nonlinearities in price response, and related empirical findings indicate that price effects may show complex nonlinearities which are difficult to capture with parametric models. We combine nonparametric price response modeling and dynamic pricing. In particular, we model sales response flexibly using a Bayesian semiparametric approach and include the price of the previous period as well as further time-dependent effects. All nonlinear effects are modeled via P-splines, and embedding the semiparametric model into a hierarchical Bayesian framework further enables the estimation of store-specific (lagged) price response curves. In an empirical study, we demonstrate that our new model provides both more accurate sales forecasts and higher expected profits as compared to competing models that either ignore price dynamics or just include them in a parametric way. Optimal price policies for brands are determined by a discrete dynamic programming algorithm.

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Food Retailing and Supermarketization in Lebanon : A Pre-COVID Analysis

Supermarketization is rapidly transforming food retail in developing countries. A range of factors has been proposed to explain this transformation including evolving consumer characteristics, shopping behaviors, and attitudes to food retail. The academic literature has shown that more urban, higher-income consumers are the consumer segment to initiate and drive the supermarketization process in developing countries. The case of Lebanon is interesting as a (formerly) upper-middle income country that nevertheless lagged behind in its rate of supermarket penetration. This research explores food shopping behaviors among the urban, higher-income consumer segment that should have been expected to drive supermarketization forward, to determine the extent to which they have adopted supermarkets and the factors driving or delaying this transition. The novelty of this research is its detailed exploration of food shopping patterns and the supermarketization process in an under-studied context, Lebanon. This research contributes additional empirical evidence to the wider assessment of supermarketization in developing countries, including those of the Middle East and North Africa (MENA) region. This research also has potential to serve as a baseline for comparison in assessing shifts in consumer behavior that may result from recent, extensive, and overlapping crises that have occurred in Lebanon. This research builds on a survey of more than 200 Lebanese consumers, drawn primarily from an urban, higher-income consumer segment. Survey responses were subject to quantitative analysis. The consumers surveyed have adopted supermarkets selectively, exhibiting cross-shopping behaviors: They typically bought non-perishable foods from supermarkets and grocery stores and perishable goods (fresh fruits and vegetables, meat, fish, and baked goods) from traditional retailers. Demographic characteristics and retailer-related attributes correlated with where consumers shopped, and which foods they purchased from different retailer types. Retailer location and travel time significantly affected consumers' choice of retailer. Lebanese consumers prioritized food quality, range of products, store location, and reputation when choosing where to purchase food. Consumers assessed supermarkets favorably as compared to traditional retailers with regard to range of products, store reputation, availability of specialty products, and prices. This research provides evidence that even the leading edge of Lebanese consumers have yet to abandon traditional food retail formats, and that the Lebanese market remains far from a complete food retail transformation.

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Maximizing Return on Investment From Direct Marketing Campaigns: A New Uplift Modeling Approach for Online Shops

In order to improve return on investment from direct marketing campaigns, usually, a (small) sample of customers is testwise contacted and their positive reactions (e.g. bought advertised products in a predefined time slot) and negative reactions (e.g. bought not) are used to develop a predictive response model (based e.g. on past information and buying behavior) for all customers. Then, the latter is used to select customers for the direct marketing campaign according to the highest positive response predictions among all customers. However, this classical approach has two major shortcomings: First, the response model also selects customers who would positively respond regardless of the campaign (waste of money). Second, the response model only reflects a binary outcome (bought or bought not), not a continuous outcome (sales or profit). Both shortcomings restrict the usefulness of the approach when maximizing the return on investment from the direct marketing campaign. In this paper we propose a new approach that is able to overcome the discussed problems. The new approach connects findings from the field of uplift modeling (e.g., Radcliffe & Surry, 1999, 2011, Kane *et al.*, 2012) with findings from the field of sample selection (e.g., Heckman, 1979). Using the well-known Hillstrom data set and an own actual online shop direct marketing campaign data set (with data from > 270k customers) as examples, we show that the new approach is well suited to correctly select the “right” customers as targets and to improve return on investment from direct marketing campaigns.

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The socio-economic drivers behind the rise in online shopping have been increasingly documented in the academic literature. Factors such as age, income and education level (e.g. Clemes *et al.*, 2014; Punj, 2011; Van Droogenbroeck & Van Hove, 2017) have been found to significantly influence the propensity to use online retail channels. At the same time, a range of geographical studies have sought evidence for the so-called efficiency theory which predicts high e-commerce rates in areas with lower physical retail accessibility, especially rural areas (Beckers *et al.*, 2018; Clarke *et al.*, 2015; Farag *et al.*, 2006; Kirby-Hawkins *et al.*, 2019). Taking these factors into account, the first objective of this paper is to estimate small-area demand for e-commerce groceries across the Yorkshire area of the UK, which includes both urban and rural areas. Then the paper attempts to build a location model for the grocery sector which includes e-commerce as well as face to face stores. In contrast to previous studies that have mostly applied regression models to survey results, this paper constructs a spatial interaction model (SIM) which includes, for the first time, the demand for e-groceries. Spatial interaction modelling has been used frequently to assign consumers to physical stores (Birkin *et al.*, 2017), and is widely used in the commercial sector. However, to date, these models have not included e-commerce. This paper discusses that once demand has been estimated using the key socioeconomic factors discussed above, it is important to be able to also model the efficiency hypothesis. Kirby-Hawkins *et al.* (2019) show the importance of poor accessibility to physical stores for a particular brand for predicting e-commerce sales by that brand. This hypothesis can be tested by inverting the distance component for e-commerce compared to traditional face-to-face applications of the model in retail geography. The SIM offers the opportunity to include socioeconomic characteristics and physical retail accessibility as two separate components. This allows for contrasting both the innovation and efficiency hypothesis and to assess the relative magnitude of their impacts. Using a SIM provides the possibility to predict the impact of both changing consumer demands on e-commerce sales and the impacts of changes to face to face retailing on e-commerce sales. This way it serves as a tool for retailers to better manage the organization of their different retail channels.

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The Integrated Supply of Retail and Logistics Services After COVID-19

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The COVID-19 pandemic and resulting governmental restrictions hit the retail sector hard. While in the second quarter of 2020 the GDP in the Euro-area was down 12% year-on-year, the sales of non-food products dropped by 23.8% in April 2020 compared to a year before. Although total retail trade volume almost recovered after the months of the crisis, the constitution of this volume changed dramatically, with mail orders and the internet taking over traditional sales. In Belgium, local retailers responded by opening online channels to the extent that by the end of the first lockdown, 70% of the small retail landscape operated some online retail channel. As presented in Beckers *et al.* (2021), this significantly increased e-retail accessibility in the country. However, the survey among local retailers hinted at a lack of professionalism concerning the management of the new online channels. This while the logistics sector responds with different initiatives by niche players focusing on facilitating the shipment of low volumes towards local consumers. The question arises whether, in the wake of the pandemic, (i) online services constitute a more critical part of the local retail offerings compared to the period before the pandemic and (ii) new logistics services are included in the retail offerings. This paper makes use of extensive questioning of local shop owners. First, we repeated the original survey used in Beckers *et al.* (2021) to understand the evolution of the online offerings of local shop owners. Second, we visited the physical outlets in two case studies, one big city, and one suburban town, to study how small retailers that sell online organize their logistics activities. Preliminary findings indicate that retailers do realize the increasing importance of the online channel for the future. Luckily so, it seems, given that visits to physical retail outlets remained at lower levels compared to the period before the pandemic, even after the abolition of restrictions and lockdowns. In addition, we observe a significant increase in social selling, where social media offers a cheap alternative to fully developed online stores. Also, logistics services are professionalized with outsourcing instead of self-organized home deliveries. In addition, an increasing share of the physical outlet is converted into storage for the online channel.

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Using Pricing Cues in a Decision Task: An Eye-Tracking Study

When shopping, consumers rely on available intrinsic and extrinsic cues to assist in purchase decision making tasks. Price, as an extrinsic cue, is prominent and easily processed (Zaichowsky, 1988) and has a substantial influence on product choice. The way that consumers cognitively process price information during the decision process is not yet fully understood. The purpose of our study is to compare consumer gaze patterns during the 1st and 2nd half of a shopping trip using eye-tracking technology (ETT). We did not identify literature that analyzed consumer gaze patterns during a purchase decision task, but several related studies have used ETT to analyze the relationship between price and visual attention. Surface size of price (Pieters *et al.*, 2007), placement of price sign (Menon *et al.*, 2016) and high-low price signals (Meyerding, 2018) influence visual attention. Zhu *et al.*, (2017) found an inverse relationship between purchase intention (PI) and price, with price being the 2nd most important cue (of 5). We conducted a 3 (display size: large [24 flowering plants], moderate [12 plants], small [6 plants]) X 2 (price: sale; non-sale) experiment and collected data from a non-student panel where subjects viewed several live plant displays that were either horizontally-oriented {flat} (2017, n=90) or three-step {stair} (2018, n=97). Using Tobii Pro 2 eye-tracking glasses, we recorded subject's gazes. We created areas of interest around each plant and the price sign. To measure purchase intention, we used the Juster scale (0=no chance, 10=certain), and asked subjects to identify a plant, if any, that they would purchase. The gaze sequence of each participant until making a choice was calculated and divided into first or second half of the total sequence. Then, in each half of the decision task, we calculated the number of times each subject looked at the price sign. We tested (t-test) the mean number of fixations on the price sign for the first and second half of the gaze sequence. For all displays, price was fixated on more times on average in the first (vs. second) half of the gaze sequence (e.g. flat, low price 6-plant 1.5 [1st half] vs. 1.0 [2nd half], $p=.0006$). This finding indicates that price is a more salient cue at the beginning of a consumers' decision-making process. Type of display influenced fixation count, with the three-step display garnering higher fixation counts for both the first and second half of the decision sequence (e.g. flat, 12 plant, low price 1.6 fixations vs. stair 3.1 fixations). This indicates a higher level of cognitive effort in processing the price sign for the three-step display. Finally, for the flat displays, fixation count was similar, regardless of the display complexity (i.e., number of plants), indicating that display complexity does not appear to affect cognitive processing for this type of display.

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Long-Term Trust Between Retail Chain and Private Label Manufacturers: The Case of Tunisia

This paper aims to empirically investigate the potential for value co-creation in business relationships between retail chain distributors and producers involved in private labels production. The theoretical question is studied from the trust, one of the important components of business relationship quality, based on a value co-creation theoretical framework (Gronroos & Voima, 2013; Vargo & Lusch, 2004, 2011, 2016). The research aims to study how trust in a business-to-business and retailing setting is related to the dynamics and management of the business relationship in the context of an emerging market. This paper will be based on qualitative interviews with the different wholesale retail chain purchasing managers. They are involved in developing business relationships with manufacturers of private labels for retail chains. The decision to undertake the research in Tunisia is based on three factors: (i) Tunisia is a less developed country based in North Africa, with very little published research related to this part of the world economy and this specific culture; (ii) The private labels produced in Tunisia are relatively new for retail chain organizations and Tunisian manufacturers, and (iii) The actors in the study are all Tunisian companies to also explore economic and culture-based distinct characteristics in the relationships between local companies in this emerging country. This study contributes to the literature on emerging markets for the under-researched market of Tunisia. It clarifies the development of long-term, trust-based business relationships with value co-creation goals in the developing industry of Private label brands.

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Omni-Channel Retailing - An Investigation of Consumers' Behavior and Attitude Towards Omni-Channel Shopping in the Apparel Sector

The ongoing development of omni-channel retailing is causing a change in consumers' shopping behavior. The purpose of this research is to explore how familiar consumers already are with omni-channel shopping services and practices and whether certain factors significantly influence consumers towards conducting omni-channel shopping in the apparel sector. Moreover, the attitude of consumers towards omni-channel shopping services and practices is being analyzed in addition to the likelihood of them using those services in the future. Designed as an empirical study a quantitative online survey was conducted. The sample consists of 385 respondents from various age group and gender, living in Austria. Together with an extensive literature review, the research question could be answered and managerial implications provided. The results of this empirical study depict that the three possible influencing factors identified in previous research, namely the factors privacy concern, perceived risk, and perceived trust, do not significantly impact consumers purchase intention in regard to the omni-channel shopping practices click-and-collect, showrooming, and webrooming. Moreover, the majority of respondents have previously engaged in omni-channel shopping practices and the likelihood of using them in the future resides between 40-50%. In addition, the findings revealed that overall, Austrian consumers have a positive attitude towards omni-channel shopping services and practices. Furthermore, the study proposed that other factors may evoke a stronger impact on purchase intention. The study suggests that consumer shopping behavior will move away from traditional shopping and towards omni-channel shopping in the near future, not only in apparel but other industries as well. This study provides important insights to retailers that are planning to implement an omni-channel retailing concept, which will help them to remain competitive in the retailing industry. Nevertheless, the study is limited to the apparel sector and to Austrian consumers. Moreover, further studies on possible influencing factors need to be conducted.

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Response to SARS-COVID-19 Infection-Protection Regulations Among Grocery Shoppers in Germany

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This study adopts a moral reasoning perspective to examine how consumers respond to SARS-COVID-19 infection protection regulations in a retailing context. Theoretically grounded in the moral decoupling model (Bhattacharjee *et al.*, 2013), the study proposes and empirically tests a model on how transgression relevance in two categories (i.e., not wearing a nose-mouth cover and not keeping sufficient distance to others) impacts behavioral intention directly as well as indirectly via judgments of immorality and judgements of performance. Specifically, consumers should be more likely to adopt infection prevention measures when they perceive transgressing as immoral and when they perceive infection prevention measures to be effective. An empirical study employs a 2 (transgression category: not wearing a nose-mouth cover vs. not keeping one's distance) x 2 (transgression relevance: low vs. high) between-subjects experimental design and a convenience sample of grocery shoppers in Germany ($N = 176$) to test the model. The results provide evidence that the effect of a regulatory transgressions' relevance on behavioral intention is mediated (in parallel) through judgment of performance and judgment of immorality. Transgression category moderates the effect of transgression relevance on judgement of immorality but not judgment of performance. In addition, effects weaken as a person's fear of infection increases. Controlling for moral decoupling, moral delegation, and demographic risk factors adds to the robustness of findings. Together, the findings offer a novel perspective on why and when consumers adhere to infection-protection regulations. Additionally, the study provides retailers, legislators, law enforcement and consumer advocacy groups with insights on how to more effectively and persuasively get consumers to adopt infection prevention measures.

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Identity-Driven Development of Resonating Touch-Point Experiences - A Socio-Cultural Meaning Approach to Branding

An increasing number of publications advocate the importance of other stakeholders to brand management (Brodie, 2009; Kornum & Mühlbacher, 2013). Longitudinal analyses of the impact of multiple experiences of several stakeholders with various touch-points on the evolution of organizational brand identity over time are missing from the literature. There is no general framework that considers the dynamics of brand identity development based on the touch-point experiences of stakeholders who exchange their views and negotiate the brand gestalt in interaction. The current research aims at filling that gap by designing and testing a process framework that helps managers to translate an intended organizational brand identity into multiple coherent touch-point experiences of important stakeholders in order to generate a highly resonant brand gestalt along extended stakeholder relationships (Court *et al.* 2009). The development of the process framework called “Identity Driven Touch-Point Design” (ITD) applies the design science research approach proposed by Hevner *et al.* (2004). The authors test the usefulness of the framework in an intervention research project with Neuburger, a middle-sized Austrian manufacturer of a branded consumer product. The case illustrates how ITD leads to increasingly consistent resonant touch-point designs that result in a gestalt of organizational identity highly attractive to consumers, employees and other system partners.

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The Role of Luxury Value Perception in Consumer Behavior Towards Counterfeit Luxury Goods: The Case of Moroccan Consumers

Counterfeiting is a growing industry all over the world and Morocco is not an exception, as counterfeiting is widely spread mainly due to the absence of strict regulation. Research on consumer behavior towards counterfeit luxury goods in the Moroccan context is very rare. Our study attempts to contribute to this field by studying the effects of luxury value perception and attitudes toward counterfeiting on consumer behavior toward counterfeit luxury goods. A quantitative study involving a sample of 210 Moroccan consumers is conducted. A PLS model that includes word-of-mouth (WoM) and purchase intention as consumer's behavior explanatory variables is estimated. Results indicate that luxury value perception influences WoM that influences purchase intention of counterfeit goods, whereas attitudes toward counterfeiting have no significant effects. From a managerial perspective, brand managers should focus on promoting their luxury brand value instead of fighting counterfeiting in a context where counterfeiting is fairly common.

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Should Service Robots and Frontline Employees Collaborate in Retail-Customer Interactions?

Frontline Service Technology infusion is an emerging topic in retailing. Retail stores are increasingly shifting from face-to-face service delivery to technology-mediated or even technology-substituted interactions. As such, a change is taking place where customers used to interact with frontline employees to interacting with new in-store technologies. Where traditionally the contact was purely human-to-human, recently, service robots (SRs) are being introduced in stores to take care of service delivery via automated social contact. These SRs can not only work on their own, some are collaborating with frontline employees in order to fulfil customer demands. This study investigates the impact on shopper behaviour of interacting with an employee-robot team (providing automated as well as human social presence) versus both actors in isolation. The conversion power of the different service agents and their combination is measured along the metrics of the point-of-sales (POS) conversion funnel, which allows us to objectively verify their effectiveness in attracting passers-by, eliciting store interest, evoking desire to enter the store, and eventually converting them into actual buyers. To this end, an unobtrusive field study was conducted at a chocolate store at Brussels Airport. The particular service interaction under study involved a product recommendation scenario where participants were recommended specific chocolates, based on a set of personal preference questions they had to answer. Via a between-subjects experimental design, participants were exposed to one of the conditions, which were randomly alternated during different days of the week. This generated 40 hours of video observations, evenly spread over four conditions: (1) a control condition (i.e., no stimulus), (2) a frontline employee (i.e. only human social presence), (3) a humanoid service robot (i.e. only automated social presence), and (4) an employee-robot team (i.e. automated as well as human social presence). The results indicate that the service robot was the better option to generate attention and stop passers-by, but in this condition the least number of passers-by were lured into the store. While the frontline employee initiated the lowest amount of interactions, he could convert the highest number of passersby into actual buyers. The robot-employee team managed to encourage the highest number of passers-by to look at the store, but did not convert more of them into actual buyers than the robot on its own. Besides providing more theoretical insights, our study is valuable for retail managers upon deciding on the optimal level of technology infusion in the service encounter, which is an important issue in an ever-changing digital world.

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Dividing the Market Share of NBs and PL with Regard to Regular Prices and Promotional Prices

The proliferation of Private Labels (PLs) and the implications for manufacturers and retailers have been deeply analysed over the past decades (Mills, 1999; Quelch & Harding 1996; Olbrich & Buhr 2005; Rubio & Yaguë 2009; Cuneo *et al.* 2019). The market share of National Brands (NBs) and Private Labels were frequently used (Hyman, 2010; Olbrich & Grewe 2013; Cuneo *et al.* 2015; Olbrich *et al.* 2016; Brüggemann *et al.* 2020). However, it is not clear whether the influence on market share is driven by regular prices or by promotional prices. It is therefore feasible that an increase in market share can only be achieved by a massive expansion of promotional prices. The intention of this study is to analyse the effect of regular prices and promotional prices with regard to the market share of NBs. In this study, literature-based determinants affecting the market share of NBs are analysed. These determinants relate to changes in product prices, shares of price promotions, brand variety, brand preference and price consciousness. Therefore, the market share (I), the market share by regular prices (II) and the market share by promotional prices (III) are considered in separate models. The results contribute to uncover the reasons for changes in NBs' market share. For the empirical analysis we use German consumer panel data from 2006 to 2015. The purchase data is based on 98,326 households and consists of 7,211,154 records. The data contains the product categories chocolate, coffee, hair shampoo, and laundry detergent. For the empirical analysis, the data base is aggregated to calendar weeks. Following Putsis (1997) and Kelton & Weiss (1989), intertemporal changes from the previous calendar week are calculated. The empirical results are performed with a covariance structural equation model using Mplus6. The robust maximum likelihood estimation is used. The market share of NBs (I) is not primarily influenced by the change in regular prices but by the change in promotional prices. This insight is especially important for manufacturers, as there is a risk of brand erosion (Jørgensen *et al.* 2003). In addition, this is confirmed by the results concerning the change in the share of NB price promotions. Adjusting the share of NB price promotions has a significant positive influence on the market share of NBs (I). A change in price consciousness positively affects the market share of NBs (I). This surprising result can only be clarified by differentiating the market share of NBs. The positive relationship between price consciousness and the market share of NBs (I) is driven by promotional prices. Households with a higher price consciousness increasingly buy NBs at promotional prices and less at regular prices. Brand preference has a positive overall effect on the market share of NBs (I). Interestingly, an increasing brand preference leads to a reduction of the market share of NBs at regular prices (II). However, an increasing brand preference leads to an increase in the market share of NBs at promotional prices (III). Overall, the effects of the determinants of the market share of NBs (I) are primarily driven by the change in promotional prices. For manufacturers, this is a reason to concern. The use of promotional prices can lead to consumers becoming accustomed to these promotional prices. This reduces the willingness to pay for NBs at regular prices. For the branded goods industry, this development represents a serious threat to the brand value. Further research can take into account differences between distribution channels or product groups.

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The Behavioural Economics of Consumer Brand Choice for Big vs Small Brands – Analyses of Demand Elasticities

In consumer behaviour analysis, the majority of the prior research work focuses on decision making on FMCG brands or products. The main characteristics of FMCG are their non-durability and short shelf life span. The products are highly competitive with little to no switching costs. As most consumers spend little time and effort on determining brand choices, price promotion is considered to be one of the best promotional strategies in stimulating consumer interest. Besides, FMCG brands appears to be similar and functionally substitutable, which result in consumer exchanging one brand for another for variety seeking. In addition, most buyers tend to purchase more than one brand within a product category, choosing randomly from their favourite brands. The above conclusion was drawn from many repeated studies examining a wide range of products and services including food and drink products, gasoline, aviation fuel, automobiles, cleaning and personal care products, television channels and shows, medicines and pharmaceuticals prescriptions, shopping trips, individual stores, store chains, and attitudes towards brands. Despite the robustness of the data, these studies did not adequately explain why consumers explicitly choose their repertoire of brands. By linking patterns of consumer choice of big/small brands to theories of behavioural economics, this study attempts to provide reasonable explanations and supporting evidence of underlying reasons for consumer brand choice. Using the Behaviour Perspective Model (BPM) as the theoretical foundation, this study aimed to investigate the differences between big and small brand groups in terms of demand elasticities using both linear and non-linear models (by calculating essential values). The BPM examines the systematical relationship between patterns of buying and consuming activities and the consumer situations in which they take place. In other words, the BPM interprets consumer choice via the intersection between antecedent events of consumer behaviour setting and individual learning history, with an emphasis on utilitarian and informational consequences as reinforcers or punishers. The study identified the factors, along with price, that affect the demand elasticity of a brand, and calculated the essential value of brands (the nonlinear model of demand elasticities) thereby drawing a relationship between the utilitarian/ informational reinforcement of the brands and their market size. The sample consisted of 1600 consumers who purchased four fast-moving consumer products (baked beans, biscuits, fruit juice, and spreads). The sample were drawn from the AC Nielsen Homescan data panel which consists of randomly selected 10,000 British households. The results show that the price, and the utilitarian and informational reinforcement exerts significant impact on the quantity purchased. Moreover, the demand for cheaper big brands is less elastic than cheaper small brands, showing consumer consideration for price reduction. The results, using essential value analysis, also show that buying and consuming big brands that offer higher levels of informational rewards give consumers extra non-functional satisfaction and fulfil their functional wants and needs. The results also confirmed the “double jeopardy effect” by showing that small brand groups that often have the lower price, and lower utilitarian and informational benefits suffer from a lower penetration rate and less frequent purchases.

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Special Topic: Cultivating Dynamic Retail Learning

The retail industry is continuously shaped by dynamic shifts in consumer behaviour, technological advances and macroeconomic factors. The resulting significance and scope of the industry has reshaped the nature of retail management careers. As a result, there is an increased need for retail focused post-secondary education programs which develop graduates' abilities to identify with the retail management career community, appreciate the vagaries/implications of dynamic retail environments, and situate themselves as productive retail management practitioners. The theoretical underpinnings of dynamic learning processes include experiential learning and situated learning within a community of practice (CoP). Students who have had a retail learning experience (i.e., a course, a case study, an internship) are able to discern their engagement with, their aptitude for, and the value of retail management careers (Broadbridge, 2003; Oh & Weitz, 2008; Tang *et al.*, 2014). Experiential education is characterized by structured activities and reflection which foster student engagement, enable participants' agenda setting, and build communication and interpersonal capabilities (Canhoto & Murphy, 2016). Experiential learning activities that bridge the gap between academic curriculum and the marketplace's practical needs include (among many best practices) games and simulations, live case studies, internships, client-based projects and laboratories (Cadotte, 2016). Situated learning within the retail CoP entails developing an understanding of what matters, what the community's enterprise is, and how the enterprise gives rise to a perspective on the world. Participants are able (and allowed) to engage productively with the retail community and to learn to use resources that the community has accumulated. CoP practitioners thereby involve students to solve active problems, transfer best practices, develop professional skills, and foster career recruitment and retention. This special topic session will provide insights into theoretical/ conceptual development, best practices, career pathways and future prospects/potential:

1. Theoretical/conceptual development: A summary of research focused on the development of retail-focused dynamic learning programs and their role in the professionalizing of retail careers will be provided.
2. Best Practices: Multiple examples of experiential and situated learning processes will be discussed.
3. Career Pathways: An overview of career-defining trajectories will be discussed, including the integration of retail CoP certifications (i.e. Category Management Certification).
4. Future Potential/Prospects: A discussion of the potential and prospects for future dynamic learning programs will follow.

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The Role of Retail Establishments for Perceived Safety in Deprived Urban Environments

Safety, perceived and real, is essential for the attractiveness of urban environments (Avraham & Ketter, 2008, Coaffee & van Ham, 2008, Avraham, 2009). A high degree of perceived safety of a place plays a large role in attracting retail businesses, personnel, and customers. However, perceived safety is not an isolated issue, but related to many aspects, such as the planning of city space, retail establishments, and marketing communication. Therefore, fostering perceived safety among visitors and residents demands the co-operation of many different actors and stakeholders. Retail research have mostly focused on how to increase safety in retail environments and how to prevent crime (Kajalo & Lindblom 2010, 2015, 2016, Foster *et al.* 2013, Ceccato & Armitage 2018). Less is known of the role of retail businesses in creating a perceived safe urban environment. Early classical work in urban development emphasised that the shop windows of retail establishments contributed to safe environments by creating footfall and slowing down visitors' tempo (Jacobs, 1961). Other researchers in city planning have further developed these ideas in stressing that retail should not be placed far away from "natural" passages, as has been the case in many modern developments (Sennet, 1994; Gehl, 2010). The research aim of this study is to investigate the role of different stakeholders in creating a socially resilient urban environment. In particular, we focus on the prerequisites for establishing retail in so-called deprived areas that have a low degree of perceived safety, and how retail businesses contribute to the perceived safety of these places. The research question we pose in the study concerns retail's role in affecting people's perceptions of safe and attractive city centres and neighbourhoods. The study follows different regeneration projects that aim to heighten the safety in deprived urban environments, which enabled us to gain unique insight into working with and planning for safety. Geographically, nine deprived areas of interest were chosen in five cities in Sweden. These areas were classified as deprived by the Swedish police authority, all together there are 61 such areas in Sweden. The empirical material was collected by means of a combination of qualitative methods of in-depth interviews, participant observations and news media compilation. Interviews were conducted with retail store managers, retail store employees, property managers and city planners. Participant observations of meetings between property managers, city planners and retailers on how to develop perceived safety in urban areas. News media concerning the chosen areas and safety issues were collected to establish a background knowledge before field work. The study demonstrates that co-operation between different actors are important in planning for safety in deprived urban environments. Retail businesses are an important aspect of increasing the level of perceived safety, but cannot "do the job" on its own. The study provides examples of what such cooperation may entail and which actors that are involved. Moreover, the findings of the study underscore that it is important to proceed from the characteristics of the place when deciding on the combination of different measures, rather than apply universal solutions. Perceived safety is a situated phenomenon and entails many different aspects. Engaging with people that work in and have knowledge of the area is therefore necessary to gain insights into what safety means in a particular place.

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Underserved Fashion Markets

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Women who do not conform to dominant beauty ideals are not only underrepresented in fashion marketplaces but are also underserved. In this vein, by emphasizing the shopping experiences of underserved women, this study aims to reveal what is lacking in today's fashion retail market. Thirty-eight semi-structured, open-ended, in-depth interviews were conducted with a diverse group of women from various racial and ethnic backgrounds, and social classes, with different sexual orientations, body shapes and sizes to gain a thorough understanding of the phenomenon. The study's originality stems from revealing the fashion purchasing experiences of women using a diverse sample, which allowed the discovery of previously overlooked consumer groups. We argue that because underserved consumer groups wield considerable economic power, their absence from fashion markets has far-reaching implications for market revenue.

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Investigating Customers' Continuous Trust Towards Mobile Banking Apps

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Gaining continuous trust from mobile banking customers is a critical step in retaining customer usage of mobile banking services. The current study aims to investigate how customers' continuous trust is formed at post-use stage in the Chinese mobile banking market. Online survey responses from 450 frequent mobile banking users are collected. The data are analysed using structural equation modelling (SEM) based on a proposed model that predicts trust. The findings successfully validated the model. Based on which, customers' continuous trust can be predicted by mobile banking apps' privacy assurance and security features, organisation reputation, and customer support. Furthermore, customers' previous experience is a strong predictor of their perception of the apps and the companies that provide the apps. Therefore, our findings highlight the important factors for customers' trust in mobile banking and its user experience.

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Gift Selection Anxiety: The Moderating Role of Design Support

Gift giving is a means of socialization that expresses the giver's intentions and conveys the feelings of the giver. Gifts must satisfy the needs or preferences of the recipient to be effective. Inappropriate gifts may cause embarrassment to both the gift giver and recipient and jeopardize their social relationship (Sherry *et al.*, 1993). This may cause anxiety during selection. Gift selection anxiety is higher when individuals select gifts for recipients in closer social relationships. To Chinese people, losing face in a public setting is equivalent to physical harm to one's eyes, nose, or mouth. Losing face is embarrassing, but this can be avoided through various communication methods (Varner & Beamer, 1995). Gift giving is one of the communication methods to illustrate saving face, especially the gift can satisfy recipient's needs. Mianzi would influence the purchasing decisions of Chinese consumers (Wong & Ahuvia, 1998). Therefore, gift selection anxiety is higher when individuals are more concern about their own faces. Randall *et al.* (2005; 2007) asserted that buyer anxiety can be reduced if businesses offered various product types and styles to serve as a starting point for consumers to customize according to their own needs and the intended recipient's preferences. Design support can assist gift givers with making these adjustments, because these suggestions come from the manufacturers' knowledge of the general preferences of a large number of consumers (Moreau *et al.*, 2011). Access to this aggregate information can effectively lower the anxiety caused by an inadequate knowledge of the recipient's preferences. Therefore, we proposed that design support would moderate the relationship between social relationships and anxiety, as well as the relationship between saving face and anxiety. Using a scenario survey approach, we designed an online gift selection environment to examine the research model and collect data. Participants were asked to choose Chinese New Year gifts appropriate for an older generation based on their desire for the product, their familiarity with the product, and their preferences. 207 valid respondents were included to test proposed model. Women comprised 70.5% of the participants. Among the participants, the most common age range was 41–50 years old (29.5%). The majority of participants had a college or university level of education (58.5%). The most common monthly income range was NT\$30,001–NT\$40,000 (26.1%). The results supported all proposed hypotheses. On the basis of the results, several suggestions were provided to salespersons, both offline and online retailers. Firstly, salespeople should understand buyer needs when they introduce products to consumers. For example, salespeople should identify the relationship between the gift giver and recipient and recommend products appropriate to the relationship. Second, salespeople should identify buyer characteristics, particularly the value of face to the buyers. Consumers who highly value face are often concerned that choosing the wrong gift may lead to adverse effects. Recommending the most popular or in-demand choices would be an effective sales tactic. Lastly, major holidays represent excellent opportunities to give gifts and reaffirm relationships. How to give generous gifts that are practical for the recipients is a profound skill. Retailers and e-retailers could offer diverse product designs to new generation consumers. Gifts with economical and creative characters allow gift givers to grant their face, moreover, create a win-win-win scenario for the retailers, gift givers, and recipients. Future studies may compare gift selection anxieties in Eastern and Western cultures.

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The Role of Partitioned Pricing to Increase Consumers' Preference for Environmentally Friendly Products

The current study examines how retailers' pricing strategy (partitioned pricing vs. combined pricing) affects consumers' preference for environmentally friendly products, and how this effect is moderated by product type (hedonic vs. utilitarian). Although the number of environmentally conscious consumers is increasing, the high price perception associated with green products has become the main barrier that hinders consumers' purchase of green products. We propose that partitioned pricing could alleviate such high price perception for green-labeled products, increasing consumers' preference for green products. For conventional products, though, partitioned pricing will be perceived less favorably as consumers are generally sensitive to surcharges, such as shipping costs and sales taxes. Further, we suggest that such interactive effects will be more strengthened for products with hedonic (vs. utilitarian) motives. As consumers tend to feel guilty when consuming products for hedonic motivation, partitioned price along with eco-friendly practices would function as a guilt-mitigating mechanism. To test our hypotheses two experiments will be conducted.

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Are We Moving Online? A Longitudinal Analysis of COVID-19 Impacts on E-Shopping Adoption

The COVID-19 pandemic caused a massive disruption in everyday life. The social distancing measures imposed by several governments forced people, out of sheer necessity, to become familiar with digital technology. Several organizations reported double-digit growth levels in e-commerce in 2020 and 2021. However, while e-commerce has been growing since the internet advent, it is still a fraction of the high-street commercial transactions. Nevertheless, considering changes driven by COVID-19, can't we expect a "democratization" of e-shopping, with the relationship between the consumers and shopping modes tipping towards online? The implications for street liveability and sustainable mobility should be assessed considering this scenario. Moreover, not everyone uses the internet, and older and less educated consumers could be left out of this shopping revolution, with implications also for social equity. To contribute to this discussion, we compare two shopping implemented in Lisbon to a sample of 400 individuals, representing the population pertaining to gender and age. The first wave was applied immediately before the pandemic outbreak in early 2020 and the second in its aftermath. The survey is a 7-day shopping survey, which allows addressing intrapersonal variability. The result is that a panel can be created to assess the implications of the pandemic on both shopping and related travel behaviour. The analysis of the data is performed using different layers. The first is simple descriptive statistical analyses. The second corresponds to parametric and non-parametric tests to identify differences between groups considering socio-economic characteristics and location. The final layer relates to implementing a model to assess the effects of the pandemic (and the necessity of becoming familiar with digital technology) in e-shopping. These analyses will provide a global overview of changes in e-shopping adoption in a period where they are expected to have occurred. Prospective questions from the second survey will also help understand to which extent these potential changes will remain. By assessing e-shopping adoption in what was a short period of time, the research may guide policymaking in adjusting rapidly to a post-COVID scenario where e-commerce is expected to become more prominent, with potential implications for street liveability, sustainable mobility and social equity.

Isabelle Collin-Lachaud “Becoming Omni-Channel or Remaining Mono-Channel: That is the Question”

Work-in-progress

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While digitalization and omni-channel strategy have appeared as a *leitmotiv* in retailing for several years (Verhoef *et al.*, 2015), some major international as well as domestic retailers have decided to retain a mono-channel strategy: Primark may be the most illustrative example of this mono-channel approach, which appears to work well commercially. These retailers, despite the digital mindset pre-occupying retailing as a whole, have chosen to rely only on their stores to generate revenues, even amid the COVID-19 crisis. A number of questions arise from this strategy and it is important to take the time to understand the rationale for marketing and strategic practices which appear to go against dominant, strongly digitally oriented, discourses in our field (Verhoef & Bijmolt, 2019). Why do these retailers choose not to add a digital channel? Is this strategy relevant or replicable to others in the sector? Why do they rely instead upon traditional store-based revenues? Can such a strategy continue to successfully create value in the future? According to recent research, digitalization has clearly and deeply reshaped the environments in which retailers operate as well as their strategies (Alexander & Cano, 2020). Retailers are encouraged to pursue an omni-channel strategy to survive (Rigby, 2011) in a world where consumers use multiple digital devices during their digital journeys (Lemon & Verhoef, 2016). However, despite the business opportunities created, omni-channel strategy is very hard to manage for traditional retailers (Ailawadi & Farris, 2017) and lead to an increase retailers' cost structure. In addition to cost increases, retailers are now in more and more complex situations regarding resource attribution by channel (Salmani & Partovi, 2021) and maintaining the resilience of their revenue streams. Indeed, as digitalization has empowered them, customers can now adopt showrooming practices to better compare prices and other product attributes (Daunt & Harris, 2017; Gensler *et al.*, 2017). In summary, it seems that adopting a digitally-oriented strategy for a traditional retailer can put at risk their conventional business model based on selling products and services in physical stores. This work-in-progress is based on an ongoing multiple case studies using secondary data drawn from international historical bricks-and-mortar retailers that rely only on stores, and do not offer digital channels to their customers, including: Aldi, Action, Lidl & Primark. This ongoing research (a) demonstrates the enduring characteristics of some retailing strategies across time as well as reminding us of the sector's original, fundamental role, and (b) proposes that customers appear still willing to accept single channel availability when the perceived value of that channel is high enough to do so, thus leading to financially sustainable mono-channel business models. Through a scholarly lens, this research seeks to demonstrate that, despite the weight of academic discourse, some retailers might still be able to succeed by sticking to a product-dominant logic approach (Vargo & Lusch, 2004) and avoid the trap represented by moving on digitalization. In such circumstances, refusing to adopt a digital value proposition might be a means of preserving the success of their original business model.

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Can Customer Loyalty be Achieved? A Study of FMCG Retail Loyalty Programmes

A study involving loyalty programmes (LP) yielded an interesting result on the achievement of customer loyalty. Using a structural equation model (SEM) it showed that although customer loyalty is possible, the route to this goal is an indirect one and can only be reached via the achievement of a number of pre-conditions, namely satisfaction, trust and commitment. The main objective of this study was to establish whether perceived benefits offered through loyalty programmes would result in customer loyalty. The study made use of relationship quality constructs as precursors to loyalty. A quantitative study tested a number of hypotheses by means of a survey questionnaire administered on the internet to a consumer Database made up of economically active consumers in South Africa. Probability sampling was employed with respondents randomly selected from the sample frame. The final sample size came to 559, which was deemed as satisfactory. The questionnaire was made up of statements pertaining to perceived benefits inherent in loyalty programmes, divided into categories of altruistic, consumeristic and egoistic; statements connected to relationship quality, namely satisfaction, commitment and trust and finally statements relevant to customer loyalty – specifically behavioural loyalty. The questionnaire employed a Likert scale as the format to capture responses. A number of previous studies that investigated loyalty programmes explored the role of relationship quality constructs and whether they might lead to customer loyalty. The administration of confirmatory factor analysis (CFA) in this study showed that trust and satisfaction were very similar and as a result, they were combined to achieve validity. This finding was similar to that of previous studies that established that there was no satisfaction without trust. Therefore, trust was only found to result in loyalty when mediated through satisfaction. The SEM indicated that in order to have the best fit for the model, satisfaction and trust were combined, before leading towards commitment. Both commitment and the new combination of satisfaction and trust could result in loyalty. A new model was therefore created in line with the findings of this study. This demonstrated that the path to loyalty was not a direct one. Of note was that in order to achieve customer loyalty, trust and satisfaction were necessary, followed by commitment. Implications for the retail industry are that customer loyalty is achievable through careful management of the relationship quality constructs, as well as their precursors of perceived LP benefits. Limitations of this study that should be considered are that LP design differs from retailer to retailer. Although this study took into account a number of different perceived benefits, these might not be similar for all retailers. Coverage bias probably also occurred, especially in South Africa, where a number of potential respondents could have been excluded owing to the lack of access to the internet.

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Before and After COVID-19: The Transformation of the Retail Workforce

Retailers live and die by their ability to meet the needs of an ever-changing marketplace and respond to the individualized needs of an increasingly diverse, global, and tech-savvy consumer. While many retailers are shutting their doors, retailing is not dead; the industry is merely transforming. According to McKinsey (2021), the pandemic has radically pushed companies to adopt new behaviors. For many retailers, these changes will have a significant impact on the skills required of their retail employees. The transition to remote work, shift to e-commerce, and rapid adoption of automation and AI are just a few of the notable changes. As such, the industry, now more than ever, needs skilled employees and transformational leaders. How are universities and companies preparing young employees to become change agents overnight? This two-part project seeks to answer the following research questions through a pre- and post COVID-19 framework: What are the key trends impacting the retail workforce? What core competencies are required of retail employees? How are these core competencies best developed at the institutional and corporate levels? In phase one, semi-structured interviews (N=10) were held with key industry leaders in October 2019, pre-pandemic. Purposive sampling was used to recruit the study participants. Specifically, expert sampling was employed targeting program alumni and advisory board members who held either management or executive positions in fashion-related companies (e.g., luxury retailer, chain discount department store). Subjects provided a rich narrative from which to analyze the results. Written transcripts were coded into emerging themes. Consumer confidence, growing competition, pricing structures, and, not surprisingly, digital opportunities were notable trends impacting current business models. An interesting, but not surprising result, was that companies were asking for employees 'to be all things to all people.' Requisite skills for college graduates were reported as a juxtaposition of traits. (e.g., self-sufficiency vs. team player; analytical vs. creative; flexible vs. focused; humble spirit vs. strong voice). Retailers sought employees with industry specific skills, but preferred those individuals with excellent soft skills. Likewise, retail development programs offering employees mentoring opportunities with successful role models were particularly noteworthy. These advocates played an important role in transitioning new employees and instructing them on business protocols. While initial data collection was collected pre-pandemic, we seek to further examine how retailers view these same issues in a post-COVID environment. Using a structured interview protocol, we will address more specifically, how COVID-19 has reshaped the retail workforce. The purposive sample of retail executives will be drawn from our university retail advisory council. Written transcripts will be coded to extract themes and answer the research questions. Phase two findings will present a picture of the post-COVID-19 retail workforce and provide detailed recommendations for curricular development, retail development programs, and general salesforce management strategies. Our end goal is to develop a conceptual framework for understanding core competencies that future proof the retail workforce.

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Factors Affecting the Continuance Intention of Online Food Delivery Services in the COVID-19 Era

The objective of the present study is to (i) analyze the main factors bringing to the formation of the male and female consumers' intention to continue to use online food delivery services (OFDS) in the COVID-19 era; (ii) investigate how the businesses in the catering sector can offer value to their customers through OFDS; (iii) identify the most appropriate marketing and communication strategies based on the gender differences. In order to reach these objectives, a web-based self-completion survey and a subsequent structural equation modelling have been adopted on a sample of 398 participants. Results show that perceived healthiness, quarantine, perceived hygiene, fear of COVID-19, perceived risk of eating out, perceived ease of app use, and attitude have a significant influence on continuance intention. Moreover, the moderator analysis corroborates how male consumers' continuance intention is mainly influenced by perceived healthiness, quarantine, perceived hygiene, and perceived ease of app usage. Conversely, female customers' continuance intention is predicated on perceived healthiness, attitude, and, to a minor extent, perceived ease of app usage. The paper offers different contributions to the literature. Firstly, it enriches the paucity of research focused on the OFDS in the context of COVID-19. Secondly, it deepens the analysis of the main antecedents leading to the customers' intention of continuing to use OFDS, thus enhancing the existing studies. Thirdly, it analyzes the moderating role of gender in the relationship between the investigated antecedents and continuance intention. Managerially, the study investigates a very interesting business since the catering industry represents one of the sectors most affected by the COVID-19 crisis. In particular, the study offers a practical understanding related to the possible strategies restaurants can adopt in order to strengthen their customers' intention to continue using their online delivery services. More in detail, the findings allow to identify how managers can improve their marketing strategies concerning their OFDS.

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The Attitude – Behaviour Gap In EWOM: The Paradoxical Generation Z

This paper exploits big data to explore to what extent generation Z customers engage in discussing sustainability practices carried out by their service providers when posting a review online. This study specifically focuses on the social and environmental dimensions since they are considered the main areas of importance by Generation Z, while the economic dimension results not as important as for Millennials and the general population. A big dataset of 500.000 hotel reviews covering six of the most popular cities in Europe over a 10-year time frame (2007-2017) has been analyzed by means of text analytics through a specific dictionary developed for the study of sustainability (Pencle & Malaescu, 2016) already adopted in the tourism and hospitality domain (D'Acunto *et al.*, 2020; Mariani & Borghi, 2020). The further qualitative content analysis allowed to confirm the quantitative exploratory findings and provide a more naturalistic narrative -by providing review snippets- of the Generation Z customers' online discourse when discussing the environmental and social practices experienced during the stay. Although Generation Z is often portrayed as the most environmentally sensitive of all generational cohorts (Petro, 2021) and bringing sustainability into their consumption practices (Dabija *et al.*, 2020), when investigating their reviewing behaviour the findings reveal a rather different story. Generation Z guests (i.e., aged 13-24) pay the lowest attention towards environmental and social practices carried out by hotels, comparing to their older counterparts. Nevertheless, it is worth noting how both environmental and social dimensions discussed in reviews by Gen Z'ers are growing over time. The findings also reveal how Gen Z'ers tend to discuss and associate social and environmental practices differently regarding their satisfaction level. From a consumer research perspective, these findings on Gen Z'ers online behaviour have strong implications for their peers (i.e., customers) since it does not help them in their decision-making and specifically to make informed decisions when it comes to choosing eco-friendly or more sustainable hotels (Robinson & Schänzel, 2019; Kaplan, 2020). From a managerial standpoint, the findings of this research stress the importance of Gen Z'ers online feedbacks for service providers and their orientation for sustainability, including socially and environmentally oriented offers. Specifically, when Gen Z'ers are more satisfied with their stay -and thus they rate higher- they discuss more the environmental dimension. Conversely, they tend to report more on the social aspects when dissatisfied. Therefore, hoteliers and service providers should primarily focus on social elements embedded in customer reviews to cater to Gen Z's needs and expectations for their service innovation purposes (Haddouche & Salomone, 2018; Robinson & Schänzel, 2019).

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Effects of Business Improvement Districts on Firm Performance, Place Attractiveness, and Urban Safety

While the expansion of extensive highway networks paved the way for urban sprawl and the establishment of large retail centers in the urban outskirts, many city centers have undergone long periods of economic decline. On top of these developments and often due to declining tax-base, local governments have often displayed a conspicuous inability to meet the organizational and financial challenges of their cities, such as providing sufficient basic services such as cleaning, safety, or road maintenance. Business Improvement Districts (BIDs) are privately directed and publicly sanctioned organizations that supplement public services within geographically defined boundaries by generating revenue through a compulsory assessment on local property owners and/or businesses. After the turn of the century, the BID model has started to be used in Sweden as a tool for revitalizing urban retail areas. What makes the Swedish model particularly interesting is that the implementation of BID schemes is voluntary. This opens the possibility for opt-out and freeriding and may also imply that the full potential of a BID scheme is not realized. On the other hand, voluntary behaviour is often argued to be more effective than regulatory action because it is grounded in intrinsic rewards and on a common understanding that the desired effects can be obtained through collective action. We use the implementation of BID schemes in Sweden as a natural experiment to investigate how such voluntary programs affect firm performance, crime levels, and the attractiveness of the BID districts. The main identification problem is that firms located in treated cities cannot be observed in the counterfactual state when no BID scheme has been implemented. In addition, BID schemes tend to be implemented in cities that have been affected by (often) both physical and economic distress, implying that the treated cities tend to differ from randomly selected cities. To tackle these issues, we use a set of control cities where BID schemes have been implemented at later points in time, which ensures that treatment and control cities are as identical as possible. We further use a difference-in-differences regression model that includes both spatial and time fixed effects to ensure that our identification of the effects of BID programmes are more unbiased than those of most previous studies. We find that the implementation of the voluntary BID programme in Sweden increased the labour productivity of incumbent firms located within the BID by, on average, 7.62%. The estimated effect of the BID programme on revenues is positive and highly significant shortly after the implementation of the programme (12.40% in 2015 and 13.74% in 2016), but decreases to 5.92% in 2017 and to zero in 2018. The effect of the BID programme on the number of employees is statistically significant only in the first year after the BID programme was implemented. Furthermore, we find few significant differences in crime levels between the BIDs and the control districts. The difference is, on average, negative for all three years (2016, 2017 and 2018) but statistically significant only in 2018 (-4.94%). Crime levels are also higher just outside the BIDs than in the control cities for all three years, with a statistically significant difference in the year after the BID programme was implemented (+3.43%). Finally, we find no statistically significant effects of the BID programme on property values within or outside the designated BIDs.

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The Decline of Small Cities: Increased Competition From External Shopping Malls or Long-Term Negative Trends?

When shopping malls enter the outskirts of small cities, their range may overlap with that of incumbent firms located in city centres. Their larger size and wider offer, often focused on higher-order goods, make external shopping malls more attractive and give them a competitive advantage over firms in city centres. Smaller cities have, on top of this, also experienced negative development during recent decades due to a declining and ageing population, and lack of investment. On the other hand, external shopping malls typically also attract customers from farther away, which might result in positive spillover effects on firms located in city centres. The question is thus whether the positive agglomeration effects can outweigh the combined impact of the negative effects from competition and the long-term negative trends due to the declining populations of smaller cities and their attractiveness. To isolate the effects of external shopping malls on the performance of incumbent firms in small city centres, we use the entry of 17 external shopping malls in Sweden and estimate a traditional fixed effects regression model while controlling for firm-specific heterogeneity. We find that entry by external shopping malls decreased the labour productivity of incumbent firms in city centres by 5.31%. Revenues decrease by 6.62%, while the reduction in the number of employees (0.45%) is small and not significantly different from zero. However, many small cities have experienced declining and ageing populations. To account for such negative trends, we also add time-specific fixed effects to the regression specification and estimate what amounts to a generalized difference-in-differences model. We find that all effects of external shopping malls on the performance of incumbent firms in city centres then become insignificant. Thus, our results suggest that incumbent firms in small cities have a negative development path mainly due to long-term economic trends, possibly because of the combination of urbanization effects and a lack of local investments, not because external shopping malls have entered areas outside these cities. Our results thus suggest that new external shopping malls per se do not negatively impact the performance of firms located in small cities; rather, the impact occurs as a result of more general economic trends that these small cities have been experiencing for some time. The downward development path of small cities is not surprising. Such places have been regarded as ‘places that do not matter’ for a long time now, being characterized by economic decline and a lack of opportunities and, thus, investment. These places lag behind others because economic dynamism is increasingly related to large urban areas, implying that small cities in general have poor economic prospects for the future. Our results suggest that rather than supporting laws to prevent the establishment of external shopping malls, policy makers should focus more on finding the hidden potential of these small places and facilitating more opportunities for small cities to become competitive. External shopping malls can even become an integrated part of this process through collaboration with city centres.

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Impact of Interactive Recommendation Systems on Consumer Shopping Behavior

Digital tools become more and more important in the consumer decision making. Recent surveys of consultancy agencies such as SNCD and POPAI indicate that in France searching for products information in order to prepare shopping is the third reason why people use internet and that it is even more relevant for highly involving product categories. Interactive recommendation systems help customer decide about what to buy based on an interactive dialog. The system presents simple questions to customers and then show them the products that are the most suited to their needs. Furthermore, digital advices have also a presence in store with interactive kiosks and mobile apps. Even if the market is very optimistic about interactive recommendation software, very little is known on their real impact on consumer behavior and attitudes. We run an outgoing research on the impact of those software on consumer engagement (with a focus on positive word-of-mouth), store patronage and purchase intention. This paper aims at providing some empirical assessment of the impact of these recommendation systems. A field experimentat involving 314 customers of a Belgian retailer on the wine product category allowed us to observe high positive impacts on purchase intention not only for the recommended product but also for the product category as a whole. For positive word-of-mouth and store patronage, we also observed a significant increase in intentions but only under certain conditions. It highlights the tremendous importance of technology familiarity and trust towards the software as moderators. These findings invite to further investigate underlying psychological processes that lead to the observed behavioral changes. These findings invite to further investigate underlying psychological processes that lead to the observed behavioral changes. This study also opens interesting research questions such as the impact of interactive decision software on other engagement dimensions such as greater information search by the merchants or more interactions with the offered contents.

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Attitudes and Behaviour Towards Small Local FMCG Brands: A Comparative Study between South Africa and Germany

A trend in small businesses is the development of local or regional fast-moving consumer goods (FMCGs) that are mostly sold in smaller, delimited geographic areas. Such small businesses create job opportunities for many who are unable to obtain more formal employment. Such businesses also meet the increasing demand for local products that are perceived as authentic and better quality (freshness, taste) and that have a low carbon footprint and are more sustainable. This is a comparative study between a developed nation (Germany) and a developing nation (South Africa) aimed at developing an understanding of consumer attitudes and buyer behaviour towards products supplied by small local manufacturers, what prompts consumers to be willing to buy and pay for such local branded products and to identify if these attitudes and behaviour differs between developed and developing nations. The methodology involved a quantitative, descriptive, cross sectional study using an e-mail survey with consumer panels, resulting in a sample of 442 quality checked respondents from Germany and 427 from South Africa. The quota samples were based on the national population proportions for Germany (Destatis 2019; The World Bank Group, 2019) and the Living Standard Measure (LSM) 7-10 segments for South Africa (Chronison, 2012; Muller, 2017). An electronic questionnaire was developed from the literature. Analysis involved uni-, bi- and multi-variate statistics, both descriptive and inferential, especially confirmatory factor analysis and regression analysis. The main findings are that the attitudes towards local/regional fast-moving consumer goods can be grouped into the five factors of integrity, credibility, benevolence, commitment and general attitude. Generally speaking, South Africans have a higher willingness to pay for quality than Germans do, but with both scoring significantly above the mid-point on the 7-point Likert scale. Furthermore, South Africans also reflected a stronger association between the price and the perceived quality of a product than the Germans did, although both scored below the mid-point on the Likert scale. As far as the specific image of local/regional fast-moving consumer goods is concerned, the Germans think significantly more positively about the product features, e.g. quality of such products, than the South Africans do. The only exception is the fact that small local/regional South African businesses appear to be more connected with local communities and so understand local needs better than German businesses do, and that FMCG products produced by small local/regional South African businesses are seen to support local people more than in Germany. At the end of the day the willingness to buy small local/regional FMCG brands is higher for the South African sample (LSM 7-10) than it is for the German sample. Since almost no research on local, regional products produced by small businesses has been done, this study contributes to both entrepreneurial small business knowledge and knowledge about buying behaviour and attitudes for local, regional products. It will also assist small businesses to better understand their consumers, dependent on whether they are located in developed or developing nations.

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A Qualitative Research on the Effect of Visuals Triggering Different Sensations on Consumers' Attention Towards and Preference for Instagram Posts

Social media have become an important communication channel for marketers. However, there is still lack of knowledge about the different approaches in social media marketing strategies and their effect on psychological engagement (Ashley & Tutton, 2015). Furthermore, due to the fact that many brands and companies are posting on social media, timelines of followers and social media users are crowded with branded posts or advertising. Meaning that it is difficult to make content stand out and build relationships with customers. What may be great content or a very nice picture, seems to disappear in the bulk of social media content. According to Krishna *et al.* (2016) sensory marketing can influence advertisement design and effectiveness. Sensory marketing is marketing that engages the consumers' senses and affects their perception, judgement and behaviour (Krishna, 2012). Moreover, ad visuals do not only trigger the sense of sight, but they can also activate mental stimulation and imagery (Krishna *et al.*, 2016). Mental imagery is the perception of being present in an imagined situation by using sensory cues by which ideas, feelings and memories are activated from the working memory (Argyriou, 2012; MacInnis & Price, 1987). The aim of this research is to examine the effect of visual stimuli (i.e., colour) and visual stimuli triggering mental imagery in other senses (i.e., orientation, perceived movement, perceived taste, perceived smell, perceived touch or a combination of cues) on consumers' attention and preference levels for Instagram posts. To test this effect, a qualitative research approach was followed. Twelve products of an existing Dutch retail brand were selected. For each product, two or three Instagram posts with visuals that trigger different sensations were chosen. In total, 23 visuals were studied through 16 in-depth customer interviews (44% male; age between 16 and 61, Mage = 31,88; 44% daily, 38% weekly, 18% monthly Instagram use). The main findings of this research are that the level of attention depends on which and how many sensations are triggered, whereas the level of preference depends on the type of sensation triggered by the visual, how it is used and for which product. Regarding attention, posts that trigger more than one sensation lead to more attention. Concerning preference, it is important that a visual contains a story and a context that fits with the elements the message is about (i.e., the product and the triggered sensations). 14 out of 16 people mentioned several times that products which were not shown in their daily user-friendly habitat (orientation), were perceived more negatively than products shown in a recognizable situation. Nonetheless, a post with a fitted context and clear story might not be the post that receives the highest level of attention, but thus receives higher levels in preference.

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Shopping Online: The Interaction Effect of the Task at Hand and Crossmodally Congruent Background Music

The adoption of the internet as a retail channel has risen significantly in the past years, resulting in e-commerce becoming an established value in modern day Western societies (Beckers *et al.*, 2018). In contrast to the physical store, however, the online channel can only present visual and auditory stimuli. An online retailer can thus choose to optimally engage *both* senses, but in reality the focus lies on visual cues (Nadanyiova *et al.*, 2018). While the positive effect of pleasant background music is well known for the physical setting (e.g., Krishna, 2012), the transfer of this knowledge to the online setting is still needed. Research into this topic specifically executed in online settings might be a facilitator. For example, Adams & Doucé (2019) studied whether pleasant music can indeed enhance consumer reactions in an online webshop, especially when this music is crossmodally congruent or incongruent with the webshop. The concept of crossmodal congruency/incongruency was defined as the degree in which two stimuli are alike/different in 19 crossmodal correspondences. The results indicated that the music conditions did not outperform the no music condition. For certain consumer reactions (i.e., pleasure, arousal, store environment evaluation) a less favourable effect was found for the incongruent music compared to the congruent music. This study aims at refining these results by investigating if crossmodal (in)congruency effects might differ between shopping tasks. First, by means of a pretest, ten popular songs (with average 120 bpm) and a well-known fashion webshop were evaluated (by 34 participants, $M_{age} = 25.26$, 14 male) on their elicitation of 19 crossmodal correspondences used by Adams & Doucé (2019). Two songs were chosen: one crossmodally congruent with the webshop and one crossmodally incongruent. Both songs were also rated as pleasant and neutral in thematic fit with the webshop. In the main study 245 participants ($M_{age} = 25.40$, 75 male) were randomly assigned to a condition (i.e., no music, crossmodally incongruent music, crossmodal congruent music) and asked to perform one of the two shopping tasks. After completing the task, they filled in a survey measuring their consumer reactions (i.e., perceived pleasure, perceived arousal, store environment evaluation, store evaluation, approach behaviour). A two-way between-groups ANOVA was consequently executed with “music condition” and “shopping task” as independent variables. A significant interaction effect was found for all dependent variables ($p < .001$), indicating the crossmodal congruency effect is dependent upon the type of shopping task. In particular, when executing the more utilitarian oriented task) consumer reactions were significantly less positive in the incongruent music condition when compared to the no music condition and the congruent music condition. For the hedonic shopping task on the other hand, consumer reactions were significantly higher for the crossmodal congruent music when compared to the no music condition and the incongruent music condition. To conclude, the results of this study indicate that - depending on the task at hand - crossmodally congruent music may enhance consumer reactions or will not insert any added positive effect when compared to no music. Further, retailers can be advised that introducing crossmodally incongruent music should be avoided.

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Social Responsibility and Brand Equity in the Era of Brands with a Social Purpose

There is a growing consumer (especially the millennial consumer) preferences for brands that take a strong stance for social issues, get involved with social causes and consider the welfare of stakeholders, including society at large. This paper has two main objectives. First, we study how consumer perceptions of how socially responsible a brand is affect the four dimensions of brand equity in the Brand Asset Valuator model (BAV) and consumer behavior towards these brands (past purchase/use, purchase likelihood and willingness to recommend) directly, as well as through their influence on brand equity dimensions (knowledge, esteem, differentiation, relevance). We also study how (perceived) authenticity may affect the social responsibility perceptions. Finally we study how socio-demographics and political views moderate the proposed and tested relationships. Second, having established a general framework, we focus then on a brand's involvement with a specific social cause, that is, brands or companies committing different types of resources to help refugees. The number of refugees globally has risen to 25.4 million, with a surge in new refugees over the past several years and a decrease in the number of refugees returning to their countries of origin. We assess the potential involvement of businesses with refugee crisis on consumer sentiments, study the differential effects of different commitment types to refugee causes on consumer purchase likelihoods, provide a profile of target consumers in terms of how supportive and unsupportive they are in terms of companies and/or brands committing resources to help refugees and show which brands may especially benefit from committing resources to alleviate the consequences of the refugee crisis. Using survey data collected from more than 19,000 nationally representative consumers in four countries, we study consumer perceptions and purchase behavior for over 100 brands spanning ten product categories in the US and Germany and 50 brands and five categories in France and Italy. We show that authenticity and social responsibility perceptions positively affect brand equity dimensions (and especially brand relevance) and customer purchase behavior. The effects are especially strong for millennials and in the U.S. In regard to brands' involvement with refugee crisis to help to alleviate the consequences of the crisis, we find that consumer response to brands' involvement with refugee crisis depends on the type of brand commitment to help refugees. Overall, there is support across all commitment types, except for advocating resettling refugees in the host country. Socio-demographics and personality traits are found to be particularly important predictors of how supportive a consumer is for brands helping refugees. We also assess which frames (humanitarian, cultural, economic, security) work better in communicating brand involvement with refugee-related causes.

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Luxury Brands, Brand Equity and Customer's Experience in Stores: What is the Impact of Phygitalization ?

The luxury market's increase is very strong: 5 % in 2018 and luxury brands are highly profitable: It represents 1,2 trillion euros in sales (Bain and Company, 2019). However companies in this sector are faced to the digital revolution: online luxury shopping accelerated by growing 22% to nearly €27 billion ; luxury e-commerce is about 10% of the global turnover in this sector and could reach 25% in 2025 according to this study. The digitalization of practices such as e-commerce, m-commerce, cross-channel and omnichannel has a significant impact on the luxury consumer behavior. According to Kapferer (2016), Internet is a cultural shock for luxury brands : there is an antinomy between the key values of luxury and Internet. The first is based on the notion of scarcity and its success is linked to the image and imagination associated by the customer with the luxury product. In contrast, Internet allows consumers to get all products anywhere and anytime in a few clicks. The challenge for these companies is to integrate new technologies without devaluating the image of the luxury brands and, at the same time, maintaining the value associated with products But what about the impact of this digitalization on the customer experience in the store ? We can notice the emergence of "phygitalization" defined by Belghiti & Badot (2016) as the combination of the physical and digital components of the experience ; it supposes for the customer to appropriate the codes of the luxury brand while living an unique experience. Daucé & Goudey (2017 : 262) speak about phygital commerce defined as "the marriage of the physical and digital world within the store in order to be able to offer a richer and more continuous experience for the customer between the different channels". This is the part of a larger omnichannel strategy conducted by some luxury firms in order to propose new shopping experiences for their customers. We propose a framework based on different variables. Following the previous definitions of Belghiti & Badot (2016) and Daucé & Goudey (2017) on store's phygitalization and phygital commerce, we formulate the hypothesis according which the phygitalization composed of two components (physic and digital) can modify the luxury's customer's experience and influence the luxury's brand equity. The customer's experience can also have an impact on this brand equity and can be divided into three components (Antéblian *et al.*, 2013) : an hedonic-sensory component ; the relation to time and the praxeological component. The three model's variables can be influenced by individual variables and we can think that the relationships between these variables are moderated by socio-demographic (age, gender, salary....). A qualitative study among is currently being conducted to check the existence of theses variables and perhaps add other variables in the model. The results will be presented during the conference. This study can help the marketers to improve their customer's knowledge, especially faced to the Millenials. They will be able to manage digital's tools in order to provide a better and unique experience for luxury clientele.

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Investigating Reliability-Money Trade-Offs When Customers Book Hotel Online

A survey of 58,000 U.S. participants by Forrester Research shows that almost 70% rely on brand or product recommendations from friends and family. Within this group, 46% of the participants stated that they rely on customer-written online reviews, just 10% rely on banner advertisements on websites, and only 9% rely on text messages from companies. What does this mean for the company? Firstly, online recommendations have an important impact on the success of the company's results. Secondly – and consequently – it is more important than ever to monitor online recommendations in order to get insights on customer behavior. Finally, understanding the impact of online customer recommendation is crucial for the management of online recommendations in a manner that creates positive results for the company. Online recommendations can be categorized as; 1) reviews that contain actual qualitative user comments on the experience of using a product or service, or 2) ratings that are shown using a scale as an individual customer's quantitative evaluation. The present study uses the concept of probability discounting to investigate the impact of online customer ratings on online hotel booking. Probability discounting describes how the subjective value of an outcome is altered when its delivery shifts from certain to uncertain. In a simulated online scenario, 50 participants were asked to book hotel accommodation from one of two hotel alternatives. One of the hotels had ratings from previous guests, and varied in price, while the other hotel had a set market price. A titration procedure overprice for the hotel with customer ratings was run over seven probability conditions. The results supported previous findings, which suggest that online customer ratings indicate the probability of a successful transaction. In such cases, online customer ratings function as a “guide” to subsequent choices. The present study demonstrated not only the importance of probability discounting in consumer choice but also reliability-money trade-offs in online hotel booking. Thus, this study added a new dimension in the explanation of consumers' trade-off when choices are made in this setting. Implications for the company and suggestions for further research are given.

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An Experimental Study of the Impact of Situational Conditions to Consumer Credit Use

Although most consumers manage their finances well, a significant minority gets into serious debt due to compulsive buying. Consequences from mismanaging credit are often low creditworthiness, guilt and personal problems with friends and family. Worst case scenario can lead credit debt to end in personal bankruptcy and years of financial suffering. Thus, understanding of consumers' credit use is of vital importance as well as for the responsible policy-makers, credit card companies, researchers, as for the individual credit users. The current study seeks to contribute to the understanding of how task definition features of a situation influence consumer credit use. An experiment with 41 participants was conducted. A simulated purchasing situation was arranged with two different conditions, herein referred to as "can wait" and "need it now". The "can wait" condition indicated that the participants have the product but could buy a new model that had recently had been launched. The "need it now" condition was the one where a much-needed product had broken down, and they had to buy a new one as soon as possible. For both conditions, the participants were told that they could either save money for the product and get it in the future, or buy the product on credit and get it now. A titration procedure over accepted price was run for the credit alternative over seven variations of the conditions: save money and get the product in 1, 3, 5, 7, 14 and 21 week(s). The point where participants switched between saving and purchasing the item on credit was recorded. The result showed that the two situational conditions influenced the participants' willingness to choose the credit alternative differently. Hence, this study extends the intertemporal choice model account of consumer credit use to include the understanding of how task definition features of a situation influence consumer credit use. Practical implications as well as suggestions for further research are given.

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Reluctance to Buy from Global E-Marketplaces: Understanding its Antecedents and Consequences

After the pandemic, the number of people buying online has increased, being big global e-marketplaces the most benefited players. Calls to boycott such companies to protect local commerce have been made from both private (i.e., associations of local commerce) and public (i.e., Mayors from cities like Barcelona or Paris) organisms. Yet, little is known about what makes consumers reject such e-business. Hence, the main objective of current work is to study antecedents and consequences of global e-marketplace reluctance to buy. Preference for maintaining the balance in the marketplace is expected to an important antecedent of such reluctance. In addition, personal values, like sustainable self-identity are also expected to be positively related with reluctance to buy from global e-marketplaces. In contrast, having a positive attitude towards e-commerce in general is expected to attenuate it. Beyond this, current work delves into potential consequences of anti-consumption, in this case represented by favorable responses towards local e-business. Following this, it is expected that reluctance to buy from global e-marketplaces translates into greater local e-commerce product attachment, and positive eWOM towards these smaller e-businesses. Finally, sustainable self-identity is also expected to directly influence such local e-commerce supportive behaviors. A sample of 502 Spanish e-commerce consumers was collected in April 2021. They completed a questionnaire which included questions regarding e-marketplace reluctance to buy (adapted from Klein *et al.*, 1998), sustainable self-identity (adapted from Chen, 2020), balance maintenance (adapted from McGinnis *et al.*, 2017), e-commerce attitude (adapted from Hsu *et al.*, 2006), local e-commerce product attachment (adapted from Mugge *et al.*, 2005) and positive eWOM towards local e-commerce (adapted from Chu & Chen, 2019). Convergent and discriminant validity analysis were performed and then, SEM was applied. Fit measures such showed acceptable fit (CFI=0.915; RMSEA=0.059). The model was able to explain 62% of reluctance to buy from global e-marketplaces. Balance maintenance ($\beta=0.780$; $p\text{-value}<0.05$) and e-commerce attitude ($\beta=-0.124$; $p\text{-value}<0.05$) were the only significant antecedents of such reluctance to buy. Sustainable values were not found significative ($\beta=0.006$; $p\text{-value}>0.05$). The effect of reluctance to buy from global e-marketplaces on local e-commerce product attachment and positive e-WOM was not significant either. Yet, sustainability values were positively and significantly related with both constructs ($\beta=0.165$ for product attachment and $\beta=0.325$ for positive eWOM). The above results show the relevance on balance maintenance preferences in rejecting global e-marketplaces, yet they warn that having a positive attitude towards e-commerce can diminish such intentions to avoid purchase such from such retailers. On the other hand, supportive behaviors towards local e-commerce are better explained by sustainable self-identity than for reluctance to purchase from a global e-marketplace. This means, local e-commerce owners should be more interested on highlighting sustainability issues rather than trying to foster global e-marketplace rejection. Yet, current findings are only intentional and more research is needed, which also includes other potential antecedents and outcomes of reluctance to buy from global e-marketplaces.

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Does Subjective Accessibility Rather than Behavioral Frequency to Leisure Activities Matter for Urban Residents' Subjective Well-Being?

For urban policy makers, well-being of their target customers, i.e. urban residents, is one of the most important target variables to improve. Urban policy makers have therefore tried to make urban residents happier through various urban and transport measures. Policies for urban leisure activities such as watching theaters, concerts, and sports are also important. Urban residents' well-being might increase when they engage in urban leisure activities. However, recent psychological research found that subjective accessibility rather than actual access behavior matters for subjective well-being. This is because the mere "existence" of the possibility to participate in satisfactory behavior itself matters for people's affective and cognitive well-being, regardless of their actual engagement in such behavior. Thus, subjective accessibility rather than actual behavioral access to urban leisure activities might matter regardless of frequency of participating in activities. In order to test this hypothesis, we conducted a survey to residents in 3 major cities; New York ($n = 105$), London ($n = 110$), and Tokyo ($n = 161$). In the survey, we asked respondents about their subjective well-being, frequency to engage in urban leisure activities, i.e. watching concert, watching musicals and plays, and others, and about their perceived accessibility to the activities. Regression analyses of cognitive and affective well-being show that frequency had no direct effect on well-being, but subjective accessibility had an effect in many cases. The interaction-effects between subjective accessibility and frequency were significant in some cases. These results support the hypothesis that subjective accessibility is more important than actual behavior to urban leisure activities, in terms of well-being. Moreover, frequency matters for residents' well-being in case of the leisure activities of which subjective accessibility is high, but not otherwise.

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Who is the Loyal Crowd? Identifying Characteristics and Behavior of Serial Backers in Crowdfunding

Crowdfunding allows creators to engage with potential backers, exchange ideas, and ultimately introduce new products and services to the market (Belleflamme *et al.*, 2014). Due to the co-creation nature of crowdfunding, it also represents a new and innovative form of retail outlet (Quero & Ventura, 2019), where consumers (backers) purchase products in advance and entrepreneurs can assess the market acceptance of their offer (Xu *et al.*, 2020). However, crowdfunding differs from other retail and service outlets as backers' engagement in specific campaign is based on a one-time experience aimed at financing a specific project. This unique nature of crowdfunding has stimulated research on backers' extrinsic and intrinsic motivations (Gerber & Hui, 2013; Efrat *et al.*, 2020), as well as personal and social benefits (Efrat *et al.*, 2021; Zvilichovsky *et al.*, 2018) in supporting campaigns. Yet, most of these studies did not distinguish between one-time and serial backers, leaving the question of whether serial backers differ from one-time backers unanswered. Serial backers are crucial for the crowdfunding platform since they pledge more money and promote campaigns (Mikhaylova, 2014). Therefore, the purpose of the current study is to distinguish the serial crowdfunding backers based on their demographic and psychographic characteristics. A survey was distributed to a sample of 501 serial backers registered in the largest rewards and donations platform in Israel. We collected data on backers' demographics, sources of gaining information about the campaigns, fields of interests of campaign categories, intention to promote campaigns, constructs of well-being, and constructs included in the theory of planned behavior (Shneor & Munim, 2019) which were found to explain backers' motivations and activities. The respondents supported between 4-112 campaigns, with an average of 18.5 campaigns ($SD=14.7$). The amount of money being pledged ranged between 64-35,960\$, with an average of 881\$ ($SD=2,179$ \$). A two-step cluster analysis was used to classify respondents based on the number of campaigns and the amount of money they supported as well as their gender, which was found in previous study to explain differences in support patterns (Greenberg & Mollick, 2015). Four clusters were found, of which two comprised men and two women. For each gender, one cluster was composed of occasional backers and the other cluster of serial backers. Differences between the clusters were found in age, their backing nature (number of campaigns, overall amount, and amount per each campaign), the information sources used, campaign content preferences and some of the psychographic constructs. In addition, we found that women are more engaged in promoting campaigns compared to men and support with higher amounts of money, and that serial backers are older than occasional backers. The findings contribute to the crowdfunding literature in several ways. First, the current study identifies several groups of crowdfunding backers with different characteristics and motivations, unlike previous studies that treat backers as one homogenous group. Second, the study demonstrates the roles of gender and age in explaining backers' behavior. This information can be used by crowdfunding entrepreneurs in their recruitment of backers. Yet, the main beneficiary from these insights are the crowdfunding platforms that can identify who are their most loyal customers, namely, the serial backers, and distinguish them from other backers. They can launch a specific loyalty programs and perks that will retain and encourage their activity in the platform.

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Impact of Corporate Brand Identity on Employee Job Satisfaction in UK Retail Sector

This research thesis serves to explore the impact of corporate identity on employee job satisfaction within retail organisations. The objectives of the study related to 1) The influence of corporate identity and internal branding structures on the employees' desire to engage in brand supporting behaviour's and 2) To identify the impact of corporate identity constructs on employee job satisfaction. The study elected use of mixed method research by incorporating qualitative and quantitative methodologies. Semi-structured in-depth interviews supported by a literature review were conducted to develop a conceptual model. Relationships were identified between corporate identity, internal communication and composites of employee perception of corporate identity – resulting as determining influences on employee job satisfaction levels. These relationships were hypothesised and tested through conducting structural equation modelling. The study makes contributions to the employee branding, services marketing, and organisational citizenship literature, but its main contribution is to extend the corporate identity literature into the signification sub-topic of employee brand identification and job satisfaction through internal brand communication. This research investigates and establishes the fact that positive perception of the corporate identity of the organisation they serve in, gives a sense of belonging to the employees and the employees identify themselves with the corporate brand they serve in, which in turn, has a direct impact on their job satisfaction levels and leads to more committed and productive workforce. This study is unique as it is the first time that a research project has empirically demonstrated how employees of an organisation are direct recipients of corporate identity factors that enable them to associate themselves directly with the organisation's identity, achieved through internal influence, which influences their sense of job satisfaction.

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Understanding the Shopper Journey for Improving Customer Experience: A Multi-Method Field Work in Grocery Retail

Preparing the shopping list, driving to the store, finding a parking, defective carts, long lines for fresh products, finding items, poor product info, wait for checkout, payment, unclear receipts, carrying heavy shopping bags home, and forgotten items are some of the most common negatives experienced by grocery shoppers during their customer journey. These are also the most common reasons why shoppers decide to switch to alternative retailers or to online grocery channels. Retailers have to (1) understand these critical moments of the grocery shopping journey, and then (2) find new solutions to simplify them using technology. This effort produces results that increase shoppers' customer experience (CE). This is the only option for retailers to survive and to guarantee the future of their physical stores. CE was first investigated in consumer behaviour literature more than 30 years ago, but has now become a milestone concept in marketing, both for academics and practitioners, due to the high competition between firms and their need for differentiation. A great CE is at the base of a sustainable competitive advantage for companies and it is at the heart of customer loyalty. Indeed, customers nowadays can choose among many different options not only to buy their products, but also to choose among several channels of distribution. The traditional loyalty scheme is no longer effective as customers can easily enroll in several loyalty programs. Research found that improving CE from merely average to something that wows the consumer can lead to a 30 to 50 percent increase in measures such as likelihood to renew or to buy another product. So how can a traditional grocery retailer master CE? This is the question this paper tries to address. Several challenges are ahead of this industry, in particular where there is low involvement, such as for routine products that consumers are used to buy frequently, and where they are substantially indifferent about from which retailer they buy. Creating differentiation while selling this type of product is particularly challenging for retailers, and here CE can make a difference for a store to be the one selected by a customer. In our view, the customer journey represents the framework retailers should use in order to plan and deliver a great CE. Analysing the customer journey and reshaping the retailers' strategy according to the inputs received means being very customer-centric and embracing a concrete customer-based strategy. By illustrating the case of a retail chain in Italy, the present work wants to show how (1) in order to create and deliver a great CE the key is to rethink and reshape the customer journey, and (2) how CE impacts grocery store performances. Moreover, this paper studies the customer journey for a multi brand grocery retailer and not for a single product; to this end, the integration of different perspectives on customer behavior and a comprehensive analysis of the different tools of the retailers mix (e.g. in store atmosphere, display, promotions, sales staff, etc) is deemed necessary.

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In May 2017, the American wholesale corporation Costco opened a retail store in Iceland. The objective of this research is to examine the effects this event had on the positioning of other retail and grocery stores in the Icelandic market. The research question is as follows: What are the long-term and short-term effect of the opening of Costco on the image of grocery stores in Iceland? The study is based on surveys that were conducted in the autumn of 2017 ($n = 2.918$), 2018 ($n = 3.000$), 2019 ($n = 3063$) and 2020 ($n = 3.233$) using the method of perceptual mapping. This study uses a convenience sample, and the data was collected via both web- and paper-based surveys. The data was weighted by gender and age of the population. A comparison is made between the results from the surveys, and they are evaluated to determine whether the effects that appeared are short- or long-term in nature. The results indicate the existence of a short-term effect that is inherent in that the 2017 survey showed that Costco had a strong, positive and unique placement according to the respondents, but this effect has minimized in the survey of 2018, 2019 and 2020. In terms of long-term effects, Costco seems to primarily have had a significant impact on a single retail chain, Hagkaup, while the impact on other retail stores seems to have been insignificant. The results indicate the importance of strategic marketing action when a new and strong competitor enters a certain market, while the theoretical contribution concerns the emphasis on the connection between awareness and image. One limitation of this research is that it is based on a convenience sample, which can be subject to statistical errors. Furthermore, no consideration is given to whether the effect is solely associated with the marketing efforts of Costco or the marketing efforts of other retail stores during the same time period.

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It has been almost 11 years since the three largest retail banks in Iceland went bankrupt in October 2008 and were taken over by the government. Previous research has revealed that customers did not switch banks more often than normal, despite trust towards the banks plummeting dramatically (see e.g. Gudlaugsson & Eysteinnsson, 2013). In this research, the focus is on the relationship between trust and the Net Promoter score (NPS), but measuring NPS is very common among companies. The main reason for its popularity is that measuring NPS is simple, only one question, and makes comparison possible, both nationally and internationally. This is often done without much criticism or whether it is clear what NPS measures. In his paper “The One Number You Need to Grow”, Reichheld (2003) argues that NPS is a powerful instrument and that the use of only one question collects simple and timely data which correlate with growth. Others (e.g. Keiningham *et al.*, 2007) argue that NPS is too simple, is even not a strong predictor of growth and has limited usability, since it is not linked to other measures or indicators for performance. The findings are based on a survey conducted in February 2019 among the customers of the Icelandic retail banks. There were 542 valid responses, and data were weighted by gender and age so they better reflected the attitude of the customers of the banks. Findings indicate a strong positive relationship ($r = 0.51$) between NPS and the image attribute of trust. That indicates that when NPS is high, the image of trust is likely to be high. There was a difference between customer groups where Landsbankinn had the strongest relationship ($r = 0.66$) among their customers while Islandsbanki received the lowest or weakest relationship ($r = 0.45$). In all cases, the relationship was positive and either strong or moderate. This indicates that NPS might be an important predictor for more than growth, for example positive image attributes such as trust, social responsibility, and satisfied customers.

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In the market orientation (MO) literature, it is widely accepted that there is a relationship between MO and organisation performance. Kohli & Jaworski (1990) define market orientation as behaviour, while Narver & Slater (1990) define the same concept as a business culture. In both cases, the authors show a direct relationship between MO and performance, while others, like Baker & Zinkula (1999) and Kirca *et al.* (2005), show an indirect relationship between MO and performance through innovativeness. This paper is based on the CQL model (Gudlaugsson, 2010). In the model, it is assumed that there is a direct relationship between culture (C) and service quality (Q) but an indirect relationship between service quality and loyalty (L) through image of product and organization, and overall satisfaction. The focus is on the airline industry in Iceland. The questionnaire used had 28 questions, of which 12 measured service quality, three the image of the organisations, three the image of service, one the overall satisfaction, and two loyalty, which is the dependent variable. Results are based on 264 valid answers, and regression analysis was used for testing the hypotheses model. Findings showed a result slightly different from that expected by the CQL model. Factor analysis showed only three factors with acceptable loadings, quality, image, and performance as the dependent variable. The relations between independent and dependent variables were acceptable (> 0.3), and the covariance between the independent variables was also acceptable (< 0.7). R-squared was 0.61, where quality ($B = 0.52$) had a considerably higher impact on performance than image ($B = 0.34$).

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Illuminating Liminality Through Small Business Entrepreneurs COVID-19 Trajectory Shifts

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The COVID-19 pandemic has impacted business operations and shifted consumer behaviour, resulting in particularly hard conditions for small retailers. These small business entrepreneurs (SBE) are already challenged with limited resources and took the brunt of many COVID-19 directives aimed at keeping citizens safer through reductions in retailer capacity, masking and sanitization rules, and closures. Canada experienced some of the most prolonged and strict lockdowns which further exacerbated instability. In Canada, 7 out of 10 business owners have taken on debt due to the pandemic, an average of \$170,000 per business (CFIB, 2021). The pandemic has also amplified traditional challenges such as limited access to public financial markets, a limited customer base, and dependence on key employees (Giunipero et al., 2021). Navigating these challenges is often the difference between survival and bankruptcy. This research examines the process of change and development that main street retailers experienced throughout the COVID-19 pandemic. Utilizing a multi-phase interviewing and analytic process, we examined the experiences of 23 (1st round) and 34 (2nd round) Ontario, Canada retailers, focusing on how these businesses navigated the liminality generated by this pandemic to shift the trajectory of their businesses. Interim findings show three themes – Uncertainty Reigns, Resolving Exacerbated Tensions, and Trajectory Shifts.

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A Tactile Toolbox: Brand Contingent Responses to Haptic Feedback in Mobile Advertising

Unlike visual or auditory cues, tactile exchanges require direct contact with a stimulus (Peck, 2010). Touch is thus considered the most “proximal” sense (Montagu & Matson, 1979) and has an idiosyncratic capacity to evoke a sense of psychological closeness (Trope & Liberman, 2010). Computer science research suggests that “mediated social touch” is possible, where haptic feedback from devices symbolizes the touch of another person (Gallace & Spence, 2010; Haans *et al.*, 2006). Drawing from this interdisciplinary literature, we propose that haptic sensations experienced in a mobile phone advertisement can be perceived as a form of touch from the sender (i.e., the brand). Further, because haptic sensations are so uniquely associated with immediate proximity and contact, haptic feedback in advertising may have the ability to make these consumer-brand exchanges feel more engaging and personal, ultimately augmenting mobile advertising effectiveness. However, any positive effect of haptics will likely depend on the brand’s characteristics since the source of haptic sensations plays an important role in their interpretation (Martin, 2012). Notably, brands can differ in how familiar they are to consumers (Kent & Allen, 1994) and in personality dimensions (Aaker, 1997; differences in perceived brand warmth are particularly robust; Kervyn *et al.*, 2012). We expect that haptic feedback delivered from warm, familiar brands will exert a positive effect on downstream consumer responses, whereas the same feedback delivered from unfamiliar or cold brands will not. We conducted a series of experiments to explore these predictions. We demonstrate that haptic feedback can augment mobile advertising effectiveness with downstream consequences on brand attitudes and choice. However, the positive impact is contingent on a brand’s personality: only warm, familiar brands benefit from incorporating haptic feedback since the source of touch plays a pivotal role in its interpretation.

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Wish You Weren't Here: Serving Dirty Tourists

Most studies of tourism and tourists assumes that tourists want to travel, enjoy vacations and wish to engage in their destination. This is simply untrue. Our study draws parallels between dirty work and dirty tourism. Dirty work is very broadly defined as jobs, roles, occupations, and tasks that are likely to be perceived as unpleasant or even degrading (Hughes, 1962). We draw parallels between the notion of dirty work and dirty tourism. Our studies suggest that 'dirty tourism' occurs when travelers are involved in tourism that they find unpleasant, boring, disagreeable, or monotonous (while ironically, but entirely coincidentally being served, all too often, by dirty workers). Essentially, while vacations can be fun and lots of businesspeople enjoy travelling for their work, a fair proportion of tourist do not. Under far too many circumstances, travelers find their mode of travel miserable, their destinations tedious, their companions lamentable, their role and activities even atrocious, while, often, travelers miss their home, friends, and family. We adopt an exploratory research design and in-depth interviewing to explore and describe the nature and dynamics of dirty tourism. Our sample includes leisure and business travelers reflecting a broadly representative societal sample. We interviewed informants face-to-face with most interviews lasting between an hour and ninety minutes. To help our analysis with audio recorded all interviews and analyzed the verbatim transcriptions using standard techniques. Our findings report the results of these interviews generating insights into what aspects of travelling, destinations, and activities comprise dirty tourism. These evoke insights into the challenges faced by tourist and service industries serving dirty tourists. These results lead to contributions in a variety of literatures and domains - from employee and customer deviance and resistance to work intensification and managerial work. Our findings also supply implications for practitioners regarding both business and leisure travel.

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Investigating B2B Professional Customer Experience (ProCX): How is Value Generated?

As B2C markets fluidly transform themselves, so do B2B ecosystems (Bauman, 2000). Welcome to the era of the Professional Customer Experience (ProCX) as market transformation enabler. Business-to-Business (B2B) dealings are the “largest markets of all” (Hutt *et al.*, 2012 p.4), yet receive relatively limited academic attention compared to Business-to-Consumer (B2C) (Lillien, 2016). B2B research has failed to systematically highlight differences with B2C markets, model, and motives when analyzing value (Mencarelli & Riviere, 2015). While the last four decades have witnessed the mutation of B2B research from economic-based analysis to behavioral approaches (Hadjikhani & LaPlaca, 2013), this paradigm shift requires a deeper understanding of B2B relationships’ value. Indeed, current CX research in B2B is still mostly based on B2C perspectives that defines CX as the consumer’s response to touchpoints (Lemon & Verhoef, 2016). In an era of ProCX, the impact of professional customers’ satisfaction on firms’ performances and long-term sustainability requires to understand how ProCX value is generated (Grewal *et al.*, 2009; McCarthy & Schadler, 2014). We thus call for a deeper understanding of ProCX drivers and boundaries that will allow firms to develop sustainable competitive advantages. This will re-conceptualize the place of value at the heart of user experience in a B2B-specific setting (Gibbons, 2017; Witell *et al.*, 2019). This is noted to remain a challenge, as B2B is driven by downstream demand, focused on fewer higher-value relationships (Hollyoake, 2009, Witell *et al.* 2019). The question becomes how, in this rapidly changing paradigm of ProCX, value is experienced in B2B? This study main aim is thus to explore the concept of value that transpires in ProCX exchanges through a set of 12 semi-structured interviews grouped as 3x4 triads of seller/buyer in B2B flavour and fragrance ingredient industry in the USA. Findings leveraging grounded theory are presented underlining the specific importance of (a) process vs. touchpoint value; (b) day-to-day vs. long term value; (c) value baseline vs. relationship innovation. In doing so, we aim to contribute to the B2B retail literature and ProCX marketing management within today’s dynamic B2B marketplace transformation.

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Does the Banker Gender Matter? The Case of French Retail Banking

Customer relationship is vital for the retail banking. Frontline employees are paramount in the customer-bank relationship. However, the banking sector is facing image issues and stereotypes. More specifically, gender stereotypes still persist in such service setting, especially how women are perceived in terms of lack-of-fit in male-job positions. Our study aims to investigate the influence of the gender of the banker on the customer-bank relationship. A sample of 761 participants is used to test the effects of gender of the banker on customers expected relational benefits and critical incidents occurrence. We also test for homophile versus non homophile customer-banker interactions. Our preliminary results plead to consider the gender of customers and service providers as well as the gendered expectations in the interpersonal encounters of the retail banking. Our research envisions theoretical as well as managerial implications intended to banks' sales forces management (i.e., which gender to assign to which client), besides their hiring and training activities.

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Fostering Adoption of PayTech to Increase Financial Inclusion

The way consumers pay for goods and services is changing as we move from physical to digital transactions. This steady transformation has lowered the costs of value transfer by reducing the need for intermediaries. These innovations tend to also reduce the time required to complete the transaction and may increase accessibility and convenience for adopting consumers. A mobile payments application would be an appropriate example of this type of “PayTech” innovation since it facilitates the speed and arguably the convenience of transactions. However, irrespective of the benefits, diffusion and adoption of these innovations are not occurring at equal rates across different consumer segments. Depending on characteristics such as geography, race, education and income, we find significant discrepancies in the levels of adoption. Given the correlation between these characteristics, it is not surprising that the impact is most pronounced in the intersection of these factors. Moreover, as others begin to enjoy the cost savings and convenience of the new tools, already marginalized groups may be in danger of falling further behind providing additional evidence that “it is expensive to be poor” (Banadaran 2015). There are several case studies of PayTech innovations, however, that have shown positive results in increasing financial inclusion while at the same time reducing the administrative costs. For example, the mandated use of Electronic Benefits Transfer cards (EBT) as a replacement for paper vouchers for food assistance programs in the US has substantially increased the usage of the available benefits by destigmatizing the act of paying, reduced fraud, and reduced the cost of program administration (Hanks *et al.*, 2018). A case study from India demonstrates the potential impact of public/private collaboration to improve access to financial services. The Indian Department of Posts partnered with the Chennai-based Financial Software & Systems to develop processing and authentication technology that allowed rural post offices to act as banks. This enabled over 100 million un and underbanked people in rural India to access electronic payments without having to travel to regional banking centers. The underlying themes found in this case and others is that governments and governmental regulators can work effective with PayTech firms to create environments which foster innovations in services to groups that are often ignored. Providing access to cheaper and more convenient services reduces, to a degree, the marginalization which so often characterizes financial service products. Using data from the US Federal Reserve Bank’s 2019 and 2020 Survey of Consumer Payments Choice and the UK’s Financial Conduct Authority’s 2018 Report on the Financial Lives of Consumers, we provide evidence of financial exclusion in vulnerable populations. We are then able to provide case studies in which this exclusion is ameliorated, thereby providing a set of policy propositions which can inform future empirical efforts.

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Ad Agency Compensation Before and After the Digital Age

A crucial element in the relationship between the brand/firm and its advertising agency is the design of an effective compensation plan for the advertising agency which aligns the incentives given to the agency with the overall objectives of the advertiser. With the increasing complexity in the media landscape, we show that advertisers are changing their ad agency connections. In this paper, we show changes in the type of agents chosen, the number of agencies used, and the way they are compensated. We also investigate trends in digital agency compensation given the rapid growth in the use of digital advertising. We compare whether the methods and trends in digital agency compensation are different from those in the "traditional" media.

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Do Feminist Women Wear Different Bras From Non-Feminist Ones? A Large-Scale Analysis of Feminist Attitudes Impact on Underwear Wearing and Consumption

The issues surrounding women's awareness of their gender identity have become increasingly central in recent years. Surprisingly there is little data on the importance of identifying with the feminist movement in marketing. It is particularly interesting when one considers that body image and objectification of female bodies, particularly related to clothing and media representation, are central to the feminist debate. In this study, we focused on the impact of feminism on lingerie consumption and attitudes, as well as on societal and personal concerns (e.g., anxiety about the portrayal of women in the media, perceived societal pressure to wear bras, and body satisfaction). We expected 1) feminist-identifying women to choose more comfortable lingerie (bras and panties) compared to non-feminist ones, and 2) that the profiles of feminist-identifying women would be characterized by a stronger focus on social pressure, particularly regarding women's body portrayals in media. A quantitative survey was used to collect the data on social networks. It focused on women's perception of gender inequalities, the image of women in the media, and their own bodies. Participants also had to say whether they considered themselves feminists and provide their preferences and habits regarding lingerie. Results showed that two dimensions of women's relation to comfort in lingerie could be described: a behavioral habits dimension and a consumption habits dimension. Feminist women's attitudes mainly differ from non-feminist ones on the behavioral habits dimension but not on the consumption habits dimension. They report preferring comfortable bras, but these attitudes do not seem to be reflected in their actual consumption. The only difference between feminist and non-feminist women lies in comfort: feminist women tend to remove their bras. Developing bras specifically for feminist women, therefore, seems to be a risky bet for brands. Future studies could focus on exploring the differences in lingerie consumption between several groups of feminist women (e.g., neoliberals), assuming that they would have different consumption patterns.

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Shaping Interfaces of Augmented-Reality Interactive Technologies

Despite playing a major role in online sales of apparel and accessories, augmented-reality interactive technology (ARIT) lacks research with respect to willingness to use (Kim & Forsythe 2008a, Pachoulakis & Kapetanakis 2012). Given that online consumers may be using ARIT for the first time for online fitting, examining issues of ARIT intent and related considerations is increasingly important (Kim & Forsythe 2008b). Reviewing information technology and related systems, DeLone & McLean (2003) stated that, given their appropriate characteristics, information technology and related systems represent the major success factor for electronic commerce, thus warranting further exploration (Chen & Cheng 2009). However, previous studies lack tests of ARIT intent, and which system characteristics are most appropriate for online consumers. These issues require further clarification before online consumers can be motivated to adopt ARIT. Drawing on construal-level theory (CLT), this study examines appropriate system characteristics using ARIT, but also how these system characteristics can successfully affect adoption of ARIT. Results of this study provide clear policy and guidelines for the future development and adaptation of ARIT, especially for online test fitting, and trial applications. In an online context, ARIT focuses mainly on shaping online telepresence (Tang *et al.*, 2004, Lessiter *et al.*, 2001). ARIT attempts to create an actual online experience that mimics the direct contact of consumers with the products (Kim & Forsythe, 2008a, 2008b; Pachoulakis & Kapetanakis, 2012). For instance, consumers can try fitting on clothes online immediately through augmented reality, creating an advantage of not having to visit a physical store in person for clothes fitting. Correspondingly, implementing ARIT can be considered short and close in both time distance and space distance. According to CLT, the consumer emphasizes concrete elements in the consumer experience scenario, including clothing styles, colors, and even the customer's facial shape. ARIT can only give online consumers concrete, detailed, and rich information content to achieve a match in information construction and the interpretation of consumers, thus enhancing online consumers' perceived ease of use and usefulness of ARIT (the technology acceptance model, TAM). Using a scenario survey approach, we designed an online clothes fitting environment to examine the research model and collect samples. Of the respondents, 47% were male and 53% female; 29% were younger than 20 years old; 54% were 20 to 24 years old; and 17% were older than 25 years old; 46% had a monthly disposable income of less than \$US 166; 20% earned \$US 166 over per month; 14% earned \$US 333 to \$US 666 over per month; and 20% had a monthly disposable income of greater than \$US 666. The empirical results showed navigation structure, graphic style, information content were identified as the three system characteristics that affect perceived ease of use and usefulness of ARIT (the technology acceptance model, TAM). Of the three characteristics, information content has the greatest impact on perceived ease of use and usefulness of ARIT. In addition, the study also found that navigation structure, graphic style, information content all shape ARIT system characteristics, and it explains and predicts the perceived usefulness and perceived ease of use effect better than any original single system characteristic.

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The Role of Social Media WOM on Luxury Brand Purchase

Although, individual perceptions toward luxury brands and social media WOM are believed to influence consumer purchase intention for luxury products; how and why consumer luxury perceptions form consumer brand engagement activities and how such engagement may affect purchase intention for luxury brands have been underexplored recently. This study examines the effects of perceived quality, values, and social media WOM on consumer purchase intention for luxury products. Also, it researches moderating effects of consumer's socio-demographics and perceived social status. In order to incorporate the investigations of influencing effects of social media WOM on purchase intention of luxury brands, an active social media user is the central focus. An online survey was conducted and U.S consumers participated. The resulting revealed that there were 282 usable responses. The findings of this study demonstrate that social media WOM is a good predictors of purchase intention. Perceived quality and perceived values positively influence purchase intention through social media WOM. This research provides a new step towards an understanding of a complex formation of purchase intention for luxury brands. Luxury brand model incorporates crucial factors in luxury consumption deriving from previous studies.

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Believe Me, I Had No Idea: The Effect of Proactive Service Recovery When Customers are Unaware of Service Failures

The literature on service recovery has suggested that proactive service recovery has important positive consequences for firms. The logic is that proactive service recovery before the customer complains leads to delighted customers. What is less evident from the literature, however, is whether and to what extent proactive recovery is beneficial when customers are unaware of and seemingly unaffected by service failures. This study is designed to assess whether and to what extent customer perceptions of a firm are affected when service recovery efforts draw their (customers') attention to a service failure. Specifically, the study focuses on how different dimensions of service provider trustworthiness: integrity (the overall moral character of the firm), benevolence (the positive vs. egocentric orientation of the firm in dealing specifically with customers), and ability (general competence and expertise of the firm). are affected when proactive service recovery efforts draw consumers' attention to a service failure.

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The Hate You Create for Competing Brands: Amplifying Effect of Perceived Brand Authenticity

The marketing literature has noted the benefits of enhancing consumer-brand relationships, which can motivate consumers to spend considerable amount of effort and money in order to personalize products and develop emotional bonds with branded products over time (Mugge *et al.*, 2009). Strong brand relationships also enhance consumer engagement efforts via participation in brand communities and events (Carlson *et al.*, 2008; Koenig 2002; Schau *et al.*, 2009). The role of brand identification (as a measure of consumer-brand relationship proximity; henceforth referred to as ID) has previously been noted to result in numerous positive outcomes including increased brand spending (Donavan *et al.*, 2015). In an attempt to extend current branding literature, the authors seek to establish empirical evidence linking brand identification to two intense emotional brand outcomes (brand love for the focal brand and brand hate for the competing brand). We also investigate the moderating role of brand authenticity. Authentic brands are considered genuine, real, and true (Beverland & Farrelly, 2010), and those involved in creation of the products associated with the brand perceived to be *inherently* interested in creating the very best products as an end in itself (Holt, 2002; Moulard *et al.*, 2016). Social identity theory (Lam *et al.*, 2010; Mael & Ashforth, 1992) and the theory of motivated reasoning (Kunda, 1990) are used as the theoretical frameworks to explain the relationships. Our study utilizes data from an online survey of 500 consumers, and employs structural equation modeling to test a model of how brand ID affects brand love (focal brand) and brand hate (competing brand) and how brand authenticity affects the relationship between brand ID and the two outcome variables of brand love (focal brand) and brand hate (competing brand). Our results indicate that when customers who identify with a brand also consider the brand to be authentic, it amplifies how much love they express for their brand *and* how much they hate the closest competing brand. In other words, considerable investments in enhancing consumer perception of brand authenticity may bear significant dividends by significantly enhancing consumer love for the brand and enhancing feelings of hate for competing brands in effect differentiating the focal brand from competing brands. The authors outline specific strategies aimed at enhancing authenticity and accomplishing this goal.

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What Makes Consumers Have Neutral or Negative Responses to Celebrity Endorsement on Social Media? A Mixed Methods Study Based on Chinese Luxury Fashion Market Since COVID-19

Since COVID-19, Chinese consumers have shown some new negative attitudes to celebrities on social media (Nanfengchuang, 2020). Moreover, Chinese government tended to influence 'fan economy' through social media by proposing new policies. There is limited celebrity endorsement research based on the emerging features of Chinese social media environment after COVID-19. Especially, the reasons of why certain celebrity endorsement information on social media leads to non-positive consumer response, either the celebrity endorsement information has no influence on consumers / the consumers have no feeling toward the celebrity endorsement information; or the celebrity endorsement information even has negative influences on some consumers. Therefore, this research aims to explore these reasons in the luxury fashion brand context. Research about online celebrity/ influencer marketing usually studies the positive marketing results (Ki *et al.*, 2020) and consumers' purchase intention (Meng *et al.*, 2021). Although Tafesse & Wood (2021) study the relationship between influencers' content and consumers' engagement behaviour (both negative and positive), they did not study the reasons, especially for non-positive influences. By using a mixed research method, this study collects top 3 negative comments from 200 posts including celebrities on Chinese social media by content analysis, then explores why fashion consumers find certain celebrity endorsement on social media non-positive in China after COVID-19 through semi-structured interviews to 30 Chinese females (aged from 18 to 26). Both studies are targeted on luxury fashion brand market. Thus, by exploring Chinese luxury fashion consumers' non-positive attitudes to celebrity endorsement on social media after COVID-19, we academically contribute to social media marketing regarding to celebrity endorsement. In addition, this research practically helps luxury fashion brands to make celebrity endorsement strategies wisely, since neutral and negative responses can both lead to ineffective marketing results.

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HRI for Sustainable Relationships Between Consumers and Firms: Examining the Perceived Value of Knowledge Community in the Case of IOT Kitchen Robots

Increasing social robots' acceptance is indicative of the opportunities that allow to develop sustainable relationships between consumers and firms that manufacture Internet of Things (IoT) objects (Moniz & Krings, 2016). Likewise, in societies where, real world objects are slowly transformed into intelligent objects, IoT have become a major part of how consumers define themselves as part of connected communities (Carroll, 2018; Van Est *et al.*, 2015). Being part of the fourth industrial revolution, the IoT market was valued at US\$190 billion in 2018 and is projected to reach US\$1,102.6 billion by 2026 growing at an annual growth rate of over 24% (Fortune Business Insights, 2019). As such, viable human-robot interactions (HRI) call for a deeper understanding by firms of how to leverage, in the long term, IoT objects value that is created at the intersection of gathering and leveraging data. Put differently, any interaction with a connected object and its community has the potential of teaching something new to guide HRI sustainable development. As such, it is specifically important nowadays to understand the drivers of value derived from consumers IoT based communities. This implies to answer question such as: How IoT can be integrated into the activities of consumers' daily life, or how IoT allows consumers to define and possibly transform themselves as part of connected communities? (Carroll, 2018). In this paper, we propose to explore the so far under investigated consumers' drivers of the perceived value of IoT knowledge communities. We draw on the case of Moulinex smart kitchen robots leveraging a sample of women respondents (n=335) from France using PLS-SEM. The case of high end kitchen robots (Cookeo and Thermomic TM6) centralising and redistributing information (e.g. receipts, personalised advices, menu planner, shopping list etc.) via connected objects (app, websites, social media) exemplifies today consumers' relationships with social robots and their underlying knowledge communities. The results show that seeking assistance, participating value and enjoyment and their respective antecedents, willingness to co-produce, connectedness and community learning benefits are positively related to the perceived value of IoT knowledge community that shape sustainable HRI in everyday life. We show in our model through IoT consumption that knowledge communities bring to the fore the necessity for consumers to stay socially active and participate (H1 and H4), to experience benefits of learning (H2 and H5) and to co-create with firms and other consumers (H3 and H6). In doing so, contrasting with research underlying the ways HRI impact the service delivery (Van Doorn *et al.*, 2017; de Kervenoael *et al.*, 2020), this research underlines the importance to leverage IoT for HRI with knowledge community in mind. While bringing to the fore how consumers are driven to play an active role in robotized services, these conclusions offer rich insights for firms that aim to implement HRI or to leverage IoT in their business models.

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Before purchasing new products, customers often have the desire to access or consult a variety of information sources (e.g., product tests, online reviews, salespersons advice) to simplify their purchase decisions (Broilo *et al.*, 2016). However, the process of information search has changed tremendously over the past decades due to digitalization and an increasing number of online content (Jerath *et al.*, 2014; Noble *et al.*, 2006). As the number of mobile device usage at physical stores permanently increases (Hathaway, 2014) this study is of great interest for companies as well as for scholarly literature. The purpose of this investigation is to uncover how this information channel - in contrast to a frontline-employee interaction and no external source of information - affects consumers' choice effort in a physical store. Because of the increasing number of multichannel consumers and information channels, Peterson & Merino (2003) point out that consumers' information search behavior (related to in-store search behavior) must be reconsidered. Daurer *et al.* (2015) found that product quality information such as product reviews written by previous customers represent fundamental sources of consumers' mobile in-store search. Regarding consumers' online shopping behavior, there is a broad body of literature about the impact of online reviews on customers product perceptions (e.g., Floh *et al.*, 2013; Vermeulen & Seegers, 2009), and purchase decisions (e.g., Dellarocas *et al.*, 2007). In this context, empirical studies demonstrate evidence for a positive effect of online customer ratings on sales (e.g., Hu *et al.*, 2008). In line with research about sales staff as source of information, previous literature has also focused on consumers' perception of online review credibility (e.g., Kusumasondjaja *et al.*, 2012) and usefulness (Purnawirawan *et al.*, 2012). However, to the best of our knowledge, the influence of information source such as making use of online reviews or salespersons advice on customers' product choice effort (while shopping in a physical store) seems to be unexplored (Daurer *et al.*, 2015). Initially, an exploratory study on different information sources at a physical store was designed with the aim to provide insights about the impact of information search on consumers' product choice. Therefore, a two-factor between-subjects experiment was conducted. In contrast to a traditional experimental field approach, we manipulated the instructions for the participants and not local conditions such as store environment. Depending on the experimental condition, participants were instructed to (a) consult a frontline-employee to gather further product information, (b) use their mobile devices to search online for product reviews, or (c) only rely on internal information such as their own experience (control group) to choose a product. The results provide an initial examination of the influence of information source on customers' product choice effort and demonstrates that customer service can be helpful for customers in case of simplifying a decision for a product, while mobile Internet search is a less simplifying strategy for brick-and-mortar shoppers. Frontline-employees as a source of information (compared to no additional external information) has a significant negative effect on choice effort. In contrast, the effect of mobile Internet search (compared to control group) on product choice effort turned out to be not statistically significant.

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Pro-Ecological Intentions: An Investigation of Drivers in Malta

Different people value the environment in different ways, and some people feel closer to it than others. The dominant social paradigm of western society conditions how society should be organised and how nature is viewed. It provides answers that are seen as 'natural' and therefore rarely, if ever, questioned. The New Ecological Paradigm (NEP) which was proposed as an alternative worldview together with Connectedness to Nature (CN) provide an alternative pro-ecological consciousness. This study seeks to investigate how NEP and CN act to impact intention to take pro-ecological actions. In addition, it investigates whether these relations vary for three different interest groups, the impact of individuals who hold and tend agricultural land, together with the effect of gender and age. The study commences by reviewing the relevant literature and proposes hypotheses. It proceeds to identify instruments and collects data from three distinct interest groups namely: general public, hunters, and environmentalists. Hierarchical multiple regression is used to investigate effects. Results provide support that NEP, CN, interest group affiliation, and holding and tending agricultural land, impact pro-ecological action. In addition, age has a significant positive impact on pro-ecological behaviour. Five of the six variables considered have been found to have a significant effect and explain 38% of the variance in pro-ecological behaviour. The study also provides cross-cultural verification of the psychometric properties of the NEP and CN measures. However, we find that the negatively worded items in the instruments create challenges for the factor structure. While generally suggested as a safeguard against bias (or 'aye saying'), negatively worded items are known to create unclear dimensions during factor analysis. The creation of an NEP measure that is robust across countries is a desirable development and could significantly contribute to a better understanding of drivers and consequences that could ultimately better inform policy decisions.

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Age Differs, Depending on How You Look at it

On average, societies and consumer get older. This worldwide trend has led researchers to start discussing its implications for marketing. The results are ambiguous, especially because marketing scholars face the problem of having to choose between three main age constructs: Chronological age, cognitive age, and future time perspective. Unfortunately, current age-related research lacks an understanding of the relationships between these three major age constructs, and rare studies combine the concepts to discuss their specific impact. Recognizing this void in the current literature, this article provides a comparison of the three age constructs in behavioral and perceptual settings. The paper explores which construct delivers in which context the best results and challenges the use of chronological age in research. Our results highlight the merits and downsides of each age construct and identify future time perspective as a superior construct in all contexts. The findings allow researchers and managers to choose a purposeful age construct and thus avoid faulty results. Although chronological age is easy to collect, it broadly leads to questionable conclusions.

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Impact of Culture and Gender on Intentions and Behaviour in Air Transportation

Unfortunately, we cannot. And that is the problem with environmental and ethical consumption in air transportation. We cannot fly “a little bit” like eating only a small piece of cake. We can either fly or not. We will either enjoy the vacation in Caribbean or we completely give up the pleasure. Or can we fly less often? Travellers are aware of the environmental issues connected with their travel; the young generation is even more consciousness about the environmental issues. Ethical consumption is growing and the importance in decision-making as well (Caruana *et al.*, 2016; Chatzidakis *et al.*, 2018). Analyses and explanations of behaviour is using two main theories – Theory of reasoned action (TRA) and the Theory of planned behaviour (TPB). Both emphasize the importance of attitudes for the intentions, however, actual behaviour is often different. Many authors confirmed an attitude-behaviour and intentions-behaviour gap (e.g., Bray *et al.*, 2011; Carrington *et al.* 2010). Gaps and their causes are still being explored. Some authors suggest methodological limitations (Auger & Devinney, 2007), some add other constructs better explaining behaviour (Shaw *et al.*, 2000; Carrington *et al.*, 2014). Kaiser & Gutscher (2003) suggest the influence of behaviour difficulties, such as contextual influences (e.g., time, opportunity), and situational constraints as predictors of actual behaviour. They test and confirm the influence of perceived behavioural control (PBC) on behaviour in specific situations. However, after aggregation of the variables in a more general environmental behaviour the influence of PBC on behaviour is no longer significant. The negative impact of tourism deserved attention already in the last century (Fennell & Malloy, 1995), however at the beginning of 21st century it became an important topic. Overtourism, littering, cultural conflicts, pollution etc. appeared in the middle of researchers’ attention. Ethical tourism is closely associated with sustainable tourism (Weeden, 2002; Butcher, 2003). Similar to ecological behaviour in general, tourism surveys and research confirm the paradox of customers behaving in contradiction with their beliefs (Anciaux, 2019; Carrigan & Attalla, 2001; Bergin-Seers & Mair, 2009). However, current research reveals that there are already tourists who are aware of their environmental footprint and are willing to change their behaviour or already behave responsibly (Hergesell, 2017). Sustainable and ethical behaviour is often connected with environmentally responsible behaviour. A significant air polluter in tourism is air transportation. However, this mode of transport is difficult to substitute, especially for longer distances. This study focuses on air transportation and the factors affecting the intentions and behaviour of tourists. This paper aims to examine the impact of overall environmentally friendly behaviour, culture, and gender on attitudes to air travel and real behaviour by applying constructs from TPB with selected extensions taken from TRA. A conceptual model is developed, and the moderating variables are suggested based on the literature review. Long-term orientation (LTO) and collectivism are values from Hofstede’s dimensions proved to have impact on ecological behaviour (Sreen *et al.*, 2018) and the overall ecological behaviour is evaluated based on selected items from Kaiser’s scale of ecological behaviour (Kaiser, 1998). The attitude-behaviour and intention-behaviour gaps are more closely examined in this study. Structural equation modelling (SEM) is used to analyse the data and find the most significant variables influencing the intentions and real behaviour in regards to air transportation while leisure travel.

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Servicing Shoppers on Shorter Trips: The Quick-Trip Dilemma

Except for COVID-19 behaviour, grocery shoppers have for long tended to make shorter (few purchases) and more frequent shopping trips to the supermarket (quick trips). Despite this trend, existing principles for store layout forces shoppers on such quick trips to walk through the entire store despite their few needs, spending more time and effort than necessary. Alternative solutions suggested in the literature have focused on using special shelves in close vicinity to the entrance and exit for products bought frequently by shoppers with few needs. In the realm of COVID-19, such an approach, if successful, also has the advantage of detangling the path of customers with relative few needs from other customers which reduce the density of shoppers in the most travelled path of the store. Better catering to shoppers with few needs could therefore go together with infection management. By segmenting shoppers based on type of carrying equipment involved in the shopping trip and analysing purchases by store area, we demonstrate the challenges retailers face when trying to service better to the segment of shoppers on quick trips. Our findings provide empirical support for the existence of a quick-trip dilemma for retailers in the way that quick shoppers differ greatly on what they buy. Although there is not a concise set of related categories that would satisfy the range of shoppers' needs on quick trips, our data still suggest that some categories are more likely to be purchased on such trips. These findings have implications for retail practice.

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Retail Equity and Retailer's Commitment to Sustainable Development as Segmentation Criteria: Evidence from France, Germany and Spain

The unanimous adoption of the UN 2030 Agenda for Sustainable Development, its 17 Sustainable Development Goals (United Nations, 2015) by all 193 member states at the 70th session of the United Nations General Assembly on 25 September 2015 represented the start of a new era of global development (Bergman *et al.*, 2017). Sustainable development, defined by the Brundtland report as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987: 24), is expected to be mainly promoted by, or be imposed on, societies and their business sectors (Bergman *et al.*, 2017). In the past, corporate sustainability (CS) related to the environment only and Corporate Social Responsibility (CSR) referred to social aspects, such as human rights. Nowadays, many consider CS and CSR as synonyms (Van Marrewijk, 2003), understanding that both concepts are referred to as voluntary business activities, including social and environmental concerns, so as to interact with stakeholders (Lo & Sheu, 2007). In retailing, the concentration process leading to the dominant position of big retail brands in the food supply-chain has caught the attention of those assessing ways to make food consumption in Europe more sustainable (Lehner, 2015). Notwithstanding, sustainability remains fairly unexplored in the retail research (Wiese *et al.*, 2015; Gonzalez-Lafaysse & Lapassouse-Madrid, 2016; Marcon *et al.*, 2017), and more in-depth knowledge of store brand equity is needed to provide store managers with recommendations to optimise management aiming to develop effective, efficient marketing actions that can increase their brand equity. Indeed, the literature in marketing shows a relatively recent interest in analysing brand equity in the field of retailing (Hartman & Swoboda, 2009; Gil-Saura *et al.*, 2013), considering the brand equity linked to the store, i.e. retail equity or store equity, as a source of differentiation that enables stores to deal with an increasingly demanding retail environment (Deepa & Chitramani, 2016). Previous research has evidenced that socially responsible actions may have a positive impact for retail stores (e.g. Oppewal *et al.*, 2006; Gupta & Pirsch, 2008). However, only a few studies have comprehensively analyzed the role of CS or CSR in retail (Schramm-Klein *et al.*, 2016), and further research has been claimed in this area (Arrigo, 2018). To the best of our knowledge, there is no evidence about the ability of retailer's commitment to sustainable development to segment consumers based on retail equity. Moreover, there is a lack of studies where cultural aspects are included in exploring sustainability and purchase behavior of environmentally sustainable products in the EU countries (Liobikiene *et al.*, 2016). Therefore, the present study aims to assess the suitability of retailer's commitment to sustainable development (RCSD) and retail equity to cluster customers in segments, and to identify the most relevant RCSD dimension to depict differences across consumer segments. To achieve this aim, we conduct a quantitative research on hypermarket customers in France, Germany and Spain, showing relevant differences in two Hofstede's cultural dimensions, i.e. individualism-collectivism and long-term orientation. The findings suggest that retail equity and RCSD dimensions could be valid criteria for segmenting customers of hypermarkets.

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“If You Can Buy It, You Can Be It”: Implicit Gender Bias in Sport Retail Websites

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Despite evidence that the female sport market is expanding and represents a significant retail opportunity, sport retailers' female-focused merchandise offerings are not equivalent to male-focused offerings. Adopting an implicit bias theory lens, this exploratory study examines the nature of gender-specific differences in online sport merchandising utilizing a mixed-method qualitative approach framed by Critical Discourse Analysis. The two stages of the study examine the gender-specific nature of online sport retail merchandising offerings through 1) a content analysis of 53 online sport retail websites including those of sport brands, niche sport retailers (i.e. specific sports), and sport aggregators, and 2) a case study analysis of NBA and WNBA merchandise offerings on the Fanatics website. Findings include differences in gender-specific online sport merchandising, including aspects of price, variety, and assortment. Further, there are contradictions between sport retailers' stated missions and merchandise selections, and between demonstrated consumer support and merchandise availability. The nature of these contradictions contributes to the understanding of how implicit biases about female sport participation are accessible through retail merchandise strategies. Further, this study identifies merchandising opportunities for sport retailers.

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Discontinuities: What is the Value of Having the Lowest Price or Highest Consumer Rating on a Price Comparison Website?

With the rise of e-commerce there has been a clear shift of attention to friction-less markets, where the ability to compare prices and products with high levels of ease and convenience online has been made available to the broad masses. One of these marketplaces is that of a price comparison sites (PCS), where empirical research has shown that three main stylized facts regarding posted prices: homogeneous products exhibit price dispersion despite low search costs; the number of firms advertising prices for a given product is changes with high frequency; and firms offering the lowest price change frequently. The observation that price dispersion remains coupled with firms' supposedly changing lowest price frequently begs the questions, if the lowest price is not the key determinant of consumer demand measured by click-through, just how important is it? This paper examines price elasticities on a price comparison website and if there is a discontinuity in demand for retailers having the lowest price, or products having the highest consumer rating. Previous research is extended upon, with a larger, more recent, and more varied dataset, with retailers and products followed over a longer period. It is found that there is a statistically significant positive discontinuity in demand for retailers offering the lowest price. However, the results also show that the magnitude of the effect can vary substantially between product categories. The increase in demand ranges from 58% to 154%, with an average effect of 92%. The results pertaining to consumer ratings are found to be inconclusive. The importance for retailers of maintaining the lowest price therefore remains strong, while consumer ratings seem to have less of an impact on consumer demand.

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Is Intertemporal Price Discrimination the Cause of Price Dispersion in Markets with Low Search Costs?

The most commonly used models for explaining price dispersion in markets with low search costs are clearinghouse models. In a clearinghouse model, retailers must simultaneously appeal to two types of customers: shoppers who search and use the available price list to buy from the retailer offering the lowest price, and non-shoppers who do not engage in search but learn prices over time as they visit stores' or retailers' webpages. For price dispersion to remain, there must be some consumers who are non-shoppers, and prices must be chosen using mixed strategies, with retailers changing their prices randomly (Varian, 1980; Lach, 2002). Otherwise, consumers will eventually learn which retailer has the lowest price, and all customers will either patronize the lowest price retailer, or all retailers will charge the same price. The use of mixed strategies has empirically testable implications. First, there can be no grouping of retailers having similar, and thus predictable, price strategies that remain over time. Second, the position of individual retailers within a cross-sectional price distribution will change randomly over time. Therefore, there will be no distinguishable patterns in a transition matrix of prices, and the probability of remaining in the same position in the transition matrix should be low. There are three previous studies that formally test if both the necessary (remaining price dispersion) and sufficient (randomization of prices) conditions for clearinghouse models are fulfilled. Evidence from these studies are mixed, with Bayliss & Perloff (2002) rejecting the clearinghouse model, while Lach (2002) and Baye *et al.* (2004) support it. However, Bayliss & Perloff (2002) and Baye *et al.* (2004) do not account for retailer heterogeneity in their transition matrix analysis, while Lach (2002) arbitrarily groups retailers into quartiles when investigating price movements. We test the predictions from clearinghouse models using a dataset of identical products sold through the PriceSpy price comparison website. In contrast to previous studies, we account for retailer heterogeneity and use cluster analysis to determine the size and number of retail clusters with similar prices. As such, we contribute to the literature by adding a current and methodologically comprehensive test of clearinghouse models. We find that data support the necessary condition of remaining price dispersion from a clearinghouse model, but not the sufficient condition of retailers randomizing their prices.

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Pricing in Markets with Low Search Costs: Evidence from a Price Comparison Website

The European Union adopted a common market strategy for online retailing in 2015 and, as part of this strategy, the European commission instigated an investigation into how increased online retailing affects competition in retail markets. Their results indicated that online retailers compete in many dimensions such as price, product, marketing, shipping, payment alternatives, etc. However, the most profound impact on competition is reported to be due to the price transparency that online retailing and the increased use of price comparison websites create; where the increased use of price comparison websites is expected to lead to more competitive prices and less price dispersion. The purpose of our paper is to investigate how increased use of the price comparison website Pricespy during the period 2012 to 2017 has affected prices and price dispersion in the market for consumer electronics and consumer durables. Based on a theoretical model developed by Granlund & Rudholm (2011), a regression model is set up and estimated to test the hypothesis that reduced search costs lowers prices. We choose this model over available alternatives since it not only shows how decreased search costs affects prices, but also give direct guidance to what variables should be included when setting up the regression model. We find that reduced search costs reduce average prices for all 10 categories of consumer electronics, although two of the estimates are not statistically significant at conventional levels. The increase in use of the price comparison website observed in the later part of the period under study, with the one-year increase in daily consumer clicks from PriceSpy to retailers in the product categories under study equaling approximately 1000 clicks, reduces average price with between 0.1 and 4.5%. This can be compared to the impact of one additional retailer competing in a product category on the website, which reduces price with, at most, 1%. For consumer durables the results are mixed with no statistically significant results found in three out of five categories. Turning to the results regarding price dispersion, measured as the price range between the most expensive and the cheapest offer from retailers to consumers for a specific product, an increase by 1000 clicks increase price dispersion with between 3 and 15% for consumer electronics, while the results for consumer durables are, again, more mixed with statistically significant results found for only one category.

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Why Do Firms Compete on Price Comparison Websites? The Impact on Productivity, Profits, and Wages

At the beginning of the Internet era, the introduction of online retailing was expected to create almost perfectly competitive markets, with no excess profits for retailers competing in online marketplaces. While these predictions have not been realized, there is a literature indicating that competition on price comparison websites lowers prices. However, despite reports of increased competition and lower prices, firms have chosen to enter price comparison website marketplaces at an increasing pace. The increase in the use of the price comparison website PriceSpy in Sweden from 2013 to 2016 is remarkable. The data show that in 2013 there were about 20 retailers marketing some 20 games for the console PlayStation4 on the PriceSpy website, while by 2016 this had increased to almost 60 retailers marketing over 600 products. Similar increases are observed for other products as well. So why do firms choose to compete in a marketplace with fierce competition that reduces prices? The purpose of our paper is to investigate how entry into the PriceSpy marketplace affects productivity, operating profits, and gross wages to answer our main research question: Why do firms compete on price comparison websites? We suggest that the willingness to compete on price comparison websites is due to the influence entry has on the marginal cost function of the firms. Entry into price comparison website marketplaces creates a shift in the firm's marginal cost function, leading to a reduced unit cost for the products sold. This in turn leads to lower prices, larger quantities sold, and increased excess profits, even when firms hold the levels of inputs, labor and capital, constant. The increased productivity creates an increase in excess profits to be shared between shareholders and labor depending on their respective bargaining power, and this is what motivates firms to enter the price comparison website marketplace, despite the fierce competition. Our results indicate that firms entering the PriceSpy marketplace from 2005 to 2015 experienced an increase in output, while holding inputs constant, of 11.63%. As for our results regarding who gains more from PriceSpy participation, capital or labor, the results indicate that gross wages increase by between 12.75 and 17.35% depending on industry when firms enter PriceSpy, while operating profits increase by on average 9.42%. This suggests that most of the gains from PriceSpy entry go to labor when firms start marketing their products through this price comparison website.

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The Effect of Sustainable Packaging Communication on Perceived Brand Ethicality of Breakfast Cereal Brands in Germany

Increasing importance of sustainable packaging has sparked the question of how brands can communicate their efforts and establish an ethical brand image. Various packaging cues are available as brand message carriers, yet, research on which can trigger perceived brand ethicality is limited. Using the relevant example of breakfast cereal brands; i.e. high-consumed FMCGs, and German consumers; sustainably mature and economically strong, this study focuses on two relevant visual cues for eco-friendliness; material and ecolabel. Additionally, the amplifying impact of environmental concern and packaging attractiveness are examined. An in-between subject 2x2 experiment with visual stimuli (paper vs plastic, with vs without The Green Dot) through an online survey was performed among German consumers. Voluntary sampling resulted in 210 valid responses. Material was a significant predictor for (1) perceived sustainability and (2) perceived brand ethicality. The second interaction was moderated by average and high environmental concern and mediated by perceived packaging attractiveness. Ecolabel had a smaller impact on perceived sustainability and none on perceived brand ethicality. This study contributes to the limited research on sustainable packaging cue effects, confirming that brown, fibre-based material increases perceived sustainability and brand ethicality of breakfast cereal brands in Germany. The compared marginal impact of the ecolabel indicates that it is a less appropriate brand message carrier, possibly only signalling law-abiding behaviour and hygiene factors for perceived brand ethicality. The findings further contribute to the discourse of multiple cue effects, indicating that accumulating positive cues is ineffective, whilst contradiction can taint the brand image. Contrary to preceding research, demographics and social desirability bias were included as covariates and packaging attractiveness was established as a mediator. This provides a new research approach and establishes material as a functional and aesthetic cue. Markedly, environmental concern did not mediate the interaction between material and attractiveness; thus, a first stage moderated mediation is unlikely. Practitioners are recommended to select suitable sustainability cues carefully but equally consider consumers' attitudes. Brand managers should prioritise mono-cueing and brown, paper-based material to amplify positive perceptions, especially among the increasing consumer group with average and high environmental concern. However, they should be mindful of consumers' increasing awareness of greenwashing and the high carbon footprint of paper. Finally, limitations due to sampling method and industrial, cultural, and cue focus are acknowledged; further research for generalisability is advised.

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Dysfunctional Retailers in Emerging Markets: Tactics, Strategies, and Legitimacy Outcomes

There are scarce studies on the strategies used by "dysfunctional retailers" (DRs) to conquer legitimacy. By DRs we refer to sellers involved in black markets whose actions deviate overly or covertly from established institutional patterns. By legitimacy we mean a generalized perception that DRs are desirable or appropriate within the system of values of a society. In this paper, we draw on sociological institutional theory to narrow this gap by exploring: What legitimation strategies use DRs to gain legitimacy? What type of legitimacy conquer DRs with the legitimation strategies and tactics they display? What consumer behaviors trigger the legitimation types conquered by DRs? According to institutional theory, DRs are active agents that must acquire legitimacy status by adopting socially desirable/recognized behaviors. DRs must apply legitimation strategies to create a sense of desirability among their constituents to gain legitimacy. Also, legitimacy development may require the strategic selection of audiences that are more prone to confer legitimacy because of the benefits offered by DRs' activities. We developed this study in Colombia, where black markets operate openly in geographical zones called San Andresitos. We used online user-generated content (UGC) and collected online consumer responses to news involving San Andresitos published in the digital version of Colombia's three most important newspapers between January 2015 and July 2016. We assumed that consumers' responses collapse latent topics that reflect the strategies, tactics, and consumer behavior linked to the DRs' legitimation strategies; consequently, we applied Latent Dirichlet Allocation (LDA) analysis. We found that DRs display conforming and manipulating legitimation strategies incarnated in legitimation tactics that signal high perceived value for customers' money, inclusiveness, and cooptation of the authorities. These tactics trigger a positive assessment of the pragmatic and social legitimacy of DRs. When customers' perceptions about the pragmatic and social legitimacy of DRs are positive, customers are prone to reward DRs with favorable behaviors such as purchase intention and positive Word-of-Mouth. However, if the perceptions about these types of legitimacy are negative, customers are willing to punish DRs through boycott and negative Word-of-Mouth. Our findings suggest that, like formal retailers, DRs mobilize resources (e.g., rhetorical or material) to influence customers' perceptions and gain their favor in the market. However, far from contributing to normalizing DRs, our findings may help make decisions oriented to enfeeble DRs and black markets. For instance, by discovering the sources of legitimacy of DRs and their relationships to (un)ethical purchasing behavior, governments may adopt marketing strategies that increase the scrutiny on DRs' legitimacy and/or attack its legitimacy to delegitimize its operations in the market. Beyond attacking the sources of legitimacy, governments may adopt strategies that increase the hardship for DRs in gaining, maintaining, or repairing their legitimacy. These subtle courses of action may be more effective in debilitating DRs than actions based merely on the force (e.g., Police), which may be impractical. Future research could quantitatively test and extend the findings of this research.

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Self-Efficacy and Response-Efficacy as Two Major Drivers Motivating Consumers to Use In-Store Kiosks

The global COVID-19 pandemic has completely changed our daily life. Fear of coronavirus infection has led consumers to practice social distancing in shopping. In an effort to minimize face-to-face contact, “untact” consumption has substantially risen in Korea. Untact consumption, in simple terms, refers to a consumption behavior in which a consumer is offered a service without directly contacting a service provider (Kim *et al.*, 2017; Lee & Lee, 2020). This study explores motivating factors that influence consumer acceptance of in-store kiosks. More specifically, this study uses the major cognitive factors suggested by the Social Cognitive Theory (Bandura, 1982, 1986) to examine how self-efficacy and response-efficacy interact in determining Korean consumers’ acceptance of in-store kiosks. Among many dimensions of the Social Cognitive Theory, self-efficacy and response-efficacy beliefs are important cognitive factors that determine consumer behavior (Compeau & Higgins, 1995). Self-efficacy is defined as a person’s belief that he or she is capable of performing a designated behavior. This expectation is essential for producing desirable outcomes (Bandura, 1982; 1986). Response efficacy, also known as outcome expectations, is a person’s belief that a designated behavior will result in some outcome (Bandura, 1982, 1986). Based on review of the Social Cognitive Theory literature, the current study proposes a comprehensive model for understanding consumer acceptance of in-store kiosks. To accomplish these objectives, the following hypotheses are developed: H1: Self-efficacy will be positively related to a) performance outcome expectations, b) self-evaluative outcome expectations, and c) social outcome expectations. H2: a) Performance outcome expectations, b) self-evaluative outcome expectations, and c) social outcome expectations will be positively related to emotional responses. H3: Emotional responses will be positively related to intentions to use in-store kiosks. H4: The effect of self-efficacy on a) performance outcome expectations, b) self-evaluative outcome expectations, and c) social outcome expectations will be moderated by regulatory focus. H5: The effect of a) performance outcome expectations, b) self-evaluative outcome expectations, and c) social outcome expectations on emotional responses will be moderated by regulatory focus. The sample is Korean consumers who have used self-ordering kiosks at least once in the past six months. Data will be collected through an online survey administered to panel members pre-recruited by a market research firm in October 2020. To clarify terms for participants, the questionnaire will begin with a brief explanation and images of self-ordering kiosks. Previous literature concerning technology acceptance is utilized to develop scale items (Higgins *et al.*, 1997; Jia *et al.*, 2012; Niederhauser & Perkmen, 2010; van Beuningen *et al.*, Streukens, 2009). Structural equation modeling (SEM) with AMOS will be used to explore the data and analyze the hypothesized relationships. Even if the COVID-19 pandemic ends, the spread of untact consumption is likely to continue (Choi & Oh, 2020), and so the findings of this study are anticipated to provide academic insights on key motivating factors that lead consumers to use in-store kiosks. In addition, this study will suggest managerial implications that will benefit retail businesses, marketers, or kiosk businesses.

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The Addictive Subscription Economy

Media consumption has drastically changed in the past few years. Viewers have shifted away from viewing traditional broadcast channels towards online video consumption so as to have an increased control over their screening choices and watching schedule (Littelton, 2014). Consequently, new patterns of media consumption have appeared with a significant surge in the daily consumption of streaming services. Indeed, one of the most popular internet applications besides online video games and social network services (SNS) are the video streaming services (Hasan *et al*, 2018). To date, no research has tackled the potential downsides and risks that Subscription Video-on-Demand (SVoD) streaming services might present to consumers, even though this market is expected to reach 1.5 billion subscribers by the year 2026 (Statista, 2021). Accordingly, the aim of this study is to measure the impact of attachment to the SVoD on consumer addiction while integrating the trust and perceived switching cost variables. An internet survey was conducted through Qualtrics with 461 respondents from the U.S. market. Structural Equation modelling was used to test the suggested model.

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Comparing the Impact of Covid-19 on Why Buyers Do Not Return Unwanted Products

In the post purchase stage of the consumer buying process, the complaining, switching, negative word-of-mouth, return, and inertia reactions (Zeelenberg *et al.* 2002) to dissatisfaction with a product have been unevenly studied. Complaint behavior, switching behavior, and word-of-mouth have gotten the most interest. Perhaps it is because the focus is on the organization rather than on the totality of consumer behaviors related to dissatisfaction including product returns and inertia. While there is more literature on product returns than inertia, much of the focus in the product return literature is on reverse logistics design and management but little about buyer motives for product return (Foscht, et al 2013). Even more sparse is research on the factors that affect buyer motivation NOT to return an unwanted product or inertia. This paper looks at the barriers that may be a disincentive for a buyer to return the product to the seller before and during the Covid-19 pandemic. This exploratory research focuses on consumer motivations for the buyers' inertia rather than on the actions and constraints of the seller. The authors proposed fourteen (14) buyer hypotheses: nine (9) under normal conditions and five (5) under pandemic conditions. Two of the hypotheses pertaining to buyer demographics were not replicated in the pandemic scenario. The rationale for this decision is because the authors were of the opinion that there would be no significant differences. This exploratory study looks at the barriers that cause inertia or non-return behavior of product returns in two different environments: a normal and a pandemic environment, specifically COVID-19. This research explored the reasons why buyers do not return unwanted purchases. While we examined the barriers for sellers too, we chose to concentrate on the buyer's barriers. The authors plan to test the seller and buyer hypotheses in future studies.

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How Do Businesses Foster Ethical and Sustainable Consumption? The relevance of intention to adopt B2C Multisided Platforms

In the recent context, sustainability and environmental concerns have emerged as a significant social issue. While the pressure on businesses to become sustainable stemmed from government and environmental groups, consumers have risen as the key environmental stakeholders. Consumers have increased their environmental expectations by demanding green products and services from companies. As a result, conscious consumption has become an important criterion influencing consumer decision making. Businesses have a fundamental role in promoting ethical consumption, as they should align the way they operate with the sustainable requirements of their consumers. By interacting with their suppliers, organizations can develop and implement more effective solutions to tackle the existing environmental challenges. I.e., partnership between organizations in the supply chain allows to prevent pollution, to monitor the traceability of products, to know in real time the information and the quality of raw materials. Yet, the most of research observes the phenomenon only from a consumer-based perspective, thus neglecting the importance of business strategies to promote ethical consumption. As a such, Multisided Platforms (MSPs) emerged as a suitable solution to foster the collaboration between diverse supply chain actors. MSPs are digital platforms that connect different enterprises and stakeholders within a single digital ecosystem. On the one hand, the multiple businesses inside a specific digital platform allow companies to cross their boundaries through collaboration between different global players. By the platform, companies can obtain real-time quality and sustainability information on products or raw materials. On the other hand, MSPs are useful for dialogue with customers and responding to their quest for attention, service, and information. Consequently, integrating MSPs into the supply chain would enable companies to meet customers demand for more sustainable products and services. Despite growing consumer awareness of social sustainability issues, little is known about how companies pursue social sustainability in their supply chain management. The effects of the adoption of B2C MSPs in term of improved sustainability awareness and communication, consumer service, and relationship quality need a deeper understanding. Building on expectation confirmation theory, the research will analyze how customers' green expectations can be drivers in the firm's intention to integrate the multi-sided platform into the supply chain. Through fsQCA, the present research outlines several decision-making profiles associated with companies' intention to adopt MSP.

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A Study in Using Digital and Social Media to Build Marketing and Branding Strategy Across Multiple Sports Consumer Profile Segments

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Marketing leaders are facing an ever-accelerating marketplace where digital and social media are increasingly important sourcing tools to construct and enact effective targeting, marketing, and branding strategies. This multiple method research study qualitatively and quantitatively examines the respective roles of digital and social media in building and leveraging customer-centric segmentation, marketing and branding strategies as related to a panel of 500 active golfers and tennis players. These golf and tennis participants self-identified their respective sport of choice as an important facet of their self-concepts, with all respondents indicating they played their respective sports a minimum of five times annually (e.g., classified themselves as an active player). Respondents' current levels of activity and anticipated future levels of activity on digital media and five different social media platforms (e.g., Facebook, Instagram, Snapchat, Twitter and Pinterest) was gauged, and subsequently assessed in regard to differing levels of key sports marketing and branding metrics. Supplemental product attribute, focal brand, and environmental scans were then collected in order to extend the value of the findings and the implications derived from the existing data set. The second stage of this multi-method project was a temporally-focused case study application that considered the introduction, progression, evolution and rebranding of the Nike Golf and Nike Tennis brands - from market entry, to rapid growth, to competitive turbulence, to category maturity, to category reenergization in some cases and market exit in others. This case study also specifically examined 500 active golf and tennis participants at the personal, product, category, and brand levels. Examination of personal, lifestyle, antecedent, focal and outcome variables demonstrates that key psychometric properties distinguish multiple Nike Golf and Nike Tennis consumer profile segments, and the resulting marketing mix and branding strategies required to meet the wants and needs of these target market segments. The study concludes by putting forth common challenges that marketers face across a wide array of marketing situations, and then introduces four solutions to address the posited challenges. The four solutions include: 1) omnichannel solutions are critical, 2) marketing and brand messaging should be crafted to articulate fulfillment of key consumer wants and needs, which requires increased consumer communication and engagement frequency, 3) real-time activation cycles for both information sharing and ordering are requisite, and 4) feedback loops are essential as consumer sourcing increases in prevalence and production cycles shorten. Interestingly, these postulated solutions were sourced, in part, from panel-derived, consumer-generated survey response content, and were inclusive of varying levels of consumer loyalty. Thus, through the dynamic exchange with multiple stakeholder groups with differing levels of brand favorability and commitment, a more diverse set of solutions were proposed that are suggested to be not only more appealing to those who already care about any brand, but also more appealing to those who could.

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The Role of Customer Mindfulness on Post-Purchase Intentions after a Double Deviation

Malfunctions in a service context are common due to the unique difficulty to standardize services and its dependence on the actions of both providers and customers (Balaji *et al.*, 2017; Ndubisi, 2012). Service failures may violate consumer trust and generate some undesirable consumer reactions, such as negative word-of-mouth and acts of revenge (Obeidat *et al.*, 2017; Ozuem *et al.*, 2021; Pulga *et al.*, 2019). Service providers may adopt different trust recovery tactics, such as apology, promise, explanation, information sharing, or even financial compensations (Bozic, 2017; Pacheco *et al.*, 2019). Moreover, trust recovery is not just a matter of what the service providers do (i.e., the tactic they adopt), but also how they do it (e.g., with courtesy, effort, empathy, and willingness to listen) (Van Vaerenbergh *et al.*, 2019). Double deviation is a concept that is commonly associated to service failures, referring to an unsuccessful attempt to restore customer satisfaction after a service failure (Basso & Pizzutti, 2016; Bitner *et al.*, 1990; Pacheco *et al.*, 2019). Thus, service providers might be extremely attentive to restore customer perception after a double deviation, leading to a positive reaction. Post-purchase intentions have been frequently used as a basis for predicting customers' future behaviors, as it represents the tendency to repurchase the goods or services at the same place (Kuo & Wu, 2012; Kuo *et al.*, 2009). Consequently, when customers express the intention to return (or to repurchase) after a failure, that would be an expression of customer loyalty, which is critical for success (Manu & Sreejesh, 2021). Considering the service failure context, some attention has been devoted to mindfulness and how it may impact different managerial concerns (e.g., promoting relationship and customer loyalty, enhancing healthy food choices, providing the sense of psychological safety in organizational culture) (Kidwell *et al.*, 2015; Ndubisi, 2014; Sutcliffe *et al.*, 2016). Mindfulness can be understood as a practice of purposely bringing one's state of consciousness in the present moment (i.e., when people embrace an accepting attitude, without evaluation) (Brown & Ryan, 2003). Mindful consumers tend to evaluate the situations more carefully, which impacts their perceptions and behaviors (Ndubisi, 2014). Despite the increased trust that mindful customers (vs. low mindful customers) have in superior value service providers (Ndubisi, 2014), service failures may also happen and violate customers' trust. Although some research has given attention to the emotional role of consumers to service failure responses (Valentini *et al.*, 2020), investigation regarding the influence of mindfulness associated to services is still very limited. In service failures, and from the best of our knowledge, the customer's level of mindfulness has not been studied. Therefore, the research question of this study is: *What is the role of mindfulness on post-purchase intentions (PPI) after a double deviation?* This study aims to advance knowledge by integrating pioneering research on mindfulness into services marketing research. The main contributions involve the comprehension of the role of mindfulness (as a moderator), after a double deviation, on post-purchase intentions. Additionally, the attribution of benevolence (as a mediator) between the double deviation and post-purchase intentions, will be further analyzed. We propose that high mindful customers (vs. low mindful customers) are more likely to exhibit less intentions to repurchase after a double deviation.

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Ericeira's Destination Personality

Ericeira is a Portuguese village by the sea that obtained the WSR-World Surfing Reserve recognition in 2011. It is often visited by tourists looking for surf adventures and other outdoor activities. This study's purpose was to uncover Ericeira's destination personality from local stakeholders' perspective, informed by sense of place. It also aims to better understand the impact of Ericeira's recognition as WSR, on the perception of destination personality by tourism's suppliers, since the recognition seemed to be a catalyst for local destination branding. Moreover, the study aimed at understanding if Mafra's City Hall (MCH) brand identity development for brand "Ericeira", as Ericeira's Destination Management Organization, agrees with local stakeholders' destination personality perceptions, as the latter will determine visitors' destination image of Ericeira in their direct interactions with tourists. A survey was conducted with local tourism stakeholders, in which questions about destination personality and differentiating attributes/features, and about the perceived impact of the WSR recognition were posed. Analysis of results showed the WSR is perceived as having a direct positive impact on local tourism development and growth. Results indicate MCH's formulation of brand "Ericeira"'s identity and personality generally agrees with local stakeholders' perspective on Ericeira's personality, albeit some discrepancies were identified. This study bridges the lack of research done on destination branding and personality in surf tourism settings and opens the discussion towards determinants of destinations' personalities and their impact on locals' sense of place.

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What Managers Believe about Customer Experience Memory and Why it Matters

Considerable empirical research supports the view that customers' memories influence attitudes and behaviour (Hoch 2002; LaTour 2012; Stafford & Grimes 2012; Winkielman & Schwarz 2001). Customers give substantial weight to their memories when making purchase decisions as consumption decisions and memories share similar neural pathways (Schacter & Madore 2016). Understandably, service organisations today are thinking more about designing and delivering experiences that are memorable (Meyer & Schwager 2007; Pine & Gilmore 1998). However, managers' efforts to create these memorable experiences may be hindered by false assumptions about how memory functions. According to studies about what people believe about general memory, everyday beliefs often run counter to scientific evidence (Conway *et al.*, 2014; Magnussen *et al.*, 2006). This can have serious consequences for jurors evaluating testimony of childhood recollections or trusting eye witness accounts. In marketing, what managers believe about how memories are formed affects the strategies they employ to create them. To investigate managers' beliefs we conducted a two-phase study. First, we integrated theories and empirical findings from the psychology and autobiographical memory literatures into a series of accepted scientific principles about experience memory. Second, we investigated marketing practitioners' agreement with these propositions using a sample survey. Our results suggest that this complex topic is not well understood by managers. Consequently, marketers' actions may be misdirected. To conclude we present a number of practical recommendations to build memories for both hedonic and utilitarian service experiences.

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Drivers and Drawbacks of Home Beauty Services: Hedonic or Utilitarian?

Researchers have investigated extensively the roles of hedonic and utilitarian factors in consumers' choice processes (e.g., Holbrook & Hirschman, 1982; Hartman *et al.*, 2006; Bradley & LaFleur, 2016). However, is this popular categorisation similarly relevant in the developing market for beauty services at home? Industry commentators prefer to focus largely on hedonic aspects of these emerging services (e.g., Duan, 2018; Mailey, 2018; Lifestyle, 2020). Likewise, promotional strategies usually highlight their apps and other hedonic benefits (Ruuby, 2020). In spite of largely positive media rhetoric, some companies struggled to compete in this operationally challenging area of consumer services. However, consumers in major metro areas of the USA have a range of providers, including Priv, Glamsquad, MySpa2Go, and BeautyLynk (Cohn, 2021). This study aims to provide a balanced view of motivational drivers and inhibitors, grounded in independent research investigations. Reflecting still the early stages in development of these services, the study was partly exploratory but progressing to test effects relevant to academic and practitioner stakeholders. Here we examine three sequentially linked research questions: 1) What are the relative importance levels of hedonics vs. utilitarian attributes among users and (aware) non-users? 2) Do these relative saliences relate to identifiable characteristics of customer groups? 3) Which are the most important drivers/inhibitors of adoption and spending on these services? Mixed methods research (Plano Clark & Ivankova, 2015) included interviews with senior industry executives, then 22 mystery service reviews with in-depth evaluations of consumers' motives and experiences. These investigations identify many hedonic and utilitarian motives/attributes, which informed scale development for the main survey. This covered 21 US metro areas with a usable sample of 629 service-aware consumers, including 44.5% users. Scale designs and other measures helped to minimize common method variance (Podsakoff *et al.*, 2012), which multiple post hoc tests show to be low. The survey findings support qualitative indications of highly salient utilitarian motives, revealing their roles vis-à-vis hedonics at different levels of adoption and for different commercial outcomes. Importance measures and initial tests retain the detail valuable for practitioner decision making, while metric and non-parametric multivariate procedures validate scales at construct level and respond to the research questions. Both types of motives contribute to adoption, while types of utilitarian benefits and concerns are especially relevant to retention and loyalty. The study also illustrates wider benefits of mixed methods and multi-level analyses to inform different aspects of strategic decision making, especially when investigating young areas of service innovation.

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Developing New Retail Co-Brands: The Role of Retail Brand Strength, Type, Image and Product-Category Fit

Retailer co-branding is part of the growing field of brand-driven innovation which differs from brand extensions because it deals with two existing brands that carry over their images to the new product. For some retailers, like Starbucks and Spotify, Armani and Samsung and Target and UNICEF, co-branding is an increasing popularity way of quickly developing new products for new market segments. However how retailers should choose a partner to maximize brand image transfer with specific image effects remains opaque and understudied. The paper focuses on this problem and its implications for the choice of co-branding partner. New theoretical relationships between parent brand strengths, parent brand type (symbolic or functional) and parent product-category fit and new cobrand product-category fit with the parent brands are investigated. These relationships are explained by Selective Activation, Reconstruction and Anchoring Model, Congruity Theory, and Categorization Theory. The study extends previous work on brand extension success (Broniarczyk & Alba, 1994; Batra *et al.*, 2010) by considering parent brand-image fit and explores the impact of symbolic vs functional brands in a retailing context. These new interactions between brand type and brand strength and product-category fit have not been considered before and provided non-obvious insights. Study 1 used a parent brand in fashion retail (symbolic brand) and mobile phone retail (functional brand) to produce a co-branded mobile phone as the stimulus within a 2×2 between-subjects experimental design. The treatments involved varying brand strength (strong/weak brand) and brand type (functional/symbolic brand). Study 2 replicated study 1 but in a different co-brand product category to the parent brands namely shoes (low fit) and watches (high fit). It examined the effect of product-category fit between the parent retail brands and that of the new co-brand. It used a $2 \times 2 \times 2$ between-subjects experimental design was used with 2 (strong/weak functional retail brand) \times 2 (strong/weak symbolic retail brand) \times 2 (poor/good product-category fit) treatments. To examine the brand image (DV) changes, we use a new-to-marketing approach to analyze the similarity of brand image profiles. Double entry intra-class correlation (ICCDE) allows more accurate image similarity comparisons and goes beyond measuring mere brand-attitude transfer. Data were collected from 240 undergraduate students familiar the retail brands. Results indicate that symbolic parent retailers have greater image transfer to the new co-brand than functional parent retail brands. Retailer brand strength only plays a role when the functional parent brand is strong, and the symbolic brand is weak. Higher degree of parent retailer-image fit between helps image transfer. Contrary to previous findings, the degree of product-category fit between parent brands and the new retail co-brand is only important for functional, not symbolic brands. Since symbolic parent retail brands have more influence in the image inheritance process, brands such as Armani have a greater range of potential co-branding partners. Functional retailer brands need to consider more carefully their co-branding partner choice when their brand is weak. As the greater the parent brand-image fit, the more image is transferred to the co-brand, retailers should choose a co-branding partner with a similar brand image.

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Despite the fact that offline commerce is still dominant with 87% of customers purchasing from brick-and-mortar store in US, the truth is that among customers 39% visited the website of the company, 36% read the customers' reviews online, and 33% tried to find the best price online (Omnichannel Buying Report, 2018). Advancement of information technology and shift towards customer-centric business models have empowered customers with many options and touchpoints that have reshaped shopping trends (Kumar *et al.*, 2012). Omnichannel refers to integration of all channels in order to interact with customers (Rigby 2011). Such touchpoints are official website of the firm, social media, emails, smartphones, call center, mails, interactive voice recognition (IVR), kiosks, television and more (Rigby, 2011). About 15 years ago, customers used only two touchpoints on average for purchasing; while, nowadays customers use an average of six touchpoints (V12data.com). For instance, the click-and-collect shopping had a 30% increase from representing only 18% of the online grocery shopping in 2016 to about 48% in 2017 (Nielsen.com). A study of 48000 customers shows that omnichannel customers are more valuable and loyal compare to those who use only one channel (Sopadjieva *et al.*, 2017). On average omnichannel customers spend 4% more online, 9% more in store, and 23% more return to the store within six months compare to those who only use one channel (Sopadjieva *et al.*, 2017). Despite all the benefits of omnichannel retailing, the firms have many challenges to synchronize the online and offline businesses, since they have been designed and working separately. This problem leads to different experiences for customers throughout using different touchpoints. For instance, a quarter of Swedish consumers in a study in 2016 explained that online services were more personal compare to in store experiences (Ecommerce News, 2016). The coexistence of online and offline channels has been for many decades now; however, there are few academic studies about the integration of all channels (Wiener *et al.*, 2018). Previous studies focus only on online business models, offline business models or the dual business models and not the omnichannel business model (Wiener *et al.*, 2018). To address the abovementioned research gap, a systematic literature review is conducted to investigate the integrated business model of omnichannel. Specifically, the aim of this study is to answer the following research questions: (1) What are the specific characteristics of omnichannel business model? (2) What are the major challenges for transition to omnichannel business model?

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The Power of Electronic Word-of-Mouth: Sweden vs. USA

Digitalization has enabled us to share information instantly and one of the consequences is the “conspicuous consumption” where consumers share their experiences and product reviews on firms’ websites and different social platforms (Rhue & Sundararajan 2019). Prior to the Internet, customers had to make their decision for buying a product or service based on the price, promotion, brand and all the other marketer-controlled variables provided by the firms (De Langhe *et al.*, 2015). Over the last decades, online consumer reviews and ratings play an important role in their decision making process (Watson *et al.*, 2018). Now that customers have access to online product reviews, fast and cheaply, they can estimate the product quality better, companies may need to shift their investments from traditional marketing strategies to more technological advances marketing tools (De Langhe *et al.*, 2015). Hennig *et al.* (2004, p.39) define electronic word of mouth (eWOM) as “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”. Extant literature has examined the role of eWOM on Online Purchase Intention (e.g., Parry *et al.*, 2012); however, no studies (to our knowledge) have considered the quantity, quality, and variance of online reviews within the home furniture retail industry specifically. Currently, the furniture market is about 300,000m USD and it is expected to grow annually by 1.7% (Furniture Statista, 2019). Sweden is considered the seventh largest market in Western Europe with per capita consumption much higher than the European average (Furniture Distribution in Sweden, 2018). Both United States and Sweden share comparable retail ecommerce sales as a share to retail trade, additionally, both these countries have similar consumer profile in terms of buyer sophistication (The Global Competitiveness, 2018; Sabanoglu, 2019). The furniture and interior design of Scandinavia is very well known and IKEA, the largest home furniture retailer (Statista Research Department, 2018), make the “Swedish” style global. Therefore, considering that both United States and Sweden have similar consumer base, it would be interesting to compare these two markets, especially since United States is in a top trading partner for Sweden (Workman, 2019). The purpose of the study is to investigate the impact of eWOM on home furnishing online actual purchase. The study considers the role of social circle and subjective norms. A comparison between the two countries show different consumer behaviors. The findings are followed by the theoretical and managerial implications for retailers and social media platforms

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Ethical Consumption Behavior of Retail Products and Services: An Anti/Pro Consumption Perspective

Many consumers are directing their purchasing behavior towards those businesses they perceive as being more ethical or socially responsible. In fact, many potential consumers are questioning whether it is ethical to consume certain products at all. The question we address in the current research is how consumers attitude towards consumption (pro versus anti-consumers) impact perceptions of ethical consumption and corporate social responsibility. We hypothesize that a person's attitude towards consumption will impact their concern for the ethical/social concern shown by the companies they deal with. We also hypothesize that this relationship differs for those consumers whose primary ethical concern is with a service/retail firms and those consumers whose primary ethical concern is with a physical product. To test these hypotheses, we administered a survey to a sample of 760 American consumers. We used a convenience sample designed specifically to achieve diversity across age and gender identification as suggested by Muncy & Iyer (2021). We measured the four types of consumers (macro anti-consumers, micro anti-consumers, macro pro-consumers, and micro pro-consumers) based on the scale developed by Iyer & Muncy (2013, 2016). We measured ethical consumption behavior on two dimensions (political and social) based on the scale developed by Toti & Moulins (2016). We measured attitude towards businesses' corporate social responsibility on two dimensions (environmental and societal) based on the scale developed by Oberseder *et al.* (2014). Using an open-ended question, we asked respondents to indicate what type of consumption they would most avoid for ethical reasons. Based on this open-ended question, we categorized consumers as either having their greatest concerns with physical products ($n = 652$) or with services/retailers ($n = 92$). For example, consumers were categorized as having retail/services concerns if they indicated their biggest concern was with companies such as Walmart, Starbucks, Hobby Lobby, Wells Fargo Bank, SeaWorld, etc. In contrast, we categorized consumers as having product concerns if their biggest concern was with products like guns, fur coats, etc. and not the retailer where they might acquire such products. Structural Equations Modeling was employed to test the relationships between the constructs. The fit indices of the measurement model were adequate. The structural model indicated that the relationships between the constructs were significant, except for the relationship between macro pro-consumption and ethical consumption behavior (political and social) and corporate social responsibility (environmental and societal). A comparison between the consumers who avoided retail businesses or services versus other concepts or ideas for ethical or moral reasons was tested using a χ^2 difference test. The difference ($\Delta \chi^2 = 113.606$, $df=76$) was significant. This indicated that consumers perceive their choice to not consume from a retailer or services company as being different. Based on these findings, it appears that the relationship between attitudes towards consumption and social/ethical concerns are nuanced based on whether the consumers biggest concerns are with retailers/services or their biggest concerns are with products. Such nuances need to be understood by those in the retailing and services industries.

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Comparison and Identification with (Dis)Similar Models in Ads: Latinx Consumer Responses to Social Media Ads

Latinos account for over half of the U.S. population growth (NBC, 2021). The U.S. Hispanic market is an essential sector of the American economy, with an estimated \$1.7 trillion in purchasing power (Korzenny *et al.*, 2017). Further, Latinxs are expected to become the dominant population in the US, and therefore brands and marketers are increasing spending on this segment (AdAge, 2019; Korzenny *et al.*, 2017). The literature on ethnic targeting is abundant (Bartikowski *et al.*, 2016; Licsandru & Cui, 2019), however, minorities are still underrepresented in marketing communications in the U.S. Consumer behavior is culturally influenced (Korzenny & Korzenny, 2012). Individuals develop identification with social groups based on similar values or experiences, and therefore it is likely that Hispanic consumers would favor models in ads that look like them based on the principle of homophily. The literature shows that as identification with models in ads increases, consumer responses to the ads tend to be more positive (Alhabash *et al.*, 2021). However, while some studies have started to shed light into the casting of Latinx models in ads, it is important to consider that with more than 20 countries of origin, Latinxs are not a homogeneous ethnic group and therefore it is difficult to pinpoint physical characteristics of Latinx models. Thus, this study compares the responses of Latinx consumers to endorsers in ads considered to be “White” and “Latinx” to analyze how visual cues, such as endorsers in ads, influence consumer responses to the marketing efforts. Using an online survey of Latinx consumers, this study manipulated a 2 (condition: Hispanic endorser vs. White endorser) between subjects’ experimental design. Using mediation and moderation analyses, as well as MANCOVAs, the study reports on the following hypotheses: H1: Respondents will show more favorable responses to (H1a) the ad, (H1b) the brand, and (H1c) purchase intention when exposed to ads featuring Hispanic (vs. White) endorsers. H2: Respondents that identify more strongly with the endorser in the ad will react more favorably toward (H2a) the endorser, (H2b) the ad, and (H2c) the brand. Results show that overall, Latinx consumers responded more positively to ads featuring similar endorsers, and exhibited subsequent stronger purchase intention. There were no differences in brand attitude as the result of the manipulation. Further, the relationship between condition and attitudes towards the endorser is moderated by identification with the endorser. When identification with the endorser was lower, ads featuring White endorsers showed significantly less favorable ad attitudes.

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Pro-environmental behavior has been widely examined in the field of consumer research (see Peattie 2010 for a review). This investigation aims to contribute to this body of research by focusing on an important psychological factor that could be influential in shaping such behaviors: power. Power is defined as asymmetric control over valued resources in social relations (Keltner *et al.* 2003; Magee & Galinsky, 2008). Research shows that power, for instance, increases the tendency to take action (Galinsky *et al.* 2003), creates psychological distance from others (Lammers *et al.* 2011), hinders perspective taking (Galinsky *et al.* 2006), and reduces emotional response to another person's suffering (Kleef *et al.* 2008). Pro-environmental behaviors by definition lead to environmental and societal benefits. Therefore, and drawn from the agency-communion model (Bakan 1996), pro-environmental behaviors are more aligned with the communion view of human thinking and behavior (manifested in greater attention paid to others in thinking and decision-making). Consequently, low power is expected to activate communal orientation in individuals by increasing their dependence on others, which in turn could lead to more pro-environmental actions. In contrast, the agency orientation (manifested in self-protection, self-assertion, and self-expansion) is expected to play a more dominant role for high-power individuals who are, by definition, less dependent on others. Therefore, high-power individuals are expected to be less inclined to engage in pro-environmental behaviors. A between-subjects experiment was conducted to test these hypotheses. In this experiment, power was manipulated (episodic recall task: low vs. high power), dependence on others (Rucker *et al.*, 2011) was measured as the mediator, and green self-identification and pro-environmental behavior (Zaval *et al.*, 2015) were measured as the dependent variables. The data were collected from a sample of 95 participants (51.6% female; 24-70 years old; $M = 38.15$, $SD = 11.46$) in the US using M-Turk. Preliminary analysis showed that power was manipulated successfully (low power: $M = 3.28$; high power: $M = 4.73$; $t(93) = 4.18$, $p < .001$). For the main analysis, a chi-square test revealed that 50% of individuals in the high-power condition identified themselves as pro-environmentalist, as opposed to only 23.4% of those in the low-power condition ($\chi^2 = 7.22$, $p = .007$). In addition, high-power individuals reported higher pro-environmental behavior scores ($M = 3.15$) compared to their low-power counterparts ($M = 2.43$; $t(93) = 3.97$, $p < .001$). Further, dependence on others was lower for those in the low-power condition ($M = 2.58$) compared to those in the high-power condition ($M = 3.27$; $t(93) = 2.66$, $p = .009$). Mediation analysis was then conducted using Model 4 of the bias-corrected bootstrapping procedure with 10,000 samples (Hayes and Preacher 2014). The analysis showed that both direct (CI: $-.94$, $-.22$) and indirect effects (CI: $-.35$, $-.01$) of power on pro-environmental behavior were significant in this model, supporting a partial mediation role for dependence on others. Overall, the findings show that, contrary to the expectations, lack of power diminishes participants' dependence on others, which in turn reduces pro-environmental intentions. It is possible that recalling a state of powerlessness, which is usually a negative experience, put participants in a defensive mode and reminded them why they should rely less on other people. The findings may have broad implications in a variety of domains such as retailing (e.g., shopping from organic stores), advertising (e.g., persuasive messages and advertisement appeals), and other consumer services (e.g., public transportation).

Having pets as members of one's family is a constantly increasing trend in many countries. Especially, since COVID-19 has disrupted daily office-life, the demand of pets - in particular dogs and cats - has drastically increased. In Germany for instance, about 32 million pets are registered of which 23 million are dogs and cats (statista, 2021). More flexibility by home-office solutions or simply the wish of experiencing companionship in these rather less-social times are possible reasons for having pets. It is likely that the number of pet owners will increase even more. However, pets induce responsibility and affect one's daily life – often to the better but owning a pet also limits choices, changes requirements, and reduces participation in consumption processes. Today, we know that pets are co-creators of consumption and influence the way how pet owners consume. However, little is known about the drives that affect the way pet owners consume. We only know little about their requirements for choosing retailers, vacation accommodation, or third places like restaurants, museums, or events. However, these businesses could increase their revenue and brand image by offering tailored services or products to this growing target group of pet owners– particularly by offering co-consumption, co-creation, and enjoyment of the products or services with one's pet (Kylkilahti *et al.*, 2016; Nysveen & Pedersen, 2014; Prahalad & Ramaswamy, 2004). This study examines the motives and requirements that pets owners have when choosing retailer, booking vacations, or going to third places with their pets. In addition, this study examines how joint consumption with the pet leads to greater willingness to pay or how much product/service sacrifice is accepted for bringing pets. These two options are often experienced by pet owners. Leaving the pet at home, in particular cats or dogs, is often the least suitable option, especially when being away for many hours. Therefore, retail, vacation, or third place businesses could integrate one's pet in the consumption process for reaching out to this growing target group. Drawing preliminary results from a sample of 150 pet owners - in particular dog and cat owners - this study identifies requirements for co-consumption at retailer, vacation accommodation and third places. Furthermore, the results indicate which requirements enhance consumption experience, lead to greater willingness to pay, or are accepted for a sacrifice. By gathering a larger second sample of pet owners, this study plans to validate the results from the initial sample.

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Lessons Learned from a Locked Down World: The Corona Effects on Consumer Habits and the Need for Service Re-Innovation

Habits—voluntary repetitive behaviour—are an integral part of all areas of human life. Be it lifestyle, work-life, or consumer behaviour, the habitual behaviours are indicative of the individuals' value co-creation process. Hence, by studying people's habits we can tease out value-creating behavioural components that can be incorporated into services. Previous research on the experienced Valuescape of customers has shown that there are three main drivers (Goal fulfilment, Relationships, and Experiences) for value co-creation with service providers in the physical retail domain (Nöjd *et al.*, 2020). When the black swan of COVID-19 entered the world stage in the early spring of 2020, it changed the fundamentals of how customers could interact with service providers. By studying how customers adapted their habits during lockdown when interaction with physical retail spaces was restricted, we wanted to identify which services are more easily replaced with alternatives and which services are central drivers for customers to return to city centers. In order to unravel the effect of the corona pandemic on customer behaviour and the drivers to interact with service providers, we designed a questionnaire containing four open-ended questions, all revolving around the effect of the ongoing pandemic on the respondents' habits. By asking questions regarding what new habits they had adopted (and wanted to keep) and habits they were yearning to resume once possible, we wanted to see if we could discern common value-creating behavioural components. The participants were recruited via paid-for social-media ads during the latter part of the spring of 2020. To ensure accessibility the survey was translated into seven different languages. The final sample consisted of 1190 participants (age range 18-69) who responded to the four open-ended questions regarding their current habits and how these had been affected by the ongoing pandemic. The collected qualitative material was analyzed by means of the CAQDAS software (computer-assisted qualitative data analysis software) WORDSTAT and QDA-MINER. This analysis method allowed for computed assisted coding of the material and human qualitative interpretations of these codes and extraction of clusters of codes. On an overall level, the qualitative content analysis results showed that the habits affected by the pandemic could be divided into three general clusters: Relationships and Social needs, Self-care habits, and Work and Everyday habits. Honing in on the habits relating to the retail service providers, the results show that many customers have adopted new habits to solve several of the goal fulfilment needs. This is primarily a result of customers being forced to try using e-commerce and finding that this is a preferable way of shopping in many cases. However, it is not true for drivers Relationships and Experiences. Here, an overwhelming amount of responses regarding these drivers revolved around visiting physical retail spaces to meet people (old and new friends alike) in order to spend time together and/or to experience high street or cultural activities. As we are now in a situation where we are rebooting city life, it is the perfect opportunity to re-invent the physical retail spaces and adapt current service offerings to the post-pandemic Valuescape. The results of this study show that this should be done by building services that revolve around customers co-creation of value through the drivers experience and relationships.

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Becoming a Tree When I Will Be Dead? Why Not! Generation X, Y and Z, and Innovative Green Death Practices in the Funeral Industry

Funerals are events where individuals, family members, friends, and the community at large come together to perform activities, such as burial or cremation, in order to commemorate a person who has died (Dennis, 2014). Although in the field of consumer behavior, the funeral industry is scarcely investigated (Shelvock *et al.*, 2021), at least three main reasons spur to consider it as an interesting field of enquiry: i) its economic relevance; ii) the business has an extremely high impact from an environmental point of view; iii) the innovative processes the industry is witnessing in the direction of greater sustainability and the novel services that companies offer emphasizing the ethical aspects of choosing more ecological solutions in the place of traditional death practices (Beard & Burger, 2017). In year 2020, the global funeral industry revenue was \$115.4 billion USD. Forecasts estimate that it will reach \$160 billion by 2027, growing at a CAGR of 4.8% over that period (Research & Markets, 2021); regarding pollution from industry activities (Shelvock *et al.*, 2021): coffins contain materials such as zinc, copper, lead, and steel that deteriorate over time and release toxins into the soil. Embalming processes, which are very common in the U.S., involve the use of highly harmful substances, such as formaldehyde, which is highly carcinogenic. Using a significant amount of fuel to sustain the high temperatures of incinerator machineries, cremation releases a variety of chemical compounds and carbon emissions into the atmosphere that are highly harmful to humans, taking into account these premises and the increasing sensitivity that has been expressed by almost all governments around the world and the youngsters towards environmental sustainability issues (Dabija *et al.*, 2019), part of the industry has launched innovative products and services that cannot only reduce the environmental impact of the funeral business (SevenPonds, 2021), but also transform it into a means to increase the greenness of the planet (He *et al.*, 2021). Based on these considerations and the results of a previously achieved explorative research, this study's purpose is to understand Gen Z attitudes toward innovative green death practices, their willingness to pre-plan their funeral choosing environmentally sustainable solutions, in the attempt to enrich the literature on ethical consumption and provide managerial recommendations to funeral service sellers. The research design aims to submit an online questionnaire to a convenience sample of at least 500 Gen Z members. The questionnaire will take into account the different theories that deal with ethical consumption and will include items pertaining to the related validated scales. Whereas they might be enriched in the phase of the literature review, among the streams of research that will be considered for the study there are: The theory of reasoned action and planned behavior (Ajzen, 1991); pro-environmental behavior and social identity (Dono *et al.*, 2010); consumer anticipated reactions or emotions (Hetts *et al.*, 2000; Richeting. *et al.*, 2011); consumer moral intuition and memory (Zollo *et al.*, 2021); and altruistic buying behavior (Hopkins & Power, 2009). Collected data will be elaborated adopting the most suitable statistical methodologies. While we expect that the youngsters have positive attitudes toward innovative ethical products and services related to death practices, we do not expect that they will be ready to pre-plan their funerals due to different reasons that might be investigated.

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Height Halos Highlighted: Examining the Link between Salesperson Stature and Shopper Responses

Human height predicts a wide variety of outcomes ranging from status perceptions, election results, and reproductive success to conspicuous consumption, workplace performance, and income levels. Across four studies with a total sample of over 2,000 participants, we examine individuals' responses toward salespeople of different height and which firm-related inferences customers make depending on whether and how the desired height of applicants is announced in job ads. In Study 1, participants in a between-subjects experiment indicated their intuition-based beliefs pertaining to how they would respond to a male (vs. female) salesperson described as taller (vs. shorter) than average. Study 2 consisted of field data from mystery shoppers as a function of their estimated height of the salesperson with whom they interacted and the gender of this person. Study 3 manipulated information available in job ads, with the desired height (i.e., tall) of applicants being either present or absent, whereas Study 4 presented similar job ads but with the preference for tall applicants either described based on aesthetic aspects or functional purposes. Participants in Study 1 stated that they would evaluate salespeople more favorably and be more satisfied in a service encounter with a short (vs. tall) salesperson. Contrary to these intuition-based results, Study 2 revealed that shoppers' salesperson attitudes and satisfaction ratings were consistently more positive after a service encounter with a tall (vs. short or average) salesperson, with the link between salesperson stature and customer satisfaction mediated by employee attitudes. Study 3 revealed that the presence (vs. absence) of an explicit favoritism toward tall applicants in job ads resulted in significantly lower levels of customer satisfaction and purchase intentions, with these effects again mediated by employee attitudes. Finally, Study 4 demonstrated that an explicit favoritism toward tall applicants in job ads yielded higher (vs. lower) levels of customer satisfaction and purchase intentions when companies motivate such a preference through functional benefits (vs. aesthetic arguments). The current findings indicate that shoppers' stereotypic views of tall salespeople may have important financial consequences, especially given that customer satisfaction constitutes an archetypical antecedent of loyalty-linked behaviors and is a key factor in determining long-term profitability for retail and service firms. However, as people reject the notion that they would respond more favorably in a service encounter with a tall (vs. short) salesperson, these results suggest that individuals are reluctant to consciously admitting such stereotypic height halos.

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Smooth and Sweet or Sharp and Sour? Sensory Integration Effects between Typefaces and Tastes and the Moderating Role of Consumer Age

Previous research has demonstrated that consumers match stimuli across sensory modalities, with a wide array of findings supporting such sensory integration effects, sometimes referred to as crossmodal correspondences. For example, visual stimuli have been found to influence taste inferences, suggesting that the visual style of the written word can exert downstream effects on consumers' taste expectations through communication formats such as food packaging, restaurant menus, and advertising material. In this context, round shapes, letters, and typefaces have been linked to sweetness, whereas angular shapes, letters, and typefaces have been linked to sourness. The current study investigated the generalizability and robustness of such typeface-taste effects in an online experiment involving 200 participants. Participants were randomly assigned to one of two typeface conditions (round vs. angular), with the typeface appearing on ice-cream cups with the words "Taste me" stated in smooth (round) or sharp (angular) letters. Following the typeface exposure, participants indicated their taste expectations of sweetness and sourness for the content inside the ice-cream cups and provided demographic information, after which they replied to a manipulation check of roundness/angularity. At a general level, exposure to the round (vs. angular) typeface resulted in significantly sweeter (vs. sourer) taste expectations. However, this typeface-taste effect was moderated by participants' age, with sensory integration only occurring for older (vs. younger) participants. Given that previous research has found young consumers to have a more pronounced preference for sweetness over sourness, whereas older consumers' taste preferences are more balanced between sweetness and sourness, these findings add to the growing stream of literature arguing that typeface-taste effects are only apparent among consumer segments who do not strongly favor one taste over another. The results have clear practical implications for marketers, advertisers, and restaurant managers who want to communicate and create expectations of certain tastes to their customers.

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Live Shopping: How Perceived Value Influences Satisfaction and Loyalty Work In Progress

Live shopping is gradually emerging in Europe as a new touchpoint between brands and consumers. Whereas in Asia it is already popular (Chen *et al.*, 2020) and used by very big companies (Bharadwaj *et al.*, 2021; Wongkitrungrueng *et al.*, 2020), only recently has it started to grow in Europe, particularly since the outburst of the sanitary crisis (Briard, 2021). Retailers question themselves about the relevance of offering this new touchpoint to European consumers: it is therefore critical for them to know which perceived value consumers are getting from live streaming shopping experiences. From an academic point of view, a better understanding of the perceived value of such experiences is also key. Indeed, live shopping is asserting itself as an essential touchpoint, that would enrich the consumer's omnichannel experience (Lemon & Verhoef, 2016) by offering a new shopping modality. Our research aims to understand the perceived value of live shopping experiences, and more precisely its dimensions and its influence on consumer's satisfaction and loyalty. Live shopping refers to a "subset of e-commerce that uses live streams for real-time social interactions to facilitate shopping" (Cai & Wohn, 2019, p. 2550). Research on live shopping is recent and still scarce (e.g. Cai & Wohn, 2019; Chen *et al.*, 2020; Ma, 2021). It has been mostly done in Asia and on small vendors (Wongkitrungrueng *et al.*, 2020). Combining sales and entertainment, live shopping was observed to reduce the uncertainty inherent in online purchasing contexts (Ma, 2021; Zhang *et al.*, 2020) by adding a "human element to digital communication" (Zhang *et al.*, 2020, p 657); the consumer can indeed interact with the streamer and with other consumers throughout his/her shopping experience (Chen *et al.*, 2019). Live shopping recreates a social link and restores the online consumer's trust in the product (Chen *et al.*, 2020). To the best of our knowledge, no work has so far studied the perceived value of a live shopping experience, nor the satisfaction neither the loyalty it can generate. To fill this gap, the methodology proposed here involves a mixed sequential approach combining qualitative and quantitative data collection and analysis (Miles & Huberman, 1994). Indeed, results of fifteen preliminary in-depth interviews with consumers will be discussed with experts (academicians and practitioners) to come up with a valid set of value dimensions for live shopping. These dimensions will be translated into scales to be considered in a questionnaire, alongside customer satisfaction and attitudinal and behavioral outcomes of loyalty. The research questionnaire will be e-mailed to consumers of a live shopping event organized by a major French retailer, which will also provide us with actual purchases data and conversion rates after the live shopping. A structural equation model estimated with Partial Least Square will be developed, and results will be discussed with the experts previously interviewed. This research will contribute to the retail literature by providing a better understanding of live shopping as an emerging shopping environment in Europe. From a theoretical point of view, it will enrich the work on the online shopping experience, its perceived value, and its consequences, especially in streaming. From a managerial point of view, useful insights could help retailers build and/or optimize their development strategy of live shopping, which might be considered as a growth driver for online or offline retail.

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Supply Chain Investigations in the Context of Sensitive Topics: The Case of Prostitution

The prostitution of underage girls is a social phenomenon that is gaining ground in many Western countries. This fact has been studied for several years from various angles, most often using sociological or legal approaches. The research note opts for another point of view: the analysis of supply chains which can be considered as the “back office” of prostitution. This is a sensitive topic for management research, which may offend the general public, but it also raises a key question: should we refrain from tackling issues that are morally reprehensible, but which nevertheless refer to an indisputable social reality? The juvenile prostitution relies on an efficient organization of logistical activities handled by a multitude of stakeholders, who coordinate to satisfy the demand from clients. The knowledge of the supply chain mechanisms of this type of sex exploitation must allow us to better understand the stakes and to fight against the deleterious effects. From this point of view, political action needs the work of management researchers to improve its effectiveness. Based on secondary data and studies conducted by various academicians specialized in legal sciences and the humanities, this research note proposes a framework for analyzing the supply chains associated with juvenile prostitution in the French context. The reflection offers promising perspectives on a central theme, but one that is too rarely addressed in academic work. We successively specify the roots of the phenomenon studied, the juvenile prostitution, the underlying logistical issues, and the scientific legitimacy of exploring sensitive topics. The main objective is to show that managerial tools developed over the last few years to improve the monitoring of physical flows within supply chains allow a better understanding of some deviant practices. The aim is not, of course, to improve the performance of these deviant practices, but to identify the key dimensions underlying their implementation. The knowledge that the researcher can acquire about the coordination of the “logistical nodes” supporting juvenile prostitution will be very useful in combating the phenomenon. Conversely, refusing to analyze sensitive topics because they refer to a reprehensible reality could lead to their deleterious effects continuing over time. Studying sensitive topics can therefore be seen as a “civic act”: the researcher at the service of society.

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There's a Time and Place ... : Place Branding and the Heritage Dilemma

Place branding is a comparatively new and highly interdisciplinary field of marketing study, combining pre-existing tourism interests in the promotion of places as destinations, with marketers' interests in product brand image, positioning, and identity (Hankinson, 2010). The importance of branding in the marketing of places is elevated because destination marketers (compared to most marketers) lack an easily managed product or service that can be tailored according to potential customer wishes. For them, the challenge is to capture and communicate the "essence" of a place in an appealing fashion. Early notions of place branding were somewhat limited in several ways. They tended to focus on promoting the place as a destination for external stakeholders, such as travelers, businesses, students or even conference delegates. They also over-emphasized the potential "top-down" power of a "destination marketing organization" (DMO) as the brand originator in the process of brand creation, communication and management. In doing so, there was an overuse of taglines and iconic images when constructing and communicating a static vision of a place's brand. More contemporary approaches to place branding have expanded our understanding in terms of the stakeholders and processes involved (Kavaratzis, 2012). This includes a greater consideration of residents as co-creators and communicators of a place's brand and the complex processes and power-balances amongst the different stakeholders involved in the management of a place. This paper seeks to further improve our understanding of the complexities and subtleties of place branding by considering the influence of underexplored temporal perspectives in how place brands are created and communicated. It is natural that every place's identity is partially a function of its history, and therefore heritage is seen as a core component of place brand creation. However, this raises questions about the extent to which place branding should be a backward-looking exercise seeking to celebrate the past rather than a forward-looking process of identity creation, and also what places should do when there are "dark" associations with its past. These issues are explored through two comparative qualitative case studies investigating the place branding processes of two historic UK cities, Bath and Bristol, over an 18-month period. In total 60 semi-structured interviews were undertaken with key stakeholders from the business community, local community, visitor economy, and local authority in each city. Participants included local authority officials, elected officials, leaders and organizers within tourism bodies, hotel owners, restaurant proprietors, business leaders, city-based entrepreneurs, lobbyists, leading members of resident groups, and key parties responsible for inward investment. The findings revealed considerable tensions between stakeholders in the extent to which heritage and the power associated with the past was viewed as an asset to be exploited in place branding, or a hindrance to developing new and more "modern" notions of a place and its identity. Time also played a less obvious role in influencing the perceived power and legitimacy of stakeholders within place branding governance process. The study showed that time has a multi-faceted and complex influence on place branding that is frequently a source of dilemmas as well as opportunities for destination marketers and others hoping to brand and promote particular places.

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Bank Customers Profiles Co-Creators of Brand Value: A Cross-Cultural Study in Five Countries

Service-dominant logic established that for the success of service industries, it is vital to acknowledge the customer as an active agent in the commercial ecosystem. To carry it out, the consumer must participate in creating value. This study aims to find different profiles of consumers co-creators of brand value in the banking sector, according to their idiosyncrasy and cultural values. A quantitative investigation was carried out in the United States, Mexico, Spain, Argentina, and Brazil, obtaining a total of 2029 valid questionnaires where latent profile analyzes and ANOVAs were performed to identify and describe the latent profiles of consumer co-creators of brand value. Afterward, a PLS-SEM was performed to test the research model in each segment. The results show four different profiles of consumers co-creators of brand value, from non-co-creators and skeptical to customers committed to co-creating value with their banks. The results indicate that not co-creators of value clients lack the motivations and resources to carry out co-creation behaviors. Creativity and connectedness were crucial for customers co-creators of value.

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Less Colors, Tough Choices: The Effect of Shelf Color on Consumer Confusion

Consumer confusion represents an increasingly relevant area of interest for marketers due to the huge amount of visual information to which consumers are exposed in the physical shopping environment (Chauhan & Sagar, 2021a). Prior research consistently associated consumer confusion with negative outcomes for companies, such as consumers' decision postponement (e.g., Walsh *et al.*, 2007) and the diffusion of negative word-of-mouth (e.g., Turnbull *et al.*, 2000). Furthermore, consumers' perception of confusion strongly influences their affective reaction, causing choice frustration (Walsh *et al.*, 2007), which in turn may lead to consumer dissatisfaction (Foxman *et al.*, 1990). Although the topic has been addressed in branding studies (e.g., Mitchell & Papavassiliou, 1999) and in several domains – e.g., retailing (Anninou & Foxall, 2019), healthcare (Chauhan & Sagar, 2021), green advertising (Moon *et al.*, 2017) –, some scholars argue that it still has not received adequate attention in marketing (Chauhan & Sagar, 2021). Color has been listed among the possible visual information source that may generate confusion, but its impact on consumers' perception of confusion has been mainly investigated with regard to similarity and imitation issues related to product packaging and design (Chauhan & Sagar, 2021). To the best of our knowledge, no studies have examined product color in a holistic approach, i.e. verifying whether a homogeneous (vs. heterogenous) color layout of a shelf (i.e., the color layout determined by the whole set of products placed in a shelf) is capable of affecting consumers' choice easiness, thus enhancing their perception of confusion. Additionally, it is likely that shelf color may interact with its size (i.e., its length), as previous research linked the number of choice alternatives available to the perception of choice difficulty (Mitchell *et al.*, 2005). Two studies were conducted to explore how shelf color and shelf size may affect the degree of difficulty perceived by consumers when making choices and their perception of confusion, which finally lead to a certain degree of frustration. Study 1 revealed a moderated mediation path from shelf color to consumer frustration. First, results showed that shelf color affects choice difficulty: a heterogeneously colored shelf (i.e., a shelf that displays products whose packaging have similar color tones) increased the degree to which participants found difficult to make their choice. Then, we found also a significant interplay between shelf size and shelf color, with the effect of shelf color on choice difficulty being significant only when participants were exposed to smaller shelves. Finally, choice difficulty increases consumer confusion, which leads to a higher level of consumer frustration when making the choice. Study 2 builds on literature that suggested that when individuals adopt more abstract construals, they tend to expect the options within a choice set to be more similar to one another (e.g., Henderson, 2013), and verify whether the effects found in Study 1 still hold for consumers with more abstract vs. more concrete construals.

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The Dark Side of Value Co-Creation: Value (Co)-Destruction in Professional Business Services

Every silver lining has a cloud...

Value co-creation is defined as joint activities by actors involved in service interactions, with the positive goal of contributing to the value that emerges for one or more actors (Grönroos, 2012). In contrast, studies examining the unintentional damage to value in professional services in a business-to-business context are rare. While studies have attempted to address the negative aspects of value co-creation, these contributions are overwhelmingly from a business-to-consumer perspective, and consequently neglect the tensions that may impede value delivery in industrial networks (Tóth *et al.*, 2018). While the delivery of value co-creation is grounded in the belief that actors can freely collaborate and engage in dialogue, as well as creating information transparencies, it is problematic in that such views consider value networks as inherently harmonious entities. This position has been contested as “naïve and simplistic” (Chowdhury *et al.*, 2016: 97), particularly in a business-to-business context where the often complex nature of networks and network collaboration in the delivery of value has been overlooked. Therefore, the potential for tensions present in all industrial networks to inhibit the delivery of value co-creation has been largely ignored by scholars. We are left then with the curious situation that despite the vast corpus of scholarship exploring various facets of value co-creation, the potential negative consequences inhibiting value creation in business-to-business networks have been subject to limited scrutiny. The services literature recognizes that they can be categorized according to their primary attributes (e.g. Bowen, 1990; Lovelock, 1983; Darbi & Karni, 1973; Nelson, 1970). The creation of value in some business-to-business service settings is inherently problematic given the characteristics and nature of the type of service provided. Customers are well placed to judge value or service quality for search and experience goods and services (Nelson, 1970, 1974). In the case of credence services, however, underlying knowledge asymmetries between client and provider make it particularly challenging for customers to assess value even after service delivery has taken place (Darbi & Karni, 1973). In these situations, customers are not well placed to confidently comprehend the extent to which they have received value, may dispute the premise that they have received value, or else may even accidentally (or purposefully) sabotage attempts at value delivery. This study aims to contribute to the embryonic research stream examining the so-called ‘dark side’ of value co-creation by identifying the factors that may arise in complex professional business services to damage or destroy value. Drawing on in-depth interviews ($n=34$) with auditors providing a full auditing service to their commercial clients based in a major US city located on the east coast, we identify the factors damaging value within professional credence services across three dimensions: (i.) damage by the *service provider*, (ii.) damage by the *client*, and (iii.) co-value destruction by both *service provider and client*. With the dominance of the co-creation of value paradigm in marketing and services scholarship in recent years, comprehending the potential ‘dark side’ of value co-creation in its many potential shades in a business-to-business context would seem significant and timely.

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Understanding the Adoption of Free-Floating Car Sharing in France: A Stated Adaptation Choice Experiment Approach

Free float car sharing has emerged in the mid of the 19th century in parallel with the prevalence of the sharing economy, collaborative consumption and smart phone technology. It provides customers much more flexibility compared to its station-based counterpart. FFCS is a particular mobility service in which users locate nearby available vehicles (typically via smartphone app), walk to the parking, drive themselves to their destination (often paying on a per-minute basis), subsequently end the usage after one-way ride (LeVine & Polak, 2017). The paper aims at exploring the potential of free-floating carsharing (FFCS) in replacing private car trips and reducing car ownership. To that end, a stated choice adaptation experiment is designed during which the respondents are asked to report their actual car trips and possibly shifts to FFCS service, given its characteristics. Automation technology, electrification, price, cost and uncertainty in availability of desired vehicle, among others, are included as potential factors. A sample of nearly 1000 respondents, representative of the French urban population (in 3 main cities: Paris, Lyon and Bordeaux) was recruited to complete the experiment. The emphasis on urban areas is in line with the population targeted by CS firms, at least in the near future (Bert, 2016; 6t, 2017). Information on attitudes towards CS and EVs is collected. Attitudes towards CS is presented among five dimensions: social norm, environmental, compatibility, knowledge and scarcity risk. Perception of electric vehicles (EVs) are collected and trust in autonomous vehicles (AV) as well. Our study may yield practical implications for both CS service providers and car industries but also for policymakers to have better understanding about potential of such services in improving urban environment by reducing car use.

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Ethical Values Connecting the Double Role of Consumer and Seller in Second-Hand Luxury Online Communities

In the ethical consumption literature, second-hand consumer shopping has been investigated in its motivations. These can be economic (savings), recreational (stimulation and excitement), but also authenticity (need for authenticity) and sustainable determinants. The growing development of online collaborative redistribution platforms such as Vinted or Depop, where second-hand goods are sold by users to their peers, has allowed consumers to also take on the role of “seller”. The process surrounding the sale of luxury second-hand products by peers has recently been the focus of scholars who have highlighted how it can be fueled by the search for financial transactions empowering and a perceived higher social status, in addition to the need to boost individual sustainable responsibility. People buy second-hand luxury goods driven by ethical values. At the same time, “business” is carried out by achieving economic results which are also driven by ethical values. To contribute to the ethical consumption literature, we aim to gain greater understanding of the luxury second-hand sellers’ behaviour, with particular reference to the “dual role” they have since they can also be consumers. More specifically, we intend to explore what the determinants are that drive one to be a consumer and seller of second-hand luxury goods. Our aim is to understand how the ethical values underlying the motivations link the “business” (economic aims) pursued from second-hand-collaborative platforms with the consumption of second-hand luxury goods; i.e., to investigate how ethical values create a bridge between being a consumer and being a seller. Netnographic analysis of second-hand luxury online communities combined with in-depth interviews with a sample of the Z-generation are the research methods used. Data analysis of in-depth interviews is performed through the thematic approach whereby stages of analysis are conducted to generate major themes and sub-themes. The findings have relevant managerial implications: a new ethical luxury perspective can emerge and inspire activities of luxury managers who are forced to consider the buyer not just as the end-customer, but also as a moveable owner during the entire lifecycle of the product.

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Cultural Capital and Level of Education often Influence the Likelihood and Purpose of Students Visiting Shopping Centers

This study starts from the hypothesis that people's visits to shopping centers are inversely proportional to visitors' cultural capital. The latter depends on several factors, including mothers' cultural capital, the time they dedicate to their children and the influence on their behaviour. The study involves the analysis of data derived from questionnaires completed by university students and focuses on the interrelationships between the cultural capital of mothers, measured by educational qualifications, and the behaviour of young people. The results show how a mother's education level affects their children visits of shopping centers: mothers with a low level of education have children who, on average, often visit shopping centers because they see a recreational and entertainment component in this activity rather than simply a place to shop.

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Characteristics of Speech-Based Chatbots and their Effect on Customer Satisfaction

Speech-based chatbots are computer programs who communicate with their users via a speech-based interface, act like humans and increase comfort by executing tasks. In retailing they can be used to find nearby stores or search for and order products online, thus providing an alternative to shopping online in the store (Baier *et al.*, 2018; Son & Oh, 2018). However, customers are still reluctant regarding chatbot usage in online retailing. One of the reasons is a feeling of discomfort having to speak with the artificial, non-human voice of the chatbot (Gnewuch *et al.*, 2017). According to the so-called “Computers Are Social Actors paradigm” (CASA), when interacting with a machine, users assign human attributes to the machine and treat it like a real person (Nass *et al.*, 1994). For this reason, the focus of AI research is to “anthropomorphize” speech-based chatbots in the best possible way, e.g. to humanize them (Seeger *et al.*, 2018), so that the conversation seems most natural (Han & Yang 2018). However, little research has so far been done regarding the setup of human-like characteristics in order to satisfy users. This paper addresses the appropriate configuration of speech-based chatbots in a retailing context taking “voice type/gender”, “responsiveness” and “error rate” into account. In addition, users’ trust in, satisfaction with and adoption intention of the chatbot are explored. 120 Millennial respondents had to evaluate one of three two-minute audio files. They listened to a dialogue between a speech-based chatbot termed PISA (personal intelligent shopping agent) and a user named “Erika” who is trying to order a sport T-shirt. The data showed that the satisfaction with PISA is highest if a human-like voice with high responsiveness and few errors is available. If users are satisfied with the service of the chatbot, their trust in its abilities increases and in turn they are more willing to use the chatbot continuously for online shopping. In particular, reducing the error rate is important to increase usage intention. The findings are further discussed regarding implications for designers of chatbots and retailers.

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Comparing Fashion Influencers with Body Positive Influencers Regarding Their Effects on Consumers' Behavioral Usage Intention of the Instagram Account

Social networks support the exchange between users about information, products and brands, resulting in an increasing importance of social media for brands and companies. In this context, influencers act as multipliers, distributing advertising messages and product recommendations as they can reach a relevant number of followers (Kim, 2012). This in particular holds for Instagram due to the high number of users and the rapid growth of the platform (Hu *et al.*, 2014). Fashion models, advertising messengers and influencers are often perceived by consumers as role models (Lou, 2019). However, besides ideal-typical influencers, which are perfectly compatible with today's beauty ideal of a slim and immaculate body, a new influencer type, has appeared in recent years. These so-called “body positive influencers” oppose any norms regarding body shape and appearance while trying to encourage their followers to become more self-confident and accept their body as it is (Cywnar-Horta, 2016). Since many influencers act as opinion leaders, it is important to determine the antecedents of behavioural usage intentions of potential consumers regarding the influencer's Instagram account, e.g. intention to interact, to recommend and to follow the advice (Casaló *et al.*, 2018). While there are some research studies investigating the effect of fashion influencers on their followers (Casaló *et al.*, 2018), this does not hold for body positive influencers. The aim of this study is to investigate whether there are relevant differences between these two influencer types. Since data was collected in Spain and Germany, as subjects of evaluation international influencers were chosen. Chiara Ferragni and Mariano Di Vaio served as examples for fashion influencers, while Sarah Tripp and Zach Miko were selected as body positive influencers. Overall, the sample achieved in this study was composed of 161 German respondents (110 females, 51 males) and 187 Spanish respondents (114 females, 73 males). An initial analysis of the German data shows the significant differences in the relationships of the research model depending on the influencer type and gender.

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Choice of Destination: Does Heritage Matter?

Many countries have used destination branding to increase the awareness of their unique location, history, and culture. This study examines destination brand heritage, its dimensions, and relates it to tourist motivations. Five studies examine tourist travel motivations, the dimensions of destination heritage, and the relationship between different travel motives and the importance placed on destination heritage. Studies 1 and 2 qualitatively explore the dimensions of destination brand heritage. Studies 3 and 4 determined the specific dimensions of travel motivations and brand heritage, while study five conducted a confirmatory factor analysis of the travel motivation and destination brand heritage scales and examined differences in the importance of heritage for various travel segments. Both confirmatory factor analyses produced acceptable measures of fit and confirmed the dimensions found in the exploratory analyses. Overall, this study developed scales to measure both travel motives and destination heritage. Our results show that various segments with different travel motives differ in the importance they place on destination heritage. Future research could employ the scales developed in this study to further our understanding of the role of destination heritage in traveler's destination choice.

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Touch the Real, Touch the Fake, and Let the Brain Decide

In many global locales, consumers can easily, and legally, purchase authentic products as well as their counterfeit versions. The goal of this research is to explore consumers' cognitive responses to five original products, including toys, sneakers, socks, body lotion, and baby bottles, and their counterfeit versions which are available for sale in an enclosed mall and a San Andresito, a counterfeit/black market, in Bogota, Colombia. The authors intercepted shoppers at an urban enclosed mall, the third largest in Latin America, and had groups of 10 shoppers handle one of five original products, and their counterfeit versions, for a total sample size of 50. The authors evaluated consumers' cognitive responses to the original product and the counterfeit version by employing the Emotiv EPOC+ headset to obtain electroencephalogram (EEG) recordings at two time points. The first time point occurred when each shopper indicated that s/he had analyzed the original product for a sufficient time. Likewise, the second point occurred when a shopper indicated that s/he had analyzed the counterfeit version for a sufficient time. The EEG recordings were interpreted using EmotivPro software, which provides readings on six emotional states, including excitement, interest, stress, engagement, attention, and relaxation. The non-parametric data was analyzed with the Wilcoxon signed-rank test. Consumers neural responses to authentic products, and their counterfeit version, differ and evoke significantly different negative emotions. For example, when mall shoppers held the counterfeit version of a baby bottle, their engagement, or emotional involvement, with the product significantly plummeted. Among shoppers who analyzed a Hot Wheels toy, their attention, or focus, dropped with the counterfeit. When shoppers analyzed both the Nike shoes and Adidas socks, respectively, their excitement with the counterfeit version significantly diminished. Lastly, when shoppers analyzed the counterfeit body cream, they lost excitement, engagement, and excitement. Many manufacturers sell merchandise in locales in which counterfeits are available. This research shows that among mall shoppers, counterfeit versions of popular items evoke different, but negative, emotions that may impede their desire to purchase counterfeit products. Mall shoppers often lose excitement, engagement, and focus when they are presented with a counterfeit product, and these negative emotions vary across product types.

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The Brand Based Pop-Up Customer Journey & Experience

Pop-up retail strategies utilize temporary stores to facilitate a range of marketing and brand objectives (Lowe *et al.*, 2018; Pomodoro, 2013). These strategies are widely used throughout the retail industry, including both marketplace-based (i.e. featuring multiple vendors with multiple brands and categories) and brand-based (i.e. featuring mono-vendor-owned brands and selective product categories) pop-ups (Rudkowski *et al.*, 2019). This study examines the particular characteristics of brand-based pop-ups (BBPUs), and utilizes the customer journey framework to analyze multiple case studies of brand specific pop-up settings for diverse retailers. Given that retailers increasingly emphasize customer-centric experiential strategies, the customer journey framework provides a process for improving customer experiences (Halvorsrud *et al.*, 2016). This framework incorporates modelling, mapping, analyzing and comparing processes, thereby providing an analytic approach for individual customer journeys and their related touchpoints. These touchpoints are critical to customer journeys as they are the encounters that occur between customers, brands, firms and other influencers. This study draws upon the customer journey framework through a participant-as-observer qualitative research methodology. This approach extends and operationalizes Lemon & Verhoef's (2016) Process Model for Customer Journey and Experience which conceptualizes the dynamic process of customer journeys in three stages: pre-purchase, purchase and post-purchase. By analyzing multiple categories and types of touchpoints throughout the three stages, this study provides a granular examination of the conditions and relationships particular to BBPU customer journeys and experiences.

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Promoting Online Ethical Behavior Using Hypocrisy Induction: The Role of Construal Level

New ethical issues abound on the Internet such as copyright infringement or cyberbullying. This paper examines hypocrisy induction as a novel means of promoting online users' voluntary engagement in online ethical behaviors. We provide empirical evidence that subtly reminding online consumers of their past transgressions can increase their support for anti-copyright infringement and anti-cyberbullying campaigns, and their willingness not to engage in such unethical behaviors. However, we also find that encountering their past transgression sometimes backfires. Specifically, focusing on the moderating role of construal level, this paper demonstrates that the positive effect of hypocrisy induction emerges when advertising messages are framed with low-construal level (i.e., *how-message*), but such effect becomes reversed, leading to more detrimental consequences when advertising messages are framed with high-construal level (i.e., *why-message*). We argue that concrete and contextual descriptions of one's ethical failure make consumers to focus on their behavior itself, thereby motivating them to undo their wrong deeds by subsequently behaving ethically. Feelings of *guilt* explain this positive effect of hypocrisy induction. However, when the ethical wrongdoing is construed at a higher level, people attribute their moral failure to their dispositions. With greater negative evaluations of the entire self, participants feel *shame*, which in turn, drives them to avoid and disassociate from the situation. Consequently, hypocrisy induction fails to deter online unethical behaviors. This paper offers important theoretical and practical implications for marketing scholars and practitioners by deepening our understandings of hypocrisy induction and construal level theories and by showing how to utilize hypocrisy induction in their campaigns to evoke online users' voluntary support and behavioral change.

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A Consumer Achievement Approach to Shopper Facing Technologies in Retailing

Technology advancement in a retail sector has brought competitive advantage for the retailers by improving management operations, providing superior customer service, increasing revenues and reducing costs. Additionally, benefits have been seen by the customers with shorter waiting lines, customised services using artificial intelligence, multiple payment methods etc., leading to higher customer value. Consumer journeys have changed, and consumers are looking for instant gratification and solutions through technologically advanced ways to achieve their goals (McKinsey & Company, 2019). Retailers are also facing pressure to digitally engage the customers and provide personalised customer service (Pantano *et al.*, 2017; Dacko, 2017). For the purpose of better understanding customer facing technologies we aim to explore some of the retailing technologies that are gaining traction, based on their technological characteristics and consumers' achievement emotions relating to the retail technology. The sense of achievement and the emotions implicated have been an under-explored area in marketing and IS, notwithstanding their huge importance for consumer behaviour (Zhang & Gao, 2016) and human-technology interaction (Camacho-Morles *et al.*, 2019). Some authors have been concerned with goal-directed behaviour and emotions (mainly anticipatory in this instance) (Bagozzi & Dholakia, 1999; Bagozzi *et al.*, 1998). These studies although have improved our understanding of the phenomenon, lack a clear focus on consumers' achievement and achievement emotions towards the set goals. Marketing literature has further mainly dealt with achievement as a personality type (Kavak *et al.*, 2009) and not as an end state that influences people to act. In addition, existing research aims to understand the antecedents of retail technology adoption by narrowly focusing on shoppers' perceptions, retail management strategies and the role of technology in influencing shoppers' experience (Pantano & Vannucci, 2019) but lacks a comprehensive framework that identifies both technological perceptions and consumer psychological usage factors that lead to adoption of these retail technologies. Borrowing from the literatures of academic/ learning achievement and acceptance of information systems, the paper will be an attempt to understand the effect of achievement (emotions) in the context of retail technologies. The study utilises the Control Value theory of achievement emotions along with Technology Acceptance Model and consumer perceptions of using information technology to explore achievement in the context of consumer behaviour usage intentions. In doing so, this paper aims to understand what motivates the consumer to adopt these customer-facing retail technologies and in this endeavour we have developed an integrated model for retail technology usage. This model will be tested using a quantitative method similar to the approach adopted by Aloysius *et al.* (2016), Kleijnen *et al.* (2007) and Inman & Nikolova (2017). Amazon's Mechanical Turk will be used as a platform to recruit 500 participants and their participation will be rewarded with a small payment. Participants will be asked to imagine one of the 4 retail technologies (scan and go, self-checkouts, finger print authentication and Amazon Just walk out) and answer the survey questions.

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Antecedents and Consequences of Green Retail Brands

On September 2020, a new retail concept store was introduced in Berlin-Spandau: The German food discounter Penny, formerly not known for its leadership in sustainability, opened its first so called ‘Sustainability-Experience-Market’. At various touch points, customers of ‘Penny’s Green Way’ are able to learn more about topics like nature, biodiversity, and the correct storage of food. They can purchase selected sustainable and regional products, some of the fruits and vegetables showing blemishes. The design of the store reflects the importance of nature. Adding to the green experience, many of the goods show two different prices: The regular price and the real price considering the ecological and social follow-up costs. The current example of ‘Penny’s Green Way’ illustrates two separate but interconnected aspects of retailing: The high importance of a strong (corporate) retail brand and the need of retailers to react on the growing desire of consumers who wish to shop sustainable (green) products. Both developments are shortly outlined in the following paragraphs: (i) For long, retail brand management focused on store or house brands (Semeijn *et al.*, 2004). But with a steady increase in retail competition, many retailers started emphasizing their own retail brand (Schmidt *et al.*, 2017), using their corporate identity as a differentiator (Hosseini *et al.*, 2014). The goal was to build up retail brand equity (Ailawadi & Keller, 2004) which can be defined as “the consumers’ overall assessment of a retailer as a strong, attractive, favorable, and unique brand” (Weindel, 2016, p. 115). Today, there is substantial agreement that retail brands can contribute meaningfully to retailers’ performance (Schmidt *et al.*, 2017), specifically by creating store loyalty (Ene & Özkaya, 2014; Martenson, 2007); (ii) In recent years, due to increasing pressure of consumers, sustainability has developed into a central topic of corporate brand management (Ishaq & Di Maria, 2020), outside and inside the retail industry (Lehner, 2015). One aspect of sustainability is the preservation of nature, enforcing corporations and retailers to offer green products and services and to further engage in green activities. Therefore, the question arises how retailers whose brand image largely depends on the national brands within their assortments can be part of the green movement to connect their retail brands with sustainable topics. Can retail brands, at the very best, develop into trusted advisors for consumers concerning topics like sustainability, environmentalism, recycling, origin & fair trade, working conditions or equality? The greening of food retailers is a very young but hot topic, and not much research exists in this field (Kumar, 2014). Existing research mainly focusses on greening logistics in food retail supply chains (Petljak *et al.*, 2016; McKinnon & Edwards, 1999). Therefore, and considering the outlined importance of retail brand management, retail research and practice will benefit from answering the following questions: From a consumer perspective, what does it need that a retailer is considered as a ‘green retailer’? Striving to establish a green retail image, what role does the retail brand play and what role do green products play? How can house brands contribute to a green image? What are the success factors of green retail brands? Does authenticity play a role? How does the growing importance of eCommerce affect green retail brands?

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Service Employee's Flirting Type and Customer's Outcomes: The Gender Role

Researchers have only recently begun to explore flirting consequences in the workplace (Aquino *et al.*, 2014; Sheppard *et al.*, 2020) and specifically in the hospitality sector (Seger-Guttman & Medler-Liraz, 2018; Medler-Liraz & Seger-Guttman, 2021). Medler-Liraz & Seger-Guttman (2021) found that authentic flirting (flirting with deep acting) is significantly related to positive customer's outcome such as rapport and tip size. Yet, since flirting interpreted by the target in the frame of gender roles stereotypes, its interpretation and outcomes are highly depending on the flirter gender (VanderMolen, 2013; Moore, 2010). When men flirt, they found to be perceived as less soft and more aggressive, women's flirting however, found to be perceived as soft and gentle as part of their sex role behavior (VanderMolen, 2013). The current two studies examined whether gender and emotional labor strategies affected flirting behavior as part of hospitality employees' efforts to deliver good service. Participants randomly assigned to the following four conditions in a 2×2 between-subjects design: gender waiter (waiter vs. waitress); flirting type: authentic vs. fake. In Study 1, 1,555 participants reported significantly higher loyalty and tip size for waitresses in the faked condition than for waiters. In contrast, for authentic flirting there was no significant difference between participants interacting with waiters and participants interacting with waitresses in loyalty and tip size. In Study 2, 401 participants reported significantly higher anger and sense of threat for waiters in the faked condition than for waitresses. In contrast, for authentic flirting there was no significant difference between participants interacting with waiters and participants interacting with waitresses in anger and sense of threat. The current study expands on flirting in the service settings. While researchers have explored flirting in the context of the painful experience of sexual harassment, the current research focuses on flirting which can be experienced as enjoyable and carries positive customer-related outcomes such as loyalty and tip size, or negative customer-related-outcomes such as anger and threat. Moreover, to deepen our understanding on the effect that service employee (as a flirter's) gender role has on customers.

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Exploration of the Impact of 3D Gestural Interaction on the Customer Experience

Nowadays, creating a positive customer experience is a key source of competitive advantage (Lemon & Verhoef, 2016). A good experience makes a person five times more likely to recommend a company and more likely to purchase in the future (Yohn, 2019). Besides, gestural interaction (Daugherty *et al.*, 2015) technology appears as a promising way to provide individuals a more immersive and richer experience than with classical user interfaces (Vanderdonckt & Vatavu, 2018). However, we currently ignore the concrete impact of this type of interaction on the customer experience, whereas it is necessary for an efficient adoption of such interfaces. The aim of this work is therefore to overcome this gap in order to provide a sufficient understanding allowing to efficiently design such interfaces, with the objective of providing a more complete and rich customer experience. In order to do so, we selected the most representative variables to assess regarding the experience and the gestural interaction. We then build a digital catalog controllable by our mid-air hand gestures. After a data collection phase in a controlled laboratory environment, we analyzed the quantitative and qualitative data. Doing so allowed us to answer to our research questions: “what are the key aspects to consider when designing gestural interaction interfaces?” and “how does the gestural interaction impact the customer experience?”. This work contributes to the current literature by providing understanding of the impact of new technologies in retailing, and particularly in the case of 3D gestural interaction. From a managerial point of view, we provide guidelines for the use of this type of new technology and its impact on the customer experience.

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Understanding Consumer Psychographics Behind Slow Fashion Behaviors

Fast fashion has been a very prominent component of the fashion industry in the last few decades. However, the downsides of the fast fashion model have been becoming more apparent and the consumers are beginning to shy away from these types of shopping habits. Most notably, fast fashion is proving to be, in fact, not only economically inefficient for the consumer but also often unethical in business practices. The recent, progressive downfall of fast fashion has paved the way for a new, upcoming popular fashion trend: slow fashion. Slow fashion strives to create a more sustainable, economic, and ethical fashion movement based on the areas where fast fashion has failed. This new movement strives to follow more sustainable fashion trends, rather than quick-changing fads. In today's market, we have seen a growing popularity in various slow fashion routes, such as purchasing expensive, but higher quality fashion, shipping thrift/used clothes, and DIY fashion. All of these methods work towards creating more sustainable practices by reducing waste, saving money, and promoting ethical practices. As we are becoming more aware of our negative effect on the environment, our society is feeling the pressure to live an eco-friendlier lifestyle. Being environmentally conscious is becoming a very popular trend throughout all of our lifestyle choices, and slow fashion gives consumers the ability to apply these ideologies to their apparel. Today's consumer wants to know that their clothes have been ethically made and have not negatively contributed to our environment. Being eco-friendly and ethical are the trends that today's customer wants, and slow fashion follows this trend. Today's consumers hold a variety of different values that draw them to slow fashion. Likewise, the way a consumer chooses to participate in slow fashion behaviors also varies. In this vein, it is critical to understand the moral behind sustainable slow fashion movement. Thus, this study aims to identify the types of slow fashion behaviors and investigate consumer psychographic characteristics behind slow fashion behaviors. The findings from this study will offer important implications for consumer educators, researchers and fashion marketers. Also, this study will make a significant contribution to the current literature in the field of consumer behavior and marketing.

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The Role of Instagram Activities in Mimicry Consumption

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Previous research demonstrates that consumers often mimic others' consumption behaviors and this mimicry behavior can further affect one's own preferences toward the consumed items (Tanner *et al.*, 2007). With the explosive growth of social media, the market environment is advancing rapidly and mimicry consumption behavior today has become more prominent than ever before. Since consumers usually make a decision based on internal and external information, the environmental changes by social media greatly affect the lives of consumers. From among the various social media platforms, Instagram is the fastest growing social media service among young people (Wagner, 2015). Moreover, 72% of Instagram users make purchasing decisions based on the posts they saw while browsing Instagram, according to Smith (2018). That is, social media today might play an important role as a trigger for mimicry consumption. Although Instagram has grown in prominence, fewer academic studies have focused on Instagram activities related to consumer decision making process. Consumers often make a decision based on their psychological status. Earlier research affirmed that consumers' Subjective Well-being Life Satisfaction (SWLS) has a significant impact on their consumption behaviors, such as brand preferences, product/service purchases, product satisfaction, and impulse buying tendencies (Andreasen, 1984, Silvera *et al.*, 2008). In this vein, this study aims to investigate how consumers' SWLS influence mimicry consumption and examine the mediating role of Instagram activities in consumers' mimicry consumption behaviors. Using social identity and social comparison theories, the following research hypotheses are proposed: H1. Consumers' level of Subjective Well-being Life Satisfaction (SWLS) will significantly influence their mimicry consumption behaviors; H2. Instagram activities will have a significant mediating effect on the relationship between SWLS and mimicry consumption behaviors. Adapted from the previous study on Instagram use done by Yang (2016), Instagram activities examined in this study include Instagram interaction, Instagram browsing and Instagram broadcasting. According to the report by Statista (2019), the majority of Instagram users in the United States are Generation Z and Millennials. Thus, this study focuses on these demographic cohorts, age between 18 and 38. The findings from the present study will offer important implications for the researcher, consumer educators and marketers to better understand today's consumers and make a significant contribution to the existing literature of the area of consumer behavior.

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Profiling Shoppers' Coping Behaviours During a Pandemic Crisis: A Regulatory Focus Perspective

Using the *regulatory-focus theory* (i.e. promotion- and prevention-focused concepts), the research investigates shoppers' positive/negative coping behaviours and segmentation linked to COVID-19. Supported by an online survey with 213 shoppers conducted after the first national lockdown (March 2020), factor analysis identified a set of four shopping factors meaningful to profile shoppers' coping behaviours and segmentation. Positive coping is represented by quality-, price- and brand-focused shopping factors, whereas negative coping is represented by store-focused. The resultant three shopper segments are known as the *mindful shopper* (positive and negative coping), and the *indulgent and the optimal shoppers* (more positive coping). In terms of managerial implications, the set of four shopping factors are meaningful to operationalise shoppers' positive and negative coping behaviours linked to a pandemic crisis. They correspond to the core retail mix (i.e. product, price, and store) and thus can be easily translated into retail strategies. For example, if retailers learn that shoppers are more price-focused and some are more quality-focused with their coping behaviours, retailers can design and deliver customised offerings for these two shopper groups via a retailer reward programme offering free gifts and discount vouchers to its customers. The set of four shopping factors can also be used to discern the existence of homogenous shopper segments in a crisis context and identify unique targeting opportunities. For example, retailers could target *the mindful shopper* with a home-delivery subscription service, which would alleviate concerns associated with visiting unfamiliar stores whilst availing their desires for enjoying products that are high quality, different and offering value for money. Retailers could target the *optimal shopper* with a tier-reward programme that allows them to access different types or brands of products at different price points. *The indulgent shopper* is inclined to pay for high-quality products; therefore, they could be targeted with new product trials and pop-up.

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Augmented Reality to Ameliorate Customer Participation? An Experimental Study on How the Instruction Form Impacts Customer Participation Outcomes

The continuous advancement of augmented reality (AR) technology offers companies and retailers numerous possibilities to enhance customer experience. AR applications have the potential to cause more interactive experiences, reshape the entire customer journey, improve sales volumes, and create competitive advantages in retailing. Recently, with the widespread of mobile devices (e.g., smartphones and tablets), AR has been used in the field of guided work instructions such as assembling, installation, troubleshooting, and repairing. To date, however, much extant research has been focusing on examining the use of AR instruction manuals from a technical and engineering perspective. Accordingly, this research employs a customer-oriented approach and investigates the advantage of an AR-based instruction manual over a paper-based instruction manual on the outcomes of customer participation. Efficient and satisfactory customer participation in this context is of significant importance as it can reduce customer dependency on technical support, minimize return rates, and might even enhance attitudes and behaviors towards the brand. The results of a lab experiment show that an AR-based instruction manual reduces the time customers need in the participation process and the number of errors they make. Furthermore, it enhances customers' perceived convenience and satisfaction of the customer participation process. The impact on satisfaction is fully mediated by extraneous cognitive load. These findings imply that AR-based instruction manuals can reinforce customer participation through the efficient processing of information. Based on this, retailers can be recommended to invest in AR instruction manuals and exert efforts to ensure customers' adoption of such technology.

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A New Era of Creative Retailing: How COVID-19 Enabled Workers to Innovate and Streamline in Traditionally Labor-Intensive Roles

In fashion retail, stories that are reminiscent of *The Devil Wears Prada* proliferate as professionals recall experiences of running through the streets of New York City to fetch the right trim, the right shoe, or a coffee refill for their boss knowing that if they did not, all would be lost (or at least their job might be) (Bender, 2021; Widjojo, 2021). However, as the fashion retail industry adjusts to technology-based and consumer-driven forces (KPMG, 2021), it is possible that the responsibilities of early career corporate retail professionals are also changing. The purpose of this study was to explore how the job tasks of early career, non-managerial fashion retail employees in product- and consumer-oriented roles have been impacted by the COVID-19 pandemic. This study sought to answer the following research questions: (RQ1) How have job tasks and of non-managerial fashion retail employees in product-oriented roles changed during the COVID-19 pandemic? (RQ2) How did job-specific changes brought on by the COVID-19 pandemic impact job satisfaction of non-managerial fashion retail employees? (RQ3) How have organizational interactions of non-managerial fashion retail employees in product-oriented roles changed during the COVID-19 pandemic? A phenomenological interpretive approach was taken to understand the lived experiences of retail employees in product-oriented roles during the COVID-19 pandemic. Fifteen non-managerial corporate retail employees in buying, design, and planning departments of fashion retail organizations were interviewed. All participants had between one and seven years of corporate retail experience. Interviews were conducted over video conferencing software and lasted approximately one hour. All interviews were audio recorded and transcribed. Transcripts were analyzed for common themes and conceptually labeled. Three topical areas emerged including (a) enabled efficiency, (b) business empowerment, and (c) personal leadership. The first topical area captured the emergence of new tools and technologies that elevated employee's efficiency, allowing them to work smarter and distribute ideas through new formats, aligning with RQ1. The second topical area addressed RQ2 and demonstrated employees' authorization to directly address business challenges and take control of departmental actions. The third topical area addressed RQ3 and encapsulated employees' personal ownership over their career advancement and leadership skills. As the fashion retail industry adjusts to new consumer-driven forces (KPMG, 2021), early career professionals expressed their experience witnesses to a shifting paradigm; one within increased emphasis on empowerment and efficiency. Early career professionals, those in non-managerial roles, are now permitted to make creative decisions, be a part of change, and have been enabled to act efficiently. The increased emphasis on efficiency was felt by only a portion of interview participants but was reflected on as a benefit to themselves and the overall business. Further, professionals who felt positively empowered and able to work efficiently also expressed their unlikelihood of being a part of the "great resignation" of 2021 (Cook, 2021).

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The Evolution of Trend Forecasting: Accommodating the Shift from Push to Pull Retailing

The cycle of retailing has shifted from retailers pushing concepts to customers to one through which consumers pull key trends forward (KPMG, 2021). Consequently, retailers must adapt back-end processes, including methods of trend forecasting. Trend forecasting is a creative process, exploring innovative concepts, market shifts, and identifying what trends are most likely to move forward. The purpose of this study was to explore how trend forecasting may have expanded beyond creative vision to encapsulate the desires of consumers to address the research questions: (1) How do trend forecasts meet the needs of consumers in a pull retail model? (2) What types of trend research are presented for trend forecasts within (a) mass retail and (b) design-led brands? Professional trend forecasts were qualitatively evaluated to understand the type of content that was utilized in the research and development process. Trend forecasts were evaluated based on their intended audience (i.e., mass retail or design-led brand). A total of eight professional trend forecasts were reviewed. The review of trend forecasts began by evaluating the purpose of the forecast and target audience. Next, the content was analyzed. Content analysis included the future timeframe, the creative orientation, and the qualitative and quantitative information that was presented. Finally, the strategic suggestions and action items were reviewed and compared based upon the purpose and retailer/brand type. All trend forecasts were created for professional audiences, either retailers or brands. Trend forecasts were created for seasons six months to two years in the future. The type of content within the trend forecasts varied based on the intended audience. Forecasts that were created for design-led brands emphasized a traditional, push method of trend development and creative direction. Forecasts for these brands emphasized qualitative information, such as innovative visual design, experimental materials, and cross-industry applications of shape and construct. These forecasts emphasized the opportunity for research and development of new concepts that could lead change, through sustainability, craft, or ethical production. Trend forecasts that were created for mass retailers had a stronger emphasis on reacting to consumer demand. These trend forecasts integrated a strong balance of social media-based trend direction and validating consumer suitability from the start. Further, these forecasts balanced visual/creative direction with data-based market trends. This study provides valuable insights into the diverse methods of trend forecasting and the ability of forecasters to evolve to the needs of retailers, brands, and consumers. It was found that forecasts are not only oriented towards product, but more emphasis is also placed on the integration into consumers lives and the macro trends shaping product demand. Further, trend forecasts are adapting based on the availability of information, marrying qualitative insight with quantitative validation. Opportunities for future research exist; this study analyzed physical trend forecasting documents. An opportunity exists to garner contextual insights through conversations with trend forecasters and creative professionals who dictate the requirements of trend forecasts.

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Can a Retailer Tell its Customers Everything? The Effect of Brand Negative Feedback (from Experts and Algorithms) on Online Product Choice and Experience

While shopping online for goods, consumers can be exposed to brand feedbacks to help them making “better” choices. These feedbacks can be positive, but also negative. Most scholars have focused on positive feedback from salespeople in an offline context. Not much has been done on how consumers react to negative brand feedback in an online context. For instance, if a salesperson tells a consumer that the considered product is not a good choice for her and recommends another product, how will she react, specifically online? Indeed, this online context has two characteristics as far as brand feedbacks are concerned. First, online, no “physical” relationship exists between the brand adviser and the consumer. Second, with the increase of AI, the brand “advisor” can be a non-human one (algorithm). In this context, this research has two main goals: (1) to evaluate how brand negative feedback influence consumers’ product choices and experience in a digital context, and (2) to evaluate the moderating role of the feedback source (expert vs algorithm). We performed two experimental studies in two digital contexts, mobile phones and computers. Consistent with the negativity bias, results of both studies show that negative feedback influences consumer product choices. However, consistent with the cognitive fluency theory, the negative feedback negatively influences consumer’s perception of the utilitarian value (and more specifically the decision convenience on the digital store), leading to less positive intended WOM and buying intentions on the app.

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A Hierarchical Model of Prospect Potential: Construct Development and an Empirical Test

Sales potential for a market is a function of the probability of purchase by the individuals within that market. Each individual has a certain prospect potential, a probability of purchase. Fennell (1978) admonished marketers to implement the marketing concept through properly defining prospects, consumers whose needs are not being targeted, or whose wants remain unsatisfied by existing brands. This reveals a hierarchy of prospects, ranging from product-class level prospects, who are not being targeted by the product category, to brand-level prospects, to version-level prospects, whose needs are not adequately satisfied by the variety of existing brands. Pet food was chosen as the product category in which to explore the antecedents of prospect potential at the category versus brand and version levels, as this was one of the categories discussed by Fennell (1978) in early work in this area. Approximately 420 consumers were surveyed, yielding 408 complete responses. Respondents identified which pets they owned, types of pet food they had recently purchased, and their attitudes toward their pet(s). As expected, dog ownership was a great predictor of prospect potential for dog food. About 76.5% of respondents own at least one dog and 72% of respondents had purchased dog food in the last 90 days. However, it is not perfect, as 23 dog owners had not purchased dog food and 5 non-owners had. At the product category level dog ownership predicts dichotomous prospect potential for dog food. However, product differentiation with the category would indicate that there is a great deal of variety within those dog food prospects. In the U. S. in 2015, the average price per pound for premium dog food was about \$2.88, but being “natural” or “organic” could boost that by over 50% (Shanker, 2015). A quick convenience sample of online pet food retailers found dog food ranging from \$0.38 per pound to about \$4.84 per pound, or 12 times as expensive. Higher prices are offset by positioning statements, such as: love them like family, meatier, tastier, holistic, high protein, complete, organic, balanced, purposeful nutrition, grain free, natural grains, more delicious, proactive health, whole body health, made with real meat, certifiably better, non-GMO ingredients, antioxidant rich, farm raised chicken, and crafted in the USA. These claims fall into two broad categories – your pet will enjoy it more or it is healthier for your pet, but both categories load back on the construct of loving and taking good care of your pet. The levels of this construct drive a hierarchy of brand-level and variety-level prospect potential. Fennell (1978) tells us that demand for a brand offering is a function of personal attributes and external factors, resulting in a perceived product-use situation. To explore the antecedents of prospect potential for these different varieties and brands of dog food, respondents were also asked to rate their attitudes towards their pets and pet related products. Bivariate correlations reveal that consumers’ ratings of “my pet is a member of the family” effectively identifies pet owners’ prospect potential for the different categories of pet food. A hierarchy of prospect potential is proposed and tested, and implications for marketing strategy are discussed.

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A Prospect Model of Market Segmentation

There is general agreement among marketers that the goal of segmentation is to create groups of customers, or prospects, who have similar wants and needs. In practice however, segmentation is often based on demographic attributes, general psychographic variables, or other characteristics which may create groups who share levels of the selected attributes, yet have diverse wants and needs relative to the product category or a specific brand. This study explores antecedents to prospect potential for product categories and proposes a segmentation schema based on prospect potential, as opposed to demographic or psychographic characteristics. Fennell (1978) exhorted marketers to look beyond consumer characteristics and focus on the interaction between consumer characteristics and specific product-use situations. This perspective not only provides a better understanding of the wants consumers bring to the market, but significantly impacts firms' ability to understand and predict the extent to which certain consumers are prospects for their brand. Fennell (1978) proposed seven different classes of motivation which mediate the relationship between personal characteristics and the extent to which a consumer is a prospect for a product category, or a specific brand. These classes of motivation impact consumers' perceived product use situation and hence the perception of the level of fit between a particular product offering and the active needs and wants of the consumer. We propose that the result of this interaction between personal characteristics, current motivation, and product attributes result in a continuous variable, which we term prospect potential. Rather than representing prospects as dichotomous, prospects or non-prospects, we model prospect potential as a continuous variable representing a probability of purchase in a given situation. To develop this model, we surveyed approximately 200 consumers, measuring the extent to which they considered themselves sports fans (fandom) and their intentions to engage in four different types of sports purchase or consumption. The four activities were: watch a Sporting event (TV or streaming) in the next 30 days; attend an in-person sporting event in the next 30 days; purchase a sports-themed gift; and purchase a sports-themed product for themselves. While respondents' self-reported level of fandom was significantly correlated with the level of intention for all four behaviors, it was only the best predictor for watching or streaming sporting events. For attending in-person, buying sports-themed gifts, or buying sports-themed items for themselves, prospect potential for other sports-related behaviors were significantly better predictors. Using Fandom as a segmentation variable was found to be significantly less effective than segmenting by prospect potential for three out of the four behaviors. However, prospect potential for related behaviors, is not universally effective. Although watching sports in-person, or watching remotely, effectively predict purchasing sports-related products, there is no significant correlation between the in-person and remote consumption. These relationships reveal the mediating and moderating effects of perceived usage situation. We conclude by contrasting the efficacy of prospect potential with consumer characteristics as segmentation variables. Prospect potential for related behaviors is found to be a significantly more effective basis for segmentation.

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Advancing Analytical Methods in Accessibility Research: Complementing PLS-SEM with Set-Theoretic Techniques

Public authorities, policymakers and researchers need informed and precise tools for evaluating and managing public transportation systems to provide people with high accessibility to places they visit. Previous research has linked satisfaction with service quality attributes to perceived accessibility, inferring a positive relationship between satisfaction and perceived accessibility (Lättman *et al.*, 2016). However, given recent methodological advancements it has become possible to not only outline key significant factors using correlational techniques, but also to understand different ways in which they are significant (Dul, 2016; Rasoolimanesh *et al.*, 2021; Sukhov *et al.*, 2021). Therefore, by expanding the methodological toolkit and complementing dominant analytical methods we can further our theoretical knowledge and provide better-informed recommendations for improving perceived accessibility. The aim of this study is twofold. First, we aim to further our understanding of travelers' perceived accessibility, which is a measure of perceived possibilities and ease of engaging in preferred activities with the help of the transport system. Second, we aim to develop guidelines on how to combine three different analytical techniques into a complementary approach. By addressing these aims, we are able to address a wider range of research questions and provide further understandings of: 1) What service quality attributes drive perceived accessibility; 2) What degree of satisfaction with service quality attributes is necessary for perceived accessibility; and 3) What configurations of satisfaction with service quality attributes are sufficient for high-perceived accessibility. The analysis used subjectively reported data from 2 600 users of public transport. Individual indicator weights of five latent service quality attributes were estimated using PLS-SEM. Calculated indicator weights were used to calculate composite scores included in a necessary condition analysis with the aim to identify necessary service quality attributes and their effect sizes. This was followed by a bottleneck analysis, showing the minimum degree of satisfaction necessary for a specific degree of perceived accessibility. Data was then calibrated in a fuzzy-set qualitative comparative analysis and a sufficiency analysis was performed. Based on our findings, we argue that an accessibility planning toolbox should include a complementary approach. Specifically, the value of this novel approach is a reduction in measurement errors by using latent variable scores, identification of bottleneck conditions, and identification of empirically reoccurring configurations of service quality attributes that result in high perceived accessibility.

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The Potential of Nudge Theory in Electronic Commerce - A Case Study of Local Specialty Products Sale

This presentation will discuss a case study of industry–academia collaboration research that has taken place between a company and university from 2013 to the present. In particular, it focuses on commercial products that have been considered difficult to sell on the Internet. The objective is to improve future sales of such products through the application of nudge theory. The company had approximately 100 stores in Japan and abroad. At the same time, it sells its products (mainly ladies clothing) via the Internet. However, due to the COVID-19 disaster, it has entirely withdrawn from its international stores and shifted its strategy to domestic stores and Internet sales. In addition, before the COVID-19 disaster, a subsidiary of the company began selling local specialty products through e-commerce with the aim of diversifying its business. Nudge theory, developed by Richard Saylor, is a method of helping people to take actions that are beneficial to them. It is often used in public policy due to its cost-effectiveness. This study aims to apply nudge theory to the following three issues facing the company: (i) Resource allocation between store sales and e-commerce, maintaining store employee motivation against allocating resources to e-commerce by establishment of a real store-and-e-commerce mixed management model that does not result in changes disadvantageous to employees; (ii) Optimise the D2C model (establish sales model through e-commerce by innovation of meaning in stores using the U.S. as a precedent (showcasing stores to build the D2C model) and a media mix strategy; (iii) Diversify business by leveraging synergies with core business: selling local specialty products using the company's own resources and future expansion to international e-commerce.

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Anti- vs. Over-Consumption for Sustainability: How Two Types of Uncertainty Shape Consumption Decisions

In times of global warming, overpopulation and environmental pollution, sustainable lifestyles and consumption are more important than ever before. Although marketing researcher mainly analyse individual motives to consume sustainable products, the importance of anti-consumption has been steadily increasing in the past few years (Egea & de Frutos, 2013; Cherrier *et al.*, 2011). Anti-consumption as “reasons against consumption” (Chatzidakis & Lee 2013) constitutes one way to sustainability. However, they often fail to consequently practice anti-consumption (e.g., Lasarov *et al.*, 2019; Yuksel, 2013) as societal motives (implying consuming less) and individual motives (gaining personal benefits of consumption) are often in conflict. Due to recent sustainable innovations, political regulations, and economies of scale, a new type of consumption evolves that enables the simultaneous realisation of self-related (e.g., lower prices, higher quality) and society-related benefits (e.g., lower carbon emissions, less use of resources) (e.g. Edinger-Schons *et al.* 2019; Luchs *et al.* 2011). Carsharing, for example, is often cheaper than its alternatives (e.g., owning a car, calling a taxi), while it is also connoted as being sustainable (Hartl *et al.* 2018). Also non-technological sectors are expanding and provide certain products with self- and society-related benefits (e.g., organic food, Dettmann & Dimitri 2010). At first glance, this development seems to be a silver bullet by offering a fresh way of how individuals can consume more beneficial for the society without abandoning self-related benefit. But two types of uncertainty exist: (1) the ambiguity of motives and (2) the potential of over-consumption. (1) The co-existence of self-related and society-related reasons to buy such products or use such services leads to the potential disguise of underlying motives. (2) Furthermore, these seeming win-win situations can bear new challenges and overlooked drawbacks for society when this way of consumption manifests and becomes habitual. Neither moral restrictions (as for conventional consumption) nor financial restrictions (as for sustainable consumption) which would otherwise stimulate some degree of anti-consumption motivation will prevent consumers from intensifying their consumption or substituting other more sustainable options (Amatuni *et al.* 2020). For example, with consumers’ intentional decision to participate in carsharing, they decide for eco-friendlier means of consumption compared to conventional uses and possessions of a car. However, this might motivate them to use carsharing more often and even substitute other means of transportation (e.g., walking, public transportations) which would be even more beneficial for the environment. We introduce a novel concept that refers to consumption situations that comprise both self-related and society-related benefits, but which are characterized by high levels of uncertainty concerning the underlying true motivation and the long-term societal effects. This paper’s objectives are threefold. First, we introduce our concept and distinguish it from conventional and sustainable consumption. Second, we develop a theory and propose a model specific to this consumption style. Third, we develop research propositions to pave the way for future research and derive implications for managers, NGO’s, and consumers.

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Retail Atmospherics from the Consumers' Eyes: An Ethnographic Approach to In-Store Experiences

Omni-channel retailing is threatening the High Street, yet according to Accenture 60% of shoppers still prefer shopping in-store. Retailers use innovation-oriented approaches to improve in-store experiences and stay ahead of the competition (Pantano *et al.*, 2017). For decades studies investigated the store atmospherics to understand what improved shoppers' in-store experiences (Verhoef *et al.*, 2009; Grewal *et al.*, 2009; Smith & Burns, 1996). Recently, studies investigate certain store atmospherics to examine shopper experience, such as the use of innovative technology (Lecointre-Erickson *et al.*, 2018) music, décor, and employee politeness (Triantafyllidou *et al.*, 2017). Yet, closures and buyoffs are still affecting many well-established brands. For instance, Forever 21 filed for chapter 11. As Foster & McLelland (2015) argue despite the well understood retail differentiation and atmospherics, most stores look very similar. Thus, instead of looking into the individual elements of retail atmospherics, inspired by Healy *et al.* (2007)'s ethnographic approach we used consumers as observers to provide insights to in-store experiences in two retailers: Primark, Birmingham, the world's biggest Primark offering affordable fast-fashion and Urban Outfitters with more premium products. By doing this, we aim to contribute to the retailing literature and store atmospherics discussions: Second, we contribute to research methodology by using respondents as observer ethnographers. Our final contribution is providing neutral insights into in-store experiences: What consumers think about the retail stores?

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What Makes Social Media Influencers Attractive? A Study into the Personalities of Non-Celebrity Product Endorsers

Online reviews, product endorsements and recommendations are becoming increasingly influential on consumer purchase decisions (Kapitan & Silvera, 2016). Using this trend, retail brands utilise social media influencers (SMIs) in reaching their target segments (Langner *et al.*, 2013). SMIs are independent product and brand endorsers who have large followers and shape consumer attitudes through online messages (Lou & Yuan, 2019). Increasing impact of SMIs on retail brands (Kapitan & Silvera, 2016) attracts a stream of multi-disciplinary research. For instance, the impact of SMIs on purchase decision (Lim *et al.*, 2017) and certain consumer segments (Chae, 2018), the credibility of SMIs (Lim *et al.*, 2017; Lou & Yuan, 2019), effectiveness of their messages (Kapitan & Silvera, 2016) and the methods for measuring SMIs success (Morone *et al.*, 2016; Fan & Gordon, 2014) were the subject of studies in business, advertisement, communications, marketing, and psychology disciplines. While these theoretical arguments about the impact of SMIs remain effective, research is limited in attributes of SMIs (Freberg *et al.*, 2011). Chae (2018) argues that successful influencers share common attributes such as showing their personal lives to their followers, using sense of humour and endorsing retail brands that their followers would like to have. Yet, research in SMIs' personality attributes is generally concerned with the celebrity endorsers (Bekk & Spörrle, 2010; Mishra *et al.*, 2015), leaving non-celebrity SMIs personality attributes under researched. Thus, we examine the attractiveness of SMIs personality attributes by using the 5-factor model of personality traits (Goldberg, 1990). By examining this relationship, we aim to contribute to retailing discipline through explaining why some SMIs attract more followers than the others. While celebrity endorsers can be selected through their already acknowledged marketing potentials, selection of non-celebrity SMIs relies on very little information, such as number of followers or "likes". The present study proposes that personalities of SMIs are significant for retailers when using SMIs as endorsers. Using a survey questionnaire, we collected data from 128 participants. The results of multiple regression analysis indicate that extraversion, openness to experience and agreeableness are positively related to the attractiveness of SMIs. However, a more interesting result of this study is that the emotional stability of SMIs is not related to their attractiveness. That is, their attractiveness is not affected by their coping with negative criticism and setbacks. While this contradicts with previous research into celebrity endorsers (Gnambs & Batinic, 2012), we argue that given the interactive nature of social media, this is an important finding as retailers can benefit from using non-celebrity SMIs whose attractiveness would not fade away when they are not successful in promoting one product.

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Generosity in the Service Settings: Systematic Review and Meta-Analyses

A significant volume of research has been devoted on generosity in social sciences. A significant stream of research has been focused on general questions such as: who gives what, which may be useful for fundraising experts and policy makers (Srnrka *et al.*, 2003). Yet, others focused on the generosity virtue at the individual level, mainly examining why people are being generous (Tsiotsou, 2004) and what are the consequences for the business. Aiming to answer the latter question some scholars adopted the economist theories (Vesterlund, 2006), the non-profit marketing perspective (Sargeant & Woodliffe, 2007) while others adopted the social psychology framework (e.g., Sharp & Randhawa, 2014). There is a significant difference between these perspectives with regard to how each one conceptualize generosity. Hitherto, only scant research has been conducted on generosity in services (Small & Cryder, 2016; Dwidienawati & Abidinagoro, 2018; Lynn, 2015; Zhang *et al.*, 2021). Yet, there is enormous variance between scholars, with regard to the focus of their research, the theoretical perspectives adopted as well as the disciplinary approaches. Despite the growing interest in generosity, academic research has made no systematic attempt to map and structure existing research. A thorough overview of this fragmented and multi-disciplinary area of research is required to enrich scholarly understanding of the concept (Bekkers & Wiepking, 2007; Collett & Morrissey, 2007). Given this void of knowledge and increasing research interest in the topic, the study aims to provide a comprehensive overview of the literature as well as critically examine and synthesize prior studies in order to strengthen the foundation of knowledge on generosity. The current paper engages in a systematic process of identifying, analyzing, and synthesizing discrete streams in the literature to establish the theoretical underpinnings of generosity. First, we applied the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol and identified 113 relevant articles. Then, we used bibliometric analysis to examine how generosity is conceptualized and its aspects. We synthesize these research findings while we identify research gaps that guide our future research recommendations.

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Residents' Preferences Regarding Transport Service Facilities in Public Space Encouraging Sustainable Transport Modes

The increased attention for livable cities stimulates urban and transportation planners to look more carefully to strategies that encourage the use of sustainable transportation modes such as walking, cycling, and public transport. Ideas to achieve sustainability goals range from providing (financial) incentives/regulations to improving facilities. Facilities are conceptualized as services such as car sharing and infrastructure (e.g. parking spaces). Facility improvements for sustainability generally focus on urban public space implementations, of which the success depends strongly on the acceptance of those who would use them. Until now, it is not clear what facilities present in public space are preferred by residents. Therefore, the aim of this paper is provide insight into residents' preferences regarding facilities present in public space to encourage the use of more sustainable transportation modes above the private car. The residents' reactions regarding the implementation of the following seven facilities are investigated: Bicycle storage, parking spaces, shared bicycles, shared cars, bust stop, bicycle paths, and sidewalk. Residents were asked to rank these facilities from most preferred (score 7) to least preferred (score 1). In addition, residents' were asked what facilities they are willing to give up for the implementation of their preferred facility. Here, the following facilities are offered: greenery, water, benches, garbage cans, lighting, and parking spaces. Furthermore, to investigate different groups of residents, information on the following personal characteristics is collected: gender, age, education, family composition, and residential location. The questions regarding the residents' preferences were included in an extensive online questionnaire. The invitations for this questionnaire were distributed among members of the panel 'Maastricht Bereikbaar', an organization dealing with accessibility issues in the Dutch city of Maastricht and its surroundings. In total 1,662 members completed the questionnaire. Looking at the average preference scores, it appears that the availability of separate bicycle paths (score 4.88) is the most preferred facility to encourage the use of sustainable transport modes. Least preferred facility concerns the introduction of shared cars (score 2.94). The most mentioned facility residents are willing to give up are parking spaces (40.3 percent). Residents are least willing to give up lighting (10.5 percent). More in-depth analyses will show the relationship between residents' preferences and their willingness to give up facilities. In addition, the role of residents' personal characteristics in this context will be investigated. Urban planners can use these insights in setting up suitable (sustainable transportation encouraging) plans for specific target groups.

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The Impact of Devices Used to Evaluate Video-Based Stated Preference Tasks in the Context of Crowdedness of Bicycle Paths

Increasing popularity of stated preference experiments resulted into an increase attention for the design of the tasks that are presented to respondents. Often, these tasks are complex due to the large number of attributes and/or attribute levels. To keep the tasks accessible, special attention has to be paid to the design of the tasks by using supportive text, graphs and figures. One way to present a stated preference task is by means of so-called virtual reality videos: short videos based on animated environments and circumstances. The aim of this paper is to explore the impact of different devices used to evaluate a video based stated preferences experiment. The exploration is done using the data of an experiment regarding the evaluation of crowdedness on bicycle paths. To investigate cyclists' experiences of crowdedness on bicycle paths, a stated preference experiment is developed using 15 seconds videos that show various cycling situations. The different cycling situations are defined using the following attributes: intensity level of cyclists, percentage of duo cyclists in same direction, percentage of duo cyclists in opposite direction, land use in vicinity of bicycle path, level of pedestrian activity, type of vegetation along the bicycle path, intensity of car traffic, and width and color of bicycle path. The experiment was included in an online survey that was distributed among the members of the mobility panel Zuid-Limburg Bereikbaar. In total, 1235 members fully completed the survey. The respondents evaluated 11,115 cycling situations. Almost 72 percent of the respondents used a desktop computer or laptop to evaluate the preference tasks. Approximately 19 percent used their smartphone and approximately 9 percent used a tablet. The respondents' evaluations are analyzed using a standard multinomial logit model. The model included both average and group specific (context) parameters. The respondents are subdivided into two groups: big screen (desktop/laptop) users and small screen (smartphone/tablet) users. The model estimation shows that differences between the two groups are limited. Only significant differences are found for the attributes Intensity level of cyclists, Percentage of duo cyclists in the same direction, and level of pedestrian activity.

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Do Online Food Retailers Pass on a Temporary VAT Reduction? The Trade-Off with Psychological Pricing

Temporary Value Added Tax (VAT) rate cuts are a relatively new fiscal policy instrument. The main purpose is to stimulate demand, primarily by creating incentives for consumers to bring forward spending. However, such measures can only be effective if the rate cut is passed on to consumers in the form of lower prices. Whereas the pass-through of permanent VAT changes has been studied extensively in the literature, little is known about the price effects of temporary VAT rate cuts. In this study, we focus on the temporary VAT reduction that was imposed by the German government in the second half of 2020. In particular, we use daily price quotes from German grocery websites to explore the extent to which (different types of) retailers passed on the reduction to the customer for different product categories. In addition, we investigate the relationship between the magnitude of the pass-through and the prevalence of psychological pricing. The latter is a well-documented phenomenon in physical supermarkets but its relevance is underexplored in the growing e-grocery sector. A recent study shows that typical 9-ending prices remain popular, despite many theories on online pricing suggesting the opposite. A possible explanation is that prices are path dependent. That is, both sellers and customers are used to nine-ending prices, and nobody has actively changed it. The present study examines whether the VAT reduction served as a “trigger” to break this pattern. Our empirical analysis relies on 117,657,857 price quotes from six e-grocers, collected for the consumer location Berlin, Germany, covering 14 food and beverage categories.

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The term “halal” is an Arabic word that refers to what is permissible or lawful in Islamic law. It is frequently applied to permissible food and drinks, although sectors like clothing, tourism, logistics, recreation, financial services, pharmaceuticals, vaccines and cosmetics are also categorized as lawful or prohibited based on the Islamic law. However, halal consumption is not limited to a particular religion, also non-Muslim consumers with a certain ethical sensitivity can buy halal products. This study intends to deepen the distribution strategies of RF Cosmetics, an Italian company specialized in Research and Development of new formulations and in the production of skincare and makeup. The company has created the first halal certified makeup collection, entirely made in Italy. A recently established distribution channel, considered the potential Amazon for Muslims, is the European platform deenary.com dedicated to halal and ethnic products. This e-commerce platform sells, through its logistics hub in Bologna, made in Italy and halal certificated RF Cosmetics' products. This study will adopt an interpretive qualitative approach (Nag & Gioia, 2012; Gioia *et al.*, 2013), which is one that develops concepts and themes that are grounded in and emerge from data. To investigate the halal cosmetic industry distribution strategies and their success factors, from the perspective of organizations, an explorative analysis of selected halal cosmetic companies and halal retailing industry in Italy will be conducted. Based on the case study guidelines established by Yin (2003), multiple interviews with the RF Cosmetics' entrepreneur and production, marketing and sales managers and with the retailers with whom the company has developed its distribution strategies will be conducted guaranteeing triangulation of the data. Interviews will be aimed to explore the strengths and weaknesses of marketing, distribution and communication strategies developed by the company and retailers to effectively foster purchases for ethical and responsible consumers. Moreover interviews will focus the management of production and commercial information quality and Sharia requirements when conducting e-commerce. The analysis of this case study and of the distribution ecosystem of which the company is part will highlight the following success factors: the quality of the halal production made for skin care, with regard to its craftsmanship and elegance, in line with the need of an elegant and demanding woman; the accuracy and originality of the packaging; the guarantee of a product free from any derivative of animal origin, in favor of a vegan style; the efficiency of the distribution system, in support of lawfulness, traceability, safety, exclusivity of the product and the service offered. Moreover the findings will highlight the importance of companies' multi sided platforms and online channels for shared value creation between distributors and ethical consumers. The theoretical and practical implications, particularly for distribution managers, will be explained in the paper.

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Start2AIM: AI Driven Marketing Personalization for SMEs

Artificial intelligence is widely used by technology giants, while SMEs lack the necessary expertise and time to successfully embed it into their marketing processes. This research aims to guide smaller companies both from a strategic and technical perspective to successfully start with AI for marketing personalization. More specifically, a practical, iterative AIM (AI in Marketing) model was developed. This model guides the SME through several phases from gaining insights in business and marketing goals to assessing data maturity and setting-up proof-of-concepts. The research's outcome consists of a practical Start2AIM e-book which entails best practices and recognizable use-cases.

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Ethical Consumption Behavior and Retailers' Strategies: Evidence From The Sportswear Industry

Consumers are increasingly aware that their purchasing and consumption decisions impact the environment, society, and the economy. Consequently, they make these choices based on their ethical principles, purchasing products that are not harmful to the society and the environment, respecting human and animal rights, and boycotting products made by exploiting child labor or imported from nations with oppressive or dictatorial regimes. Therefore, consumers require from manufacturing companies respect for their ethical values. Previous studies have analyzed the sustainable business practices implemented by manufacturing companies to foster ethical consumption, such as creating environmentally friendly products, offering maximum safety or supporting slow consumption. However, little attention has been paid to the role of retailers, who are fundamental in promoting ethical and responsible consumption. Therefore, this paper aims to fill this research gap through an empirical study about retailers' strategies to foster purchases for ethical and responsible consumption behavior. To this end, the present research focuses on the sportswear industry. Specifically, case studies through semi-structured interviews are performed. Sportswear retailing is a fast-growing industry that has been boosted by the COVID-19 pandemic, which has prompted healthier lifestyles, including more time devoted to sports activities. The results of this explorative study highlight that many retailers are focusing on different factors that guide consumers' spending choices about sportswear purchases. In addition to the products' technical or stylistic components, consumers desire to consume ethically. This trend opens up several opportunities for sportswear retailers to take different strategic actions, which can be proposed in terms of operational and communication practices, recognized in the literature as critical factors in the transition to sustainable business models. Sportswear managers invest in the collection of products used for the immediate or prior maintenance and reuse of upstream-reconditioned products, reducing the waste of raw materials and the depletion of landfills. The rental or purchase of used products leads directly to a lower environmental impact, even for those products not explicitly designed for sustainability. The higher the use during the products' life cycle, the smaller the number of products manufactured and, finally, sent to landfill. In addition, sportswear retailers can undertake specific actions based on their products and targets (e.g., generational differences and sports expertise). In terms of communication, many sportswear retailers create awareness about respect for the environment and encourage reuse by offering customers a repair service to extend the product's life. These retailers' choices are not only competitive but also sustainable. They are further addressed to respect the "12. Responsible consumption and production" goal proposed in the 2030 Agenda by United Nations. The findings of this research contribute to extending the literature about retailers' strategies fostering ethical and responsible consumption and serve as a reference point for practitioners that aim to promote ethical and responsible consumption behavior in and out of the store.

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Setting Managerial Priorities Among Mall Experiences Using Importance-Performance Analysis: Integrating Indicators from Before and During the Lockdown

In order for shopping malls to survive the COVID19 pandemic and maintain their value for shoppers, prioritizing shoppers' experience needs and adjusting the marketing mix accordingly are crucial. To fully understand shoppers' preferences, we use the conceptualization of the four types of mall experiences (seductive, recreational, social, and functional) and attempt to set priorities among them employing the Importance-Performance Analysis (IPA). In a pre-pandemic phase of data collection, on-site mall intercepts were conducted among 191 British mall shoppers. The survey measured the degree to which shoppers were satisfied with the performance of the mall experiences in the mall. In a second phase of data collection, during the COVID19 lockdown, 200 mall shoppers staying at home completed an online survey. The respondents reported the degree to which they longed for the mall experiences that were absent due to the lockdown. The findings contribute to the retailing and consumer behavior literature in three ways. First, we assess the importance of mall experiences for individual experiences based on reported feelings of longing for the first time. This assessment strengthens the validity of mall experiences importance by adding an emotional tone to the merely cognitive evaluation of traditionally reported perceived importance. Second, we demonstrate how to set managerial priorities for investing (and saving) resources such as time and money to improve mall experiences. Finally, our novel integration of the conceptualization of mall experiences with IPA provides new insights about specific mall experiences.

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Sensing the Difference: Brand Design Effects in Wine Experience

Consumer preferences are driven by various specific brand-related stimuli, including visual and sensory ones (Ding & Tseng, 2015). Design elements (i.e., name, color, logo shape, font and package design) identify and differentiate the brand (Batra *et al.* 1993; Grohmann 2009; Orth & Malkewitz 2008; Walsh *et al.*, 2010, 2011). Colors carry intrinsic meanings that contributes to brand recognition (Abril *et al.*, 2009; Bottomley & Doyle 2006). Overall, package design can modify attitudes and expectation toward consumption (Galati *et al.*, 2018; Bordeaux & Palmer, 2007). Therefore, visual and sensory stimuli impact both cognitive and emotional reactions, which influence consumers' perceptions of products and brands (Krishna, 2012), leading to higher purchase intentions so long as they match consumers' brand preferences (e.g., Chebat *et al.*, 2001; Mattila & Wirtz, 2001). Sensory stimuli have been shown to create positive associations and perceptions in consumers, resulting in positive overall experiences, with these elicited emotions, thoughts and sensations contributing to a positive brand attachment (Brakus *et al.*, 2009). Wine provides a valid and interesting context to understand the role of brand design elements in combination with the senses involved in wine experience (Jaeger *et al.*, 2009). Several studies (e.g., Lockshin *et al.*, 2006; MacDonald *et al.*, 2013) have measured the relative importance of various attributes on product choice, without integrating any sensory characteristic into their research design. To fill this gap, we combined different stimuli to understand the the impact of visual and olfactory characteristics of wine on the consumer's experience. While some functional attributes of wine (e.g., producer information, label and bottle) are linked to the brand in its basic warranty function, the sensory cues (e.g., color, bouquet) contribute to brand attachment through symbolic meanings related to self-concept and social identity. According to Galati *et al.* (2018) the color of the label can anticipate the experience of a wine's taste and flavors, while the design of the label can have an effect on wine purchase (Sherman & Tuten, 2011; Bordeaux & Palmer, 2007). This paper explores the interaction between cognition and sensory perception, particularly taste, given that, in addition to a reliance on sensory cues from the food itself, taste is susceptible to non-sensory cues such as brand. Two studies are developed to understand the role of brand design and the effect of senses. The first study investigates the effect of two major elements of the label, namely design and color, on attitudes and intentions to buy. The second study investigates how senses affect consumer experience through brand attachment in self-consumption and gift occasions. Results show that visual elements of the packaging, namely design and color, may impact on the attitude toward the wine, the intention to buy the bottle and the willingness to pay. Moreover, we demonstrate that senses act through the brand even for products that need to be consumed in order to fully appreciate their qualities.

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A New Book with a New Approach to Teaching of Retail Geography

Despite the trend that online retailing is taking increasing market shares and has contributed to the closure of many bricks-and-mortar stores, “location issues in retailing have never faded away, and indeed, ... have never been as important as they are today” (Birkin *et al.*, 2002). Not only will bricks-and-mortar stores continue to stay for a long time, but online retailers themselves are moving towards a business model of multi-channel or omnichannel retailing by building physical stores of their own. In other words, retail geography still matters and store location analysis is still required. A survey of the existing textbooks published in the last 30 years reveals that while each of them served the students and instructors very well at the time of their publication and for a period of time thereafter, there is a need for an updated text that covers and blends the essence of both the orthodox retail geography and the new geography of retailing to reflect the recent changes in the retail industry and the advancement in geo-technologies. *Retail Geography* is a new textbook with three distinctive features. First, it is guided by both the traditional location theories and the theory of the new geography of retailing. Second, the component chapters are conceptualized and organized using the retail planning process as the framework. Third, the methodological chapters are presented with detailed descriptions of the techniques, and are supported with practical examples to reflect the latest software development. These features make the book a suitable text not only for students of economic geography but also for students in retail management and commercial real estate management. Outside universities, there is a large number of retail consulting professionals, who should find this book a useful handbook for their practical work. Retail geographers do need to develop more sophisticated and intelligent spatial analysis techniques that are capable of dealing with omnichannel networks, and the big spatial data offer opportunities for such development. Collaboration between academic researchers, company in-house practitioners, and data scientists is most likely to lead to breakthroughs in searching for innovative methods.

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Women Entrepreneurs in Emerging Countries

Women entrepreneurs play an increasingly recognized important role in countries' overall well-being by contributing to job creation, wealth, family income, and innovations. The family domain plays a significant role in entrepreneurship due to the relationships between start-up actions and family embeddedness in business by mobilizing resources. This study looks at which combinations of family support enhance business performance using a fuzzy set qualitative comparative analysis and examines whether combinations that work well for women are unique compared to male entrepreneurs. We focus on women entrepreneurs in the technology sector in a developing country. Results show that instrumental support at home is integral in fostering women-owned firms' performance when the entrepreneur lacks instrumental support for the business. When there is an absence of instrumental support at home, high levels of emotional support for the business and instrumental support for the business need to be present to achieve a high firm performance level. For male entrepreneurs, high levels of emotional support for the business and instrumental support at home are needed to achieve high firm performance when instrumental support for the business is lacking. Male entrepreneurs can still achieve a high level of firm performance when emotional support for the business and instrumental support for the business are low. To our knowledge, this is the first study in a developing country to examine women entrepreneurs in the technology sector impacting retail entrepreneurship and necessary success support mechanisms. Implications are discussed.

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How Local Differences in Socio-Demographics and Competition Moderate the Impact of Leaflet Composition on Store Performance

In order to attract consumers, grocery retailers commonly offer weekly price promotions which are advertised by leaflets that are often distributed door-to-door. Much research on promotional effectiveness is focused on sales at the product or category level. However, a major goal of these leaflets is to attract extra consumers to the local store and to increase their share-of-wallet. Therefore, we examine the effect of the composition of the promotional leaflet, the role of socio-demographics differences and the local competitive situation on store performance. We distinguish between number of transactions (traffic) and the average basket value per transaction. In our study, we use an extensive database of 216 stores and two years of weekly leaflet data to study the impact of the weekly leaflet on store performance. In particular, we examine the effects of leaflet size, promotional discount, the allocation of space to brand and product types, and the framing of promotions (e.g. 50% discount, 2 for the price of 1, etc.). We distinguish between the in-leaflet and cover composition. Moreover, we explore how the effectiveness of the leaflet composition is affected by socio-demographic characteristics of the local population and the competitive environment. In our study, we find that in-leaflet promotional discount and national brand share positively affect the average basket value, whereas the share of national brands on the cover negatively affect traffic. Furthermore, we found that the promotional discount on the cover page has a negative effect on traffic, but increases the average basket value. This might be caused by cherry pickers. However, the size of these effects are depending on the framing of the cover promotion. In-leaflet and cover featuring of perishable products increases traffic but decreases the average basket value. In addition, we explored that socio-demographics and the competitive environment moderate the impact of the leaflet composition on store performance. As this study reveals, the success of a leaflet and its composition promotion also depends on the local environment of a supermarket. Since local supermarket owners currently have multiple online tools to engage with their audience, they might consider taking these different effects into account by adopting a more local focused leaflet strategy to improve store performance.

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When Is Less More? Studying Bargain Effectiveness in Upscale Store Environments

Two independent types of value have been established in the retail literature – merchandise value based on the quality and price of a store's offerings and differentiation value based on the extent of atmospheric cues in the environment (Ligas & Chaudhuri, 2012). Evidence on the effects of merchandise and differentiation value of retail stores is ample. Chaudhuri & Ligas (2009, p. 417) suggested using an experimental manipulation to investigate whether consumers appreciate bargains more in a low-differentiation store environment than in a high-differentiation store environment. The current study attempts to fill this research gap by examining the combined effects of merchandise value and differentiation value on behavioural intentions via the concept of store affect. Put differently, this study investigates what happens when a store offers *both* types of value to a high degree. To this end, we examine how offering a bargain, or 'good deal', may affect consumers' affective and behavioural approach responses for high and low differentiation store environments. In a first experimental pilot study ($n = 50$), in a simulated store environment in a behavioural laboratory, we find that – in line with previous research (e.g., Helmefalk & Hultén, 2017; Baker *et al.*, 2002) – store environment differentiation with sensory atmospheric cues has a positive effect on consumer reactions, leading to a more positive store affect and to more approach behaviour. In a second experimental (main) study ($n=121$), relying on the pre-tested 'high' versus 'low' differentiated simulated store environments, we find that in a highly differentiated store environment, the presence of bargains negatively influences store affect and in turn approach behaviour as well. This finding is in keeping with processing 'disfluency' theory (Schwarz, 2004; Whittlesea, 1993). The result of a lack of significant effects of the presence of bargains in the low differentiation store environment can be interpreted in terms of the particular nature of the bargain used in this study. Plausible price reductions, presented in traditional presentation formats, such as a dollar-off announcement (Krishna *et al.*, 2002), indicated with a sale sign are not likely to be powerful enough to excite today's ever more value conscious consumer. Our moderated mediation analyses point out that bargains have neither a direct effect nor a conditional direct effect on approach behaviour, but merely an *indirect* effect. This result highlights the role of store affect as underlying mechanism of the effect of a bargain on approach behaviour, providing support for the theoretical foundation of schema theory and conceptual fluency theory. In differentiated store environment, customers do not (primarily) expect to encounter bargains (Zielke, 2018). Such a mismatch, or incongruence, requires them to assimilate or accommodate the cues they encounter with their pre-existing schema. The difficulty in processing this information, or the disfluency, comes with negative affect. This negative affect can be misattributed to the stimulus itself (i.e., the store containing contradictory cues), instead of the processing context, resulting ultimately in more negative responses, along the SOR theory as well.

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Is More Social Presence Always Better? Exploring Boundaries to Consumer Acceptance of Robots

Frontline service interactions have traditionally been fundamentally social interactions. The automation, or replacement of human employees by technologies, has a profound effect on the nature of service interactions and the customer experience. Retailers are in search of adding a human touch to a technology-mediated service interface in the store, and a well-received tool to this end are humanoid service robots. These human-like robots in the frontline have been found to instill trust and generate better consumer adoption rates (e.g., Van Doorn *et al.*, 2017; Wirtz *et al.*, 2018). The question on how far the initial promising results of employing humanoid service robots in retailing reach, has remained unanswered until present. Apart from the ‘uncanny valley’ effect, whereby eeriness dominates consumer perceptions of a too human-like robot, further boundaries to the generalizability of the positive effects of social presence are yet to be established. Answering Grewal *et al.*’s (2020) recent call, the present empirical study examines personal and situational factors to shed light on this underexplored dark side of social presence. First, in terms of personal characteristics, consumer’s contamination fear in the COVID-19 pandemic is explored in studying preferences toward human-human or rather human-tech interactions. Second, we explore embarrassing purchase situations in which more social presence is not necessarily better, or even undesirable. Negative feelings of embarrassment occur when people’s desired social identity is disrupted in the presence of other people (Goldfarb *et al.*, 2015; Lee *et al.*, 2020). Think for example of purchasing private products (e.g., condoms; Otterbring *et al.*, 2018). The desire in such cases to avoid negative social judgment can clarify why interpersonal interactions could negatively impact customer outcomes like satisfaction (Dahl *et al.*, 2001). Given technologies’ lack of judgment, we examine whether shoppers in such situations prefer technologies over humans (Pickard *et al.*, 2006).

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A Community in Love: The Relationship and Dynamic between Odd Molly and its Community

The last twenty years has brought immense transformations in the field of fashion and retail. Hyper-consumption, social media and on-line based communities are but a few of the phenomena affecting brands. In the current digital, hybrid consumer landscape, platforms such as buy and sell groups on Facebook, serve as a breeding ground for brand communities. The latter may propel the brand to adopt various active marketing strategies, such as managed customer co-production. This chapter deals with the dynamic between the Swedish, internationally renowned, fashion brand Odd Molly and its vibrant community in buy and sell groups on Facebook. The community of Odd Molly is characterised by social production, brand love, therapeutic, but also addictive, consumption. The affection for the brand and the busy consumption is largely driven by the members' involvement in the community. Several of the active members are middle age women, struggling with various difficulties in their lives. The sharing of stories, selfies and affirmation fuses and reinforces the incessant exchange of Odd Molly products in the groups. They also stand in sharp contrast to the brand persona and symbol of the brand, the bohemian and carefree young women, named "Molly". The main cause for the consumption in the community is primarily, however, not the longing for the life of Molly, but the social relationships created with other members, technology and goods. After a long period of relatively passive marketing strategies towards its community, the brand has recently decided to engage more actively with its fan base. How does the community of Odd Molly affect the marketing strategies of the brand and what effect does more active marketing have on the brand community? The purpose of this text is to discuss the dynamic between the brand and its community, using theories from marketing and fashion studies, anthropology and consumer culture theory. The empirical basis for this study is derived from netnography and interviews with a number of community members, as well as with representatives from Odd Molly.

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Interactive Technology in the Physical Retail Experience: An Integrated Model and Directions for Future Research

In order to enhance shoppers' experience and gain competitive advantage (Grewal *et al.*, 2009), retailers are increasingly using interactive technology within the physical retail space. The adoption of front office interactive technologies transforms the industry by digitalizing retail settings (Hagberg *et al.*, 2017). COVID-19 pandemic further forced reliance on technologies to reduce human contact. As most retail sales are still generated in physical stores (Danziger, 2017), the use of technologies in traditional retailing should go on receiving academic and practical attention. There are more and more interactive technologies in stores (i.e. self-scanning, self-service cash desks, connected labels, digital display, RFID, and instant mobile message, among others) and they evolve rapidly. The body of research on interactive technology in physical retail is large. Varadarajan *et al.* (2010) already proposed a definition of interactive technology; however, a lot has changed since. Many concepts such as smart retailing (Pantano *et al.*, 2018; Pantano & Timmermans, 2014) or interactive service (Bolton & Saxena-Iyer, 2009) emerged. Conceptual overlaps and theoretical and technological evolutions trigger the need for a renewed, clarified and updated understanding on (1) how to define interactive technologies in the current physical retail context and (2) the antecedents and consequences of adopting them in the shopping experience. In this research, we conduct a systematic literature review of interactive technology in physical retail (relying on a thorough selection of 90 peer-reviewed articles). We first analyze and clarify the core concept of interactive technology. We propose an updated definition of interactive technology in a retail setting as: "a tool usually initiated by the retailer that allows active mutual digital communication in a physical store: the interactivity of the technology may vary across different technologies and depends on consumer participation and technology responsiveness", that can help categorizing the interactive technologies from minimum to hyper interaction. Arguing that consumers tend to adopt interactive environments only if the interactivity pays off (Steckel *et al.*, 2005), we then propose an integrated research model that reveals the situational and individuals antecedents and moderators for people to adopt (or not) interactive technology in store, as well as related consequences, notably on in-store experiential dimensions. This work-in-progress further discusses several key research propositions that could guide future research on "phygital" retailing, towards a better understanding of objective and perceived interactivity levels and a better integration of situational and individual factors altogether. Finally, we especially highlight resistance factors as deserving more attention and argue for a better consideration of "reluctant adoption", such as when forced use can be triggered by retailers' radical moves to implement interactive technologies, as their wish to create experience could backfire into negative consequences.

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The Increase in Online Shopping During COVID-19: Who Is Responsible, Will It Last, and What Does It Mean for Cities?

The COVID-19 pandemic and ensuing lockdown measures have led to an increase in e-shopping. Yet despite the recent growth of this sector, little is known about who is responsible for this increase and whether it is here to stay. Using longitudinal data from before and during the pandemic, we demonstrate that many factors previously associated with e-shopping no longer hold true. Older adults are now just as likely to shop online, which we believe is because this group was the most at risk of contracting the COVID-19 virus and therefore had the most to gain from switching to e-shopping. We also find that the number of respondents who shop online at least once per week increased nearly five-fold between Fall 2019 and Spring 2020. Benefiting from responses over a longer period of time, we further find this proportion to have since in Fall 2020, but to a level that remains sizeably higher than in Fall 2019. Still, this finding implies that the large initial rise in e-shopping in the early months of the pandemic may have been short-lived and that the longer-term impacts of COVID-19 on the frequency of e-shopping may be more modest. That being said, when coupled with the increase in telework during the pandemic, the ability to purchase goods online has likely rendered cheaper, distant housing locations more appealing. To combat this technology-induced urban sprawl, we propose policies to retain stores in central areas and recommend strategies to diminish the appeal of distant housing locations.

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Closing the Attitude-Behavior Gap: A Novel Measure to Predict Ethical Consumption

Ethical consumption is the “on the rise” trend of this century; yet, attitude-behavior gap has necessarily to be better explored to evaluate the mechanisms motivating individual decision making-processes. Indeed, an attitude-behavior gap in ethical consumption presents a pervasive challenge to socially responsible marketing. In response, this research seeks to develop a novel tool measuring consumers’ implicit ethical consumerism. Through rigorous development, findings show that our implicit measure (based in the Affect Misattribution Procedure) predicts ethical consumption beyond explicit attitudes.

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The Influence of the Digital In-Store Experience on Customer Engagement in the Luxury Sector

The concepts of customer engagement have been widely used in retailing (Wang 2020; Behnam, 2021). While the existing literature does not provide an all agreed definition of customer engagement, there is a common sense that engagement is a psychological state (Vivek *et al.*, 2012; Brodie *et al.*, 2011), which is considered a multidimensional construct that incorporates cognitive, emotional and behavioural dimensions (Behnam, 2021). In the advent of increased online activity, academia and industry both realise the importance of engaging customers by offering unique experiences, (Grewal, 2017, 2020). Verhoef *et al.* (2009) mention that store atmosphere could create a comprehensive customer experience, which is regarded as the antecedent of customer engagement (Bowden, 2009). The retail landscape has started to embrace a variety of interactive technologies for engaging customers and enhancing the customer experience (Inman & Nikolova, 2017; Adapa *et al.*, 2020), for example, mobile technology (in-store device and customer self-device), augmented reality, artificial intelligence and digital signage, all of which could benefit the shopping experience (Roy *et al.*, 2020). More recently, there has been a growing interest in the use of in-store interactive technology (Lemon & Verhoef, 2016; Grewal, 2017; Hollebeek *et al.*, 2019; Pantano & Vannucci, 2019; Pantano *et al.*, 2019), and its positive effects on in-store atmosphere on consumer behaviour. However, few studies consider the role of technology on multiple atmosphere factors, and how the inter-relationships between technology-enabled atmosphere effects the emotional responses, and the customer perceived values, within luxury store settings (Roggeveen *et al.*, 2019; Adapa *et al.*, 2020; Jiang *et al.*, 2021). The originality of this research adds to the existing literature, but contributes by examining the impacts of technology-enhanced atmosphere on experience and engagement, and in particular, tests the potential moderating effects of virtual social presence (other customers), and their use of technology at the interface of consumption, within the in-store luxury space (Pantano & Verteramo, 2017; Pantano *et al.*, 2018). Moreover, this research aims also to test the negative emotional responses that affect customer engagement behaviours. From a theoretical perspective, a framework is developed to test the observed variables emerging from the technology-enhanced atmosphere literature with a view to better understanding important interrelationships. From a practical perspective, the theoretical framework provides a starting point to unfold how luxury retail can integrate interactive technology to improve the customer experience, and engage customers more effectively. This is of paramount in an era where the physical store must re-think innovative solutions to maximise profitability.